

Welcome

Tēnā koutou.

Welcome to the University of Otago and New Zealand's National School of Physical Education, Sport and Exercise Science – the oldest and one of the largest interdisciplinary research centres in Australasia, and home to the *New Zealand Centre for Sport Policy and Politics*.

Sociology of Sport is facing unprecedented challenges, not only over funding and resources but over its legitimacy and very existence. Curiously, this has occurred despite enormous growth in the interest around 'sport' (broadly defined) within both the global economy and as a focus of serious scholarly examination.

As we approach the 20th year of the new millennium, the *2019 World Congress of Sociology of Sport* provides an ideal opportunity to reflect, evaluate and contemplate the past, present and future of the field. The sociology of sport, across all of its specialisations, has been quite successful in identifying social problems and inequalities within sport but generally speaking there has been much less discussion of how to use this knowledge for resistance and transformation through collective action and social policy. In short, it is timely for our field to envision and create an alternative future for both sport and its sociological analysis.

We are honoured to host such a strong group of international scholars to share their research and consider how we might contribute to a new vision for sport, exercise, physical activity and health. In addition to gleaning the valuable perspectives of our keynote speaker (Professor Deborah Lupton), this Congress features two discussion panels. The first, initiated by the IWG Women and Sport Secretariat, examines the potential for sport to create positive social change for girls and women. The second panel draws from some of the most respected scholars in the field, to reflect on the status of critical and qualitative sociology of sport. It is our hope that all delegates will engage in these and other dialogues throughout the Congress.

Acknowledgments

We would like to extend our thanks to the following individuals, groups and sponsors for their support: the Minister of Sport & Recreation: Rt. Hon. Grant Robertson, Tourism New Zealand, Professor Harlene Hayne, Vice Chancellor – University of Otago, Professor Richard Barker, Pro Vice Chancellor – Division of Sciences, the School of Physical Education, Sport & Exercise Sciences, the Office of Māori Development, Kerry Buchan – Project Coordinator of the University of Otago's 150th Anniversary celebrations and all of our wonderful volunteers.

Finally, our thanks to ISSA for their financial support of the Student Workshop Congress.

Ngā mihi

Professor Steve Jackson



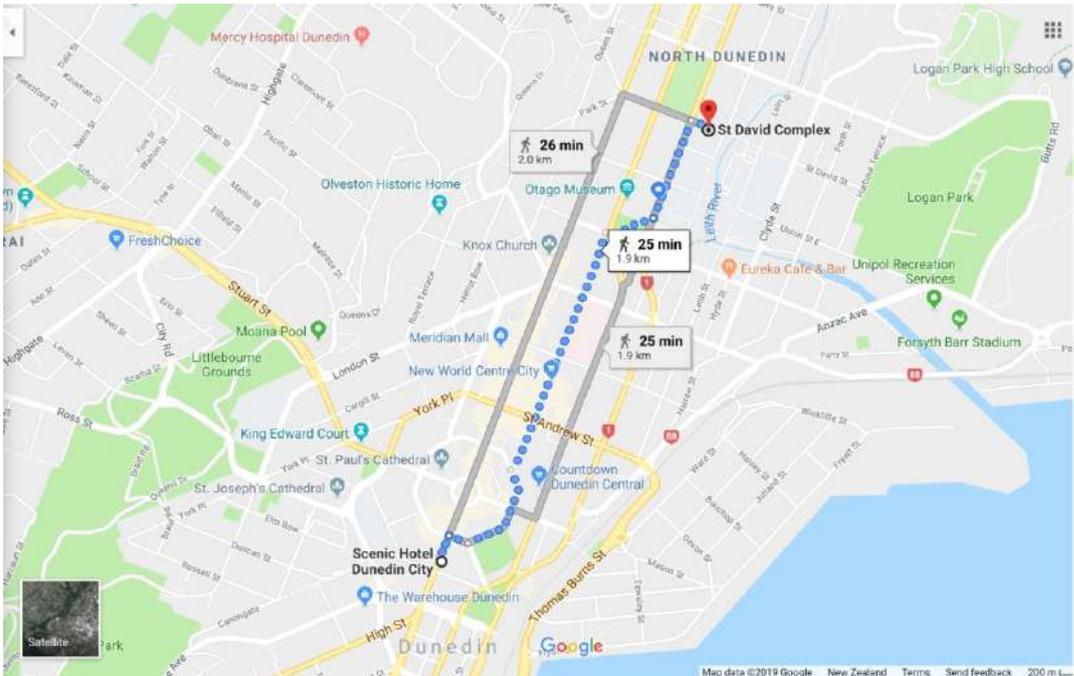
Associate Professor Mike Sam



Congress Venue St David Lecture Theatre Complex



From Scenic Hotel to St David Lecture Theatre Complex

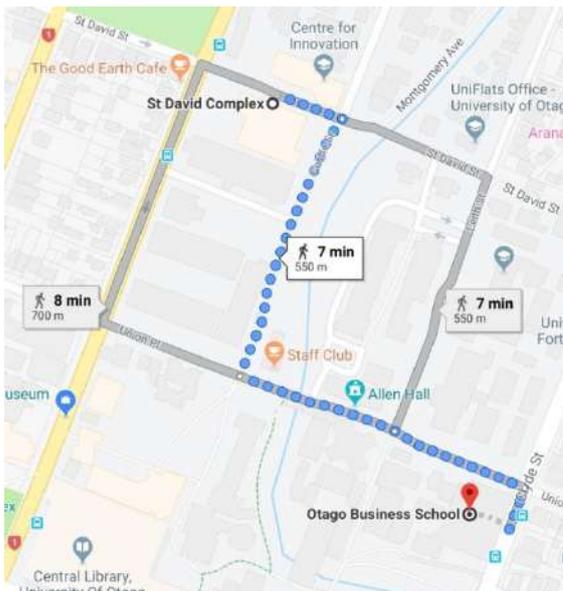


Congress Dinner Venue Otago Business School

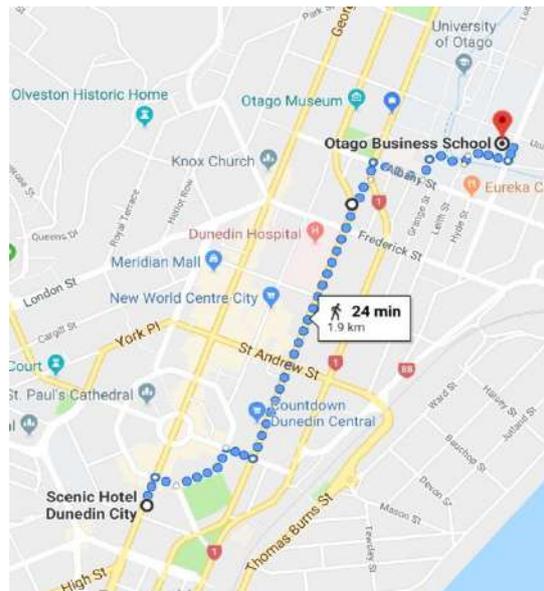


60 Clyde St
Corner of Clyde Street and Union Place East

From St David Lecture Theatre Complex to Otago Business School



From Scenic Hotel to Otago Business School

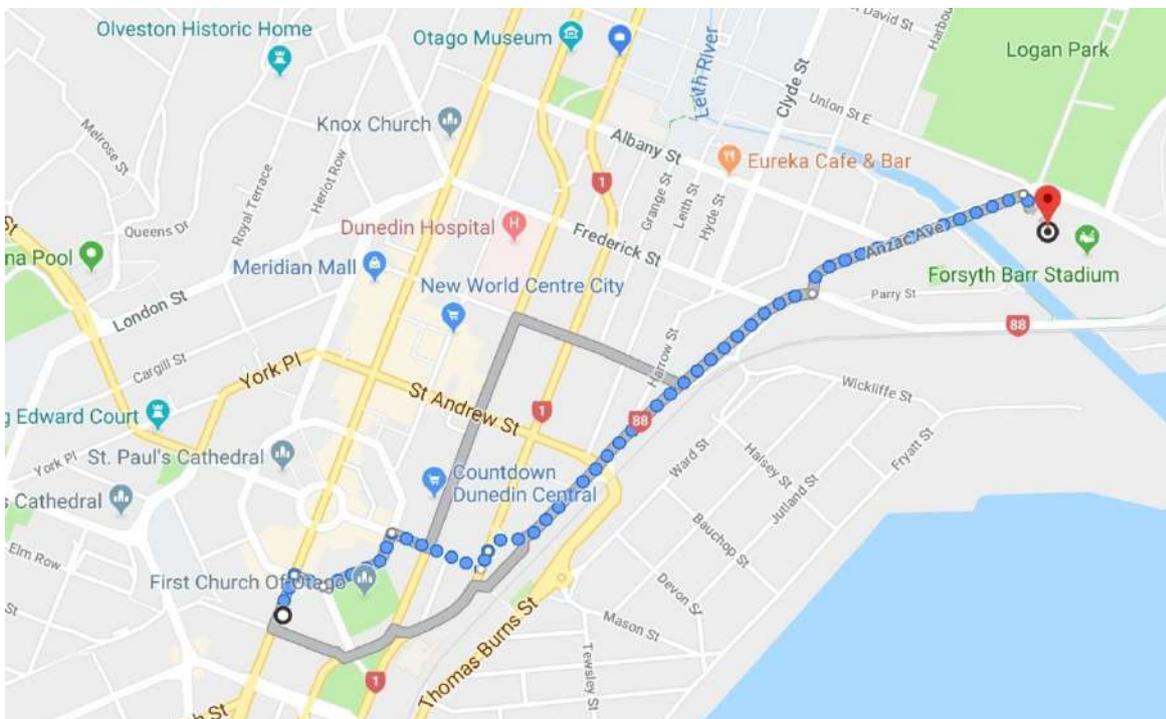


University Fitness Centre UNIPOL

Your hotel may have fitness facilities but just in case we have organised free access to the University's fitness centre (just present your conference ID) UNIPOL, which is about a 10-minute walk from the conference venue and connected to the stadium.



From Scenic Hotel to UNIPOL



Announcing the sad passing of Professor Eric Dunning

Eric Dunning, who has died aged 82, was a distinguished sociologist and founding father of the sociology of sport, who wrote about aggression and excitement in games, and about football hooliganism.

Seeking an area for postgraduate research at the University of Leicester in the 1950s, Eric considered football, but found that it was regarded as an unsuitable field of study for sociologists. Eric and his colleague Norbert Elias set out to overturn that view.

Eric's MA thesis traced the development of football from a rough and wild folk game, close to fighting, into the modern sport, with its much lower socially permitted level of violence. Until then, the orthodox sociological view of leisure had been that it met a need for relaxation. Eric and Elias dissented. Their view was that people living in industrial societies were subject to constant pressure towards a demanding level of habitual control over spontaneous impulses, and what was needed from leisure and cultural pursuits was excitement in a socially acceptable form.

Their pioneering essays were collected in 1986 in the book *Quest for Excitement*. In all, Eric authored or edited 14 books. *Barbarians, Gentlemen and Players* (1979), his study with Ken Sheard of the development of rugby football, is arguably the best sociological study of the development of any sport. And between 1984 and 1990, Eric and his Leicester colleagues produced three highly influential books on football hooliganism. The work of the "Leicester school" is the starting point for all subsequent research work in this area.



Born in Hayes, Middlesex, to Daisy (nee Morton), a school dinner lady, and Sidney Dunning, a London bus driver, Eric went to Acton county grammar school and to what was then University College Leicester. His intention was to study economics, but he switched to sociology after attending and being entranced by Elias's introductory lectures in the subject.

After completing his postgraduate studies, Eric went to the US for a year, where he worked under Alvin Gouldner at Washington University in St Louis, Missouri, and where he met and married his first wife, Ellen. He returned to Britain in 1962 to take up an appointment as an assistant lecturer at Leicester, but Ellen was unable to settle in the UK, and the marriage broke up.

Eric was appointed lecturer in 1963 and professor of sociology in 1998. He was my tutor and later my academic colleague at Leicester, and we worked on many research projects together. Eric continued to write and publish after his retirement in 2001, as professor emeritus.

To his friends he will be remembered as a bon vivant who loved wine and jazz, and a teller of jokes and shaggy dog stories, but, above all, as an extraordinarily kind and generous person.

Eric is survived by two children, Michael and Rachel, from his second marriage, to Judith, which ended in divorce, and by his grandchildren, Florence and Isabelle, and a brother, Roy.

- Ivan Waddington

Announcing the sad passing of Professor George Sage

George Sage, 89, of Greeley, died peacefully at his home on Monday, Feb. 11, 2019. He was born Dec. 27, 1929, in Rifle to George E. and Maybell Sage.

In 1948, he graduated from Denver North High School; he earned varsity letters in basketball and baseball. Immediately after graduation from high school, George enlisted in the U.S. Army. In 1950, shortly after North Korea invaded South Korea, George, then a member of the Infantry Division was deployed to Korea where his division fought to defeat North Korea.

George was honorably discharged from the Army in October of 1951, and he enrolled in what was then Colorado State College. He was a member of the basketball and baseball teams. In his senior year, George received the Colorado State College Outstanding Scholar-Athlete award. Upon graduating with a Bachelor of Arts degree, George remained in Greeley to complete a Master's Degree. After teaching and coaching three years, George was selected to be a Teaching Assistant at UCLA, where he completed his Doctorate.

While at CSC, George met the love of his life, Liz (Amelie) Sage, and married her Aug. 20, 1955. They were married for 63 years. Upon graduating from UCLA, George was hired as the head basketball coach at Pomona College in Claremont, Calif., home of the Sagehens. After four years at Pomona College, George was hired as the head basketball coach at the University of Northern Colorado.

George resigned from coaching and turned to a career of teaching, writing, and research in sociology and psychology of sport. He published more than 50 articles in professional publications; he authored, co-authored, and edited 21 books, including multiple editions of some. He recently finished his 11th edition of *Sociology of North American Sport*. He was president of the North American Society for the Sociology of Sport, a society for which he was a founder, president of the National Association for Kinesiology in Higher Education; he held Fellowship status in the American Academy of Kinesiology. He was inducted in the National Association for Sport and Physical Education Hall of Fame in 2006.



At the University of Northern Colorado, George was selected for the 1978 UNC Distinguished Scholar Award, and in 1987 was selected for the Lucile Harrison Outstanding Teaching Award. He was inducted into the UNC Athletic Hall of Fame three times: first as an individual, second as the coach of the 1965 basketball team, and third as a member of the 1955 baseball team. Also, at the annual UNC awards function for athletes, the UNC Athletic Department presents the George Sage Scholar-Athlete Award to the top senior, male athlete. In addition, George and Liz established the George and Liz Sage Endowed Scholarship at the University of Northern Colorado which will continue to provide financial assistance to UNC baseball and men's basketball athletes who are achieving good grades and need financial support in order to continue with their sport and achieve the goal of graduating.

George is survived by his wife, Liz Sage, of Greeley; sons, Mike (Kathy) Sage of Greeley and Larry Sage of Aurora.

**Wednesday, April 24th / Special Panel Discussion: 16.30-17.30
Room 7**

[Special Panel Discussion 1]

The power of sport as a tool to create positive social change for women and girls in society

Organisers:

Rachel Froggat, CEO, Women in Sport Aotearoa (WISPA) and Secretary General, IWG Women and Sport Secretariat & Conference 2018-22 and Professor Elizabeth Pike (past-President, ISSA)

Panel Participants:

Rt. Hon. Grant Robertson, Minister of Sport & Recreation

Professor Elizabeth Pike (University of Hertfordshire, Past-President ISSA)

Raewyn Lovvet, Co-Chair, International Working Group on Women and Sport (IWG)

Kereyn Smith, CEO, New Zealand Olympic Committee

Moderator:

Rachel Froggatt, CEO of Women in Sport Aotearoa (WISPA) and Secretary General of the International Working Group (IWG) on Women and Sport Secretariat & Conference 2018-2022.

Wednesday, April 24th / Keynote Session: 18.30-19.30
Room 7

[Keynote session]

The More-than-Human Worlds of Self-Tracking for Health and Fitness

*Professor Deborah Lupton
University of New South Wales, Sydney, Australia*

In this presentation, I take up new materialist theoretical perspectives to examine the sociotechnical imaginaries and embodied experiences and practices of self-tracking for health and fitness. I draw on several of my recent empirical research projects on self-tracking, explaining how new materialism was applied to select methodological approaches, develop research questions and analyse research materials. These materials include developers' websites, descriptions of apps on app stores, interview and focus group discussions, artefacts generated from participatory design workshops and video footage of self-tracking practices. I identify the relational connections, affective forces and agential capacities generated with and through people's encounters with self-tracking

Biography

Deborah Lupton is SHARP Professor in the Faculty of Arts and Social Sciences, University of New South Wales, Sydney, working in the Centre for Social Research in Health and the Social Policy Research Centre. She is the author/co-author of 16 books, the latest of which are *Digital Sociology* (Routledge, 2015), *The Quantified Self* (Polity, 2016), *Digital Health* (Routledge, 2017) and *Fat, 2nd edition* (Routledge, 2018). Her forthcoming book *Data Selves* will be published in late 2019. She is a Fellow of the Academy of the Social Sciences in Australia and holds an Honorary Doctorate of Social Science awarded by the University of Copenhagen.

Friday, April 26th / Special Panel discussion: 15.30-16.30
Room 7

[Special Panel Discussion 2]

The Fake Article Hoax and the State of Play in Critical and Qualitative Sociology of Sport

This panel features a distinguished group of scholars assessing key issues raised by a recent renegade study that entailed a group of researchers submitting fake research for publication to respected academic journals across the critical social sciences and humanities. The "hoaxster" assault on many notable research outlets, including the IRSS and SSJ, was purportedly done to reveal problematic core deficiencies and political predilections seen in what was characterized as "grievance studies" rampant across critical, cultural, and postmodern identity-anchored scholarship. Panel discussion considers the ethos of submitting 20 fake articles to scholarly journals (seven of which were published in prestigious outlets), the legitimate and misguided concerns about critical and qualitative scholarship that may have driven this hoax, the handling of a fake submission to the IRSS and the larger implications for critically-oriented scholarship in the sociology of sport.

Organiser:

Lawrence Wenner, Loyola Marymount University, USA

Panel Participants:

Lawrence Wenner, Loyola Marymount University, USA

Dominic Malcolm, Loughborough University, UK

Kim Toffoletti, Deakin University, Australia

Richard Pringle, Monash University, Australia

Mary McDonald, Georgia Institute of Technology, USA

Catherine Palmer, University of Tasmania, Australia

Thursday, April 25th / Session 1: 09.00-10.30
Room 1: Globalisation / Chair: Koji Kobayashi

Neoliberalism without guarantees: Labour, education and sport in Japan

Koji Kobayashi (Lincoln University) & Steven J. Jackson (Otago University), NZ.

While neoliberalism is often framed in a totalising fashion to subsume the world under a uniform ideology, it is unequivocally subject to contestation and negotiation within specific economic, political, geographic, social and cultural contexts. Japan serves as a strategic site of investigation not only because it fervently embraced neoliberalism from the 1980's to the 2000's but also because it has offered its own unique interpretation and response to perceived 'problems' at different times. Focusing on the sites of labour, education and sport, the study contends that the casualisation of labour and individualisation of society are increasingly manifested while the Japanese practice of selective incorporation, through glocalisation, remains prominent. For instance, while often aware of its limitations, youth and women embraced neoliberal values and attitudes in order to challenge the dominant ideological construct of 'salarymen ideals'. However, the new values and attitudes associated with individual freedom and individuality were largely resisted by the extant inherited frameworks and regimental practices including life-time employment in major corporations, rote memorisation in school education systems and collective orientation in school-affiliated sport clubs. Consequently, the socio-cultural effects of neoliberalisation need to be carefully examined for its glocality, or the co-existence of the old and the new.

The conflict and integration of Chinese traditional sports and Western competitive sports from the perspective of symbiosis and co-existence

Yan Panpan (Tsinghua University), CN.

Following the Industrial Revolution, Western sports culture spread throughout the world often having a severe impact on the traditional sports culture of various countries. However, in recent years, many nations, including China have initiated programs to support the resurgence of traditional sports as part of wider processes of supporting culture and heritage. Within China today, although there is clearly a global and diverse sports culture, traditional Chinese sports are being promoted and there are increasing efforts to support the integration of Chinese and Western sports culture. However, the blending of sports culture is a complex process. It requires us not only to have a profound understanding of the essence of traditional sports culture, but also to have a comprehensive understanding of western sports culture. By comparing the development background, cultural connotations and performance characteristics of Chinese traditional sports and western competitive sports, this study analyzed the potential for both conflict and integration of these two types of sports culture and explored the "symbiosis and coexistence" of Chinese and Western sports culture and its future. Following the Industrial Revolution, Western sports culture spread throughout the world often having a severe impact on the traditional sports culture of various countries. However, in recent years, many nations, including China have initiated programs to support the resurgence of traditional sports as part of wider processes of supporting culture and heritage. Within China today, although there is clearly a global and diverse sports culture, traditional Chinese sports are being promoted and there are increasing efforts to support the integration of Chinese and Western sports culture. However, the blending of sports culture is a complex process. It requires us not only to have a profound understanding of the essence of traditional sports culture, but also to have a comprehensive understanding of western sports culture. By comparing the development background, cultural connotations and performance characteristics of Chinese traditional sports and western competitive sports, this study analyzed the potential for both conflict and integration of these two types of sports culture and explored the "symbiosis and coexistence" of Chinese and Western sports culture and its future.

Sport in a globalized world

Rui Machado Gomes (University of Coimbra), PT.

The development of the worldwide market has long-ranging consequences, not only at the level of growing economic interdependencies, but also in the globalization of cultures and lifestyles. Within any of these dimensions, sport plays a role and contributes in its own particular way to globalization. *Transnational organizations, worldwide events, transnational communities and transnational structures* organised around the central theme of sport provide clear evidence of that phenomenon. However, the way in which these dimensions interrelate at a time of unorganised capitalism is based on disjuncture. Following this thesis, Appadurai (1996) has proposed an elementary scheme for the analysis of the disjuncture between the various dimensions of globalization, suggesting the notion of *landscapes* to underline the fluid and irregular shape of the flow of capital, as it relates to both communications and lifestyles. By emphasising that globalization is intensively perceived according to, and influenced by the historical, linguistic and political contexts of the intervening players, the author deliberately focuses on the imagined worlds that help us construct those landscapes. In this paper, we will explore some of those theoretical leads and will analyse three types of landscapes within the context of leisure and sport. The aim is to demonstrate how their interrelationship is one of disjuncture, with respect to the conflicts emerging at the intersection of mediascapes (sport as *global spectacle*), technoscapes (the role of the new media and *velocity* in the creation of decontextualized global cognitive maps), and ideoscapes (the role of images and the aesthetisation of the leisure sports experiences).

“These girls are legit”: The globalization of women’s baseball

Callie Batts Maddox (Miami University), US.

In late August 2018, Japan claimed its sixth consecutive gold medal at the Women’s Baseball World Cup by beating Chinese Taipei in the final game. Organized every other year by the World Baseball Softball Confederation (WBSC) since 2004, the Women’s Baseball World Cup is the only major global tournament for the women’s game. As such, it is an important site to consider when examining the globalization of women’s baseball, a fringe sport that must constantly define itself in tandem with, and against, both the men’s game and women’s fastpitch softball. Drawing on Rumford’s (2007) idea of post-Westernization and the connections that Cho (2016) makes in relation to (men’s) baseball, I suggest that women’s baseball offers a compelling case for the study of sporting global diffusion within a context of contested gendered narratives. Using the recent Women’s Baseball World Cup as an analytical focus and incorporating field notes and interview data gleaned from research completed during the tournament, I explore the challenges and possibilities currently shaping the globalization of women’s baseball.

Thursday, April 25th / Session 1: 09.00-10.30
Room 2: Sport & alcohol / Chair: Sarah Gee

Orange was the new black: New Zealand Cricket and Tui beer sponsorship

Sarah Gee (University of Windsor), CA & Ashleigh-Jane Thompson (LaTrobe University), AU.

Alcohol sponsorship of sport occurs globally, yet the ever-evolving association of an unhealthy product, such as alcohol, with a healthy practice, such as sport, remains a contentious global debate. In New Zealand, alcohol sponsorship of sport is of particular political and public interest given its prominence in the culture, promotion and provision of sport, notwithstanding a heightened public health agenda that encourages policy-makers to introduce a ban on alcohol sponsorship of sport. Tui, a popular New Zealand beer brand, is one of the major sponsors of New Zealand’s men’s elite cricket team, the Black Caps. Cricket is considered to be a summer social

institution for New Zealand families and friends, not just “hard core” cricket fans. This presentation will discuss Tui’s “Catch a Million” promotional campaign that served as an activation strategy for the brand’s sponsorship of the Black Caps during the 2015 Cricket World Cup, and the 2013-14 and 2017-18 summer cricket seasons. Bringing together cricket and an iconic national beer, this campaign intended to extend awareness of Tui beyond its traditional target consumer group (men aged between 23-29 years old). Ultimately, it created unparalleled levels of engagement, brand recognition/impressions, and media attention. An analysis of media (mainstream and social) highlights the significance of symbolism, bureaucracy, and mediatization of the campaign’s insertion into the national narrative and experience of cricket.

Sport, alcohol and the unexpected

Catherine Palmer (University of Tasmania), AU.

This paper engages with (and challenges) perhaps the single most dominant theoretical trope in studies of sport-related drinking, namely “hegemonic masculinity”. Drawing on more than 15 years of research into the sport-alcohol nexus, it traces new research in areas such as women, older athletes, disability, and cultural and ethnic diversity as new sites and subjects for examining the relationships between sport and alcohol. 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 sport alcohol nexus: Culture, hierarchy and habit

Marc A. Harris (Cardiff Metropolitan University), GB.

It is widely accepted that alcohol consumption is detrimental to sporting performance. Despite this widespread consensus, excessive drinking is deeply integrated with sport in general and university sport in particular. This paper addressed a fundamental gap in current literature, the extent to which drinking by university sportspeople is fuelled by sociocultural factors within the university-sport structure, or the habitus of those who enter the sporting environment. Fifteen semi-structured interviews were conducted with male (n=9) and female (n=6) university rugby players from a single university in Wales, UK and a season-long ethnography was undertaken which utilised data from a variety of sources including observations (across multiple leagues and teams), traditional media reports, social media, survey data (N=29) and semi-structured interviews with male players (n=9), a director of rugby and a director of student services. An inducted thematic analysis revealed five core themes; (1) pre-university consumption, (2) pre-university expectations, (3) hierarchy, (4) social survival and (5) forced reproduction. The transcripts suggested participants had initiated potentially problematic drinking practices prior to university, however it appeared that these increased in prevalence during university. There was an expectation that heavy consumption was widespread throughout university sport and participants felt there was a social hierarchy which made behaving against the dominant perceived norm difficult. The structure of university may be facilitating a self-replicating harmful drinking culture within university rugby and several system changes could promote a healthier environment.

How to be an athlete without drinking alcohol: Trajectories and social experiences in France

Le Hénaff Y., Bonnet C., Feliu F. & Couvry, C. (Normandie University), FR.

Sharing alcohol is seen as a way to show solidarity and to facilitate a sense of collectiveness in sport (Palmer, 2015). Moreover, most quantitative studies indicate that athletes drink more alcohol than the average person (Peretti-Watel, 2015). This presentation is based on research (both qualitative and quantitative) of sport and alcohol in France. We focus on people who fall outside of the norm: nondrinker athletes. We conducted n=12 in-depth interviews with climbers and (wo)men rugby players to analyze their social experiences and their trajectory. Our hypothesis is that these commitments and negotiations vary according to both the athletes’

individual dispositions and the local and institutional context of the sport. The results reveal that abstinent people are outsiders in both rugby and climbing. Feelings of discomfort and of being disconnected are the normal. Indeed, abstinence involves a challenging negotiation depending on the context: to pass as drinkers or to propose justifications. Some of the men negotiate using their “masculine capital”. Considering their biographical trajectory, nondrinkers moved from an outsider identity to an “integrated deviant” identity (Gaussot et al., 2015). They did not seek an alcohol drinker career and didn’t learn to enjoy the taste of alcohol and the enjoyment of being out of control. Moreover, the results indicate that most of the nondrinkers started playing at an older age than the average (rugby) player. Conversely, the younger that athletes start practicing sport, the more opportunities they encounter to be exposed to alcohol outside of their parents’ authority. A final consideration with respect to the relationship between sport consumption and alcohol is the role of coach.

Thursday, April 25th / Session 1: 09.00-10.30

Room 3: Sport policy & development / Chair: Cora Burnett

Institutionalising SDP in public schools: Blessing or curse?

Cora Burnett (University of Johannesburg), ZA.

In the quest for sustainable development and legitimacy UN agencies and sport powerhouses such as the International Olympic Committee (IOC) and Fédération Internationale de Football Association (FIFA) embrace Sport for Development and Peace (SDP) philosophy, methodology and practices in a myriad of ways. Mega-event legacy programmes and the recent UN-IOC “direct” partnership, in addition to UNESCO’s drive for Quality Physical Education provide the architecture for school-based delivery of SDP work. In the South African context, the Non-Government Organisation (NGO) sector delivered sport-for-development related programmes to 12% of the lower quintile (socio-economic ranking 1-3 compared to higher quintiles 4-5) public schools. The 2018 national study on the *State and Status of Physical Education in South African public schools*, undertaken by eight public universities, show diverse models with the Life Skills/Life Orientation curriculum underpinned by sport-for-development philosophy. The institutionalization of SDP represents a reductionist, diversionary and deficit approach whilst substituting teacher specialists with NGO-outsourcing. This practice provides youth employment and civic society engagement without addressing the systemic challenges in the way of quality physical education and sport school-based practices. It compromises theory-practice integration and meaningful educational outcomes related to movement competency and literacy, sport education, health and wellness, in favour of a UN narrative of “development” enshrined in human rights rhetoric and neocolonial aspirations. Competing national priorities of the education, sport and development sectors (including Corporate Social Investment actors) offer temporary solutions, which further disenfranchise impoverished schools and widen the gap of societal inequality.

Conceptualizing grassroots sport diplomacy

Bence Garamvölgyi (University of Physical Education, Budapest), HU, Carole Gomez (Institut de Relations Internationales et Stratégiques), FR & Thierry Zintz (Université catholique de Louvain), BE.

Over the past few decades the emerging concept of sport diplomacy has received considerable attention from academia, states, NGOs and inter-governmental organizations. In 2015 the European Commission established a high-level group that later published its recommendations to develop sport diplomacy at the European level. According to these recommendations grassroots sport activities promoting people-to-people relations constitute the core elements of the EU’s sport diplomacy. Building on this momentum, the International Sport and Culture Association (ISCA) launched an EU-funded project aiming to develop and test the concept of Grassroots Sport Diplomacy (GSD). The presentation aims to introduce the GSD project and intends to bring this new concept into

academic discussion. Considering that grassroots sport is a “physical leisure activity, organized and non-organized, practiced regularly at non-professional level for health, educational or social purposes” and sport diplomacy is a way for actors (states, NGOs, civil society, private sector) to strengthen diplomatic, social and political relations with other actors, and enhance their external image and influence, we can consider that grassroots sport diplomacy could be defined as a new qualitative, cost efficient and impactful approach aiming at: (1) Increasing or creating lasting dialogue and cultural understanding; (2) Facilitating knowledge transfer between the grassroots sport sector and relevant actors (including other grassroots sport organizations, states, NGOs, civil society, or even individuals); and (3) Contributing to societal and individual development in the health, educational, sport or social fields.

A better world or better Korea? South Korea’s overseas sport volunteer

Dongkyu Na (University of Ottawa), CA.

South Korean governments have adequately manipulated sport as statecraft to manage domestic affairs. Over the past two decades, the state-led the Korea International Cooperation Agency Sport Volunteer Program (KOICA-SVP) has been one of typical junctures between the symbolic figure of sport and politics to achieve South Korea’s political agendas. Drawing on Foucauldian discourse analysis, I take a closer look at the underlying politics of KOICA-SVP’s discourses on managing domestic affairs covering themes such as ‘cultivating global talent,’ ‘career development,’ and ‘supporting domestically-hosted global sporting events’ (collectively referred to as ‘statecraft discourses’). Through Foucault’s two methodological crafts, archaeology and genealogy, this research first provides a synchronic analysis of what constitute the discursive formations of statecraft discourses, and their interaction with socio-political issues and conditions. Secondly, via genealogical analysis, the research diachronically focuses on discursive singularities and discontinuities in the transformations of statecraft discourses, linking them to government political agendas. The analysis eventually discloses the mechanism through in which KOICA-SVP, as statecraft, has continued to work for South Korea itself behind a veneer of global volunteerism expressed through the philanthropical catchphrase, “A Better World”.

Investigating the application of Freirean principles in Sport-for-development and peace programmes: A comparative analysis

Kola Adeosun (Solent University), GB.

In looking towards alternative futures, sport-for-development-and-peace (SDP) scholars have once again turned to the discipline of sociology, specifically Freirean pedagogy to progress the field. Since Spaaij and Jeanes (2013) wrote their position paper on Freirean pedagogy and SDP, the literature on this topic area has steadily increased, with theoretical justifications by authors as to the validity of Freirean pedagogy to practice. Hence, this study’s aim is to identify what Freirean principles look like in practice. Based on upcoming PhD research, I intend to juxtapose the everyday activities of two separate SDP programmes, one which is claimed to emanate from Freirean principles against another which is not, to observe how Freirean practice differs from conventional SDP practice. To do this, the study will explore methodologies applicable to Freirean pedagogy and useful for comparative analysis to understand aspects such as participant involvement, programme activities, and participant and practitioner interactions across both programmes. While Freirean pedagogy offers an alternate paradigm from which to view SDP, little research has been conducted on what Freirean principles look like in practice, and how they differ from conventional SDP practice. Much of the current literature uses rhetorical language and utopian idealism based on the Freirean perspective to justify the relevance of Freirean pedagogy to SDP practice. Similar to Crookes (2009), I use the term relevance in relation to the word practical, because the real relevance of Freirean pedagogy to SDP is only enhanced when an understanding of what is needed to put them into practice can be obtained.

Thursday, April 25th / Session 1: 09.00-10.30

Room 4: Gender & media representation / Chair: Mary G. McDonald

Not playing around: The WNBA, feminist Killjoys, and the politics of complaint

Mary G. McDonald (Georgia Institute of Technology), US.

Thanks to social media platforms like Twitter and Instagram, athletes now have a greater ability to engage the public and discuss key issues related to their sports. During and after the 2018 season, several professional basketball players from the WNBA publically made the case on social media that they should be paid more as league seasonal salaries averaged about \$75,000 with the maximum veteran salaries capped at just under \$120,000. While players such as A'ja Wilson, Liz Cambage, and Brittney Griner argued for players to receive a greater percentage of WNBA revenues beyond the 22% allowed under the existing collective bargaining agreement, many social media participants responded with outrage. These respondents not only found the players undeserving of better pay but wrongly presumed the players were asking to receive salaries equal to those in the NBA whose minimum player salary is about \$840,000 per season with top players earning well over \$30 million each year. Rather than looking at this case as a simple misunderstanding, in this paper I draw upon the work of feminist critic Sara Ahmad to suggest that these WNBA players' advocacy articulates to the figure of "feminist killjoys" in bringing their cultural criticisms and "complaints" to larger audiences.

Visualising fitness on Instagram: The #BBG community and women's self-representations

Kim Toffoletti (Deakin University), AU.

This paper investigates the online photosharing practices of a popular women's fitness community - followers of the #BBG program created by Australian celebrity fitness influencer, Kayla Itsines. Findings drawn from a dataset of 200+ Instagram images suggest that visually oriented social media are facilitating a range of new cultural practices through which women self-actualise fit identities. Of particular interest to this study are the ways in which women associate themselves with popular body and health philosophies promoted by Itsines. This study foregrounds the distinct platform vernacular of Instagram to suggest new lines of inquiry into women's self-representations as members of a digital fitness community. Distinct from previous studies, which emphasise the impact of fitspiration images on women's body satisfaction, and those which focus on the disciplinary and subversive aspects of fitspiration discourses, this study uses the example the popular #BBG fitness community to map emergent techniques and body-focused strategies use by women when visualising their experiences of physical activity on Instagram.

Sexualisation, misogyny and social media abuse in women's tennis

*Chelsea Litchfield, Jaquelyn Osborne (Charles Sturt University), CZ. &
Emma Kavanagh (Bournemouth University), GB.*

Virtual maltreatment is a rapidly emerging and highly significant issue within contemporary sport. This issue is particularly relevant to female athletes and female sports in social media spaces. Using a netnographic approach, an analysis of two popular social media platforms (Facebook and Twitter) was conducted to examine the social commentary and fan interaction surrounding the top five seeded female tennis players at the 2015 Wimbledon Tennis Championships. In particular, this study investigates the 'continuum' of sexually based online interaction which occurred on the social media sites pertinent to this tennis event. Specifically, three forms of sexualisation were identified. These included a sexualisation that focussed on the female physical appearance, a sexualisation that desired and/or proposed physical or sexual contact with the tennis players, and finally, a sexualisation that was vile, explicit and threateningly violent in a sexual or misogynistic manner. These findings demonstrate how social media provides a space for unregulated physical and sexual abuse of female athletes in a way that

traditional sports media does not. Virtual abuse and maltreatment is identified as a significant social problem which requires further consideration in academic literature.

Exploring female fandom in women's sport: The case of netball

Margaret Henley, Bethan Needs & Toni Bruce (University of Auckland), NZ.

The invisibility of female fans in research on sports fandom has been widely noted (Osborne & Coomb, 2013; Toffoletti, 2017; Toffoletti & Mewett, 2012). We extend this limited research, much of which has focused on female fans of major men's sports, by discussing the results of an ongoing study of female fans of netball. With over 20 million players in 80 nations, netball is a rare international team sport played almost exclusively by women. In New Zealand, it is the premiere women's sport, with high participation rates, a strong financial base, significant corporate support, an appealing television rights package, and national recognition. Yet virtually nothing is known about its passionate, knowledgeable and predominantly female fan base. This startling absence, considering netball's significance in women's lives for over 100 years, is a potent example of the broader public marginalisation of women's sporting activities and women as sport fans. For the past three years, the authors have been tracking online player and fan interactions on social media sites and online fan communities; observing and interviewing fans at live events; interviewing netball journalists, broadcasters and administrators; and analysing the representation of female fans in the broadcast text. Our results demonstrate the importance of predominantly female spaces in women's lives. Not only do women make long-term financial and emotional commitments to their fandom but their involvement in the sport (online, watching televised games and/or at live events) supports a deeply meaningful web of social and familial relationships.

Thursday, April 25th / Session 1: 09.00-10.30

Room 5: Race & indigenous culture 1 / Chair: Brent McDonald

Finding the natural: Talent identification and biological racism in coaching and selection practices in Australia

Brent McDonald (Victoria University), AU.

Sport holds a privileged position in Australian culture and is often charged with achieving the goals of a variety of social policies. It is also a highly competitive and potentially lucrative industry and as such is shaped by a range of market forces and consumer demands. Over the past twenty years a noticeable change has occurred in the profile of professional sport in Australia, most notably the often massive over-representation of certain ethnic minorities in certain sports. Whilst the greater diversity of athletes participating may reflect the results of multiculturalism, this paper argues that the access and opportunities to succeed in sport are facilitated via a system of coaching and talent identification that bases its practice on ideas tied to biological 'race' and deterministic thinking. Underpinned by the logic of 'race' and the inherent suitability of particular groups of people for particular sports, these organisations and coaches actively target such populations in the hope of finding the 'natural'. Thus, in the Australian context, the 'natural' reflects a recolonization of racialized bodies and the affects inform the choices of the broader ethno-racialized communities. This analysis calls for sporting organisations and coaches to critically challenge their own privilege and taken-for-granted knowledge in order to de-bunk the natural and the biological racism it draws upon.

Redwashing? The extractives industry's funding of sport for development in Canada and Australia

Audrey R. Giles (University of Ottawa), Robert Millington (University of Toronto), Nicolien van Luijk (University of Ottawa), Lyndsay Hayhurst (York University), CA & Steven Rynne (University of Queensland), AU.

Thomas-Müller (2017) has argued that corporations, especially those in the mining, oil, and gas (“extractives”) industries are using “redwashing” tactics to portray an image of corporate benevolence while at the same time continuing practices that infringe upon Indigenous peoples’ traditional territories, cultural and recreational practices, and health. Increasingly, the extractives industry is funding sport for development programs that aim to achieve development objectives ranging from education to health to empowering members of marginalized communities. In this talk, we will address the redwashing tactics that the extractives industry employs through sponsorship of sport for development programs in Indigenous communities in Canada and Australia. In particular, we argue that the extractives industry is increasingly framing sport for development initiatives supported by extractivism as i) being a meaningful potential solution to Indigenous communities’ struggles, and ii) a way through which reconciliation between Indigenous and non-Indigenous peoples can occur. We conclude by discussing why such framings are problematic, particularly in light of the Australian and Canadian governments’ failure to address systemic and policy inequities between Indigenous and non-Indigenous peoples and the social determinants of health.

“...the very systems we are working to dismantle live inside of us”: Interrogating the “ALie Nation”

Jason Laurendeau (University of Lethbridge), CA.

In this autoethnography, I read my history of and connection to outdoor culture through the song ALie Nation (A Tribe Called Red, featuring John Trudell, Tanya Tagaq, Lido Pimienta & Northern Voice). More specifically, drawing on this song and various soundtracks of my lifetime of participation in outdoor culture, I interrogate my complicity in, and ignorance of, historical and ongoing settler-colonial violence that has rendered my love of “the mountains” both possible and ostensibly unproblematic. In so doing, I unsettle (my) understandings of the connections between land, embodiment, masculinities, and able-bodiedness, exploring how settler attachment to the mountains is, in fact, predicated on, and serves to perpetuate, a(n ongoing) history of land dispossession.

Biology Vs athleticism and prowess: Challenges faced by Indo-Fijian women in the sporting scenes of Fiji

Rohini Balram (Western Sydney University), AU.

Indo-Fijian women are descendants of indentured labourers who were brought from India to work on sugarcane plantations in Fiji. Contemporary Indo-Fijian women are subtly nudged by Indian patriarchal ideologies to be epitomes of the culturally sculptured, ‘proper Indian woman’ which roots from religious principles of Hinduism and resonates via the images and stories of the Bollywood Cinema. Contemporary Indo-Fijian women constitute more than one third of Fiji’s population but are invisible in the sporting scenes of Fiji in comparison to their indigenous counterparts. Despite descending from a line of labouring women who worked in harsh conditions, Indo-Fijian women are alleged to lack physicality and prowess required for sports. In Fiji, physicality in terms of sports’ participation is highly racialised and gendered and is associated with the indigenous people. This paper looks into a documented study of 8 athletic Indo-Fijian women and their quest to athleticism. It explores how Indo-Fijian women are marginalised and what factors promote their invisibility in the peripheries of the global south, in terms of sports’ participation. With a combination of autoethnographic/ethnographic methods, existing literature and Gyatri Spivak’s take on Marx’s notion of the triad- “use, exchange and surplus” – this study discloses that biology does not decide physicality and explores neglected areas in order to motivate the participation of Indo-Fijian women in sports. This paper emphasises that access to sports should be equitable for marginalised women, helping them develop leadership skills, improve self-esteem, health & academic performance, and enhance physical fitness & productivity.

Thursday, April 25th / Session 1: 09.00-10.30
Room 6: Youth sport 1 / Chair: Christine Dallaire

Youth engagement at the Jeux de l'Acadie: Giving back to the Francophone community, to sport or youth?

Christine Dallaire & Steph MacKay (University of Ottawa), CA.

First held in 1979, the *Jeux de l'Acadie* were created as a community building strategy to attract and retain Francophone youths and to strengthen the Acadian Francophone minority throughout the Canadian Maritime Provinces. This annual successful large sporting event attracts former teenage athletes who return as young adult volunteers or employees in a variety of roles: as coaches, as mission team members, as summer employees, as members on the local organizing committee and so on. Drawing on interviews with nineteen (19) such young adult leaders (between 18 and 25 years old) and with four (4) adult leaders (over 25 years old), also former teenage participants now in management roles, this paper provides a discourse analysis of who exactly the volunteers and employees wanted to 'give back to' through their involvement in the 2018 games. While many of them explained that they are committed towards the Acadian Francophone community, their answers were surprisingly varied in light of the longstanding stated objectives of the games. In fact, some interviewees were motivated by a concern for the development of rural communities in a context of economic and demographic decline. Others were dedicated to youths or to sport. In these three cases, their engagement was not necessarily tied to the Francophoness of the games. Despite this, the *Jeux de l'Acadie* remain a successful Acadian community building event that continues to enhance Francophone identity among teenage athletes and to strengthen relationships and belonging among adult volunteers and audience members.

Fault lines within sport: A different road taken by university sport

Gyongyi Szabó Foldesi (University of Physical Education, Budapest), HU.

The term *fault line* is used in the paper based on the work of Malcolm MacLean, who defined it as a metaphor that "helps frame the divides and issues in sport". The purpose of this paper is to reflect on, and to evaluate, the ways taken by university sport with regards to the three major overlapping fault lines in modern sport as identified by MacLean. The first fault line was that *elite* sport and *leisure* sport were separated from each other; nowadays they are grounded on largely different principles and develop in different directions. Contrary to this, university sport, even today, is constituted by both fields: elite athletes and sport for all students co-exist under the same umbrella. The second fault line occurred when the business sector took over a number of elite sports, which became highly profit-oriented. Yet, elite student-athlete sport, with rare exceptions, has not been based on the principle of profit-maximization, but on the principle of achieving excellence without taking an "at all costs" approach. The third fault line is in connection with the increasing profit orientation in elite sport. When, parallel with this process, the traditional values of sport were preceded by new ones, the value system in elite university sport remained relatively independent of the inconsistent ethical code guiding athletes' and professionals' conduct within elite sport. It is concluded that university sport reacted to the fault lines in sport in the spirit of positive values providing the students involved in elite sport with the opportunity to act more consistently, without double standards.

The formation of habitus through sporting activities in Japanese schools

Hitoshi Ebishima (Seijo University), JP.

Extracurricular sport clubs (Bukatsu) are the main source of providing young people with sporting experience in Japan. It also functions as an important agent to develop the environment for elite and competitive sport. Most people develop their value systems about sport through participation in extracurricular sport clubs in schools. Since these school sport clubs are very competitive, results of the prefectural, regional and national competition

are a major focus of parents, teachers and students themselves. Strong commitments from students in terms of time and energy are needed for this reason. Moreover, success in this particular model of sport is strongly reflected from the model of success in business in Japan. As a consequence, the habitus is strongly instilled in people such that they learn how to behave to be successful in society accordingly. However, Japanese society is experiencing social change and the traditional value system is also changing in a range of ways. Globalization is one of the big factors which caused this change and this is influencing how Japanese society views the nature and role of activities such as Bukatsu. The current discussion about legitimacy of extracurricular sport clubs in schools shows that many people are questioning the way extracurricular sport clubs in schools have been managed. This study uses discourse analysis to examine print media and social media in Japan discussions of how the habitus had been formed through extracurricular sport clubs in schools and how it is related recent societal changes.

Toward a global history of school sport: A socio-cultural examination of its development in the United States of America in the early 20th century

Atsushi Nakazawa (Waseda University), JP.

How has “school sport” developed, defused, and expanded all over the world? Trying to describe a global history of school sport from a sociological perspective, this study focuses on the history of the school sport in the United States of America as an important case. As is generally known, the origin of school sport can be traced to the public schools in England in the 18th and 19th centuries. On the other hand, previous studies have not clarified sufficiently how the English model of school sport was exported to other countries and how school sport changed and developed in each local context. In particular, this study assumes that the United States of America becomes an important case because it is a typical country where there is a large system of school sport. This raises important questions including: when and why school sport expanded in the United States of America? What sorts of socio-cultural contexts influenced its development? This study aims to examine these questions. The research method used is secondary analysis of historical documents and literature from the viewpoint of historical sociology related to theories of globalization. Overall, this study analyzes the development process of school sport in the early 20th century and detects three socio-cultural contexts: educational reforms in the Progressive Era, organization by adults, and the establishment of interscholastic athletic associations. In conclusion, this study argues that describing a case study of United States of America can be an essential step toward a global history of school sport in the future.

Thursday, April 25th / Session 1: 09.00-10.30
Room 7: Sports mega events 1 / Chair: Ik Young Chang

Like G. I. Jane: Korean woman, military service and participation in the 2015 CISM Military Summer Games

Ik Young Chang (Korea National Sport University) & Yong Kyu Kim (Daegu University), KR.

Under the current law, all Korean able-bodied men are required to perform one year and nine months of compulsory military service. However, women are not required to perform the same duty, but may voluntarily enlist. Within this context, many South Koreans consider military service as a bulwark supporting South Korean traditions. Among South Korean men, popular sentiment suggests that the military experience “makes boys into men” (Hong, 2002). This study investigates experiences of female soldiers as a minority in both sports and military environments that reflect a male-dominated social structure, and explores how they negotiate their identity in the participation process of the 2015 CISM Military Summer Games. Drawing upon interviews with three female soldiers who participated in a team obstacle relay event and won a bronze medal in the Games, the analysis reveals that: (1) before joining the military, their outstanding physical ability over ordinary women led them to join athletics and football teams. Through outdoor training and living together in a dormitory, their

appearance and characters became more “male-like” largely due to the hypermasculine sport structure. They naturally chose the military as their career because participants believed that the military structure is similar to that of sports’ and 2) during military trainings and in sports training for the CISM Games, each military unit requires a fierce, strong and masculine warrior approach emphasising physical superiority. As a result, participants view femininity negatively while trying to avoid acceptance of a traditional gender binary conceptualisation, preferring instead to use the word “soldier”.

Analyzing perceptions and experiences of risk, security and terrorism at elite sports events

Jamie Cleland (University of South Australia), AU.

This paper draws on the reflections of 1,015 sports fans collected via an online survey from June 2017 to September 2017 regarding their experience and perception of risk, security and terrorism when attending an elite live sport event. Adopting the conceptual risk society framework of Ulrich Beck, the results will outline how some fans demonstrate defiance, resistance and pragmatism towards the risk of terrorism whilst nearly one-third of fans demonstrate tenets of emotion, fear and risk aversion. The majority of fans accept additional measures of security and surveillance as a means of protecting their safety, but others resist this as overly excessive and intrusive and argue it negatively impacts on their experience. The paper concludes by outlining the implications of these results on the risk management strategy of elite sports event organizers.

Unveiling the recovery through a sport-event? : A sociological study on Rugby World Cup 2019 under post-earthquake situation

Hideki Matsubayashi (Heisei International University), Masatoshi Mukoyama (Ryutsu Keizai University), Masayuki Takao (Tokai University) & Nobuhiro Nakajima (Tohoku University), JP.

Communities in Tohoku district, Japan, were severely damaged by a massive earthquake and tsunami on March 11, 2011. Over 15,000 people passed away due to the disaster and about 20,000 people still live in temporary housing. Within this context, hosting a Sport Mega-Event (SME) is expected to offer good opportunities for people in Tohoku to show their recovery from the disaster toward foreign countries. This study aims to discuss the relationship Rugby World Cup 2019 as SME and local communities under post-disaster situation through conducting a fieldwork and a questionnaire survey in Kamaishi city, Iwate. Kamaishi used to enjoy economic prosperity under a big steel company with a strong rugby team which won Japan national championship 7 times in a row and is now set to host two matches in Rugby World Cup 2019. In our preliminary investigation, some inhabitants living in temporary housing in Kamaishi showed skeptical and critical attitudes toward hosting the event because of their incomplete resurgence. Thereupon, using a quantitative method, this study mainly addressed the questions as below: (1) what attitudes people in the communities have toward the event, and (2) whether the attitudes can differ depending on their background including age, sex, occupation, experience of rugby and the interest in it, the image on their own community, and the degree of the damage from the disaster. 1,000 samples were chosen randomly from the electoral register of the city. We sent the questionnaires to them at the beginning of October 2018 and the response rate reached about 36%. We’ll show the results of survey in detail through our presentation.

Social revolution and the 2014 FIFA World Cup

Jorge Knijnik (Western Sydney University), AU.

This paper addresses key questions of citizenship during the social revolution that occurred in Brazil’s main cities in June/2013. Employing unique visual data collected during the unparalleled street protests across the country, it shows how the arrangements for the 2014 Brazil World Cup brought sentiments from ecstasy to absolute anguish in the nation. Patriotic pride hailed the 2007 broadcast that Brazil had been selected to host the Cup. Then-President Lula confirmed that the mega event would reinforce Brazil as “first-world” state, and few

expressed any divergence. In the lead-up to 2014, though, things changed. The event's economic and social costs proved larger than anybody had foreseen. Citizens saw themselves on the financial hook for extravagant ideas conceived by autocratic politicians and FIFA bureaucrats, just as the country's economy decreased at a rapid pace. Against that landscape, a social movement demanding free bus fares in São Paulo blossomed into widespread demonstrations. The original grounds for hosting were soon less of a priority, as Brazilians took the occasion to air a range of grievances. Millions, throughout the country, took to the streets demanding social and political reforms. Applying Giroux's concept of cultural pedagogies, I analyse a set of exclusive protest photos to show how these giant street demonstrations were spaces where ordinary people challenged and resisted the mounting oppressive commodified context brought by the World Cup into their daily lives. The paper signposts how these protests transformed 2013 and continue to impact on Brazil's social and political landscape.

Thursday, April 25th / Session 2: 11.00-12.30
Room 1: Sport media 1 / Chair: Lawrence A. Wenner

Assessing the field of play in communication and sport research: On competing disciplinary orientations and priorities for the future

Lawrence A. Wenner (Loyola Marymount University), US.

This paper considers the origins, development, and epistemological contexts undergirding the study of communication and sport as an emergent and growing field in both communication/media studies and the sociology of sport. The first part of the paper reflects the early growth of interest in communication and sport and the challenges of studying sport in communication and media studies and in studying communication processes and media dynamics from vistas in the sociology of sport. The second part of the paper provides a brief characterization of challenges of competing and complementary interests at play in three disciplinary orientations seen in the study of communication and sport. The third part of the paper considers the merits of and strategies for developing a more coherent study of communication and sport. The final section proposes a series of research priorities and tactics that will grow the communication and sport research community and its influence in the academy and beyond.

A future for sports media research: Exploring the zone of rearticulation

Toni Bruce (University of Auckland), NZ.

Researchers around the world have mapped the terrain of sports media coverage in great detail, identifying the remarkable historical and global continuity in many sport media narratives about key aspects of identity such as gender, race, dis/ability, nationalism and sexuality. In this presentation, I argue for a different research focus that explores the moments when that continuity is disrupted. Grounded in cultural studies theorizing, I highlight the importance of investigating the intersectional nature and relative power of different discourses that traverse the sports media field, and the complex ways in which they interact to create conditions that may dramatize, reinforce, challenge and/or undermine 'normal' sports media patterns of coverage. Despite their apparent solidity, the boundaries between coverage that treats sports, individuals and groups as worthy of attention and important to the wider public—as Us—and coverage that represents particular sports and athletes as out of place—as Them—are permeable. As a result, I argue for a focus on researching movement rather than stasis, exploring the conditions under which individuals and groups cross the boundary between Us and Them, in both directions. Such movements across what I conceptualise as a *zone of rearticulation* are complex. They most often result from the collision of different discourses that rearticulate the linkages between different forms of identity and sport. There is no guarantee that movement will result in enduring change. However, investigating movement back and forth across the zone of rearticulation may represent a potent future for sports media research.

The current state and development opportunities of TV sports media commentary in China

Jiayu Li (South China Normal University), CN.

With the increasing number of sports events being broadcasted, sports commentary as a new career has attracted more attention. Distinguished commentators not only promote the popularity of sports programs they can also improve the quality of communication of sports events. As a new industry born out of the practice of sports event broadcasting, people are increasingly interested in the nature, necessity and importance of sports commentary. However, in theory, there has also been concern raised about the need to understand the role and function of sports commentators, particularly in cases where their commentary is not conducive to professional sports broadcasting. Through a review of the methods of television sports commentary, this study examines the role of sports commentators in relation to their status, and the formal and informal rules of practice that they follow in the process of the media production of sports events. In turn, the paper examines the professional requirements and development opportunities of television sports commentators.

Sport, scandal and the media: Imperfections of the present and future

David Rowe (Western Sydney University), AU.

The media sports cultural complex compulsively generates scandals of many kinds both on and off the field of play, and with highly variable relationships to sport itself. Only a small number of sport-related transgressions, though, become full-blown scandals (in the sense that they break out across the general public sphere). Even trivial transgressions, such as extra-marital dalliances or minor illicit recreational drug use of prominent sportspeople (usually men), may manifest as scandal because of the reach and intensity of media coverage and of reactions to it. By contrast, serious, including violent and criminal, acts, may receive less attention and widespread condemnation, although sport can help stimulate collective discourse and debate around social issues involving legitimate scandals that have been historically submerged, such as spousal abuse or discrimination based on 'race', ethnicity, gender and sexuality. This presentation analyses selected manifestations of sport scandals in seeking to understand how they are generated and run their course, and their implications and effects. These include media coverage and debates relating to: corruption and corporate malfeasance in the Fédération Internationale de Football Association (FIFA) as exposed at the 2015 FIFA Congress in Zurich; exposure of cheating by the Australian male cricket team during its 2018 tour of South Africa; and the 2013-15 campaign of booing and denigration waged against the Indigenous Australian rules footballer Adam Goodes. It is concluded that sociological investigation of sports scandals is necessary to grasp the social dynamics and cultural power of contemporary sport and media in fashioning alternative futures.

Thursday, April 25th / Session 2: 11.00-12.30

Room 2: Sport, environment & sustainability / Chair: Sun-Yong Kwon

What happens to a traditional rural community due to the commercial growth of "sport tourism"?: The case of a surfing tourism destination in South Korea

Sun-Yong Kwon, Cheol Ho Um & Chan Woo Park (Seoul National University), KR.

The notion of "sport tourism" has been increasingly popular in public policy documents during the past two decades in South Korea. In particular, local governments have actively utilized sport tourism as a local public agenda of regional development – hosting sporting events has been a primary development strategy for promoting local tourism. Interestingly, the boundaries of so-called sport tourism as a local development agenda has expanded to include a range of active leisure attractions. This paper explores the process of (marine) sport tourism development – surfing tourism – as a "public" agenda of local development in a rural area in South Korea, and particularly focuses on how regional development is conceived differently among local actors – local public officials, surfing tourism providers, and local community residents. It should be noted that, in addition to

the physical spatial separation between the tourist commercial area (commercial) and the non-tourist community area, the symbolic spatial separation (social and cultural) has also been created during the process of surfing tourism development. As commercialization intensified, these physical and symbolic separations increasingly appear apparent in spite of local actors' efforts for non-commercial community participation – particularly by some of surfing tourism providers.

The challenges and opportunities for developing pro-environmental practices within community association football clubs in England

Andrew Carmichael (University of Central Lancashire), GB & John Horne (Waseda University), JP.

Research into sport and pro-environmental activity is growing, yet compared with other forms of social engagement it remains under-represented in the sociology of sport. *In common* with the wider pro-environmental literature existing research into sport and the environment tends to focus on behavioural change. *In contrast* with it, research tends to focus on case studies of a small minority: elite, professional, high-performance sport. These two foci create problems. First, the behavioural theoretical focus offers individual-centric models of social actors that have been shown to be deficient in terms of dealing with the social challenges that pro-environmental activity faces. It also ignores wider debates regarding the possibilities of developing pro-environmental activity and the importance of understanding consumption practices. Second, the focus on the elite, professional, and spectacular ignores the experience of the majority of sporting organisations that potentially offer the greatest challenges, but also opportunities, for reducing resource consumption, improving landscapes, and reducing the wider environmental impact of sport. Community-based association football, with its many thousands of facilities and clubs, can be at the forefront of developing a new approach to environmental issues, yet our research shows there is currently an absence of leadership, planning and the means to affect change. Using practice theory and a qualitative research methodology, drawing on a two-year period of participatory action research within a community football club in the north of England, we outline the extent of these problems and how they may begin to be addressed.

Nature sports and local sustainable development: Analysis of the Portuguese participants' behaviours

Rui Machado Gomes (University of Coimbra) & Ricardo Melo (Polytechnic Institute of Coimbra), PT.

Nature sports have been recognised as an increasingly popular form of sport tourism developed in natural and rural areas and their contribution for the sustainable local development. However, few studies have demonstrated the impact of these activities. This study aims to examine the (sustainable) behaviours of participants of nature sports activities. Applying an online survey to a sample of 1,126 Portuguese nature sports participants, data show that in general participants exhibit sustainable behaviour at the local level of their practices. The vast majority of respondents revealed that they collect their own waste, meet the standards of conduct for fauna and flora protection, acquire/consume traditional products of the region (e.g., regional crafts, traditional desserts, etc.) and tend to purchase services that include the work of local inhabitants. The majority also stated that they participate in activities and local cultural events, use the facilities and recreational areas of local communities (e.g., theatre, cinema, libraries, swimming pools, etc.), and talk with inhabitants about local culture. Results also reveal that the acquisition of sports equipment and travel consumptions are the two most important expenditure items, and that almost half of respondents spend more than €100 per year on nature sports. However, the majority of these expenditures are not spent in the local of the practices, showing that some measures should be taken to improve local development. Differences by nature sports activities and socio-demographic characteristics participants are also discussed. This data highlights the implications for the nature sports policies and development that will be discussed.

Attempting 'Environmental Sport Journalism': The behind-the-scenes story of the documentary *Mount Gariwang: An Olympic Casualty*

Liv Yoon & Brian Wilson (The University of British Columbia), CA.

Researchers in the sociology of sport are increasingly considering the adverse impact of sport-related events, such as the Olympics, on the environment (Lenskyj, 1998, 2000; Karamichas, 2013; Hayes & Karamichas, 2012; Millington, Darnell & Millington, 2018; Kim & Chung, 2018). Responsible media coverage of this impact is important, and can play a role in how environmental futures are shaped. With this background, we have been developing a model called 'Environmental Sports Journalism' – a set of criteria for 'best practice' coverage of sport-related (and often mega-event-related) environmental issues. Following this set of criteria, and in collaboration with Vancouver-based filmmakers, we produced a short documentary entitled, '*Mount Gariwang: An Olympic Casualty*,' about the destruction of an ancient forest for a mega-event. The documentary was directly informed by findings from our previous research examining how environmental issues are covered in sport-related media, with a particular emphasis on what might be considered 'excellent' coverage (Yoon & Wilson, in press). In this presentation, we discuss and reflect on our approach and methods for producing the documentary, and identify key issues faced throughout the process – as we attempted to negotiate the intricacies of documentary work and collaboration between academics and media-producers, while attending to a set of principles for producing environmental sports journalism. Our broader aim is to reflect on 'what is possible' around the production of 'excellent' sport-related environmental journalism, and to contribute to thinking about the pursuit of public sociology through media.

Thursday, April 25th / Session 2: 11.00-12.30

Room 3: Sport policy & politics / Chair: Cecilia Stenling

The introduction of gender quotas in sport governing bodies and the conceptualizations of 'adequate' representation

*Josef Fahlén, Cecilia Stenling (Umeå University), SE,
Eivind Å. Skille (Inland Norway University of Applied Sciences) &
Anna-Maria Strittmatter (Norwegian School of Sport Sciences), NO.*

The purpose of this study is to twofold. First, we aim to construct knowledge on the conceptualizations of democratic representation that underpin selection processes to sport organization boards. Second, we seek to examine responses to policy tools used to achieve 'adequate' representation in sport governance (e.g., gender quotas) that these conceptualizations of representation may give rise to in order to be able to discuss some of the unintended consequences that may follow on the use of policy tools in this area. The analysis draws on data from interviews with representatives of 62 (out of 72) Swedish National Sport Organizations' nomination committees and focuses on the relationship between views of representation and stances towards an impending introduction of a mandatory 40/60 board gender quota in all governing bodies in Swedish voluntary sport. The analysis elucidates, first, that conceptualizations among the interviewees may be categorized as either 'standing for' or 'acting for' views of representation (Fenichel Pitkin, 1972). Second, responsiveness to the introduction of a gender quota is shown to be related to these views of representation, with the dominating acting for view of representation being linked to a sceptic stance towards a quota. These findings suggest that employing policy tools such as gender quotas runs the risk of giving rise to two unintended consequences: 1) creating overrepresentation of a gender in a board not matching the gender distribution in the membership-cadre (something that may be viewed as undemocratic); and 2) overshadowing other, equally important, representation categories (e.g., age or geographic origin).

Government policy for indigenous (Sámi) sport – A chain of legitimating acts?

*Eivind Å. Skille (Norway inland university of applied sciences), NO,
Josef Fahlén, Cecilia Stenling (Umeå University), SE &
Anna-Maria Strittmatter (Norwegian School of Sport Sciences), NO.*

When Norwegian state policy repeatedly abandons the organization of indigenous (Sámi) sport (SVL-N) in order to honour the implicit contract with the organization of conventional (Norwegian sport, NIF), six elements of legitimating acts are in play: legitimacy-seeking organisation, subject, sources, strategy, bases and scenario. These elements intersect within each phase of the policy process: agenda setting, policy formulation, policy implementation and evaluation. As visible when focusing on the *legitimacy-seeking organization* and *subject*, the goal for sport clubs is, to legitimate themselves, and providing support to sport is a core task of local authorities. So when municipalities and local NIF federated sport clubs legitimate each other, Sámi sport organizations are excluded from the legitimating chain. Focusing on a national example, youth sport is both a *subject*, and it is a *strategy* used by NIF to legitimate implementation of other policies such as supporting and arranging mega events. When substantial *strategies* are coupled with symbolic *strategies*, the risk for so-called ceremonial conformity decoupling is immanent. In conclusion, consequences—often unintended—resulting from legitimating acts in one phase have legitimacy-related implications for other phases of the policy process. That said, being included in the chain is the core issue to receive economic support for sport. Consequently, a newcomer such as the SVL-N struggles to set itself on the agenda of sport policy because acts in other phases consciously legitimate the NIF structure and its member organizations.

Doing (socially constructive) critical sport management: My experience with New Zealand Rugby

Lourdes Turconi (University of Otago), NZ.

Thirty years ago, Slack and Kikulis (1989) argued that sport scholars needed to adopt a sociological lens when studying sport organizations. The benefits to be gained from greater interdisciplinary approaches have since been voiced by a number of academics. Yet little overlap is still evidenced between those who publish in sport sociology journals and those who author articles for sport management journals. The research questions pursued by sport management scholars tend to revolve around the design of efficient and effective organizations. The question of consequences, i.e., efficient and effective *for whom?* is usually left unasked. The sociology of sport, on the other hand, has identified social fault lines within sport, but has also raised concerns about a lack of practical application and impact on actual sport practice. In light of the above, recent efforts to engage with the synergies between sociological theory and managerial practice have encouraged interventions in organizational life through 'more performativity'. Referred to as Critical Performativity Theory (CPT), these studies lean towards the conventional interests of management studies in making organizations 'perform', while also remaining committed to social justice and transformation. In this presentation, I will explore the key tenets and tactics suggested by CPT scholars in the context of my research project with New Zealand Rugby. In doing so, I will question, challenge, and re-imagine the study of sport management and its intersections with the sociology of sport in a changing and changeable world.

The more highly democratic, the better? Analysis of 2017 Taiwan National Sports Law

Chiao Chia Hung (National Taiwan Sports University), TW.

During the 2016 Olympic Games, Taiwan female tennis player Hsieh, Shu-wei and badminton player Dai, Zhi-ying both expressed dissatisfaction with administrative support and organizational management of their respective associations as well as long term lack of democratization and good governance in Taiwan sport associations. More recently, sports fans in Taiwan have started to advocate for sports reformation, and one of their targets is

the revision of Taiwan's National Sports Law. Taiwan has endured the longest Martial Law governance in the world, and therefore, the democratization of sport associations has become a main point of discussion within the calls for law reform. However, with respect to democratization, the Taiwan government, legislators and sports fans have different expectations. Under the same principle of "open participation", group memberships or individual memberships became the main points of controversy. With the support of sports fans', the opposition party lobbied the Taiwan Congress to pass a law that requires individual and group members in the Sports Association council not to exceed 50% respectively, while athlete directors must constitute over 20%. This study analyzes the background of amendments to the 2017 Taiwan National Sports Law, the opinions and positions of participants from different parties, as well as the disputes after implementation. The paper serves as a reference for future study of good governance of sports associations as they relate to legal amendments.

Thursday, April 25th / Session 2: 11.00-12.30
Room 4: Gender & politics 1 / Chair: Annelies Knoppers

'Of course we want more women on the board but...': Discursive practices of resistance to gender diversity in sport governance

*Annelies Knoppers (University of Utrecht), NL &
 Ramón Spaaij (Victoria University, University of Amsterdam), AU.*

The underrepresentation of women and minorities in governance has received attention from policy makers and scholars since the 1980s. In addition, many organizations cite demographic diversity as an important organizational value. The sport sector however, has one of the lowest percentages of women on boards of directors, especially at the national and international level (see Adriaanse, 2018; Elling, Hovden & Knoppers, 2018; Sotiriadou, De Haan & Knoppers, 2017). Change in demographic gender diversity has been so slow in coming that some governmental bodies have installed quotas with measures for noncompliance. Changes have rarely transformed male dominated organizations into places with a more gender inclusive culture however. Relatively little scholarly attention has been paid to the ways those overrepresented in positions of leadership have been able to sustain exclusionary practices. The purpose of this paper is to develop insight into why change may be so slow in coming even though diversity is purportedly highly valued. Drawing on our own empirical research projects that focus on diversity in the governance of national and international sport organizations and using a Foucauldian framework, we explore how leaders exercise techniques of dominance that enable their overrepresentation to continue (see also Spaaij & Knoppers, 2018). We conduct a critical micro-level analysis of data from several projects to identify ways those overrepresented on boards of directors engage in resistance to diversity and justify their noncompliance.

The glass ceiling effect in Korean sport organizations: Sociological institutional approach

*Wonmi Lee (Korea National Sport University), Okju Kim (Chosun University) &
 Kyujin Jin (Korea National Sport University), KR.*

Since the South Korean government enacted the Act on gender equality in 1987, laws to improve women's status and rights have been legislated and amended. Given the need for a paradigm shift on women's policies in 2015, the Act on Equal Employment and Support for Work-Family Reconciliation was amended to prepare an institutional framework for the expansion of female managers in the public service sector. However, despite the Acts aim to improve women's employment, the glass ceiling effect in Korean sports organizations is more serious than other fields. Compared to the huge achievements of female athletes in mega-sporting events such as Olympics, the number of female coaches and executives is relatively low (Lee, 2017). Drawing upon sociological institutional concepts (formal rules, informal practices, and narratives), this paper explores the glass ceiling effect in Korean sport organizations. Using a systematic literature review and in-depth interviews with 6 women who are working in the Korean Olympic Committee and the Korea Sport Promotion Committee, this study

reveals that: (1) since the introduction of formal rules to increase the percentage of women over grade 4 (executive positions) to a specified level, there is evidence of an increase. However, most of female managers remain at grade 4 and are unable to be promoted any further in sports organizations. In other words, sports organizations are only meeting the bare minimum standards set by the system; (2) female managers accept that a restriction of their promotion is “natural” phenomenon, which is due to informal practices linked to a traditional patriarchal system in Korea; and (3) female managers who are promoted above grade 4 are branded with negative narratives, such as ‘single’ or ‘a very determined person’. In other words, promotion over grade 4 means that they are willing to sacrifice having a family and expect to experience a difficult time in sports organizations. Within this context, female managers confront major challenges in seeking promotion.

Women's embodied experiences of sex work, sport, exercise, and physical activity

Grace O'Leary (University of Waikato), NZ.

With an aim to challenge the way sport scholars think about women in sport, this presentation focuses on women sex workers' experiences as they occupy and move in and between spaces of sex work and sport, exercise and physical activity. In developing a space for marginalised voices, this project draws on ethnographic fieldwork including interviews with 16 women sex workers in Aotearoa New Zealand and observations at sex work places including clubs, brothels and New Zealand Prostitutes' Collective (NZPC) centres. I offer a feminist poststructuralist engagement with Pierre Bourdieu, Michel Foucault, and feminist affect theorists Elspeth Probyn and Sara Ahmed to chart diverse experiences, multiple discourses and affective bodies and spaces that are (inter)personal, collective and political. This synthesis highlights emergent, shifting and often contradictory femininities that are attuned to the demands of a consistently material(istic) driven society. Women sex worker's bodies emerge as diverse, adaptable and experienced at navigating varying fields, discourses and affects. This illustrates the active role women sex workers have in the construction of meaning and subjectivity. Building on and extending literature that often focuses on women sex workers as victims, this research prompts sport scholars to imagine alternative futures inclusive of all bodies. This presentation provides knowledge and insights that promote understanding of the relationships between the sex work industry, sport, exercise and physical activity, and women's bodies.

Analysis of the advantages of Chinese retired female athletes in politics from the perspective of gender theory

Jingting Shen (Peking University), CN.

Whether in China or other countries in the world, the political field has been dominated by male power while women are marginalized. Coincidentally, historically, the sports field was considered a male arena where women had no status and were excluded. Today, in some countries, women are still viewed as outsiders in sports. However, in China, women are widely involved in sports and female athletes tend to compete and perform better than male athletes. Therefore, this paper will focus on female athletes who entered politics after retirement addressing the following questions: (1) In the shift from sports to politics what advantages does an athletes' experience bring to their political career? (2) Are there any difficulties? This explores the range of possible career path in politics for China's retired female athletes. It is also conducive to the access of women's political status and discourse power. In order to answer the questions above, this paper selected typical representatives of China's female athletes in politics as case studies, and reviewed literature and policy materials, analyzed athletes interview videos and resumes. This paper is grounded in gender theory, and the competency model was used to analyze the ability requirements for women in political work. The advantages and disadvantages of China's female athletes were also analyzed with respect to the physical, psychological and social dimensions. According to the results, China's political field and sports field have similar requirements with regards to personnel qualities. Therefore, China's retired female athletes have advantages in politics, but they still need to strengthen their education, social experience and management abilities.

Thursday, April 25th / Session 2: 11.00-12.30
Room 5: Integrity issues / Chair: Minhyeok Tak

High-performance athletes' involvement in match-fixing: Motives and institutional conditions

Chang-Hwan Choi, Jae-Hyeon Park, Xuanshang Jin (Korea National Sport university), KR & Minhyeok Tak (University of Otago), NZ.

This paper investigates high-performance athletes' motives for match-fixing and the institutional arrangements where the motives originate. To this end, this paper draws from two separate sets of data collected in South Korea: (1) quantitative data from a survey on match-fixing experience of 731 South Korean high-performance athletes, and (2) qualitative data from interviews with coaches and administrators working within the South Korean sport development system. Our survey findings show that: (1) 74 athletes (10.12%) have been offered to take part in match-fixing, while 33 athletes (4.51%) have actually participated; and (2) the match-fixing offers were usually made 'by coaches', 'at high school-level nationwide competitions', 'for the purpose of entering universities'. Informed by the qualitative data, we attribute this tendency to the incentive structure built within the school bureaucracy-centred sport development system in South Korea where students' athletic performance serves as a key determinant for: (1) student-athletes' university entrance; (2) coaches' short-term contract; (3) supervising teachers' promotion; (4) regional governing bodies' financial support; and (5) school principals' and superintendents' successful leadership role. By contextualising the surveyed act of participating in match-fixing within the bureaucratic incentive structure, this paper suggests that match-fixing is not just a result of an individual level of decision-making; but it is also predetermined to some extent by the designing of institutional arrangements around those individuals.

**The survey in this paper was funded by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (NRF-2016S1A5B5A02025028)*

Violence at the intersections of power and sporting culture: Female athletes' sexualized experiences with peer coaches

Alexia Tam, Ashley Stirling & Gretchen Kerr (University of Toronto), CA.

Reports of sexual violence have become a growing cultural focus in recent years, with emergent attention in the workplace (McDonald, 2012), the military (Hillman, 2009), and sport (Bjørnseth & Szabo, 2018; Fasting et al., 2011; Parent, 2011). Sport constitutes a unique environment with inherent conscious and unconscious negotiations of power through which sexual violence is allowed to fester (Cense & Brackenridge, 2001; Owton & Sparkes, 2015). While sexual violence in sport is generally viewed as the abuse of power by an individual in a prescribed position of authority, such as a coach over an athlete, there is less research looking at sexual violence between peers and/or within the complexity of athletes' relations with peer coaches. Semi-structured interviews were conducted with 10 female athletes and 5 male peer coaches aged 18-25. All participants were active members of a women's intercollegiate football program. Interviews were transcribed verbatim and analyzed using a combination of inductive and deductive coding techniques. Main findings of the research include understandings of power between female athletes and male peer coaches, the blurring of roles across various contexts, and the publicly known and accepted sexualized experiences between the athletes and peer coaches. Findings are interpreted relative to previous grooming and normalization models to explain how a setting of unequal power between athletes combined with the normalcy of sexualized practices can create an unrestricted and potentially dangerous environment. Recommendations will be posed for future research.

The role of elite riders' agents towards doping

Bertrand Fincoeur (University of Lausanne), CH.

Sports agents, i.e. the legal representatives for elite athletes, have played an increasingly prominent role in elite sport over the last few years. In particular, the role of football players' agents within the transfer market has received significant attention from academic scholars (Frenkiel, 2014; Kelly & Chatziefstathiou, 2018; Rossi, Semens & Brocard, 2016; Shropshire, Davis & Duru, 2016). Sports agents' activities are, however, not limited to football and players' contracts. From a decade ago, elite riders increasingly request the assistance of professional agents to manage their career and help them face the precarious work conditions they are often exposed to. These changes have had an impact on the economic organization of elite cycling, which in the meantime consistently suffered from repeated doping scandals that have challenged elite cycling's sustainability. In this presentation, I will elaborate on the role and attitudes of agents in elite cycling with regard to, and its implications on, the doping issue. This presentation relies on an ongoing research project, funded by the Swiss National Science Foundation, about performance enhancement in elite cycling. In particular, it is based on a set of 32 qualitative interviews with various elite cycling's stakeholders (riders, managers, sports directors), including four elite riders' agents.

Regulating androgens in athletics: Gender, steroids, and performance enhancement

Sonja Erikainen (University of Leeds), GB.

This paper explores the role of androgenic or so-called "male" hormones in the governance of women's international athletics, focusing on the connections between anti-doping and sex testing policies that emerge through an association between steroid doping and "female hyperandrogenism." Androgenic hormones regulate the development of "male sex characteristics" (e.g. hair pattern and voice depth) and have anabolic effects promoting muscle growth. While both female and male bodies produce androgens naturally, males usually produce significantly higher levels. Relatedly, androgens have been widely seen as "male hormones," and synthetic androgens (anabolic androgenic steroids) are banned as performance enhancement in sport because of their anabolic effects. Some women, however, naturally have androgen levels elevated above "normal" female levels, which is medically defined as "hyperandrogenism." Recently, the IAAF instituted "eligibility regulations for the female classification" – a "sex testing" policy that establishes an androgen threshold for some women's competitions, based on the contested premise that androgens provide hyperandrogenic women with a performance advantage comparable to that of male athletes. This paper argues that the hyperandrogenism and anti-doping steroid regulations (both focused on androgens conceptualised as "male hormones" and premised on the principle that androgens are performance enhancing) conflate hyperandrogenism and steroid doping in ways that presume both naturally occurring and externally administered androgens in females to be a form of "male advantage." This blurs the division between separate "male" and "female" categories upon which athletics competitions are built, and renders the governance of androgens in athletics (in all its current forms) irrevocably, and problematically, gendered.

Thursday, April 25th / Session 2: 11.00-12.30

Room 6: Urban & rural sport / Chair: Jay Scherer

Keep moving: Policing the new urban sporting frontier

Jay Scherer, Judy Davidson, Rylan Kafara (University of Alberta) & Jordan Koch (McGill University), CA.

In 2016, Rogers Place, a publicly financed \$613.7-million arena—the anchor of a broader entertainment district—opened in downtown Edmonton, Alberta, an area of spatially concentrated racialized poverty. The

prospect of the displacement of pre-existing community members—including homeless community members who are disproportionately Indigenous—and other consequences of gentrification were, however, given scant consideration by the National Hockey League’s Edmonton Oilers and the City of Edmonton in their corporate-civic project of reclaiming “The New Urban Frontier” (Smith, 1996) for capital accumulation. This presentation explores the impacts of these developments on pre-existing community members against the historical backdrop of settler colonialism in Edmonton. Between 2016-2018, as part of an urban ethnography, we hung out around Rogers Place prior to, during, and after over 50 Edmonton Oilers home games. We observed the monitoring and regular removal of community members around the new arena by private security and police through a range of punitive and therapeutic measures to ensure the “public flow” of the night-time economy of professional sport. Still, over the course of two years, we also observed how community members adjusted to these tactics and developed their own “recipes of knowledge” and forms of “cop wisdom” (Stuart, 2016) to navigate, and, at times, creatively surmount these new spatial regulations.

The dynamic process of policy decisions surrounding the formation of professional soccer teams in rural Korea

SooHo Jung (Inje University), KR.

The purpose of this research is to focus on the dynamic process of policy decisions surrounding the formation and development of professional soccer teams in rural Korea area and to identify the social expectations of various stakeholders in the region. The site of the study is a typical rural area in Korea where 35 percent or more of industrial workers live. The research used a triangular method, including a literature review, a questionnaire, and an interview. There were three key findings. First, in rural areas, the formation and development of professional soccer is the result of the era of local autonomy in Korea, which began in 1997. The process involves top-down policy decision-making where professional soccer teams are developed and promoted to realize regional revitalization. However, close examination reveals that the decision to become a host city for a professional football club was often made hastily, with the opinions of local residents ignored. Second, once a city became an official host of a professional soccer team, the social expectations of local residents could be divided into two categories. Moreover, the pros and cons of the operation of the professional soccer team were also crucial to the election of the head of local government. In one case, when a head of local government who opposed the operation of the professional soccer team was elected, the team faced a crisis of disbandment. However, in this case the professional soccer team has not been abandoned by local residents and experts who continue to actively support the team. Third, in rural areas, hosting professional football clubs fosters a sense of community and creates a new sports culture over weekend periods. This means that professional soccer is becoming a part of the lived culture of rural people.

Outdoor gyms: An analysis of public leisure spaces in London, UK

Alistair John (Brunel University), GB.

While the benefits of physical activity are widely accepted, physical inactivity remains one of the greatest threats to population health (WHO, 2017). This is particularly the case amongst low income populations with limited access to safe spaces/places for physical activity (Gidlow et al., 2006). In an attempt to address some of these socio-economic barriers, local authorities have begun installing free outdoor gyms in public parks in the UK (PAC, 2011) and internationally (Chow, 2013; Copeland *et al.*, 2016). Despite the growing trend to install public outdoor gyms, there is limited evidence on the impact of this form of physical activity provision (Cranney et al., 2016) and existing evaluations of these sportscapes are overwhelmingly produced by, or for, local authorities and have limited theoretical grounding. This study examined the relational spatial impact of local authority outdoor gyms in three London public parks. The research posed two broad objectives; (1) why are local authorities installing outdoor gyms?, and (2) how do these gyms impact on public space and public health? Observations (n=588hrs) of three public parks in deprived areas of London (U.K.) were completed along with

semi-structured interviews of key decision-makers (n=3) and closed-ended surveys of park users (n=249). The discussion explores why outdoor gyms are being employed as health/physical activity tools by the state and the neoliberal impact of these places in public spaces.

Research on the use of sport in the redevelopment and reuse of industrial waste sites in China

Xiaolu Feng (Tsinghua University), CN.

The development and reuse of former industrial waste sites has become an important issue in the urbanization process in China. This paper explores ways to promote the reuse of wasted industrial sites for the purposes of sport. Using the methods of field investigation, case studies and interviews this study examined the use of sport in the redevelopment of industrial waste sites in Beijing, Shanghai and Zhejiang Province. The results indicate that industrial spaces: were transformed into sports spaces based on functional replacement and were rebuilt into mass, competitive and commercial sporting spaces. However, problems are emerged during this process. First, there were often diverse and competing demands for sport spaces that could not be satisfied. Second, the redevelopment and reuse of some industrial waste sites was not based on science and careful planning. Third, government land policy has limited the scope of potential redevelopment. The paper offers suggestions regarding future redevelopment planning including: exploring a diversified cooperative model of government and social capital; promoting business models for the innovative redevelopment of industrial waste site; strengthening plans for the use of sport in the redevelopment of industrial waste sites; and, finally, reducing the need for the construction of new sports venues.

Thursday, April 25th / Session 2: 11.00-12.30

Room 7: Gender & sport 1 / Chair: H  l  ne Joncheray

Olympic performances and gender

*J  r  my Pierre (Laboratory ACP, UPEM),
H  l  ne Joncheray (Laboratory SEP, INSEP & Laboratory TEC, Paris Descartes University) &
Fabrice Burlot (Laboratory SEP, INSEP), FR.*

On February 6, 2018, the International Olympic Committee adopted 25 recommendations in favour of gender equality. In 2016, 42% of French athletes at the Rio Olympic Games were female. Notably, of all the French Olympic medallists in Rio, only 28% were women. Therefore, French female athletes were significantly less likely to perform as well as their male counterparts. The objective of this research was to identify differences in the performance optimization factors implemented by French male and female Olympic athletes. A questionnaire survey was conducted among n=172 athletes across 19 sporting disciplines. The results reveal the following differences: (1) women's hours of training were lower than men's (2) mental preparation is more frequently used by women than men and (3) women are younger, are likely to be single and have no children when compared to men.

No different from men? A quantitative analysis of female fans and their modes of support

*Rados  law Kossakowski (Gda  nsk University), Honorata Jakubowska (Adam Mickiewicz University),
Dominik Antonowicz (Nicolaus Copernicus University), PL.*

In popular discourse and in some scientific studies, it has been suggested that women are not 'authentic' and 'real' football supporters and that their presence at the stadiums is the result of the commercialization of football. However, in many countries the number of women at the stadium makes up between 15 and 30 percent of all fans. Qualitative research (see Pope 2017; Mintert, Pfister 2013) shows that many women regard

being a fan as an important part of their identity and in the terms of self-identification they are not different from men. However, most research dedicated to female fans has, to date, been conducted using qualitative methods so it is difficult to state how many women share similar levels of identification, engagement, passion and sense of belonging. Our research is one of the first to use the immense amount of quantitative data to evaluate if male and female fans support their clubs differently or in the same way. Data was collected between December 2017 and March 2018 and has been gathered through an online survey. Data comes from 9 Polish football clubs – six from Polish Extraleague (the highest level of competition), one from I division (second level), one from II division (third level) and one from III division (fourth level). In total, 4278 responses has been gathered: 3317 (77,5%) from male respondents and 961 (22,5%) from female. The data clearly suggests that some trajectories of female fans are quite similar to male counterparts (eg. the father as the person who introduced the fan to the field of football and frequency of match attendance). Women also choose similar reasons for attending matches: most of all it is a feeling of loyalty to the club and the atmosphere of the match. In comparison to men, female fans are characterized by similar modes of identification with the club. The most important difference concerns traveling to away match as only small number of women have experienced it. Overall, our findings demonstrate, that there are more dimensions of being fan in which female fans manifest comparable attitudes to men and spaces of assumed difference are not such substantial as one would think.

Sport as equalizer: Challenging traditional conceptualizations of genderlect

Kent Kaiser (University of Minnesota), US.

Drawing on the theory of self-presentation and on social identity and self-categorization theories, the purpose of this research was to examine the degree to which the combined medium-context of Twitter and role-context of either elite sport reporter or elite sport athlete would require a reconceptualization of traditional Genderlect or gender-as-culture communication patterns. Through quantitative content analysis of more than 1,700 tournament-time Tweets by reporters covering the Division-1 Men's and Women's NCAA Basketball Final Four and Hockey Frozen Four and of more than 1,700 tournament time Tweets by players participating in those contests, this study discovers differences and similarities in reporters' and athletes' communication patterns. The differences are present between both the two genders and the two sports examined. The study of reporters' and elite athletes' tweets also discovers, variously, divergence from and consistency with past research on Genderlect. A sort of gender-equalizing effect was discovered in the context of both sports. Differences between male and female reporters and athletes relevant to both sports were uncovered, as well, to suggest that the gender-as-culture phenomenon persists to some extent; still, the cultures implicit in the two sports are evident, as well. Moreover, a "proximity thesis" was asserted to describe the apparent diminishment of Genderlect differences the closer the Tweeter was to the sport (i.e., athletes versus reporters). The implications: A reconceptualization of Genderlect or gender-as-culture theory that takes communication contexts into consideration is needed. It is speculated that, as a dynamic change catalyst, sport might negate differences altogether in the future.

Thursday, April 25th / Session 3: 13.30-15.00
Room 1: Paralympic sport 1 / Chair: H  l  ne Joncheray

"I had a dream: it was to play the Games." Sports Socialization and Paralympic Experiences: the 'Privileged Ones' and the 'Resourceful Ones' of the Rio 2016 Games.

*H  l  ne Joncheray (Laboratory SEP, INSEP & Laboratory TEC, Paris Descartes University),
 Remi Richard (University of Montpellier) & Fabrice Burlot (French Sport Institute), FR.*

The social construction of Paralympic performance is multifactorial. At the level of individual trajectories, this performance is shaped both by socialization processes that lead to Paralympic engagement and by the socio-cultural characteristics of the Paralympic environment that shape the athletes' experiences. The purpose of this communication is to question these two dimensions. The interviews conducted with 13 French athletes who participated in the Rio Paralympic Games (2016) made it possible to uncover early, but varied, socialization processes at the origin of Paralympic involvement. Also, the analysis of the Paralympic preparation experiences of these athletes revealed two profiles of athletes. While they all look like 'super-crips,' the results distinguish 'privileged' athletes who say they are satisfied with their preparation conditions and 'resourceful' athletes who feel left to themselves in their Paralympic project.

National links between Olympism and Paralympism: Strategies of National Paralympic Committees (NPC) in the European

Ariane Demain-Gan, Dominique Charrier (Universit   Paris SUD) & Ludovic Martel (University of Corte), FR.

"Disability is a cross field object that questions the human and social sciences as a whole" (Leseleuc, Le Roux et Marcellini, 2012). Between "insertion", "integration" and "inclusion" (Martel, 2010), the use of sport as a social policy lever reflects an "extraterritoriality" (Blanc, 2006), still present, in this field. The gradual acceptance of sport for people with disabilities to sports competition highlights the perpetual ambivalence facing the parasport space. The latter is torn between an inclusion approach through sport and the development of an event related to the operation of the Olympics, in short, sport becomes part of the Olympic sport spectacle. This study focuses on the declaration of the International Paralympic Committee policy (IPC) by its national level partners. Indeed, since 2000, the IPC has signed an agreement with its counterpart, the International Olympic Committee (IOC) to secure "financial contributions and IOC annual grants to the IPC and the conclusion of an agreement concerning the organization of Paralympic Games by the end of 2020" (Luquet, Paillard et Siclis, 2016). The agreement signalled the first stage of close cooperation of the two movements involving a significant change in the parasport space. From the analysis of interviews conducted with actors of National Paralympic Committees (NPC) from the European Union, we outline the current innovative situation of these NPC development strategies. The approach focuses specifically on the heterogeneity of national links between Olympism and Paralympism highlighting new issues related to sport and disabilities. This study is part of a doctoral research that is also examining the regulation of conflicts arising strategies and challenges of the Paralympic Movement.

The representation of the Paralympic Games in Japan: A comparison of media coverage between the 1964 and 2016 Olympics

Tadashi Watari (Juntend University), JP.

In Japan, a lot of people are paying attention to the forthcoming TOKYO Paralympic Games in 2020. From the time the Paralympic Games were held in TOKYO 1964 to the present, the way the media covered the event has changed. So, how did we talk about the Paralympic Games in Japan in 1964 and how have things changed since then? This study examines media representations of the Paralympics, mainly newspapers, to explore patterns of

change and their implications. Analysis of media texts was undertaken using the KH Coder which is a free software program that allows for statistical analysis of text type data, and the ability to classify the contents of articles. The target newspapers are the Asahi Shimbun, the Yomiuri Shimbun, the Mainichi Shimbun and range of other discourse materials. The results indicate that from 1962 to 1965, there were many announcements of the Paralympic event along with the introduction of the athletes. In addition, articles about the Paralympic Games highlighted delays in the development and implementation of sport disability policies for Japanese athletes in comparison to foreign athletes. Another finding is that at the 2016 Rio de Janeiro Paralympic Games, a media format that focuses on the success of individual athletes is becoming more dominant. Overall, the study found that the representation of the Paralympic Games are recognized as events with independent news value but that media coverage remains been detached from the social issues.

Construction of a professional jurisdiction in Adapted Physical Activity in the French public health code

Claire Perrin (Claude Bernard University Lyon 1, Lyon University), FR.

Adapted Physical Activity (APA) is a concept which was coined at the beginning of the 1970s when the International Federation of Adapted Physical Activity was established. In France, it was developed during the 1980s in Sport Science faculties and has since made its way into the health, social and medico-social professions. The French Association of APA Professionals (FAAPAP) was established in 2008, and an occupational reference was built in 2012. This study analyzes conflicts of legitimacy with health-related professionals and sport educators in the drafting of the jurisdiction of physical activity prescription in the public health code (2016). Data were collected as part of a participant observation analysis (Soulé). The researcher was involved in all stages of the negotiation process, as an academic representative of the field of Adapted Physical Activity. The final version of legislation has favoured territorial accessibility of professional groups instead of public protection, except for the most vulnerable patients.

Thursday, April 25th / Session 3: 13.30-15.00
Room 2: Sport coaching / Chair: Yoon Jin Kim

“I’m part of, but different from, them”: Shame and negotiation in coaching practices

Yoon Jin Kim (University of Otago), NZ.

Despite the burgeoning literature on sports coaching as a social practice, there is relatively little research on the relationship between macro-level external structures and micro-level internal feelings of coaches. Informed by Goffman’s (1963) work on ‘stigma management’ and Sheff’s (2003, 2005) work on ‘shame’, this paper explores how coaching practices are crafted amid a triangular interplay between a coach’s self, others in the sporting context and the broader societal environment. Drawing on South Korea’s sporting context, where many high-performance coaches feel discredited by recent sports reforms, the paper shares some insights from a qualitative analysis of in-depth interviews with 23 coaches, observations of two youth high-performance athletic teams as well as a series of documents. Findings reveal that: 1) the coaches’ feeling of shame arises from negative reflections on themselves in the eyes of non-sport-related persons, 2) the coaches devise strategies to project an image of a ‘better coach’ in order to alleviate feelings of shame; and 3) the coaches’ conscious efforts to distinguish themselves from peers who stick to the old practices are made through negotiation with the societal rhetoric of sports reforms. The paper concludes by suggesting that developments or improvements in coaching practices are the result of a complex interplay between the micro-level experience of shame and the macro-level reality of sports reforms.

More women in the weight room: Exploring gender-allyship in strength and conditioning coaching

Mason Rook & Brian Gearity (University of Denver), US.

Women strength and conditioning (S&C) coaches (SCC), like women sport coaches, negotiate many discourses about gender, sexuality, and coaching. Discourses that tell them to be tough but not bitchy, strong but not manly, and caring but not soft (Gearity & Mills, 2014). The dearth of women in sport coaching and administrative roles is a problem in the United States and around the world (LaVoi, 2016). However, compared to the decline or plateau of women sport coaches, the percentage of and sheer number of women SCCs has risen over the past 40 years. Furthermore, weight rooms have been bastions of hegemonic masculinity, so it's curious that women in S&C have fared better than their sport coaching counterparts. Our research tries to understand how women have entered and thrived in the field of S&C, and women SCCs have mentioned the positive effects of male allies (Gearity and Mills). Building off this research, and related research on male allies (Messner, Greenberg, Peretz, 2015) and diversity champions (Cunningham & Sartore, 2010), we sought to understand how male allyship works in S&C. We collected data via two, one-hour long interviews with a NCAA D1 head strength and conditioning coach who self-identified as a White male. Our findings show how a male SCC problematized various gender, sexuality, and to a lesser extent coaching, discourses that had the effect to encourage him to intentionally hire women SCCs, develop an awareness of these issues, and to exercise his power to support their development in the field.

Elite sport and innovation

Mathilde Desenfant & Fabrice Burlot (Institut national du Sport de l'Expertise et de la Performance), FR.

In a context of increased competitiveness between nations in sport, we question the relationship between high performance and innovation. The society we live in tends to make us think that innovations will necessarily be technical or technological (Gaglio, 2011; Boutroy, Soulé, Vignal, 2014). But elite sport is a particular sphere with specific challenges, especially that of producing high performance. At first glance, one might think that athletes, driven by the achievement of their performance objectives, "naturally" mobilize the innovations (methods, processes, techniques, materials...) likely to help them in this direction. Several studies show that the reality is more complex (Winand, 2013; Burlot et al., 2017; Roger, 2006). In this presentation we ask what it means to innovate in high performance sport: i) what are the determinants for this? and ii) what are the mechanisms? To answer these questions, we will use data from two ongoing surveys: one about the working conditions of French coaches and the other about the preparation conditions of French athletes who participated in the Olympic Games of Rio (2016) and PyeongChang (2018).

Investigating the use of workshops in exploring social issues with coaches and coach developers

Bettina Callary (Cape Breton University), CA & Brian Gearity (University of Denver), US.

The sociology of coaching literature is limited in its understanding of culturally competent approaches to coaching (Burden & Lambie, 2011), especially in applied settings regarding how to teach coaches and coach developers (i.e., teachers of coaches) with cultural competence in mind. What we do know is that interpersonal and structural discrimination and microaggressions occur in sport and sport coaching, which negatively affects both the perpetrators and receivers (Gearity & Henderson Metzger, 2017). The purpose of this presentation is to close the research/practice gap by sharing our experiences designing, implementing, and evaluating workshops for coaches and coach developers. To date, the authors have delivered several workshops (in person and online) guided by adult learning principles and culturally competent coaching practices to coaches and coach developers across three countries (USA, Canada, and Australia). Although all adult learners in sport coaching, the coaches worked in a variety of settings such as coaching youth lacrosse and hockey, teaching youth hockey coaches, and

coaching masters rowing athletes and masters fitness competitors. We have been challenged delivering these workshops because of the inherent social complexities and unique cultural considerations of the coaches within each country and with whom they interact. By understanding how to teach coaches and coach developers about cultural competence, an applied sociology of sport coaching can inch closer towards inclusive practice and the reduction of structural and interpersonal harm in sport.

Thursday, April 25th / Session 3: 13.30-15.00

Room 3: Sport & national identity 1 / Chair: Myungsun Lee

Experiences and problems of athletics naturalisation: Global sport naturalisation at South Korean universities

Kwang Leong Han, Gyuli Baek (Kyung Hee University) & Myungsun Lee (Korea University), KR.

Sports naturalisation is one of the most important phenomena being investigated in South Korean sports. Naturalised athletes are engaged at various levels of Korean sports, including Korean national teams, professional sports leagues, amateur sports leagues, university sports, and school sports. Of these naturalized athletes, this research focuses on the fastest-growing group of naturalised athletes, at the university sports level. This research is divided into four areas: first is the motivation for naturalised athletes to come to Korean universities; second, the experiences and problems of such athletes after entering Korean universities; third, their future careers in Korean society after graduating from college; and last, what aspects of sports naturalisation policy in Korean society have brought many naturalised sportspeople to Korean universities. The increase in naturalisation in sports at Korean universities is based on the motivations of naturalised athletes and changes in naturalisation policies, both at Korean universities and in society. Several interesting phenomena have been identified in the interdependence between these naturalised athletes, naturalisation policies, Korean universities, and society. For this research, Norbert Elias' figurational sociology is applied, both theoretically and methodologically; quantitative methods include the collection of statistical data. Qualitative methods include semi-structured interviews, newspaper analysis, and secondary document analysis.

Community, identity, and competition: 9-man athletes and the dynamic 'ethnoscape' of the North American Chinese diaspora

Jessica W. Chin (San Jose State University), US.

Ethnic-exclusive sport leagues and tournaments in North America have served as valuable spaces of belonging and community for Asian American athletes, who have historically been subject to stereotypes undermining their athletic abilities. These leagues offer opportunities for Asian Americans to explore and discover their athletic potential, while building community, and connecting to others with a shared ethnic background or cultural history. Unique to the North American Chinese community is a sport with Chinese origins called 9-man, a derivative of the standard 6-person sport of volleyball, which became popular among male Chinese immigrants in the United States in the first half of the 20th Century. Attached to the sport of 9-man is an annual tournament that draws thousands of Asian American athletes to compete for the national title. Through their achievements and athleticism in 9-man, the athletes make claims to the nation and demonstrate citizenship through participation (Nakamura, 2009; 2012). Thus, 9-man connects and folds the athletes, and the broader 9-man community, into the diverse and fluid ethnoscape (Appadurai, 1990) of the North American Chinese diaspora. Focusing on these connections, for this paper, I present preliminary findings from an analysis of eight in-depth, one-on-one interviews with 9-man athletes. In particular, the analysis is centered on the diverse and shifting ties to community, Chinese ethnicity and the value of competition in the current dynamic socio-political context.

Korean athletes' perspective on the special naturalization of foreign athletes: A case study of the South Korean national male ice hockey team

Yoonho Ra (Korea National Sport University), Kwang Leong Han (Kyung Hee University) & Ik Young Chang (Korea National Sport University), KR.

As part of the preparations to successfully host the 2018 Pyeongchang Winter Olympics the Korean government introduced a policy that granted Korean passports to 19 foreign athletes under special naturalization rules. The special naturalization for globally talented athletes has raised a range of issues, such as the national team's "pure blood" philosophy, depriving Korean athletes of opportunities and the re-naturalization of foreign athletes to their home country. Yet, despite these issues, the national men's ice hockey team, which has the most naturalized foreign players of any Korean national team, received relatively positive media coverage. To date, there has been little empirical research on domestic athletes' perspectives on foreign athletes who attained nationality through special naturalization. Therefore, this study explores how Korean ice hockey players perceive the special naturalization program and foreign athletes under the special naturalization law. Drawing upon interviews with six Korean players in the national team, this study reveals that: (1) Korean players acknowledged that the special naturalization of foreign players helps them to improve their performance. At the same time, however, they had an ambivalent attitude, complaining that the naturalized players' priority accelerates competition among Korean players; and (2) the Korean players expected the trickle-down effect in which naturalized players attracted the public's attention and improved the national team's international competitiveness. In reality, however, they confessed that their performance was not as good as they expected in the 2018 Olympics and IIHF World Championship. At the same time, they talked about the difficulty in maintaining their career due to the reduced number of teams in the Korean league.

Thursday, April 25th / Session 3: 13.30-15.00
Room 4: Sport media 2 / Chair: Emese Ivan

Are our new friends, really our new friends?: A critical analysis of artificial intelligence in sport journalism

Alanna Harman (Wilfrid Laurier University), CA & Emese Ivan (St John's University), US.

For a long-time computer-based technology has played an important role in the development of experimental and theoretical sports related studies. The role of the computer now extends from data capture and data processing through to mathematical and statistical modelling and simulation and optimization. Some would even argue that the elevation of the role of the computer to involvement in the decision-making process, and development of creative content using artificial intelligence (AI) techniques, would be a potentially rewarding future direction for the discipline. AI has expanded beyond completing simple requests to engaging in creative content development, most recently producing art that critics could not distinguish from works by human artists, to journalism. In 2017 Google helped to fund the Press Association's digital journalism, which utilizes AI to assist in writing articles. In the absence of significant previous work in this area, this paper critically reviews the implementation of AI in sport journalism. In particular, the authors will review if AI journalism can mediate the sport context better than humans do. Given, the long documented history of gender inequality in sport journalism (see Cooky, Messner, & Musto, 2015), will AI be an ally in elevating the coverage of women's sport or simply act as an echo chamber of the status quo of sport journalism? The goal of this preliminary research is to answer these questions from a gender-based perspective in hopes of bringing AI into the forefront of sociological sport research.

Public service media and media markets: Innovation, diversity and national identity and Australian women's sport

Michael Ward (University of Sydney), AU.

As part of a wider PhD research project this paper explores the question of the relationship between public service media (PSM) and Australia's sports media ecosystem in a globalised, commercial and increasingly online/mobile sports media market. The research examines the impact of PSM activity in sports media markets on Australian women's sport, interrogating how issues of national identity, sport and media have been in play in covering women's sporting events. This paper analyses the background to current developments in Australian women's media sport, with an overview of Australian PSM organisations, ABC and SBS, initiatives. It will provide an initial outline of relevant literature and methodology for analysing the broadcasters' strategic and operational activities to build an audience for women's sport. Two case studies – Australian women's football and women's cricket – provide important insights into PSM development of media sports markets. The research will analyse the evolution of PSM principles and activity in relation to representation and national identity and cultural diversity; legislative and policy obligations of Australia's public service broadcasters. Data on women's sports events broadcast and delivered online, including the extent to which audiences grew over time, forms an important part of the research. The methodology and initial data will be presented in the paper. A model of Australian sports media as an ecosystem with inter-relationships between sporting actors and events, public sector instruments (including public service broadcasting, national cultural and communications policy) commercial media activity, audience and fans, will be presented; highlighting the integral contribution of public service media to the formation of contemporary national culture.

Social responsibility of sports journalists and media coverage of diversity: Illusion and disenchantment?

Fabien Wille (University of Lille), Françoise Papa (Université de Grenoble-Alpes) & Sandy Montañola (Université Rennes), FR.

At the 2017 ISSA Congress in Taipei, we presented the first results of our study, about the "Social Responsibility of Sports Journalists in Expressions of Diversity". This project began in 2015 and analysed the 2017 World Championships in Athletics held in London. One of the aims of our study was to understand why, despite the development of public policies in favour of diversity, the media coverage of sport is far from reaching a balance. Our preliminary conclusion suggested that 'Diversity' seems first and foremost to be a strategic position and this new normative space is structured by diverse processes of legitimation of the institutions that are concerned. Our next phase of research focuses on media productions where the results also reveal that 'social responsibility' is difficult to impose in professional practices for various reasons. For example, while the conditions of news production are constantly mentioned, there is little critical investigation. Our second analysis is based on participant observation of French television channels. Keeping in mind the conditions of production of sport information, we also analysed television reports, and of live broadcasts of sport events. Despite examples of strong corporate communication that supported the initiative, the results were not convincing. Although sport is ideally suited to being conducive to expressions of diversity, our study highlights that it seems difficult, even incompatible, to reconcile the political and institutional objectives of promoting diversity and social inclusion within existing constraints, challenges and routines. The analysis of the journalists' comments shows the limits of the instrumentalization of elite sport in the service of social engineering strategies.

From the 'Ice Queen' to the 'Ad Queen': Korean sport celebrity Yuna Kim's simulation

Hyun Jung, Jong Young Lee (Korea National Sport University) & Hyomin Kang (Kangwon National University), KR.

Olympic figure skating gold medalist Yuna Kim emerged as the most talked about female advertising model in South Korea (Jon Maala, 2017). Although the chance for people to watch her elegant performances on ice ended some time ago, Korean people see her more frequently now as she appears in more commercials than ever. As a result, Yuna Kim might be more commercially attractive as an advertising model than as an athlete. Drawing upon Baudrillard's simulation concept, this study examines how sports celebrity Yuna Kim has been changed into the ad queen in Korea. There are three key stages identified in the process of Kim's celebrityization: (1) in the first stage of Baudrillard's (1988) simulation, Korean sport celebrity Yuna Kim's is conceptualized as 'an athlete image' given her figure skater career; (2) in the second simulation stage the 'heroine image is perverted from the athlete image'. Consequently, there is an ideological perversion to conceal the image of the athlete Yuna Kim and to create a new image as the heroine; (3) in the third stage of simulation the 'commercialized image' emerges absent from the heroine. In other words, the heroine image of Yuna Kim is absent and only the image with commercial value appears. However, hyperreality ('too much reality' or 'more real than reality') in which a reality is created and simulated from Korea sport celebrity Yuna Kim or defined by reference to Yuna Kim is not yet shown clearly, but is still possible.

Thursday, April 25th / Session 3: 13.30-15.00
Room 5: Sport governance / Chair: Michael Sam

National sport organisation responses to independent reviews

Timothy Dawbin & Michael Sam (University of Otago), NZ.

The sporting landscape has changed over the past 30 years, bringing increasing emphasis on accountability and results. Accordingly, National Sport Organisations (NSOs) or central agencies can deploy strategies, including (compulsory) independent/ consultant-led reviews, to 'modernise' NSOs. Despite the intended role of these instruments in leading and shaping reforms, there is little understanding of how NSOs respond to them. The purpose of this presentation, therefore, is to explain how NSOs respond to independent performance reviews. This research seeks to offer an assessment of this instrument in terms of its intended and unintended consequences. Data were gathered through interviews (n=13) with representatives from four NSOs in New Zealand and through documentary analysis (including NSO documents and media articles). Analysis revealed NSOs responded purposefully by: consulting, conducting and commissioning further reviews, hiring staff, modifying organisational structures, changing athlete development models, and updating or formalising organisational strategies and governance policies. Conversely, NSOs disregarded several structural, governance, and strategy proposals. Some NSOs further passively responded by suppressing reviews (and their findings). Institutional accounts explain the extent/ nature of review recommendation uptake. While reviews can generate positive outcomes, they also have their limits and can generate unintended consequences. This study demonstrates that reviews both unearth and displace problems- speaking to the complexity or 'wickedness' in the public management of sport. This presentation acts as a starting point to place reviews under the same scrutiny and accountability they purport to bring to the sport system.

Integration and inclusion policies in sport: Focusing on international sport for all movement

Yasuo Yamaguchi (Kobe University), JP.

In recent years, integration and inclusion policies in sport has received significant attention. Integration in sport is evident when two or more things are combined in order to become more effective. The first integration of

sport organizations and health enhancement associations was the establishment as the National Health Enhancement and Physical Activity in Finland, 1991. In 2006, due to the poor performance of the German national team in the 2004 Athens Summer Olympics, DSB and NOC was integrated to the DOSB. In 2007, the Netherlands announced the establishment of NOC*NSF. More recently, the Korean Sport Olympic Committee (KSOC) was established by the integration of the KOC and the Korean Sport for All Association in 2016. The new Finnish Olympic Committee started in 2017, as a result of a merger between the Finnish Sports Federation Valo and the Finnish Olympic Committee. On the other hand, inclusion is the act of including someone or something as part of a group. Inclusion policies have received increasing attention in the context of social participation for the disabled. Inclusive opportunities in sport have been promoted due to the Convention on the Rights of people with Disabilities by UN in 2006. The European Commission has been working with EU Member States with financial support (Erasmus+) to support actions which emphasize social inclusion since 2009. The Council of Europe promotes "Sport for All: a bridge to equality, integration and social inclusion" (2016). This paper examines the global activities of TAFISA (The Association For International Sport for All) and the outcomes and implications of their activities including the Erasmus+ projects.

Sport policy system and sport federations in Brazil

*Fernando Augusto Starepravo (State University of Maringá) &
Fernando Marinho Mezzadri (Federal University of Paraná), BR.*

The aim of the study is to establish a panorama of sport policies in Brazil, based on an international initiative of comparison of sports policy systems (SCHEERDER; WILLEM; CLAES, 2017), with a view to inserting Brazil into comparative sport studies. Brazil adopts a system of federative government, which involves, in addition to the central government, twenty-six states, one federal district and 5570 municipalities. Each federative entity has administrative and legislative autonomy, including legislating and promoting sports policies. The estimated population of Brazil in 2018 is about 209 million people. 54.1% of the population between 14 and 75 years practice some type of physical activity or sport. The most practiced sports in Brazil are Soccer, Volleyball, Swimming, Futsal and Racing. The central body for development of the sport is the Ministry of Sport, created in 2003. Most of the actions within the elite sport are coordinated by the Brazilian Olympic Committee and the Brazilian Paralympic Committee, which receive public funds from lotteries and pass on part of the money to the confederations of different sports. Financing of national confederations is essentially public, with low participation of private resources. The main policies for sport in Brazil involve the transfer of public resources to non-governmental entities and elite athletes, such as the "Sports Incentive Law" and the "Athlete Scholarship Program". The Brazilian government has increased its control over non-governmental entities and athletes, through the requirement of planning and accountability of those who receive public resources.

Synergistic relationships of sports administration and sports associations in China from the perspective of social governance

Lyu Zhijun & Lu Xiaocong (Shanghai University), CN.

According to the theory of Administrative Authorization, this research mainly studies the relationship between sports administration and sports associations, using the methods of literature research, interview, field work, case study and logical analysis. This study analyses the problems in the progress of synergic relationship between sports administration and sports associations, and summarizes the experiences of a specific sports association by case study. From the perspective of social governance, sports associations are gradually moving standardly and legally under the background of socialization. The administrative authorization system is helpful to form a positive interaction between sports administration and sports associations through clarifying the scope of responsibility of these two bodies of administrative power and solving the overstaffed functions and inefficiencies of sports administration.

Thursday, April 25th / Session 3: 13.30-15.00
Room 6: Alternative futures 1 / Chair: Peter Donnelly

ICSS/ISSA: Some historical notes

Peter Donnelly (University of Toronto), CA.

These historical notes were inspired by three things: first, my recent work to update the historical record of ICSS/ISSA meetings; second, the careful and nuanced work by Dominic Malcolm (2012, 2014) on the social construction of the sociology of sport, especially his examination of the origins and development of the ICSS; and third, the memories triggered by the 50th anniversary of the ICSS and IRSS. These historical notes will focus on three main points: *first*, the question of who was at the first meetings, and a closer look at the roles of UNESCO, ICSPÉ and Joffre Dumazedier in the founding of ICSS; *second*, ICSS relationships with sociology and physical education/sport sciences and the way that annual meetings of ICSS/ISSA developed and changed; and *third*, because ICSS existed for its first 25 years during the Cold War, some thoughts about the way that international academic organizations, especially ICSS, negotiated their existence during the Cold War.

An invitation to ethno-kinesiology

Yosuke Washiya (Doshisha University), JP.

While there have been attempts, namely qualitative studies, pursuing descriptions of the sensorial, corporeal, and phenomenological moving body from diverse approaches, these methodologies have their own limitations that have not yet been fully addressed in terms of a meta-methodology of description. The foundation of our academic work is predominantly linguistic and thus descriptive, and as a consequence any academic understanding we pursue is linguistically and descriptively preformed. The impact of this preformation is extensive, particularly for studies of physical culture and the moving body, as this preformation in turn essentially spatializes movement and continuity to be segmented, static, and geometric. By conducting film ethnography on judo, the author examines a methodological twist from thick description to thin description. Drawing on Henri Bergson's concept on time, this paper argues that typical frameworks, such as the dichotomy of qualitative-quantitative, are indeed no different from each other in their spatialization of time. To illustrate a different framework to delve into physical movement before it is spatialized by the academic gaze, the paper proposes a *meta-methodology of subtraction*, and introduces *Ethno-Kinesiology* as a new academic approach by conducting artistic-making.

The micro-sociological turn: Issues, implications and research agendas for the sociology of sport

Ramón Spaaij (Victoria University, University of Amsterdam), AU.

Recent innovations in micro-sociology, which highlight the role of emotions and bodily entrainment in interaction rituals as well as the need for micro-ethnography, have gained prominence in a number of fields of sociological research, particularly religion, education, social movements and violence. However, to date their application in the sociology of sport has been minimal. This is surprising because sport arguably offers a crucial frontier for the study of micro-social dynamics. This paper discusses the key tenets, strengths and limitations of the micro-sociological turn, focusing on Randall Collins's interaction ritual theory and subsequent refinements and extensions of this theory in conflict studies, social movement studies, and the sociology of religion. The paper discusses the conceptual and methodological implications of this "radical micro-sociology" for the sociology of sport. It concludes by providing concrete illustrations of how micro-sociology can further empirical research in two areas: sport for development, and sports-based interventions for marginalized youth.

KIN games? The complicity of universities in the depoliticization of health and sport

Parissa Safai (York University), CA.

The technocratic reconstruction of university physical education departments into Kinesiology (or Human Kinetics or Kinesiology and Health Sciences, etc.) departments, as well as the alignment with and ascendance of health and health-related studies, is not a new phenomenon. This paper draws on and continues the critical analysis of (historical and contemporary) tensions that arise for researchers, teachers and students as a consequence of the transformation of these departments from physical education to Kinesiology. In particular, attention will be paid to: 1) these departments' embrace of "technicist [tendencies]" (Aronowitz & Giroux, 1985, p. 197) in neoliberal times and the de-/politicization of health and sport that often is the consequence of such an embrace; and 2) the implications of the university's turn, more broadly, and Kinesiology's turn, more specifically, to such things such as workplace placements, work-integrated learning (sometimes referred to as learning-integrated work), and the encouragement of market enterprise and entrepreneurship (including social enterprise and entrepreneurship), all often under the broad label of experiential learning. The paper concludes by offering suggestions on how scholar-teachers can employ these tensions in service of critical and deep learning and teaching practice in the socio-cultural study of sport.

Thursday, April 25th / Session 3: 13.30-15.00

Room 7: Sport for development evaluation / Chair: Dana Young

Count Me In: A sports participation model for social inclusion

Dana Young, Karen Block & Lisa Gibbs (The University of Melbourne), AU.

Context: Culturally and linguistically diverse (CALD) migrant and refugee-background families comprise a significant proportion of the Victorian population. Evidence shows these young people are at risk of long-term marginalization with attendant poor mental health and social outcomes associated with social exclusion. Sports participation has the potential to be a critical mediator for achieving health, wellbeing, social inclusion and to engaging meaningfully in Australian society. However, refugee and migrant youth have low participation rates in mainstream sport, despite policies and guidelines to promote inclusivity and cultural competence at local sporting clubs. **Process:** The Count Me In program works in partnership with community organisations, local government, academics and sports clubs. It is designed to address the identified barriers to sports participation for CALD migrant and refugee-background young people such as costs, discrimination, transport and lack of knowledge of mainstream sports services. Community Support Coordinators are employed to be the conduit between families and sports clubs to support families to overcome the barriers to participation and to facilitate positive social connections. **Analysis:** Interviews and focus groups were conducted with sports club representatives, parents and children participating in Count Me In. Children also completed pre- and post-surveys assessing wellbeing, resilience and social connectedness. **Outcomes:** Interviews indicated that additional efforts were needed to improve communication between clubs and families. Despite this, parents and children were extremely positive about the program. An increase in resilience ($p=0.047$) was found for young people participating in the program, and a moderate positive correlation between resilience and wellbeing and an increase in social connections were also reported.

Analyzing a Canadian Sport for development program's logical model with key actors' perceptions: The case of Pour 3 Points organization in Montreal

Tegwen Gadais (University of Quebec in Montreal), CA, Mariann Bardocz-Bencsik (University of Physical Education, Budapest), HU & William R. Falcão (Laval University, McGill University), CA.

The purpose of this study was to analyze the logical model (LM) of a Canadian sport for development organization (Pour 3 Points: P3P) that provides training for secondary coaches in low socioeconomic communities in Montreal. Key actors (i.e., coaches, program administrators, school directors and sport coordinators; N=22) were interviewed about their perceptions of the different components of the organization's LM (i.e., context, initial problem, needs, objectives, input, output, effects and impacts). Findings show that the actors have similar understandings regarding the targeted problem and context, but had different perceptions regarding its activities. The respondents also made suggestions to improve the program, such as clarify objectives, reinforce communication and partnership with schools. These findings allowed for recommendations to redesign and improve the organization's LM. In addition, these findings can help researchers and SDP administrators reinforce essential program structures and activities for better management, evaluation, and improved impact on communities.

Becoming an agent of change: Key learning experiences for coaches in Sport for Development contexts

Steven Rynne (The University of Queensland), Tony Rossi (Western Sydney University), AU, Audrey Giles (University of Ottawa), Lyndsay Hayhurst (York University), CA & Lee Sheppard (The University of Queensland), AU.

Generally, sport-for-development (SfD) targets individuals and groups from marginalised communities through programs of physical activity, mostly described as sport. Within Australia and Canada, such initiatives are often directed toward Indigenous youth. Despite the largely educative focus of the SfD movement, some have noted the modest analysis of education outcomes (e.g. Spaaij & Jeanes, 2012), with pedagogy (Rossi & Jeanes, 2016) and learning (Rynne, 2016) receiving some attention recently. Within these limits, it is agreed that high-quality educational experiences are decisive with respect to program success. We argue that the nature of the sporting experience for Indigenous participants within the context of SfD initiatives is contingent upon the nature of the educators, their background, experiences and training, relative to the groups with which they are working. Sports coaches often fulfil this educative role; sometimes exclusively or in harness with trained development officers. However, relatively little is known about the characteristics of coaches in SfD settings. Even less is known about what constitutes effective development of such crucial actors and what their training and learning opportunities for working in SfD spaces should look like. This presentation seeks to add to the knowledge regarding the specific circumstances and practices under which SfD may have positive outcomes in Australia and Canada. In doing so, we draw upon the knowledge bases (e.g. professional, interpersonal, intrapersonal) and specific development practices (e.g. formal, non-formal, informal) related to the education of coaches who intend to work, or find themselves working in, SfD environments.

What remains after funding? A theoretical approach to evaluate the process, impact, quality and sustainability of "Sport for Development" programmes of the German Development Cooperation (GIZ)

Katrin Bauer (German Sport University Cologne), DE.

In the United Nations *2030 Agenda for Sustainable Development*, sport is explicitly recognised as a tool to help achieve development goals (UN, 2015). Through initial analysis six *Sustainable Development Goals (SDGs)* were identified as areas where sport-based approaches can make effective and cost-efficient contributions (e.g. to health, education, gender equality) (cf. Dudfield & Dingwall-Smith, 2015). In the last decade, the approach has

received increasing on the international level. In 2012, the *German Development Cooperation (GIZ)* implemented the programme 'Sport for Development' (*S4D*), and, since then, has conducted sport-related (pilot) projects in various countries all over the world. In order to assess planning, development, implementation, sustainability and the overall impact of the projects, an impact evaluation is conducted. The theoretical background of the study (Stockmann, 2006) is based on three theoretical concepts, from life course, organisational and innovation-diffusion research as well as from a multidimensional conception of sustainability, and is further completed by approaches from the development cooperation, such as the 'scaling-up model'. Evaluation criteria focuses on (1) the programme itself and its environment, (2) stages of the programme, (3) internal fields of impact (sponsoring organisation), (4) external fields of impact (target group and policy fields) and (5) the quality of the programme (sustainability on programme and macro level). The findings show if and in which extension the *S4D* programme of the *GIZ* and selected pilot projects, e.g. in Afghanistan, Brazil and the Palestinian Territories, have an impact regarding certain development goals (*SDGs*) and how sustainable *S4D* approaches are anchored in different country-specific contexts.

Thursday, April 25th / Session 4: 15.30-17.00
Room 1: Wellbeing & health 1 / Chair: Keelin Pringnitz

The spatiality of fitness facilities: Student perspectives

Keelin Pringnitz (University of Ottawa), CA.

Sport and fitness has been a great means of bringing diverse people together in solidarity and spirit for over a millennium, yet today controversies around religious modesty values and sport abound, especially within leagues that include a diverse range of participants. One of the most highly publicized examples is that of the Fédération Internationale de Basketball's hijab ban, which, after years of debate, was finally overturned in May of 2017. But how do dynamics around religious modesty play out within day-to-day recreation? How do recreational users feel about the construction of post-secondary fitness spaces, and how are their experiences shaped? Using a qualitative sociological approach, this doctoral research investigates how Canadian post-secondary students who practice religiously based modesty values experience, read, and navigate recreational space. Fitness spaces and programming such as: weight rooms, change rooms, pools, women's only sections, recreation classes, and intramural sport leagues are considered using a spatial analysis approach developed by Kim Knott. Through semi-structured interviews with participants from an assortment of faiths including Islam, Christianity, and Indigenous spiritualities, themes around inclusion and exclusion are explored. Preliminary results conclude that the construction of post-secondary fitness spaces is perceived by participants to be centered on an ideal of fitness and the fit body, rather than overall user accessibility

Exercising health, fitness and wellbeing? A critical dispositive analysis of employee sports in Germany

Pia Kühnemann & Sandra Günter (Leibniz Universität Hannover), DE.

Introduction and Theoretical Approaches In contemporary discourses, 'health' appears to be achievable by physical exercise – for all. The impact of categories like dis/ability, the socioeconomic background and/or gender on health/disease is thereby masked, as the responsibility for health shifts from the eroded welfarestate to the individual self. Following Foucault's research on power and biopolitics, the exercising body is a place where governmentality techniques and self-techniques intertwine (Markula/Pringle 2006). Hence, current politics of health promotion and the expanding health sector can be analyzed as a health dispositive, that produces certain body concepts, ways of subjectification and social relations. Research Questions In my dissertation project I ask: What body concepts, subject positions and techniques of the self are being produced by discourses and practices of physical exercise in the health dispositive? In what ways do health promotion programmes maintain and expand existing power and dominance relationships? What effects does this have on processes of

subjectification? In what ways do people resist through their bodily practices and how does this affect the hegemonial discourse? Data and Methods The text corpus for the discourse analysis includes strategic papers of German health promotion institutions, selected papers of sport science and selected press articles. In the lecture I also want to give an outlook to the planned dispositive analysis that includes participant observation and qualitative interviews with participants of workplace health promotion programmes in Germany.

Why we need more than sport and physical activity to improve health: A new application of dietetic

Rodrigo Soto Lagos (Universidad Andres Bello), CL.

Public Policies that promote physical activity and sport to prevent Non-Communicable Disease are becoming increasingly common. They are often based on the foundational knowledge produced by the World Health Organization. This invites all of the world's national governments to generate preventive actions through the promotion of sport and physical activity to promote healthy lifestyles. In this paper we demonstrate how the notion of lifestyle can be linked to the concept of dietetic to develop a better understanding of the influence of sport and physical activity on health. The conclusions offer a critique of the role of sport and physical activity in health promotion using the new application of dietetic concept.

How the public use and understand motivating images of exercise on Social Media (SNS)

Ji-young Hong & Jung-rae Lee (Kyungpook National University), KR.

SNS has gone through a phased evolutionary process. Emerging social media includes Facebook, Twitter, Instagram etc. In particular, Instagram is convenient to use because it is not flooded with advertisements. Above all, the strength of Instagram is that it puts emphasis on square sized images rather than posts, which associated Polaroid pictures. To date, there is little scholarly research on Instagram within academia. However, even the few studies that have been done have been focused on marketing and design rather than understanding how and why users utilize Instagram with respect to exercise, physical activity and health. Thus, the purpose of this study is to understand how users engage with exercising images through Instagram. With respect to methods we used a case study approach. Eight participants were selected through purposeful sampling, including 4 males and 4 females who periodically use Instagram more than 2 hours per day. The main data were collected through in-depth interviews and supplementary data from analysis of comments on Instagram posts. The results of this study are as follows: First, for men, motivating images of work-out cast doubt on them. Second, for women, motivating images of work-out were the objects of envy. These results suggest that men and women have different point of views regarding the motivational aspects of images of exercise. The perspectives of men reveal three meanings: a simple feast for the eyes for men, means of seeking attention and suspected image manipulation. On the other hand, perspectives of women show three meanings: tools for perfect self-management, providing self-esteem and increased interest in unconventional sports.

Thursday, April 25th / Session 4: 15.30-17.00
Room 2: Urban development / Chair: Ruth Jeanes

Informal sport and urban development: Examining the contested nature of informal sporting spaces

*Ruth Jeanes (Monash University), Dawn Penney (Edith Cowan University),
 Ramón Spaaij (Victoria University) & Justen O'Connor (Monash University), AU.*

Participation trends suggest that many Australians are rejecting traditional forms of sport and physical activity in favour of informal activities that are characterised by self-organisation outside of established structures (ABS, 2014; CSIRO, 2013). A developing research base has illustrated the social and health benefits associated with informal sport and noted its potential to facilitate participation amongst diverse populations (Gilchrist & Wheaton, 2017). Furthermore, there have been increasing calls for policy makers and stakeholders within sport and health to consider the ways in which informal sport could be better utilised and supported (Gilchrist & Osborn, 2017). A particularly pressing issue for informal sport groups is navigating access to appropriate sporting spaces (Wheaton & O'Loughlin, 2017). Drawing on Lefebvre's (1991) theory of the production of space, this presentation will critically explore the contested nature of informal sport space and the ways in which urban development is struggling to respond to this growing trend. The paper presents initial findings from interviews conducted with key stakeholders within sport development, local government and community groups. The findings illustrate that despite being an important connection point for diverse young people, some informal groups struggle to gain legitimate access to public recreation spaces. Furthermore, the study suggests that urban planning and development is failing to respond to the growth in informal activity, continuing to draw on historical ideologies of what sporting spaces should be and therefore reproducing space and facilities that support structured mainstream sports and clubs.

Community engagement strategies at Maple Leaf Sports and Entertainment Launchpad

Daniel Eisenkraft Klein (University of Toronto), CA.

Within Sport for Development (SFD) research literature, and despite an increasing focus on SFD theoretical models, program implementation, and critical analyses, little attention has been paid to community engagement strategies during and ahead of programming. Community engagement strategies are particularly important to understand because they directly correlate to youth participation, provide an understanding of the way in which SFD organizations conceptualize the roles of and relationship between sport and development, and have been a sincerely under-appreciated component of SFD to this point. My research investigates the community engagement strategies of MLSE Launchpad. The intersection of North American domestic sport-for-development initiatives and swelling corporate involvement in sport initiatives can be seen in Maple Leaf Sports and Entertainment (MLSE) Launchpad, a 42,000 square-foot facility recently built in one of downtown Toronto's poorest neighbourhoods. This research focuses on the progression of Launchpad's community engagement practices, from their inaugural conceptualization to community implementation. The research involves extensive interviews with managers, coordinators, and grassroots recruitment staff, as well as observations at dozens of recruitment/engagement events. I will present my preliminary findings, as well as how these may translate to best-practices in community engagement by domestic Sport for Development programs and facilities focused on youth in North America. Discussion will also extend to broader understandings of community engagement strategies used by recreational and physical activity centres wishing to better engage with marginalized populations.

Analysing the role played by sociodemographic variables in the environmental awareness of mountain sports participants

Gruas Léna & Clémence Perrin-Malterre (University of Grenoble Alpes and University of Savoie Mont Blanc), FR.

Outdoor recreation activities have been increasingly popular in Europe since the end of the 20th century. While recreationists claim that their main motivation to practice these activities is the contact with nature, they are often unaware that their growing presence in the wild is actually causing pressure on the environment, especially for wildlife as disturbance can lead to severe consequences. To understand the origins of the different perceptions of wildlife disturbance, several social and psychological factors need to be looked at. Sociodemographic variables are an important predictor of environmental concern and could explain what makes individuals aware or unaware of their impact. Furthermore, as sociodemographic characteristics also play an important part in the choice of an activity, different sports might lead to different environmental attitudes. We can thus wonder what are the differences in the social recruitment of nature-based sports participants and if these differences influence their perception of wildlife disturbance? This talk will rely on an ongoing study on ski touring, snow-shoeing, hiking and trail running led in the French Alps. The data was collected through a questionnaire survey (n=1,730, q=80) in natural areas of high human pressure. Amongst other topics, the survey questions environmental attitudes in general and wildlife conservation attitudes. Although higher social categories are often overrepresented in nature-based sports, some activities, such as hiking, are getting more and more popular and attract a more socially differentiated public. We also notice that, in the context of French Alpine participants, perception of wildlife disturbance is indeed influenced by sociodemographic characteristics such as gender, education and geographic origins.

Thursday, April 25th / Session 4: 15.30-17.00
Room 3: Gender & politics 2 / Chair: Jennifer Curtin

Feminist politics and the war for and against rugby union in New Zealand

Jennifer Curtin (University of Auckland), NZ.

The 1981 Springbok tour of New Zealand provoked a range of responses in both the public and the private realms; families were split, often along gender lines, while protest amongst women's movement activists was focused not only on the tour, but on the sexist and oppressive nature of rugby union, most explicitly epitomised by the organisation Women Against Rugby (WAR). Indeed, there was some concern amongst rugby administrators that women would increasingly boycott the game as feminist values spread across New Zealand. And yet they needn't have worried. Drawing on feminist scholarship and a range of primary data and secondary texts, this paper tracks the paradoxical dimensions of the women's movement's focus on liberation in the 1980s; on the one hand laying bare the hegemonic patriarchal norms embedded in the game through resistance, while on the other, providing women with the belief that they had a right to play the game. For it is in the 1980s when women's rugby as a sport takes on a life of its own, on and off the field, challenging rugby union's organisation and culture in a way that would ultimately lead to provincial unions and the NZRU officially recognising the women's game.

Women, international sport and leadership in contemporary history

Georgia Cervin (University of Western Australia), AU, Claire Nicolas & Grégory Quin (University of Lausanne), FR.

This paper explores the role of women's work in the history of international sport. Drawing on the expertise of contributors around the world, we seek to de-stabilise the emphasis in sport history on both men and athletes; instead asking where we can find women making careers in sport and its governance, and what that has meant

for their gender. We argue that sport history's focus on athletes has prioritised the exceptional over the ordinary, and aim in this paper to demonstrate what a more intersectional approach to sport history might look like. We argue that a focus on women leadership in sporting administration may help reconsidering broader categories of power in such institutions. We do so by surveying the role of women and their sporting trajectories in France and the Ivory Coast; in Olympic organizing committees and the European Council for Sport, and in distinct sports from Victorian swimming to contemporary gymnastics. We also reflect on the methodological challenges to better representing women in sport history, and attempt to offer some solutions. Reconsidering data collection and analysis through the lens of feminist history epistemology and methods, we suggest that shifting historians gaze off-centre may be of use to reconsider concepts of labour, elites and gender in international sporting institutions. This paper is based on an edited book to be released in 2019 with Palgrave Macmillan.

Being grateful: materialising 'success' in women's sport

Adele Pavlidis (Griffith University), AU.

As women enter into spheres of production and consumption previously considered 'masculine' there is an opportunity to question the emotions and affects in circulation and what these 'do' to support the transformation of social life. The entrée of women into the world of professional contact sport is one site where these emotions and affects are intensified. These sports, once the bastion of male dominance and control, are being opened up to women, but on precarious terms. Drawing on interviews with 13 women who are part of a professional competition, this article focuses in on positivity, happiness and gratitude as concepts that illuminate both the impossible cruelty of women's full inclusion in the sport-industry complex, and, more importantly, the ways women's inclusion is challenging and shifting the practices and organisation of sport.

From breaking news to new research understandings: Interpersonal violence against women in sport

Ashley Stirling, Gretchen Kerr, Aalaya Milne & Alexia Tam (University of Toronto), CA.

In the United States, the shocking stories of sexual abuse experienced by over 150 gymnasts across decades, perpetrated by the team physician, Larry Nassar, gleaned international attention. In Canada, former national ski coach, Bertrand Charest, was convicted recently of 37 charges related to the sexual assault of young athletes, and in Australian Tennis Jelena Dokic's high profile case of physical and emotional abuse has sparked national conversation on the need for safeguarding measures in sport. These are just a few of a long list of recently profiled cases of abuse in sport, calling for greater attention from sport administrators, practitioners, and researchers alike. Dating back to the early work of Celia Brackenridge in the 1980s, research on girls' and women's experiences of sexual abuse in sport has grown steadily overtime with more recent scholarly focus on the breadth of interpersonal violence occurring within the sport domain. This presentation will provide a comprehensive summary of the research to-date on violence experienced by women in sport including, authority-based interpersonal violence (e.g., sexual abuse, physical abuse, emotional abuse, neglect) and peer-based interpersonal violence (e.g., bullying, cyberbullying, hazing). Major scholarly advancements will be shared along with questions for further research. Preliminary research on considerations for vulnerable sub-groups will also be presented. The presentation will end with a critique of the major limitations to the expansion of this field of research and recommendations will be posed for collectively advancing the empirical study and scholarship for advancing safe sport internationally.

Thursday, April 25th / Session 4: 15.30-17.00
Room 4: Alternative futures 2 / Chair: Anne Tjønnndal

The emergence of new sports: Innovation, technology and sportification

Anne Tjønnndal (Nord University), NO.

Determining ‘what sport is’ and ‘is not’ is no easy task. Different definitions highlight individual, and sometimes conflicting, aspects of what makes an activity ‘a sport’. Resolving what makes something ‘a sport’ is a philosophical question and definitions vary in their view of play, games, and competition as defining aspects of sport, as well as in their focus on how central athletic ability is to the activity. Other definitions center on the degree of rules, regulations, and bureaucratization as a defining trait of sport. Understanding and studying sport is further complicated by innovations in technology, sportification and commercialization processes that shape new sports. The emergence of new sports such as drone racing, e-sports, parkour, and quidditch challenge the way we think about what sport is (and is not). The sports field is also hybridized by new collaborations between public sector, volunteer non-profit sport clubs, commercial sport organizations, and businesses. The aim of this paper is to discuss the complexities of how new sports emerge, develop and gain popularity. Furthermore, to highlight how technological advancement, unmet social needs, and commercial interests intermesh and influence the development of new sports, acting as drivers or barriers to new sporting activities. The background for this presentation at the ISSA Congress is an introductory chapter in a new international anthology titled “Emerging New Sports – innovation, technology and social change” (working title). The anthology (edited by Tjønnndal) includes eight case chapters of emerging new sports, written by scholars from Europe, North America, and Australia.

The institutionalisation of parkour: Protecting ‘something’ with ‘nothing’

Damien Puddle (University of Waikato), NZ.

Parkour, the discipline; art; philosophy; action sport of overcoming physical obstacles in the environment is experiencing rapid growth and institutionalisation since its emergence in the early 2000’s. The IOC, through Agenda 2020, have demonstrated their interest in acquiring such action sports for the Olympic Games” (Thorpe & Wheaton, 2016; Wheaton & Thorpe, 2018). In line with the IOC’s vision, the International Gymnastics Federation (FIG), a key player in the Olympic network, is making attempts to co-opt parkour as an Olympic sport for Paris 2024. Concurrently, the parkour communities in various nations have developed national federations (NF) and an international federation, Parkour Earth, in order to protect the autonomy and sovereignty of parkour. Drawing from 30 interviews, participant observations, and digital ethnography of the New Zealand parkour community, I scrutinize the development of Parkour NZ, its involvement in forming Parkour Earth, and the attempted appropriation of parkour by FIG. Theoretically I draw on Ritzer’s (2007) ‘glocal/grobal’ and ‘something/nothing’ binaries to explore the interplay of grobal and glocal forces and how they influence the globalisation process on emerging sport administration.

Sporting utopias - development, hope, and alternative futures

Shawn Forde (University of British Columbia), CA.

Sport for development and peace (SDP) organizations constantly draw on discourses of hope and often promote the work they do as contributing to building a better world. Scholars have critiqued this hopeful rhetoric, both because there is a lack of evidence supporting the claim that sport can function as a mechanism for development and because this overly positive or hopeful view can serve to mask how sport can also be mobilized for damaging or exclusionary ends. As important as these critiques are, dismissing the ways in which

people invest sport with hope risks losing an opportunity to engage in discussions about social change, the possible futures imagined through sport, and the role of sport in people's daily lives. Drawing from ethnographic research involving current and historical cases of SDP organizations, social movements, and community sports clubs, I will show how sporting spaces are connected to both utopian imaginations and nostalgic remembering and how these can provide powerful critiques of the status quo, as well as glimpses of alternative visions of the world. The aim is not to argue that these alternatives are desired or possible, but as Sara Ahmed argues, engaging with the utopian form "aims to make impossible the belief that there is no alternative."

Endurance, risk and sleepless mobilities in adventure sport

Martha Bell (Independent Sociologist), NZ.

Ultra-endurance sport practices that require racing through the night are now challenging the temporal and spatial mobilities of the sport product and the authentic expedition by embracing non-stop travelling. Adventure racers wear portable headlamps as part of everyday race gear, whether mountain biking, paddling, canyoning, trail running, climbing or on snow, and expect night-time racing instead of camping. This paper examines the emergent phenomenon of competitive sport at night and raises questions about the risks and implications of such 24-hour corporeal mobilities for enforcing sleepless travel as a coercive mobility norm. It then turns to the political economy of adventure sport involving team sponsorship by equipment manufacturers to test and improve outdoor products. It notes the recent extension of 'traditional' racing in the dark, such as the mountain marathon and the adventure race, to new practices of marketing a single race as occurring only in the dark. Where nightfall was once used as an enforced reststop in a dark zone of safety, dark space is now framed as a limitation which event sponsors overcome with their own product innovations. The paper concludes that adventure sport is being incorporated into the metabolic spaces of the night-time economy.

Thursday, April 25th / Session 4: 15.30-17.00

Room 5: Gender & discrimination / Chair: Richard Pringle

Sport and homophobia: A critique of the concept of inclusive masculinity

Richard Pringle (Monash University), AU & Dillon Landi (Towson University), US.

In recent years, the work of Eric Anderson and his notion of 'inclusive masculinity' has gained increased research attention. The prime premise of this theory alleges that levels of homophobia have decreased and without this key policing agent of masculinity, alternative forms of masculinity now flourish without persecution or hierarchy. In other words, given the alleged decline of homophobia it is assumed there is nothing to enforce a hegemonic form of masculinity. In this paper, we provide a theoretical critique of the concept of inclusive masculinity and then draw on empirical evidence to question Anderson's broader assertions. We acknowledge that within western nations there appears to be an increased liberalisation of attitudes towards homosexualities, as reflected in changes in legislation and policy, yet we reveal that a distinct hierarchy between differing masculinities, particularly within sporting contexts, remain entrenched. We conclude by raising concerns that the notion of inclusive masculinity is potentially damaging as it suggests that sexuality discrimination is nearly a thing of the past and, as such, there is no need for raising further awareness of issues facing members of the LGBTQ+ communities.

Structural antisemitism in German football fan culture

Pavel Brunssen (University of Michigan), US.

As the football teams entered the pitch, the "yellow wall", the famous stand of Dortmund's hardcore fans, was swamped with dozens of banners expressing their hatred against Rasenball Leipzig. Minutes earlier, Dortmund

ultras attacked fans from Leipzig outside the stadium. RB Leipzig, the club that exists only since 2009 and only because of the investment by Red Bull is the most hated enemy of German football fans. Their hatred is based on the distinctions between *localism vs cosmopolitanism*, *tradition vs modernity*, and *'money-grubbing capital' vs 'productive capital'*. Although the club is not explicitly addressed as "Jewish", RB Leipzig is a though-provoking case for analyzing features of (structural) antisemitism in contemporary Germany. Not at least because many fans refer to the club as "Ratball" ["Rattenball"]. This study is based on the analyzation of more than 500 banners and flags, the analysis of 50 statements by ultra-groups, the observations of 5 matches, and an in-depth hermeneutics analysis of a song called "Anti RB", a collaboration by 12 rap artists from different fan scenes that entered the top ten German album charts. The results of this empirical approach will be analyzed by applying some of the most influential theories of antisemitism to the empirical data. I will argue, that RB Leipzig has become a structural opportunity to express antisemitic thinking and feeling in a specific context and in the specific era of post-Nazism, in which antisemitism is basically an 'antisemitism without Jews' (Paul Lendvai), and an 'antisemitism without antisemites' (Bernd Marin).

Experiences of LGBTI* people in sport – Does discrimination based on sexual orientation and gender identity play a role?

Ilse Hartmann-Tews, Tobias Menzel & Birgit Braumüller (German Sport University), DE.

LGBTI still face discrimination and harassment in Europe (FRA, 2014). Because of its sex-segregated nature and its physical character, sport is often considered to be a particularly homo- and/or transphobic social environment where hegemonic masculinity and heteronormativity is produced and reinforced. However, very little research on discrimination experiences of LGBTI athletes has been conducted. The overall objective of the project OUTSPORT (funded by the European Union, ERASMUS+), is to develop educational approaches and strategies to tackle discrimination and prevent violence in sport based on sexual orientation and gender identity. The empirical research within this project strives for a better understanding of the perceptions and experiences of homo- and transphobia of LGBTI* in sport. **Method:** A quantitative online survey with LGBTI* people was conducted across Europe (28 EU countries) with 5.524 participants age 16+ (sample after data cleansing) in 2018. **Results:** We will present central findings on the perception and experiences of homo- and transphobia in sport with a comparison to other social areas (like workplace and other leisure activities) and specific settings in sport.

Why do boys use homophobic language in team sport? Examining the role of prejudice, masculinity, and the desire for social capital

Erik Denison, Kerry O'Brien, Ruth Jeanes & Nick Faulkner (Monash University), AU.

Gay and bisexual (GB) youth report sport as a key social setting where they experience homophobic abuse, typically in the form of language, which increases risk of self-harm, and deters sport participation. GB youth are half as likely to participate in team sport and 3-4 times more likely to attempt suicide than peers. In order to develop effective solutions, it is critical to understand why this language remains commonplace in male sport. Masculinity theories have been the dominant framework used to explain this behaviour, however, there is a paucity of recent or empirical research investigating the factors influencing this language. This paper draws on masculinity theory to critically examine young males' explanations for their use of this language. We use data collected from a population-level (n=98) sample of all U18 male rugby teams from South Australia. Anonymous, paper-based surveys were completed prior to training. Despite 'zero tolerance' policies, 75% of participants reported hearing teammates using homophobic slurs, such as "fag" and "poof," in the past two weeks, while 52% of boys admitted to using these slurs themselves. The players were asked to self-report the motivations and were provided with a range of options designed to capture key theoretical constructs or they could provide their

own reasons. The paper outlines how young men use homophobic slurs to gain social capital, and also enact a version of masculinity thought to be desirable. Expressing prejudice toward gay people was the least reported motivation. Our findings provide direction to researchers and practitioners hoping to develop focused programs to stop homophobic language in sport.

Thursday, April 25th / Session 4: 15.30-17.00
Room 6: Consumption culture / Chair: Mark Falcous

Negotiating road cycling tribes, lifestyles, and the cycling industry

Matthew Masucci (San José State University), US & Mark Falcous (University of Otago), NZ.

Recent popular literature (Weiss, 2010, 2012, 2013; Magnusson, 2012) has identified the existence of varying 'bike tribes' within the cycling community. These 'tribes' range from: road cyclists, 'weekend warriors,' mountain bikers, BMXers, touring riders, commuters, to urban hipsters on fixed-gear bikes. The concept of 'tribes' has been popularized within the social sciences in Maffesoli's oft-cited book, *The Time of the Tribes* (1988/1996), which sets out his theory of postmodern neo-tribes. He argued that a postmodern epoch involves a move away from individualism and the concomitant view of society built upon the model of the rational individual, towards a newer aesthetic paradigm of communal feelings, and temporary/transitive and emotional/affective communities (see Dawes, 2016). Debates regarding the utility of the concept of neo-tribes have emerged to capture the shifting context of sporting and lifestyle cultures (see Hughson et al, 2004, Wheaton, 2007; Giullianotti 2015). In this light we explored both the lived and material experiences of self-identified 'road cyclists'. We conducted in-depth semi-structured interviews with riders from the San Francisco Bay Area of California, USA, exploring how they negotiate the varying identities, practices, rituals, meanings and material culture of road cycling. Our findings focus around the themes of transience/fluidity of affiliation, the significance of aesthetics, and how riders negotiate the cycling industry as consumers.

Research on characteristics of Chinese urban female sports consumption and its development countermeasures

Fang-hong Yao & Rui Zhang (Peking University), CN.

Female sports consumption continues to grow in China based on the pursuit of health and quality of life. Taking women in Xiangtan city, China as participants, our research divided female sports consumption behavior into physical, participative and ornamental categories in order to explore their characteristics and provide useful suggestions. Following data collection via a questionnaire and statistical analysis, the research revealed that students and career women with financial resources and higher education, whose leisure time is over 2 hours, have a stronger social foundation and more potential for consumption. Although their health awareness and consumption consciousness are not enough, they hold a positive attitude towards it. Female sports consumption is mainly motivated by interest in promoting physical and mental health, however, their sports consumption level is currently low. The "physical" category occupies most of the consumption structure, followed by participative and ornamental categories. The external and internal factors influencing female sports consumption were judged by the average and standard deviation of scores. The physical behavior measure is mainly linked to the need for physical fitness, with participative and ornamental behaviors mainly linked to personal interest. This highlights the fact that subjective factors are more influential. The implications of promoting Chinese female health practices needs to be further explored. It is recommended that sports administrators should introduce health promotion policies and guide sports consumption. Suppliers should popularize sports and health knowledge to stimulate potential consumers and improve service quality. Female consumers themselves should develop knowledge and understanding of health concepts, and actively participate in sports activities.

Skin-tight: Exploring the intra-actions of the athleisure phenomenon

Julie Brice (University of Waikato), NZ.

Athleisure, a style of dress combining athletic and leisurewear, has become a cultural juggernaut in fashion and a staple of most Western urbanized cities (Green, 2017; Hanson, 2017; Weinswig, 2016). More than simply about clothes, the athleisure phenomenon is an entanglement of fabric, skin, sweat, fat, muscle, capitalism, gender, sexuality, environmentalism, social media and more. This presentation speaks to athleisure's complexity and materiality using new materialist theory, a theoretical framework which encourages researchers to move beyond the human towards a focus on matter as an active agent (Coole & Frost, 2010). Specifically, this project examines athleisure using Barad's concepts of agential realism and intra-action, concepts which critically examine the mutual entanglement and role of human and nonhuman, and material and discursive forces in various phenomenon (Barad, 2007). Using multiple methods and information gathered from focus groups and interviews with active women living in New Zealand, this project presents an alternative understanding and a "more than human" version (Clare, 2016, p. 63) of the athleisure phenomenon and women's fitness practices.

Thursday, April 25th / Session 4: 15.30-17.00

Room 7: Physical education / Chair: Jinxia Dong

The impact of the changing society and state policies on Kindergarten sport and play in 21st Century China

Jinxia Dong & Yijing Zhong (Peking University), CN.

Sport and play within kindergartens have become an issue of increasing concern in China since the beginning of the century particularly in relation to the following questions: (1) What changes have taken place in Chinese society in association with family, early education and sport policies? (2) What impact did the social changes and resultant policy changes have on the development of kindergarten sport and play in the country? and (3) What is the future perspective in this regard in China? Notably, these issues are rarely addressed in both Chinese and Western academia. Based on an extensive literature review (both Chinese and English), a questionnaire, and interviews with principals and teachers of kindergartens across the country, this paper first, reviewed the development of sport and play in kindergartens in the new century. Second, analysed the major factors that generated the changes, such as market-oriented economic reforms, Western influence, China's state birth-control policy and educational reforms, etc. And, third, considers future trends as well as challenges in the field of kindergarten sport and play. The findings of the study suggest that market forces, globalization, new media, "Healthy China" strategy, reform of the examination system and the introduction of the 'second baby' policy, all played their part in generating greater demand for sport and play in kindergartens in the populated country. However, China faces a number of problems, such as the dilemma of high demand for sport and play, their marginalization within kindergarten curriculum, and anxiety about safety and unsatisfactory performance of teachers when kindergarten sport and play is considered.

'I just end up getting the ball thrown over my head': A micro-sociological examination of children's early physical experiences in PE and on the playground

Cameron Smee (Victoria University, Australia), AU.

Over the last twenty-five years, there has been a significant emphasis placed on the importance of lifelong physical activity to the health and development of children and young people. Physical Education (PE) has become a key space in the attempt to engage students in this lifelong physical activity participation. However, the problems with PE and its failure to connect with all children has been widely reported. Concurrently, there

has been a significant physical activity drop-out rate in adolescence for girls, and some boys. Scholarly attempts to address these concerns have focused mainly on late primary or high school settings, specifically curriculum and pedagogy. To date, very little research has focused on the early (1st/2nd grade) PE experiences of children. For many children PE is the first time they engage in sport and physical activity and begin to engage with their body in a performative sense. These early physical experiences are significant and can have a profound impact on how students engage in physical activity, both in PE and on the playground. By examining the PE class and playground space through a micro-lens, we can develop a deeper understanding of children's early physical experiences. Informed by the work of Collins (2004) and Bourdieu (1998), this paper discusses the use of a variety of ethnographic and child-centred methods to examine the micro-sociology of children's physical experiences. This method provided a critical examination of the experiences of children in these two spaces. This paper will discuss the significant findings that were discovered through this project.

Physical education teachers' stereotypical perspective on students in PE class and class strategy for female students

Nam Ho Gu, Seung Gu Nam (Korea National Sport University) & Jae Hwa Nam (Youngin University), KR.

In Korea, physical education (PE) classes are recognized as a male-dominated space, and the female students are seemed to be prejudiced that they would not like to sports (Nam, 2016). While previous studies on PE class in Korea have been mainly focused on the alienation of female students in PE classes, there has been little empirical research on how to attract these female students into PE classes. This study investigates how PE teachers have stereotypical perspective on students who participate in PE class and explores how the different strategies of male and female PE teachers are used to attract female students to be participated actively in PE class. Using the interviews with three male and four female teachers and non-participant observation, this study reveals that: (1) PE teachers believed that male students would participate actively in PE class, but that most of the female students would less actively participate in PE class. (2) To attract female student into PE class, In the beginning stage, while male teachers run PE class with kind explanation and appeal hiding authoritative and forceful images, female teachers make display of authority in PE class emphasizing that the female students can overcome biased viewpoints that women are less physically active than male counterparts. In the middle-late stage in PE classes, male teachers continuously maintain the same strategy, but at the same time, they experience difficulty in teaching when sexual issues arise because male teachers have limited solutions. However, when female teacher realized that the class strategy displaying authority no longer works, and as time goes by, a bond of sympathy between female students and themselves based on the same sex is developed, their class strategy has been changed to showing "sister-like" closeness.

Gender inequality in school sport: Professional representation in Brazilian Youth School Games

Taiza Daniela Seron Kiouranis (Federal University of Tocantins, Federal University of Paraná) & anderley Marchi Júnior (Federal University of Paraná), BR.

Broadening the debate about the participation of men and women in sport is fundamental for advancing the pursuit of gender equity once, since the advent of modern sport, men have dominated this field (Hargreaves, Anderson, 2014). There are two interrelated issues that have been central focus of research on this theme: 1) equity and justice; and 2) power and ideology (Coakley, 2007). Aiming to add to the debate, this study analyzes the gender inequality in professional representation of the school sport, from the participants of the School Youth Games held in Brazil. The study is quantitative and descriptive, and as the data source, it was used the registration reports of state sports delegations for the three-year period (2015 to 2017), totaling 3,969 participants. It was identified that men represent 77% of professionals and are the majority in all functions: coaching (81%), head of delegation (78%), journalist (75%), physicians (67%), physiotherapist (63%) and official (40%). In the coaching role, men run 75% of women's teams and 88% of men's teams. The results support other

studies (Hargraeves, 1994, Coakley, 2007) that show women still have little representation in sports management, few women are at the head of national men's teams, the coaching is still one of the more prestigious in sport, and the one that most reveals gender inequalities.

Friday, April 26th / Session 1: 09.00-10.30

Room 1: Wellbeing & health 2 / Chair: Vanessa García González

(Dis)engaging in moving-body practices: University students framing their physicalities across their social worlds

Vanessa García González & Mafaldo Maza Dueñas (Universidad Autónoma Chapingo), MX.

The aim of this study was to gather in-depth data to provide insights into individual, social and environmental correlates of physical activity in order to identify priority elements to design feasible and effective intervention strategies to promote regular physical activity engagement among university students in a middle-income country such as Mexico. The situation of university students (dis)engaging in moving-body practices was explored through the creation of *moving-body diaries* of eleven students from three universities by framing and narrating their physicalities in their social worlds. We used the situational analysis theory-method package to analyze the diaries. Findings based on visual and verbal narratives indicate the existence of factors affecting university students' moving-body practices, such as: individual life projects and aspirations for social mobility, the process of growing up, lack of time, being tired, enjoyment of a moving-body practice, body image, desire to lose weight, health concerns, being supported by significant others, safety concerns, lack of money, bad weather and lack of accessible facilities and activities. Findings indicate that intervention strategies using multilevel approaches across social worlds, aiming to promote a moving-body culture may be most effective.

The European Fitness Badge: Challenges of dissemination in different nations and sports association

*Katja Klemm (Karlsruhe Institute of Technology),
Walter Brehm (University of Bayreuth, Artevelde University College in Ghent) &
Klaus Bös (Karlsruhe Institute of Technology), DE.*

The positive link between physical activity and health is evident and lot of global infrastructure related to this topic exist (WHO DPAS, HEPA Europe, GAPA, ISPAH etc.). Action plans like the "European Week of Sport" identify and seek to realize the aims of these associations. However, a global awareness and movement is not yet visible for the broad population. The EU-funded-project European Fitness Badge (EFB) is an instrument for displaying one's health-related fitness status and is based on the HEPA strategy to improve worldwide physical activity (cf. www.fitness-badge.eu). With the second funding phase from 2018 to 2019, national and international dissemination is the focus – and that means communication and marketing under different organizational situations. Aside from the project leader German Gymnastic Federation, sports associations from Austria (Sportunion), Denmark (DGI), Spain (Eurofitness), Bulgaria (BG BeActive) and Slovenia (SUS) plus scientific institutions from Belgium (Artevelde University College) and Germany (KIT) are involved. In addition, ISCA – the International sport and culture association – is also a member of the project group. The specific aim of this paper is to show how collaboration between sports associations and scientific institutions can create a successful instrument for working in the field of HEPA. Therefore, different aspects of dissemination became the focus during the evaluation process. This evaluation phase started in 2018 and will end in December 2019. Initial results show that during the first year of dissemination, n=4,765 active people participated at 328 EFB-Events in eight countries. A number of challenges were identified, including: different objectives by various partner associations, country-specific rules and laws (e.g. data protection), lack of communication between face to face

meetings, difficulties in delivering the EFB to participants and in reaching special target groups like male participants. In sum, the process of development and dissemination of the EFB is challenging. Nevertheless, rising numbers of participants and associations interested in joining the EFB show positive trends. Overall, the EFB is a successful project bringing together practical and theoretical knowledge by international partners.

Correlation analysis research between sports consciousness and physical health of Chinese college students

Rui Zhang, Yi-qing Ding & Fang-hong Yao (Peking University), CN.

A nation will prosper only when its young people thrive but recent data has revealed that the physical condition of college students shows a downward trend. Taking Peking University as an example, this research reviews the literature and uses a questionnaire to explore the relationship between college students' sports consciousness and their physical health. This research establishes an evaluation system of Chinese college students' sports consciousness from the dimensions of sports attitude, interest, values and emotional experience. By using an AHP analytic hierarchy process, the weight of scheme layers is determined by constructing a judgement matrix. According to relative importance, we can determine the comprehensive value of sports consciousness and measure students' health by a physical test score. Based on correlation analysis, it is concluded that there is a low correlation between college students' sports consciousness and their actual physical health. The reason for this is that although some students have a higher awareness of sports this does not translate into action, resulting in a low correlation coefficient. From the perspective of university governance, the following recommendations are made: (1) Taking "health first" as an important guiding ideology; (2) promoting the standardization of physical health education; (3) incorporating physical health education into the university academic credit system; (4) attaching importance to sports associations; (5) strengthening basic sports knowledge education; and (6) promoting the daily education of physical health and cultivating college students' lifelong sports habits.

Mapping biographies: A method for the analysis of the subjective history of physical (in)activity

Ansgar Thiel, Jannika John & Hannes Gropper (University of Tübingen), DE.

The unwillingness of obese individuals to be physically active often has a biographical background. The history of aversion against physical activity, however, is rarely examined. In this talk, we will present a mixed-method approach for the analysis of (in)activity biographies. We developed the biographical mapping approach based on a constructivist biography theory. We assume that biographies – among other aspects – represent pathways towards the inclination or aversion of physical activity. Biographical mappings are a standardized visualization technique used to identify life events and their impact on specific developmental variables. The combination of a qualitative interview approach and the visualization of activity-related experiences allows a contextualized reconstruction of the biography. This facilitates the description and verbalization of chaotic structures and disruptive experiences across the life span by helping to collect information about sensitive topics connected with the individual (in)activity biography. With the help of advanced statistical analytical tools, the patterns of events, their impact on key factors related to physical (in)activity, and the multiplicative, interacting nature of psychosocial factors that influence activity behavior can be assessed in a time-serial and individual-based fashion. Taken together, biographical mappings represent an innovative research method that combines mathematically analyzable quantitative data on individual life courses with qualitative data obtained through concurrent thinking aloud so that life course data are enriched by personal meaning. Therefore, the method extends the recent narrative turn in the social sciences by offering the opportunity to interconnect quantitative and qualitative data in the analysis of individual activity-related life courses.

Friday, April 26th / Session 1: 09.00-10.30

Room 2: Sport & national identity 2 / Chair: Sebastian Potgieter

(Re)Presenting 1981: Changing narratives of the Springbok Rugby Tour

Sebastian Potgieter (University of Otago), NZ.

As narrative representations of the past, historical remembrance is always changing. While the past stays the same, historical narratives reflect the changing material context from which they emerge. This position challenges us to reimagine the historian as present-centred, perspectival, and ideologically embedded. I carry forward this contention and argue that shifting contexts influence the way historians interpret the past. In this paper, I document the shifting popular historical representations of the 1981 Springbok rugby tour of New Zealand. The tour continues to be remembered in contemporary New Zealand and in the 37 years since its conclusion a myriad of popular texts discuss it. Close examination of these texts enable us to understand the historical moments in which they emerged, as well as how changing social and political currents influence the way we (re)interpret the past. I divide my research into three distinct periods of change for New Zealand rugby, 1981-1986, 1987-1994, 1995-2018. In so doing, we can discern how these periods have influenced memory of the tour, as well as how these representations have changed over time.

What's in a name? Between Chinese Taipei and Taiwan: The changing of sport nationalism in Taiwan

Ying Chiang (Chihlee University of Technology), TW.

The Chinese Civil War split the Chinese people into two politically-conflicted countries from 1949. The People's Republic of China (China/PRC) and Republic of China (Taiwan/ROC) both claimed to be the legitimate representative of China in the international community. "Chinese Taipei" has become the name of Taiwan/ROC within the context of international sport and almost every international organization since 1981. This resulted after Kuomintang (The Chinese Nationalist Party) refused to play under the name "Taiwan", which was suggested by the I.O.C. in the 1960s. However, the relationships between Taiwan and China and the associated nationalistic discourses have changed in Taiwan over the past 40 years. "Chinese Taipei" became the compromised, shameful symbol of Taiwan/ROC. At the same time, "Taiwan" turned into the most progressive, resistant, and aspirational but banned name and self-identity for many Taiwanese. In 2018, a group of Taiwanese citizens launched a "2020 Tokyo Olympics Taiwan Renaming Referendum" aimed at returning the current label "Chinese Taipei" to "Taiwan". This essay aims to build a contextualized and historical understanding of the interrelationship between sport and nationalism in Taiwan.

Australian Tennis in the 1930s: Social-cultural factors explaining the emergence of tennis as a national sport in Australia

Richard Naughton (Monash University), AU.

The argument made in this paper is that the decade of the 1930s is when the sport of tennis became most closely fixed as part of the Australian national identity. It was during this time, and over the following twenty years, that the sport was most played, and the Australian public most closely identified with the sport. The paper examines some of the reasons for this: the champions of the game themselves were arguably a little different than in previous decades, in their backgrounds, their styles, and the way they identified with the public; there was a new national administrative body that was closely involved in developing the sport; and there were new racquet manufacturing companies that recognised there was a huge market in this new "national" game. Tennis was a sport that could be played anywhere, in the country and the cities, and the local tennis club provided a

meeting place for the socially minded on weekends. Many people throughout the country had tennis courts in their backyards. It was an Australian player, Jack Crawford, who convinced the tennis-playing public that there was such a thing as the “Grand Slam” in 1932, when he won the Australian, French, and Wimbledon Championships. He then travelled to New York, only to lose the final of the US national championship. He is thus remembered best for the thing he failed to achieve! His exploits more than likely were a fixture on the weekly Movietone news during 1932.

A case study of the Taiwanese national identity issue in sport

Hsin-Yi Tsai (National Taiwan Normal University), TW.

For decades, the issues of sport and national identity have been critically discussed. This is in part because of the strong links made between success in global sport mega-events and people’s sense of community and national identity. In 1949, the 'Two China Issue' became a major international debate. In 1981, Taiwan signed an agreement with the International Olympic Committee (IOC), and Taiwanese sport delegates were granted permission to return to the international sport stage. The nature of national identity in Taiwan has changed at various points in time but at present over 70% of the population identify themselves as a Taiwanese. Consequently, the name ‘Chinese Taipei’, while still used in many official documents outside of Taiwan, is not the preference of most Taiwanese people even though it offers one way to retain the right to participate in international sports. The 24th of November, 2018 can be described as Taiwan’s hyper-democracy day where people voted on 10 referendums, with a proposal to terminate the moniker of ‘Chinese Taipei’ being one of the biggest issues. The campaign for a referendum on using the name ‘Taiwan’ rather than ‘Chinese Taipei’ at the 2020 Tokyo Olympics has microscope. Even the International Olympic Committee (IOC) has sent three letters warning Taiwan that the use of Taiwan violates the IOC Charter. This study uses document analysis to understand how shifts in the nature and representation of Taiwanese national identity affects Taiwanese sport and its operation within international sport affairs.

Friday, April 26th / Session 1: 09.00-10.30

Room 3: Fandom/spectatorship / Chair: Christian Brandt

For democracy, tolerance, the community and real soccer: The phenomenon of supporters’ founded Breakaway Clubs

Christian Brandt (University of Bayreuth), DE.

During the last few decades soccer fans have become a more active stakeholder in European Soccer. In particular, protests by traditional orientated fans and their critique of processes of (over- or hyper-) commercialisation have become increasingly visible. An extreme phenomenon within these contexts, are the so-called *breakaway clubs* (Brown 2008, 347). These are clubs that were founded by disappointed supporters who see themselves as those who represent the true values of the club. Based on our research, there are approximately 30 such breakaway clubs in UEFA Europe. However, to date, there is only one club, *FC United of Manchester (FCUM)*, that has been researched in any detail (e.g. Porter 2014; Kiernan 2015). Thus, beyond the case of FCUM there is neither a broader understanding, nor consistent data to allow for comparative studies of this important phenomenon in European soccer. Therefore, we did an exploratory study based on qualitative expert interviews on eight cases of breakaway clubs across UEFA Europe (UK, Spain, Poland, Belgium, Italy, Germany, Croatia and Israel). The presentation will focus on the founding of these clubs, their proclaimed values, and how they try to organise. The presentation will provide the results of a comparison of these eight clubs, to show similarities and differences of social processes between them.

A genealogy of Taiwanese sport fans, from 1931 to 2017

Tzu-hsuan Chen (National Taiwan Sport University), TW.

Fans have become a major force behind sport reform in Taiwan. However, the democratic movement has not happened overnight. Instead, it has steadily advanced for a nation which went through the longest Martial Law governance in the world (1949-1987). This research aims to examine Taiwanese sports fans through different eras in order to decipher how the transformation was accomplished. The transformation is examined in three eras through critical discourse analysis on reports of sport fans on various newspapers. The first analytical era is from 1931 to 1968, in which colonial and dictatorial politics dominated the sport discourse. Fans were recorded merely as part of a stationary background of sport. The era started with the legendary Kano baseball team advancing to the championship game of a Japanese High School Baseball Tournament (*Koshien*) in 1931 and ended in another landmark victory by little league baseball team *Hung-yeh* (Red Leafs). The second era is between 1969 and 1989, in which nationalism set the tone for sports amid diplomatic predicaments for Taiwan and the image of fans started to be more visible and coming to life. Lastly, from 1990 on, the launch of the Taiwan professional baseball league unleashed fans from the shackle of politics and nationalism. With new and evolving communication technology and interactive features of media, fans are able to gather and join forces. In so doing, civil society via sport starts to shape up and even spills over into other terrains in the newly democratic nation.

“Hooligans Against Salafism”: Football fans and the right-wing shift in Europe

Pavel Brunssen (University of Michigan), US.

The incidents around the EURO 2016 in France were a shock for the public: German hooligans chanted “we invade again”, English supporters chanted against Roma, and Polish supporters marched behind a banner on which they called themselves “Defenders of European Culture”. The recent right-wing shift among European football fan-culture started in October 2014 with a demonstration of 5.000 hooligans and neo-Nazis in Germany with the title “Hooligans against Salafism”. All over Europe hooligans took up the duty as ‘unofficial security’ at demonstrations and thereby paving the way for political actors who spoke on the stage. Often hooligans from different cities and countries acted together at demonstrations. Their networks are strong – transregional and transnational. Their values of patriotism, localism, and masculinity are transcending borders. Dozens of banners such as “Stop Islamization” or “Europe wake up” were displayed along stadiums throughout Europe. While many European societies discussed events like the “Brexit” or the rise of nationalist parties like the “Alternative für Deutschland”, football fan-culture played its own role in the recent European right-wing shift. The aim of this contribution to the conference is to analyze the impact football fan-culture has had on the recent right-wing shift in Europe and how anti-Muslim racism has become a content-bracket for groups that are normally rivals. I intend to demonstrate that the refugee crisis was a momentum shift for those groups and will discuss the political impact of hooliganism on European societies in an international context.

Football fan loyalties in a professional “city league”: Significance and sustainability of “district teams” in Hong Kong

Tobias Zuser (Lingnan University) & Lawrence HO (The Education University of Hong Kong), HK.

Although Hong Kong returned to Chinese sovereignty in 1997, the former colony has maintained its independent memberships in international sporting bodies, including FIFA and AFC, until now. Given the historical legacy of football, Hong Kong has also seen consistent investment and policy intervention into the systematic development of the “beautiful game” for more than 100 years. After becoming the first Asian region to introduce professional football in the 1960s, a fully professional league was only established in 2014. Since then

the vision of revitalizing the “golden era” of the past has yet to overcome economic, political, and socio-cultural barriers. Given the small territory of Hong Kong, the fostering of fan loyalties as vital sources for income has been particularly problematic. This research investigates the case of Yuen Long Football Club, one of just three professional football teams in Hong Kong that directly represent local districts, to discuss the particularities of so-called “district teams” as well as their perceived and actual role within the domestic football industry. Specifically, the research focuses on the perspectives of supporters by evaluating factors that contribute to their levels of loyalty, their views on their preferred team as well as their behavior in the stadium. While district clubs have their own unique characteristics to attract and retain supporters based on geographical identity, they face challenges of commercial sustainability due to their territorial confinement. At the same time, privately-owned football clubs have largely disregarded communal identities for fan engagement, due to the uncertainty of home stadium allocations. This research discusses the paradox of fan loyalties in an emerging and heavily subsidized football league in the absence of commercialization and ‘modern football’ narratives.

Friday, April 26th / Session 1: 09.00-10.30
Room 4: Aging / Chair: Louise Mansfield

Community sport and the politics of ageing: Co-design and partnership approaches to understanding the embodied experiences of low-income older people.

Louise Mansfield, Tess Kay, Nana Anokye (Brunel University) & Julia Fox-Rushby (King’s College London), GB.

The promotion of physical activity for older people is dominated by biomedically informed policies emphasizing the prescription of exercise as medicine and a universal approach to the promotion of active ageing in later life. Yet, more recent research recognises that being physically active in later life is complex and contested, shaped by the intersections of biological, psychological and sociological experiences, and requires differentiated responses that address this complexity. There is a disconnect between research, policy and the physical activity experiences of older people which leads to over-generalised policy and practice in the promotion and delivery of community sport to older people. This paper presents findings from a complex community sport project employing a coproduction framework in partnering with low income older age people living in sheltered accommodation. Participatory community approaches including focus group discussions, observations and informal conversations throughout the project were identified as significant in understanding the complexities of ageing and community sport engagement among older people with limited income. Three themes are identified and discussed: (1) lived experience, ageing bodies and sport and exercise in the life course, (2) embodying ageing - moving beyond practical barriers for understanding ageing, lived experience and being physically active, and (3) corporeal pleasures of older sporting bodies. The paper concludes that there is a need to explore the significance of locally specific public knowledge from older people which directly addresses the complexity and inequalities of individuals’ everyday lives in their communities that are likely to impact on engagement in physical activity.

Sport and aging: A cross-cultural investigation

Gerald R. Gems (North Central College), US & Gertrud Pfister (University of Copenhagen), DK.

This presentation focuses on an ongoing project relative to sport and the aging process. The study will present a philosophical argument for a more positive reconceptualization of aging based on Abraham Maslow’s self-actualization theory. It involves participants from several cultures in North America, Europe, Africa, Asia, and Australia of various races, ethnicities, social classes, educational levels, religious beliefs and non-religious perspectives, and diverse gender identities. Participants are married, single, or widowed from the ages of 50-94. Participants’ beliefs, lifestyles, diet, and physical activity practices are determined by a survey and described in greater length in autobiographies. Responses are checked for correlation with the decades long research

findings relative to blue zones, the five areas of the world in which an inordinate number of centenarians reside. The intent of the study is to determine if there are any personal characteristics or best practices that might benefit general populations regardless of personal and cultural differences. Current best practices are derived from research studies and social programs offered in the United States, Denmark, and Germany.

Research on the social support of elderly migrant women's sports participation in China

Jinyu Lin (South China Normal University), CN.

With the advent of China's aging population and the introduction of the second child policy, many female senior citizens move from the countryside to cities because of the need for intergenerational care. Influenced by the cultural differences between urban and rural areas, the social support of elderly migrant women's sports participation has been seriously hindered. Therefore, this study investigated the social support situation of elderly migrants women's sports participation in China from two structural dimensions of formal and informal support by using questionnaires and interviews. Based on feminist theory, this study explored the constraints that exist in the process of social support of the elderly migrants women's sports participation. The study indicated that the social support of elderly migrant women's sports participation is at a low level, with a single dimension. From a macro perspective, the imperfection of the sports policies related to older women leads to the inability to fully enjoy sports rights and the traditional division of labor within the male and female, restricting the elderly migrant women's who are moving to obtain equal resources in the public space. From a meso perspective, elderly migrant women's are limited by the role of family intergenerational caregivers, the break of social network relations, and the conflict between sports participation needs and social exclusion. From the individual perspective, elderly migrant women's weak social adaptability and lack awareness of sports participation are restrictive factors in the process of social support of the elderly migrants women's sports participation. In conclusion, this paper constructs a social support network system with fusion of formal and informal support for elderly migrant women's sports participation, which aims to increase the sports participation rate, eliminate the negative emotions in the process of social adaptation, and in the end improve the quality and the satisfaction of life.

Social factors related to exercise self-efficacy for Japanese elderly

Takeshi Nakayama (Osaka University of Health and Sport Sciences), JP.

Many previous studies have shown the positive and negative effects which focused on the micro-level social factors for physical activity. In this study, we focused on the social context; collective efficacy. The purpose of this study examined the effect of collective efficacy on exercise self-efficacy which has strong relations with physical activity. During on 19-28 September, 2016, we conducted a questionnaire survey of 900 male and female subjects who were sampled at equal intervals from a population of 19,004 people ranging in age from 65 to 80 years old and residing in one municipality, Osaka, Japan. The valid response rate (%) was 37.8%. In the hierarchical multiple regression analysis, personal attributes (age, gender, health awareness), positive and negative support from others for physical activity, collective efficacy, perceived neighbourhood disorder and perceived crime victimization were divided into independent variables, with exercise self-efficacy a dependent variable. The collective efficacy was measured from two aspects as "informal social control" and "social cohesion". As a result, it was revealed that there was 1) a significant positive effect of health awareness, 2) a significant positive effect of positive support from informal and formal relationships with others, 3) a significant negative effect of perceived crime victimization, 4) a negative significant trend of negative support from informal relationships with others, and 5) a positive significant trend of informal social control. In conclusion, it was suggested that there is the possibility for intervention using social context approach for physical activity involvement.

Friday, April 26th / Session 1: 09.00-10.30

Room 5: Gender & sport 2 / Chair: Emmanuelle Tulle

Strava is from Mars, parkrun is from Venus: Gendered experiences of running, well-being and motivation

Emmanuelle Tulle, John McKendrick & James Bowness (Glasgow Caledonian University), GB.

Strava propose an App with GPS functionality to track and record performance, and to share it with followers. It acts as a network hub for groups and clubs to meet up and communicate. It also provides training plans. Parkrun proposes free, 5km-timed running events weekly which are run by local volunteers in public parks. Both parkrun and Strava are open to all runners irrespective of ability, unlike traditional 'physical' clubs. They propose modes of participation using a language of 'community', happiness and motivation to initiate take up and foster staying power. We were commissioned by Strava to conduct a survey of UK runners who had linked their Strava and parkrun accounts to explore whether the narrative of PA participation as community-making would enhance well-being and happiness. Happiness and well-being were operationalised using a range of standard measures to enable us to compare results with population-level data. We also used other measures, such as identity, self-confidence and body image. In this presentation we will explore interesting gender effects present in the data, with respect to modes of use of Strava and parkrun, confidence and body image. These appear to reflect gender norms in running, the evaluation of appropriate physical capital and the assessment of happiness.

Challenging transphobia in sport: Indoor water-based physical activity for transgender and gender nonconforming people

Jayne Caudwell & Carly Stewart (Bournemouth University), GB.

Drawing from small-scale qualitative interview research with members of a Bournemouth-based transgender group, we explore their participation in indoor water-based physical activity. In the UK, recent mediated response to transgender peoples' participation in leisure activities such as shopping (use of fitting rooms), group involvement (the Girl Guides), and sport participation (withdrawal of Swim England's 'Guide to Engaging Trans People in Swimming') demonstrates the levels of transphobia in society, and in sport. In competitive sport, transgender athletes face increased and increasing officiated scrutiny compared to their cisgender counterparts. During our research, it was evident that the research participants' daily lives are lived through an astute awareness of the potential harm (to themselves and other transgender people) of transphobia. This public scrutiny and surveillance negatively affects their past and present participation in sport, specifically swimming. Currently, the Bournemouth-based trans group privately hires a local swimming pool on an *ad hoc* basis. By invitation the researchers have attended on four occasions. Preliminary participant observation and participant-generated drawing methods have identified that group members enjoy attending the pool sessions. However, preliminary interview research with 5 group members has revealed the intricacies of their swim-related participation in relation to transphobia, public spaces and infrastructures (e.g., changing rooms), embodiment, and swimming (e.g., clothing regulations). In this paper, we explore grassroots participation, and the new/emerging opportunities and bodily pleasures transgender individuals and communities create for themselves and for each other within active leisure contexts. We do this to provide evidence that seeks to challenge transphobia and advocate for alternative futures.

Women's participation, roles and visibility in public physical activity workshops in Chile: A qualitative perspective

Miguel A. Cornejo Améstica, Daniel A. Tello Silva, Karen I. Matus Castillo, Camilo A. Vargas Contreras, Felipe A. Poblete-Valderrama & Carlos A. Matus-Castillo (Universidad de Concepción), CL.

This paper is the result of a research project that had as its purpose to define the contexts, characteristics, roles, visions, ease and obstacle elements that women face while taking part in free mixed physical activity workshops in the Biobío region of Chile. The study used a qualitative approach and analyzes two focus groups. Six categories

were used for the analysis: context of physical activity practice; characteristics of physical activity; roles and functions; ease and obstacle elements; sport and physical activity visions and beliefs; and general suggestions. Twelve adult women participated in this study, each of whom systematically took part in physical activity workshops in two different districts within the Biobío region during the second semester of 2017. For the analysis the interviews were transcribed, and a content analysis technique was used with help of “Atlas ti v.7” software. The main results indicate that the motivations to participate in physical activity workshops were related to entertainment, mental and physical health. The study noted that one key factor was an ‘ease’ element, that is, the flexible nature of the activities. Women also recognized equality roles between men and women during the workshops, indicating that they perceived less male misbehavior compared to elsewhere. Finally, one of the main participation obstacles that women mentioned was the challenge of household chores and looking after their families.

Fairness and inclusion: Is it time to replace the gender binary in elite sport?

Taryn Knox, Lynley Anderson & Alison Heather (University of Otago), NZ.

How should we respond to a transwomen athlete who wishes to compete in the elite women’s division? Evidence indicates that trans-women may have a physiological advantage over cis-women for two reasons. Firstly, the IOC guidelines allow transwomen to compete in the women’s division if they have reduced their testosterone levels to below 10nmol/L. This is more than three times the normal testosterone range of cis-women. Secondly, reducing testosterone levels will not mitigate all the physiological advantages of prior male physiology. It has been argued that this advantage is unfair to cis-women and could undermine the space painstakingly built for women’s sport. On the other hand, the principle of inclusion suggests trans-women should be able to compete in line with their gender identity. Thus, a tension exists between the principle of inclusion and that of fairness. However, sport is rife with accepted unfairness’s, such as height and socioeconomic differences. Perhaps the advantage transwomen have should be accepted in the same way, or is there something qualitatively different about this situation? We propose a radical solution: replace the gender binary in elite sport with multiple categories based on physiological parameters, including an athlete’s past and present testosterone levels, and social parameters such as gender identity. Changing the traditional categories of male and female creates an alternative future that simultaneously fulfils the principles of inclusion and fairness and meets the needs of transgendered and cisgendered athletes.

Friday, April 26th / Session 1: 09.00-10.30

Room 6: Sport & national identity 3 / Chair: Tom Kavanagh

“One of us” – blurring insider/outsider boundaries in an ethnography of a Northern Irish rugby team

Tom Kavanagh (University of Waikato), NZ.

National identity is a complex matter in Northern Irish sport. Politics and sport are intrinsically linked and sport has been a significant marker of communal identity in a country divided along ethnic/religious lines. Sport in Northern Ireland is a symbol of who you are, and rugby is typically a symbol of white, middle-class Protestant masculinity. For the Protestant community, rugby provides a link to Britain through the sport’s origins, but also challenges to their national identity through rugby’s all-Ireland status. For Catholics in Northern Ireland, there are community barriers to participation in a ‘foreign’ sport, but rugby allows nationalists to imagine a 32-county Ireland. Conducting a 12-month ethnography, I trained, played and socialised as a member of a Northern Irish rugby club. I explored the often-conflicting notions of national identity within the club, and specifically my role in the research process. Shifting between insider and outsider, my position was never fixed, but complex and fluid.

I explore the process of being 'one of us' and an 'other,' sometimes simultaneously, within Northern Ireland's complex processes of identity.

What are the football rivalries really about? Qualitative research on football fans in (trans)national perspective

Seweryn Dmowski (University of Warsaw), PL.

Over the past few years I have been exploring a range of topics related to collective identities of football fans. In particular I have examined the issue of the perception of football rivalries and its role in the everyday life of fans. Most of the research effort was focused on the biggest community of football fans in Poland that support Legia Warszawa. During the research process the most influential and opinion-forming leaders of the core-community of ultras (most devoted fans that lead the support), as well as some current and former hooligans, were interviewed. The aim of this paper is to challenge myths about the essence and nature of football rivalries, recognised as a multidimensional competition between two groups of fans supporting different clubs and having different collective identities. This paper raises the question of: factors deciding which rivals are perceived as main ones, historical trajectory of change of that phenomenon and its demographic and cultural background. Besides Internet fan surveys with very questionable methodologies, this issue has not yet been adequately researched. In order to solve that problem an innovative interdisciplinary research method was adopted, combining a series of 30 individual in-depth interviews conducted with ultras and hooligans of different ages, gender and supporter experience, as well as ethnographic field research. The conclusions are based on research among Legia Warszawa fans, however, some more critical insights have been gained through scientific cooperation between Polish, Czech, Slovakian and Hungarian academics, researching football cultures and rivalries in Central-Eastern Europe.

Gaelic football's role in creating 'imagined communities' for individuals outside of Ireland

Eva Wolzok (National Taiwan Normal University), TW.

This article focuses on Gaelic football and its use of national identity construction outside of Ireland. Despite a growing literature on the relationship between Gaelic football and physiological characteristics of players, the precise impact of nationalism on individuals through Gaelic football has received little attention. Through narrative research and interviews with Gaelic football players playing in Asian-based clubs, this article explores the different layers of identity construction for Irish migrants, whilst drawing comparisons with both other migrants living in Asia and local nationals in each country. Drawing on Anderson's (1991) idea of 'imagined communities', the nation-state no longer serving as a framework in our postmodern world. This gives space to sport, particularly Gaelic football, to become an anchor in helping individuals display their chosen identities through collective expression at the local, national and regional level. The methods of data collection include the uses of semi-structured interviews and narrative research as a means to capture the essence of 'how does one utilise Gaelic football to reinforce or create their individual and collective identity?' A great emphasis is placed on the experiences of the selected individuals and the influence on the individual when participating in Gaelic football.

Chinese sports and national identity, 1910-2017

Jianhui Zhang (Hebei Sport University), CN.

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, a 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, however 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. Accordingly, 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. I contend that 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.

Friday, April 26th / Session 2: 11.00-12.30

Room 1: Race & indigenous culture 2 / Chair: Victoria Paraschak

Reconciliation, 'Truth', Strengths and Hope: A case study of indigenous 'sport' in Canada

Victoria Paraschak (University of Windsor), CA.

"Only when 'you' and 'me' become 'us' and 'we' can there be any reconciliation" (TRC, 2015, 311). In 2015, the Final Report of the Truth and Reconciliation Commission (TRC) was released in Canada. Ninety-four Calls to Action were included to address the damages that had been wrought on Indigenous children through the Indian Residential School system, with five specifically addressing Indigenous sport in Canada. Drawing on a strengths and hope perspective, I have facilitated the generation of easily-located Wikipedia entries on elite Indigenous athletes and a website, indigenoussporthistory.ca, to address Call to Action #87, "We call upon all levels of government, in collaboration with Aboriginal peoples, sports halls of fame, and other relevant organizations, to provide public education that tells the national story of Aboriginal athletes in history." (TRC, 2015, 336). In doing so, I have come to appreciate more clearly the relevance of 'truth' as central to this reconciliation process, with its accompanying need to have unequal power relations addressed. In this presentation, I discuss the Wikipedia and website projects in relation to the generation of principles that guide my and others' efforts as we together work towards 'truth, then reconciliation'. Doing so is necessary in order to generate a process of reconciliation within a "strengths and hope" perspective that puts Indigenous-centred truths, knowledge and aspirations for sport at its centre.

Education at festivals - a tool for alternative future for indigenous people

Bente Ovedie Skogvang (Inland Norway University of Applied Sciences), NO.

The focus of this paper is how education through physical and outdoor activities offered to children and youth at indigenous festivals influence young people. Longitudinal fieldwork using participant observation and in-depth interviews over a nine year period at the Riddu Riđđu festival, along with in-depth interviews at seven other Sami festivals was carried out. With field-notes from conversations and participant observations, document analysis, and 45 in-depth interviews, I contemplated how sports and physical activities included in the festival create indigenous people's identities and cultural understanding. Participants may celebrate together with other indigenous people, and at the same time many Norwegians and other non-indigenous peoples who are part of the mainstream culture also participate. The results indicate that participants often draw upon the richness of different cultures, while rejecting the negative aspects they perceive within other cultures. Children, youth, parents, artists and other participants emphasised that in participating in indigenous festivals they seek to be

educated in both indigenous capital from different indigenous peoples and capital from mainstream culture. They argue that such experiences are empowering and create *poly cultural people* with knowledge of both minorities and the majority population, which is increasingly important and useful in a changing world. Indigenous forms of capital, as well as capital sourced to dominant social spaces, puts participants in a stronger position to dip in and out, to react to cultural cues, and to respond strategically to what will suit different cultural contexts. Participants increasingly have to interact within new contexts, which might lead to changes in their habitus, providing spaces for new thoughts, creativity and multiple identities.

“Maea te wairuatanga”: (In)visible elements of Māori/Indigenous perceptions of identity during the 2017 Rugby British Lions Tour

Bevan Erueti & Te Kunenga ki Pūrehuroa (Massey University), NZ.

This presentation provides a kaupapa Māori (Indigenous approach) discourse analysis and critique of the taonga (precious gift, treasures) of mātauranga Māori (Māori knowledge) employed by the Super Rugby Team franchises during the 2017 British Lions Tour to Aotearoa New Zealand. The title “Maea te wairuatanga” is translated as “Emergence of spirituality” and aims to demystify the pre-game/match acts performed by each of the New Zealand Super Rugby teams. This included a Haka (ritualistic movement) performed by each of the Blues, Crusaders and Chiefs teams, and the gifting of a korowai (ceremonial cloak) and a broad sword by the Hurricanes and Highlanders respectively. I argue that these demonstrations of pre-game rituals gave rise to indifferent media commentary that failed to acknowledge the importance of local pūrākau (historical stories) and tangata whenua (people of the land), notions that I believe are embraced by the concept of wairuatanga (spirituality). Although I consider such acts as inspiring and contributory to the sporting bicultural rhetoric in Aotearoa New Zealand, with deeper understanding and an increased attachment of meaning, these acts can empower the history of people and place. This presentation moves beyond superficial descriptions of ‘what’ each Super franchise team performed and re-centres ‘the why’ via a kaupapa Māori lens. Such understanding encourages wairuatanga, a metaphysical property that encapsulates positive outcomes and the transformative potential for both Māori and non-Māori to become inspired in recognising the emerging Māori worldview narrative of wairuatanga, belonging and national identity unique to Aotearoa New Zealand.

Exploring sport as an expression of Canadian Nikkei resiliency in Southern Alberta, Canada

Carly Adams (University of Lethbridge), CA.

In this paper, I examine sport as a strategy that enabled Canadian Nikkei (people of Japanese descent) in southern Alberta, Canada to challenge social exclusion in rural communities and shape their sense of place. This work comes out of the ‘Nikkei Memory Capture Project: Narrating the Postwar history of Canadian Nikkei in Southern Alberta,’ a community-based oral history project that initiates the narration and analysis of the cultural and social history of Canadian Nikkei from 1950 to the present in southern Alberta, Canada. Through this project we seek to record memories of everyday life from this formative period when Nikkei communities, devastated by state-driven racist wartime persecution, were built anew. Following the systematic incarceration and evacuation of some 22,000 Nikkei (93 percent of all Nikkei living in Canada, most of whom were Canadian citizens) and the forced dispossession of property, Nikkei civil rights were not restored until 1949. The cultural and eugenic implications of this program have led the ‘evacuation’ to be labelled a “cultural genocide.” Southern Alberta was a central point of intra-Canadian transit and residence for thousands of Nikkei between 1942-1949. Culturally and socially, Nikkei identity in Southern Alberta post 1949 is shaped by a distinctive environment: relative isolation from metropolitan Canada, rural consciousness, distance from Japanese export channels, and the dispersal of Nikkei across farms and small towns. Following Paraschak (2013) this project explores Nikkei practices of hope and renewal to interrogate relations of power and transformation within this context. I argue that sport and more specifically Japanese Canadian sporting practices such as curling, baseball, hockey, and golf, can be viewed as expressions of Canadian Nikkei resiliency.

Friday, April 26th / Session 2: 11.00-12.30
Room 2: Sports mega events 2 / Chair: Holly Thorpe

The Olympic Games, Agenda 2020 and action sports: The promise, politics and performance of organizational change

Holly Thorpe & Belinda Wheaton (University of Waikato), NZ.

This paper draws upon our broader project examining the cultural politics of action sports inclusion in the Olympic Games. In particular, we examine the power and politics involved in the process of including three new action sports—surfing, skateboarding and sport climbing—into the Tokyo 2020 Olympic Games. Drawing upon interviews with 20 key individuals involved in the process (e.g., action sport IF Presidents and staff; Presidents of national federations), and formal and informal communications with IOC staff, we reveal the complex power relationships between the IOC and international action sport governing bodies, and within the International Federations of surfing, skateboarding and sport climbing. Furthermore, we contextualise the inclusion of the new action sports into the Tokyo 2020 program within Agenda 2020 and significant IOC policy reform. Bringing together a critical sociological engagement of the Olympic Games with Haas' (1990) typology of international organizational change, we critically consider through the three case studies of surfing, skateboarding and sport climbing whether Agenda 2020 is a policy signaling deep organizational learning and significant cultural change, or rather a superficial attempt at performing the changes necessary to maintain their dominance in the global sports economy. Our evidence clearly suggests the latter.

Olympism and eSports: Possibilities of integration

Carlos Pulleiro Méndez (Sun Yat-Sen University), CN.

This paper will evaluate the inclusion of eSports into the Olympic system. Realizing the economic growth and impact of eSports among young people across the world, in October 2017 the International Olympic Committee (IOC) declared that 'competitive eSports could be considered as a sporting activity' but they must not infringe on the Olympic values. However, the incorporation of eSports into the Olympic system still has three main obstacles according to the newest communique made by the IOC in December 2018. First, whether or not eSports should be considered as sport, recognising that the use of the term sport with regard to eSports needs further study. Secondly, whether or not eSports should be organised in an International Federation, considering that the eSports industry is fragmented, commercially driven and is evolving rapidly. And, finally, there is a rejection of eSports that are based on violent videogames like Overwatch, Fortnite or League of Legends, which are precisely the most popular ones. In this regard, this paper supports the idea that the IOC and the International Sports Federations need to develop official eSports tournaments based exclusively on sports competitions that they manage. This strategy would serve to promote traditional sport through videogames among young people, to increase the sources of financing of sporting bodies and to avoid the debate about the definition of sport because it would not be necessary for a specific eSports federation.

A Foucauldian analysis of the online responses towards the formation of China's Olympic skateboarding teams

Lucen Liu (University of Auckland), NZ.

In 2016, the IOC confirmed that skateboarding would be included in the 2020 Summer Olympics. In response, China's (PRC) national governing bodies of sport started "assembling a skateboarding army", reported by a U.S.-based skateboarding magazine with a tone of disbelief (Dobija-Nootens, 2018). Chinese governmental action on skateboarding is based on the *Juguo Tizhi* or the whole nation's support for the elite sport system and aims to efficiently develop Chinese skateboard athletes for the upcoming Olympics to 'win glory for the country', which

is the essential duty of Chinese elite sportspeople (Hu & Henry, 2016, p. 1436). It was reported that Chinese Olympic skateboarders were mostly recruited from 13 to 25-year-old athletes involved in acrobatics and martial arts (Wang & Liu, 2018), while the experienced, 'mature (age above 25)', professional skateboarders are 'othered' as the outsiders of their own sport by the *Juguo Tizhi*. Hence, skateboarding in China has ventured into the discursive space of nationalism. Drawing on Foucauldian concepts, such as power relations and resistance, I analyse online data from English and Chinese media, and Chinese skateboarders' blogs and podcasts commenting on the formation of the Olympic teams. My findings reveal the governing bodies' exercise of power and the discursive constructions of the Olympic teams, and mature skateboarders' agency and resistance in defending the 'true' skateboarding culture they believe in and seeking to negotiate with the governmental influences on this sport.

Esports, culture, and the popular imaginary

Luciano Sampaio & Katia Rubio (University of São Paulo), BR.

A post-modern phenomenon, competitive videogames, or esports, engage millions of fans, especially the young. However, despite its rapid growth, it is yet to be fully accepted as a sport worldwide. Esports, it has been argued, exhibit the main features that characterize Olympic sports: use of motor skills, competition, uniform rules, and institutionalization by both state and corporate actors. However, the diverse manifestations of esports are different from each other. Among them, we can highlight the games that emulate Olympic sports (especially the collective ones), like the FIFA series; fighting games, like the Street Fighter series; multiplayer online battle arena games (MOBA), such as League of Legends (LoL); real-time strategy games (RTS), such as StarCraft II: Wings of Liberty; and first person shooters (FPS), such as Counter-Strike: Global Offensive (CS:GO). Each of these games has its own characteristics and imaginary contexts that, despite sharing some common elements, make them different. This study analyzes, from the social, cultural and imaginary points of view, the similarities and differences between these manifestations of esports and Olympic sport. Thus, we are looking for starting points and parallels with current knowledge for the study of esports as a (not so) new and important manifestation of the sport phenomenon.

Friday, April 26th / Session 2: 11.00-12.30

Room 3: Sport media 3 / Chair: Damion Sturm

The 'Anna Kournikova effect': The antecedents and hyper-sexualisation of female sport stars

Damion Sturm (Massey University), NZ.

Anna Kournikova arguably has offered the 'model' template for female sport stardom since the 1990s. Blonde, lithe and athletic, her tennis performances were re-orientated to excessive mediated and commercialised processes that overwhelmingly centered on appearance across her entire career. Such excesses were a double-edged sword. On the one hand, Kournikova's limited tennis success (doubles' victories but no coveted singles' titles) subjected her to ridicule by being lavished with 'star' qualities but failing sport's assumed inherent criteria of talent, achievement and meritocracy. On the other hand, the incessant media vortex exacerbated Kournikova's fame as media object, sex object and commodity-spectacle. Historically, notable antecedents from women's sport were framed with an emphasis on beauty over athletic performance. However, the pronounced shift for Kournikova projected more overt and explicit representations of sexualisation, 'glamour', and idealisations of her beauty and body than had accompanied her predecessors. In contradistinction, Kournikova was complicit with the exploitative and sexualised framework, arguably knowingly and willingly reproducing sexualised commodity-object performances in return for lucrative media exposure and financial gain on and off the court. Kournikova operates as a forerunner for the strategic and agential alignment of female appearance with sport, media and commercial personas. Post-Kournikova, stars were expected to blend sporting prowess and achievement alongside beauty (Maria Sharapova, Danica Patrick) to counter traditional media anti-talent

narratives. Current self-presentational social media strategies seemingly showcase appearance over sporting achievements (Eugenie Bouchard, Paige Spiranac), proffering self-objectifying and self-sexualising ‘athlete-as-model’ personas that provide playful contemporary exemplars of the ‘Anna Kournikova effect’.

A Framing analysis of Rio 2016 Olympics international coverage

Diego Monteiro Gutierrez (UNICAMP), BR.

Brazil was the first country to receive the FIFA Football World Cup and the Olympic Games in the same cycle. This attracted unprecedented levels of attention from the international press, contributing to the representation and modification of the image of the nation abroad. In the case of the 2016 Rio Olympic Games, a series of delays and the serious economic and political crisis happening in Brazil created an environment of distrust and unprecedented apprehension. This study seeks, through the technique of media framing, to understand the main approaches and most commented issues by the international press during the event. We analyze the journalistic production of nine international media outlets: two American (The New York Times and CNN), three British (BBC, Daily Mail, and The Guardian), two Spanish (El Pais and El mundo) and two French (Le Figaro and Le monde). These were selected based on their influence and number of readers. We examined reports that discussed the infrastructure of the event and Brazil in general, identifying 1,112 publications that were divided into five categories: Political and Economic Crisis, Social Indicators, Culture, Event Infrastructure, Ryan Lotche. Given the importance of the event and the interest it attracts, understanding the way the press portrayed Brazil helps us to understand the main stereotypes and generalizations regarding the country and how it will be treated in international relations.

‘Walking the line’: Sporting bodies, social media and the politics of free speech, religion and discrimination

Jaquelyn Osborne & Chelsea Litchfield (Charles Sturt University), AU.

Social media technologies provide an unregulated space where free speech is encouraged and this has had a substantial impact on interactions between athletes and the wider community. As such, many professional and elite athletes engage in social media on several levels including those sites which allow players to voice their unmediated selves such as the Players Voice website in Australia. There are, however, examples of athletes’ promoting views which are counter to the views of their organisations and which may be deemed discriminatory in these social media spaces. One such example of this occurring is Australian rugby union player, Israel Folau’s ‘anti-gay’ comments in 2018, which he defended on religious grounds. When such an incident occurs, it is the responsibility of the sporting association to determine the course of action and whether sanctions are warranted. In the case of Folau, the governing body took no action on what seemed to be breaches Rugby Australia policies. This paper uses Folau as a case study to examine the competing liberties of religion and LGBTI rights.

Research on the construction of media image of Chinese female athletes from the perspective of the gender order

Jia Chen (South China Normal University), CN.

Based on the perspective of the gender order, this paper uses a literature review and interdisciplinary research methods to study the construction of media images of Chinese Female Athletes. First, this paper defines the concept of media image as a form of symbolic processed information that is presented to the audience on the basis of certain ideologies and values. Second, this study analyzes the problems of Chinese female athletes with respect to trends of marginalization, entertainment, eroticism and symbolization. Third, the paper explores the factors that influence the media presentation of female athletes including the dominance and control of male

culture, the rise of consumerism, the neglect of regulatory supervision, and the lack of gender awareness. Finally, the paper combines the disciplines of sociology, physical education, law, and communication to offer suggestions for resisting the gender order, protecting the legitimate rights and interests of female athletes, promoting the female athletes' right to speak, and establishing positive media representations.

Friday, April 26th / Session 2: 11.00-12.30

Room 4: Paralympic sport 2 / Chair: Yoko Kanemasu

Speaking out loud and proud: Fiji's deaf rugby and dynamics of disabled athlete agency

Yoko Kanemasu (The University of the South Pacific), FJ.

In April 2018, the Fiji Barbarians won Bronze Medal at the World Deaf Rugby Sevens in Australia. The significance of this achievement is multi-fold. First, rugby is widely recognised as Fiji's national sport, a key cultural marker of its postcolonial (ethno-)national identity. It is also closely tied with hegemonic indigenous masculinity centred around physical prowess, with rugby players often compared to indigenous warriors. Second, Fijians with disabilities face widespread and entrenched discrimination and stigma in all spheres of social life including sport. Disabled persons were described in the 2008 National Policy on Persons Living with Disabilities as "largely invisible in all areas and at all levels of the development processes in Fiji" and "the most discriminated against population group." Today their voices continue to be silenced in most public forums. Third, the deaf rugby team made this achievement without any affiliation with or assistance from the Fiji Rugby Union, relying primarily on their own fundraising, except for some financial support from a statutory sporting body. The development of deaf rugby has taken place largely outside of institutional support and frameworks. In this context, for disabled Fijian athletes to make the high-profile international achievement in the privileged national sport is nothing less than a spectacular act of transgressing dominant discourse of masculine physicality in their society. Based on semi-structured interviews with the players, coach and team manager, I will explore their experiences of and motivations and strategies for playing and winning in a decidedly unlevel playing field, as well as critically reflect on the transformative impact of their success on prevailing constructions of (dis)ability and gender in Fijian society.

"Still Keep in Touch, I am on Social Networks": The motivation for using social media by athletes with and without disabilities

Veronika Macková & Kateřina Turková (Charles University), CZ.

This paper examines differences in the motivations of using social media amongst selected Czech athletes with and without disabilities. The nature and extent of public presentation of these athletes with and without disabilities on various types of social media (e.g., Facebook, Twitter, Instagram) are also discussed. The research consists of both qualitative and quantitative analysis. First, semi-structured, in-depth interviews with Czech professional athletes were undertaken. Five athletes with disabilities and five athletes without disabilities from five sports disciplines (Athletics/Para Athletics; Swimming/Para Swimming; Floorball/ Wheelchair Floorball; Ice Hockey/ Para Ice Hockey; Table Tennis/ Para Table Tennis) were selected for the interviews. Secondly, a quantitative content analysis of the selected athletes' social media channels (e.g., Facebook, Twitter, Instagram) during the one-year period January 2018 – December 2018 was conducted. Four key research questions were posed: (1) Why do the athletes with and without disabilities use social media?; (2) Why and when they had established the account on Facebook/ Twitter/ Instagram / other social networks?; (3) How often do the selected athletes communicate on social media and what is the theme of their postings?; and (4) Is it possible to identify any differences in motivations for using social media and communication via these media between athletes with and without disabilities?

The opinion of people with disabilities regarding the 2024 Paris Olympic and Paralympic Games

Cécile Collinet & Jérémy Pierre (Paris-Est Marne la Vallée University), FR.

The Olympic and Paralympic Games (OPG) have given rise to a wide range of studies. Some – the scientific ones – focus on discussing their impact on the host nation, others, more journalistic, report various polls concerning how the public regards the hosting of the event. Although different, these studies eventually overlap inasmuch as they question or highlight the social impact of the Games. Polling citizens on their opinion of the Olympics is a common practice during bidding application periods. Several studies have thus been conducted on the 2024 Paris OPG. For example, according to the letter of the sports economy (2017) 60% of the French population were happy that Paris would organize the OPG and 85% were in favour of the Paris candidacy (IRDS, 2014). However, after Paris had won the hosting of the Games, no study was carried out on the subject, probably due to the short time period since the announcement of the victory. Yet the national mobilization of the 2024 OPG has already begun through many initiatives (Olympic week in schools, designation of “Generation 2024” classes, etc.). This is why it is surprising that no survey has yet shed light on the opinion of people with disabilities on the organization of the 2024 Paris OPG although there is significant communication on the inclusive and integrative role of the Paris OPG and the part they play in improving the accessibility of public places and transport. We explored the opinions of people with disabilities, whether interested in sports or not, in order to compare their degree of attraction to the Games with that of able-bodied people. A survey, consisting of 50 questions, was produced and given out to a population of people with disabilities through networks of actors and specialized associations. Data analysis makes it possible to return to crucial issues: on the one hand, the way people with disabilities represent themselves and consider getting involved in the Olympic Games; but, on the other hand, in the Paralympic Games (whose media coverage remains low), their involvement in actions related to the OPG, their expectations and fears as to the organization of the event.

A new model of inclusion for disability sport for a national federation: A case study of the Japan Football Association

Masaki Aoyama, Yasuo Yamaguchi & Makoto Chogahara (Kobe University), JP.

In recent years, the integration between National Federations (NFs) and the National Disability Sport Organizations has been steadily progressing internationally. While most of the NFs in Japan also recognize the importance of integration, there are some groups whose approaches are different from others. For example, the Japan Football Association (JFA) has achieved success in a unique way. The purpose of this study was to discuss a new approach towards the inclusion of disability sport based on a case study of the JFA. Data were collected from archival material and interviews with the directors of the JFA and the Japan Inclusive Football Federation (JIFF). As a framework for this study, Fay’s (1999) Critical Change Factors Model (CCFM) was adopted and 10 broader concepts were also included. In turn, a comprehensive content analysis with a triangulation method by three researchers was undertaken. The main results can be summarized as follows. The biggest turning point for the JFA was announcing the JFA Grassroots Declaration in 2014 (CCF-6). This action was influenced by the Football Association in England (CCF-3). Based on this, the JFA acknowledged the necessity of establishing an intermediate organization which could cooperate with the seven related organizations. This was realized by establishing the JIFF in 2016. The JFA decided to introduce an intermediate organization and not to integrate the seven organisations in order to respect each organization’s background and role. It is hoped that this case study could contribute and offer insights into future research and policy development in relation to inclusion on disability sport for National Federations.

Friday, April 26th / Session 2: 11.00-12.30
Room 5: China's sports futures / Chair: Junyu Deng

A case study of family intergeneration transmission of Chinese martial arts

Junyu Deng (South China Normal University), CN.

Chinese martial arts based on the characteristics of family inheritance and the master-apprentice, have been transmitted from generation to generation for hundreds of years. By applying methods of literature review and a case study of Choy Lee Fut Kungfu, one type of martial arts in Canton China, this study is framed by Foucault's analysis of knowledge, power and governance, and explores the evolutionary process of the intergenerational transmission of martial arts over hundreds of years. This evolutionary process can be divided into three phases: The first one is traditional period that Choy Lee Fut Kungfu was transmitted through generations of families, beginning from the origin of Choy Lee Fut and ending before the start of communist China. During this phase, the mode of transmission of martial arts was mainly affiliation-oriented and quasi-affiliation-oriented (mentoring relationship). The second phase is from the founding of communist China to the point of Chinese economic reform. Influenced by the government's will to destroy feudalistic superstition, as a kind of subculture, martial arts were forbidden but nevertheless endured through a form of domestic transmission by affiliation. The last phase dates from Chinese economic reform until today, motivated by a traditional Chinese cultural renaissance, the intergeneration transmission of martial arts reveal the demand of both de-sexualization and diversification. Overall, the study found that social and historical events not only affect intergenerational relationships of families, but also affect the mode of martial arts of domestic intergenerational transmission.

The research characteristics of the science of Chinese traditional sports: In the case of National Science Fund projects from 2015 to 2018

Jun Qiu, Deli Huo & Xiaolu Feng (Tsinghua University), CN.

The National Science Fund project is the highest-level research project in China. The research status of a discipline is often defined by projects funded by the National Science Fund. This paper examines the National Science Fund projects related to the science of Chinese traditional sports from 2015 to 2018 by providing a brief review of the literature. The results highlight the following characteristics: (1) most studies of the science of Chinese traditional sports fail to examine specific national traditional sports programs; (2) studies of local national traditional sports on topics funded by the National Science Fund of China are basically done by scholars from local universities; (3) the sports projects funded by the National Science Fund of China are more sociocultural and archaeological in nature; and (4) the hosts of the projects sponsored by the National Science Fund of China are mostly young and energetic scholars holding the rank of Professor and Associate professor

Breaking down the barriers between social classes: How Wushu promotes social interaction

Zou Yun & Qiao Fengjie (Tsinghua University), CN.

Today, there is much discussion about the type of society we are living in and this offers an opportunity to consider Durkheim's concepts of organic solidarity and the social division of labor. Arguably, social interaction amongst people has declined and due to rising global inequality there is less interaction between people of different social classes. The field of sports highlights and reinforces some of the differences in social class. Different sports preferences lead to invisible boundaries between classes, which result in a reduction in social interaction and a direct decline in social capital. Through field research in Henan Province, China, this study examines the role of Wushu activities in promoting social interaction between different social classes. In part, the study analyzes the reasons underlying this phenomenon. First, wushu, as a Chinese traditional sport, includes amateurs from all social classes. Second, people need to play a new role when they practice wushu. In

everyday life, you may be an employer or a worker, but in wushu everyone's role is a "wushu amateur". In the field of Wushu, there are only two distinct roles. One is the "teacher" and the other is the "student". The level of Wushu rather than the level of economy determines your role. Therefore, people are very equal when practicing Wushu. It is very easy to communicate and interact as they have common language which is the language of wushu. The conclusion is that wushu promotes social interaction among people from different classes in three ways: Wushu teaching activities, Wushu competition and Wushu performance activities.

A comparative study on Muslim women's cognitive (educational and experience) levels in Wushu activities

An Zho Zhu & Fengjie Qiao (Tsinghua University), CN.

Previous field research has shown that Muslim women in Xinjiang, China rarely participate in sports activities, while those in other provinces are active participants of Wushu activities. What are the factors that cause such a distinction among Muslim women's sports participation in different parts of China? This study uses both a questionnaire survey and field research methods to collect data across 8 provinces with a large Muslim population in China including: Uyghur, Kazakh and Hui, which are all Islamist ethnic minorities in China. Learning from the cognitive level theory, this study aims to interpret the different willingness to participate in Wushu activities of Muslim Women from different provinces. Here, cognitive level refers to two constituents: cognitive depth and cognitive breadth. Cognitive depth is mainly influenced by knowledge attained from school education, while cognitive breadth is mainly from the accumulation of life experience. This paper takes the concept of "cognitive level" as an intermediary to analyze the sociological causal mechanism behind the difference in the sports participation of Muslim women. Our empirical data have shown that differences in cognitive level is one of the most important causes of this phenomenon, among which the depth of cognition and the breadth of cognition have the greatest influence. Therefore, we suggest that the government should improve the educational level of Muslim women in Xinjiang and carry out more cultural exchange activities between Xinjiang and other provinces.

Friday, April 26th / Session 2: 11.00-12.30
Room 6: Open session 1 / Chair: Sa Wu

Exploration of the internationalization characteristics of sports science research in China—Based on the bibliometric analysis of SSCI from 2008-2017

Sa Wu (China Institute of Sport Science), CN.

This study is based on the research papers of Chinese sports social science included in SSCI from 2008 to 2017, and studies the internationalization of Chinese sports social science research in the past decade. The paper's quantity, source journal, influence factor, citation frequency, research subject, subject distribution and source institution were analyzed by using the method of bibliometrics. It is found that the internationalization of sports social science research in China in the past decade has the following characteristics: the total amount of published papers is still not very high, there are few international papers, but showing a steady growth trend. The influence factors and citation frequency of the published journals are low and the subject distribution is unbalanced. Most of the research subjects are about China, which lacks in-depth discussion on the issues of universality. On this basis, the research puts forward some suggestions on how to improve the international publication of sports social science research and how to treat SSCI paper rationally.

Research on the combination mode of sports industry development and industrial space utilization

Xiaolu Feng (Tsinghua University), CN.

The aim of this paper is to explore the feasibility of combining sports industry development and industrial space utilization in order to offer solutions for the problems in sports industry development and industrial transformation. Using the methods of enterprise survey, case study and interviews, the paper puts forward the mode design of the combination of sports industry development and industrial space utilization as follows, transforming industrial space into sports space or sports service space using the method of function replacement, developing the competitive sports space, the mass sports space and the sports commercial service space based on the original industrial land. Analysis of the problems in the combination of sports industry development and industrial space utilization, and make the future development expectation from the perspective of function and mode innovation from government, enterprises and social capital.

Analysis of the status quo and development strategy of skilled personnel training system in China's sports industry

Yufeng Luo & Lai Wei (China Institute of Sport Science), CN.

Using literature review, expert interviews, questionnaire surveys and statistical analysis, we investigate the training and identification of vocational skill talent in the sports industry in all provinces and cities in China. In addition, we analyze the current state of training, appraisal and employment of skilled personnel in different provinces and cities and different sports events. In the process of reform and development of China's sports undertakings, the cultivation and use of vocational and technical talents is relatively lagging. In the transition from the pan-administrative training system to marketization, the talent and skill drive supports the coordinated development of mass sports, competitive sports and the sports industry. Safeguarding power; in the process of socialization and materialization of various sports associations, the construction of skilled personnel training system, training and appraisal standards, and other structured and standardized talent echelon construction are the basic requirements for the healthy, orderly, scientific and effective development of the project association.

Research on the social implication of sports

Lu Xiaocong (Shanghai University), CN.

This research mainly explores the relationship between social construction and sports, and proposes that the fields of social construction occurs in the intermediate region between the state and the individual. According to a basic understanding of "society" within the context of sociology, it is necessary to build a "civil society" and "active society" that can respond to political power and market mechanisms. At the same time the realization of such a "civil society" and "active society" needs to strengthen the communication capabilities of modern people's lifeworld within the public sphere. This study discusses how sports can unite people and promote communication between people. Hence, under the vision of social construction, the strategies for promoting sports activities with broad aim of increasing public participation and developing sports groups with strong self-organization and management are important for promoting the harmonious development of society.

Friday, April 26th / Poster Session: 12.50-13.10

Upstairs

The Olympics in the age of globalization

Li Jiayu (South China Normal University), CN.

Globalization is one of the major characteristics of the modern Olympic Games. In the era of globalization, the relative weakening of the concept of state brings a very serious challenge to national identity. As an important means to enhance the soft power of a country, sports may assist to enhance the world's national identity in the context of globalization. The 2016 Rio Olympics made Brazil the first South American country to host the Olympic Games and Beijing's successful bid for the 2022 Beijing Winter Olympic Games made it the first Chinese city that has hosted both the summer Olympic Games and the winter Olympic Games. These new developments have emerged due to globalization and this could lead to a richer Olympic experience for the world. The vitality injected by globalization into the modern Olympic Games can be seen in all aspects, including the host place, competition items, form of opening and closing ceremonies, content of science and technology of the event, sponsors of the event and so on.

A study on social mechanism for abuse of grade repetition system as intentional grade repetition for student athlete

So Ra Kim & Jung-Rae Lee (Kyunpook National University), KR.

In Korean elite sports field, the grade repetition system for student athlete has been introduced to help students who could not participate due to injury or personal reasons. However, in the actual sports field, the grade repetition system for student athlete is abused for various purposes. In response, the Korean Sports & Olympic Committee strengthened the selection standard for student repeaters. However, some student athletes still repeat the grade intentionally in the sports field. Thus, this study aims to explore the social mechanisms for abuse of grade repetition system for Korean student athletes using a case study approach. The study selected 2 coaches and 6 athletes who had experience of repeating the grade during the sport season. Data were collected through in-depth interviews and textual analysis. The research results were as follows. The social mechanism for intentional abuse of grade repetition for student athlete in the sports field included the student's pursuit of extrinsic rewards, abuse of rules by the school, instructions from the coach, complicit actions by medical doctors, and learning from peers. In conclusion, the student athletes, coach, and the organisations managing the student athletes encouraged or remained silent, contributing to the abuse of grade repetition system for their own interest.

A study on expansion of screen sports in Korea and exploration of sociocultural meaning

Kinam Kwon & Jung-Rae Lee (Kyunpook National University), KR.

The combination of sports and high-tech ICT technologies such as 3D graphic technology, high-speed cameras, laser sensors, and screen technologies created 'Screen Sports'. Screen Sports refer to remote gaming through online networks and includes various leagues for particular games creating a new sports and leisure culture in Korea. Originally starting from screen golf, Screen Sports have developed into a range of different games such as screen baseball, screen horse-riding, screen climbing, screen archery, and screen shooting. This study aims to identify the status of Screen Sports in Korea and to explore the sociocultural meaning implied in the expanding world of Screen Sports. For the research, this study identified the current status of Screen Sports drawing upon statistics from the Korean sports industry along with analysis of documents, and publications related to Screen Sports. This study also selected research participants with experience of participating in Screen Sports and conducted in-depth interviews to collect data. The results indicate that the increasing popularity of Screen

Sports in Korea implies several sociocultural meanings. Screen Sports offers convenient access while allowing people to escape a range of work, environment and spatial limitations. In addition, Screen Sports also allow people to become immersed in the game regardless of the number of participants. Finally, in Korea, Screen Sports implies the possibility of establishing a motivation for participating in actual sports.

A study on participation of illegal sport gambling by the Korean school elite sports athletes

Kinam Kwon, Sunghye Park & Hyeonsoo Chae (Kyungpook National University), KR.

Match fixing has been widely recognized as the number one problem in the Korean Sports community as well as sports gambling by Korean instructors, professional and elite sport athletes (Chae Seung-il, 2014). In particular, elite athletes were involved in match fixing and illegal sports gambling without experiencing much guilt (Lim, 2012; Kwon & Lee, 2017). School elite sports athletics is the basis of much of Korean Sports. If they collapse, arguably there is no future for sport in Korea. Therefore, it is essential to establish the reasons behind why these elite athletes continue to be involved in illegal sports gambling and whether it is due to curiosity or encouragement. The purpose of this study is to highlight why elite school athletes consistently take part in illegal sports gambling and to further reveal why they cannot be deterred from illegal sports gambling within the existing social structural context.

Friday, April 26th / Session 3: 13.30-15.00

Room 1: Sport & the body / Chair: Gareth McNarry

Diving In: Exploring embodiment in the performance swimming lifeworld via becoming, belonging and doing

Gareth McNarry, Jacquelyn Allen-Collinson (University of Lincoln), GB & Adam Brian Evans (Univeristy of Copenhagen), DK.

In recent years sporting embodiment has attracted an increasing level of academic attention, including a burgeoning sociological corpus that draws influence from the existential phenomenology of Maurice Merleau-Ponty. This combination of phenomenology and sociology provides a novel framework from which to examine sporting embodiment, and challenges many taken-for granted assumptions and presuppositions regarding the often underexplored, undertheorized 'mundane' elements of our sporting experience. Swimming is one physical culture where embodied experiences have been shown to be core elements of recreational or leisure swimming. Studies that examine the embodied experiences of performance swimming, however, remain sparse, and tend to be limited to critical sociological examinations of gendered relationships or training regimes, which often overlook the intense embodied experiences of training and competing. Utilising ethnographic methods of participant observation and interviews with senior performance swimmers, this study sought to develop a richer and deeper understanding of the performance swimming lifeworld and how a swimmer's embodied experiences contribute fundamentally to the construction of this lifeworld. In this paper, we portray some preliminary findings from the study, which cohere around two key themes. The first, 'Becoming and Belonging', focuses on the swimmers' motivations for entering, and their embodied engagement with the aquatic lifeworld. The second, 'Doing Performance Swimming', presents the different ways in which the swimming body is central to 'doing' performance swimming.

Standing at a crossroad: Career decision making of Taiwanese canoe athletes

Hsueh-hung (Tony) Cheng (National Taiwan Sport University), TW.

In Taiwan, the sport of canoe has been developing for more than 40 years. Taiwan has good landforms and rivers, which are the best environment for canoeing. While this provides Taiwan with an advantage in developing the

sport, the environmental laws and the promotional aspect of it still have serious problems. Therefore, the sport of canoe is still not very popular and doesn't get a lot of attention from the general public. The sport doesn't have the system and resources it needs to make this happen. Overall, it's an adverse environment for canoe athletes in Taiwan. As a result, Taiwanese canoe athletes have a very distinct decision-making system built for their career. "The athletics class, a special educational system in Taiwan, requires that athletes focus only on training and never had to worry about academic performance. A lot of research has found this to be problematic. When students finish their athletic career, they are not prepared for a career transition. "The athletics class" has deeply influenced athletes' decision making in their career and in their future. This research aims to explore how canoe athletes make decisions regarding their career in this challenging environment and what kind of influence "the athletics class" has on them. This paper contrasts the differences in the thought process of five canoe athletes. Overall, this paper aims to provide potential solutions for the "the athletics class" and to give athletes a more friendly environment and a brighter future.

Finding Your Taiaha: Negotiating cultural ways of knowing women's moving bodies in high performance sporting spaces

Holly Thorpe, Julie Brice & Anna Rolleston (University of Waikato), NZ.

High performance sporting environments are based in Westernized ideologies of science, technology, innovation and achieving outcomes (Beamish & Ritchie, 2006; Coutts, 2016). In this paper we take inspiration from the emerging field of Postcolonial Science Studies (Harding, 2009; Suman, 2009) to explore the ways elite sportswomen from diverse cultural backgrounds make meaning of their bodies within and across high performance sporting spaces. In particular, we draw upon interviews with the New Zealand Black Fern Rugby Sevens team as part of a larger and ongoing transdisciplinary study on female athlete health towards Tokyo 2020. As part of the interviews, we were interested to know how the athletes understand their sporting bodies within the various ideologies of health, wellness, and performance within the Black Fern Sevens elite sport environment. In this paper we primarily focus on how players of Maori and Samoan descent navigate and balance being a professional athlete, immersed in a high performance sporting environment based primarily (though not exclusively) in Westernized ideology. Through a discussion around themes such as nutrition, menstruation, the high performing female body in a high speed and contact sport, and the quantified body, we attempt to show the various ways in which high performance sporting environments can overlap, incorporate or contrast with players' cultural backgrounds, as well as how the players and staff navigate divergent cultural value systems. In so doing, we reveal that, despite significant efforts by the leadership team to create a high performance sporting environment that embraces elements of indigenous culture, some aspects of the cultural, performing, biological body are less well understood, and thus go unarticulated within a high performance sporting environment that prioritizes performance and results.

Shuttlecock coming into play: Investigating Chinese sportsman's identities

Ling Tung Tsang (The London School of Economics and Political Science), GB.

With the growth of China's sporting industry since the inception of the "Open Door Policy" in 1978 and its excellent performances in international competitions, the country's athletes are increasingly recognized in the global sporting scene. Yet, the subject of Chinese sportsperson's identities is still being under-theorized in today's literature, where only Western epistemological understandings are utilized to frame the common discourses in describing Chinese athletes (Burdsey 2007; Ismond 2003; Kilvington 2016). To fill and re-address this gap, the project examines how a Chinese sportsman, through direct reflections of the behaviours and experiences revealed in the different parts of his everyday life, portrays and understands his self-identities.

Based on n=40 in-depth interviews conducted with Chinese male provincial professional and university level badminton athletes located in Northern, Central as well as Southern China respectively, the project draws on the dialogues to argue that a sportsman's identities are not merely constructed based on the characteristics associated with collectivistic Chinese cultural doctrines, particularly Confucianism, but are also developed with individualistic values in mind. This paper conceptualizes a Chinese sportsman's identities as being hybridized, where the dualities of both individualization (highlighting one's self-interests through competitiveness, fearless and uniqueness) and collectivization (showcasing passivity, conformity and reciprocity bounded by roles and relations) are being resisted, juxtaposed, redefined and negotiated within the sportsman's self. This is especially seen in the contested space of competition and appears, though less frequently, in the training, family, leisure and study aspects of a sportsman's life.

Friday, April 26th / Session 3: 13.30-15.00
Room 2: Alternative futures 3 / Chair: Lourdes Turconi

Sport as a cultural offset in Aboriginal Australia

Sheppard, L., Rynne, S. B. & Willis, J. (The University of Queensland), AU.

Sport is generally assumed to have a 'natural fit' with Aboriginal communities in Australia. Accordingly, sport has a long history as a contested site, with programs variously (implicitly and explicitly) aimed at such areas as education, performance, reconciliation, emancipation and colonisation. A modern incarnation has resulted from the compensatory politics and welfare approaches of government, and the corporate social responsibility and cultural heritage requirements of extractives companies. This situation has meant that sport is often incorporated into strategies targeting the health and well-being of Aboriginal Australians in contemporary Australia. In seeking to challenge and examine this situation, we propose the notion of 'cultural offsetting' whereby sport is positioned as a way of offsetting a variety of losses that Australian Aboriginal communities and peoples have experienced and continue to experience. The concept of cultural offsetting was first introduced by Godwin (2014) within the context of mining. Within the context of sport, this presentation will consider whether cultural offsetting in sport is feasible - particularly how or if sport-for-development programmes are sufficiently equipped to offset / compensate for the loss of culture, language, and identity.

"The whole is greater than the sum of its parts" – applying complex systems theory to Sport-for-Development in the Kingdom of Tonga

Lewis Keane, Joel Negin, Adrian Bauman & Justin Richards (The University of Sydney), AU.

The Australian Government's 'Pacific Sport Partnerships' program in Tonga provides funding to seven local national sporting federations that run programs primarily focused on health and social outcomes. Current evaluations capture information about isolated program components assuming a linear logic model. Complex systems theory used in public health shifts research focus away from individual programs and provides a rigorous way of evaluating the efficacy of delivery models. The aim of this paper is to explore how a complex systems approach can be applied to Sport-for-Development in Tonga. Researchers undertook 12-month field placements in Tonga, conducting stakeholder consultations throughout local sport, health and international aid systems. Mixed methods approach was utilised through quantitative methods at the micro-level evaluating the role of individual model parts and qualitative methods at the macro-level evaluating the inter-connectedness of the system. Sport-for-Development in Tonga consists of six fundamental building blocks: workforce; information; equipment; financing; governance and service delivery. It is part of a larger "complex adaptive system" operating between sport, development and health systems. It produces synergies through self-organising, and adapts through experience, and is able to apply implicit (learnings) and explicit (research) knowledge. Through applying

systems theory, Sport-for-Development in Tonga is reclassified as a 'complex adaptive system'. A wealth of research in health systems theory can be applied to Sport-for-Development in Tonga and relevant low-and middle-income settings. This allows a deeper understanding of its crucial influences, impact within local systems, system weaknesses and the design of 'system-strengthening' interventions rather than the current focus on individual programs/parts.

Organized supporters' club in Brazil: Violence, popular resistance and football fandom

*Bernardo Buarque (Fundação Getúlio Vargas/FGV), Felipe Lopes (Universidade de Sorocaba/UNISO)
& Rosana da Câmara Teixeira (Universidade Federal Fluminense/UFF), BR.*

Brazil is considered one of the countries with the highest rates of fatal clashes between football supporters. The increase in casualties has alarmed public opinion since at least 1988, when a premeditated murder was committed against the founder and leader of a major organized fan club in the city of São Paulo. Since then, over two hundred deaths have been reported by specialized sports media publications. Over the last few decades, initiatives from the Department of Public Prosecution have been trying to mitigate this scenario with legal prohibition measures that seek to eliminate fan organizations. However, the desired effect still seems far from being reached. Federal laws of a repressive nature, such as the Fan Statute, have also been applied, leading to equally dubious results. The purpose of this paper is to present, in sharp contrast to the single theme of violence in the media daily agenda, an overview of the football cooperation and youth associations in Brazil. The study is based on the description of concrete experiences in the creation of organizations representing the fans. Supported by the use of sociological concepts, we aim to offer a summary of the initiatives conducted by the leaders of organized fan clubs in Brazil. Their actions were grounded on: the search for overcoming inter-club intolerance levels, the demand for representation among its members, and, an attempt to gain legitimacy among other people who play roles in football, whether they are team managers, media professionals or members of the police force.

A laughing matter: The impact of play and physical activity on health for Seniors

Annette Michelsen la Cour (University of Southern Denmark), DK.

From 2011 to 2014 the publicly funded intervention *Seniors at the Move* offered physical activity for a six month period to physically inactive elderly citizens with health issues. The aim of the intervention was to make these citizens physically active on a permanent basis. Methods used in the intervention were a mix between social activities, playful games and tests of muscle and endurance improvement conducted before and after the end of the six-month period. The research question investigated whether playful activities would create trust and promote social networks and support the aim of the intervention - retention of the participants in physical activity. The intervention was process evaluated during the entire three-year activity period. Mixed methods of both quantitative and qualitative methods were used to document the outcome of the intervention as well as participant observation, qualitative interviews and focus group interviews in gender specific groups. The study focused on the methods of the intervention signalling a paradigmatic shift. Physical activities were organised as play and games creating fun and laughter among the participants. Laughter and play are irrational, un-productive and related to desire, trust and emotional intensity, often with a ridiculous element as compared to the rational work, and the lack of desire produced by the performing body in the dominating health improving interventions. The results indicated that the participants improved both muscle strength and endurance through un-productive play and laughter and 60 % of the participants were retained in regular physical activity after the end of the intervention.

Friday, April 26th / Session 3: 13.30-15.00
Room 3: Youth sport 2 / Chair: Roslyn Kerr

The practice of talent identification and athlete development

Roslyn Kerr, Richard Moreham (Lincoln University), NZ & Natalie Barker-Ruchti (University of Gothenburg), SE.

Scholars have identified a range of critiques of talent identification and detection (TID) and athlete development (AD) systems. Specifically, they have drawn attention the lack of clear definitions, particularly of what constitutes talent, the lack of accuracy for predicting future success and an overly strong focus on the role of giftedness in sporting success. Despite these critiques, there has been very little change in the practices of TID and AD. In this article, we propose that in order to create change, it is useful to consider TID and AD as practices. To do so, we utilise the ideas from a range of theorists loosely referred to as “social practice theorists”, including Elizabeth Shove and Theodore Schatzki. Social practice theory is argued to have its roots in the work two of the most prominent sociologists of the 20th century: Anthony Giddens and Pierre Bourdieu, and is defined by seeing practices as the mode of analysis. In this presentation, we examine TID and AD as practices, and consider how the notion of seeing action through a practice lens is useful for understanding and conceptualising how change to TID or AD practices may or may not occur.

Research on the governance of Chinese youth sports order

Ye Songdong & Jia Chen (South China Normal University), CN.

The social order refers to the state of interaction among social entities, social rules and social control formed under the human rational construction and social self-evolution. On this basis, it is proposed that the order of youth sports is the social order reflecting the behavior relationship between people related to youth sports. At present, Chinese youth sports are faced with a range of problems including: declining levels of physical activity and health, insufficient talent pools for elite sport development, unequal opportunities for participation, and underdeveloped sports organizations. This paper based is based on social order theory and uses a literature review to analyze the causes of the previously noted problems. The results suggest some of the causes include: lack of rights in youth sports, the increasingly large size of the adolescent population, the unbalanced nature of regional economic development, and the contradiction between supply and demand. Finally, the study highlights the importance of strategic governance with respect to improving the youth sport legal system, protecting the rights of youth sport participation, providing equal opportunities for sports participation for young people regardless of social classes and gender, and to enhance the interest of young people in sports participation.

Welfare and child rights of young commercially sponsored action sport athletes

Froukje Smits (Utrecht University of Applied Sciences), NL.
**2019 ISSA Graduate Paper Award Winner*

Action sports rarely take place under the auspices of sport organizations, but in informal settings. Participants of all ages, including youth, chose where, how and when they participate. These sports have undergone rapid growth, professionalization and commercialization over the past five decades. Although a great deal of attention and policy measures have focused on ways in which the interests and welfare of youth who participate in organized sport can be safeguarded, relatively little (scholarly) attention has been paid to safeguarding the rights and best interests of children/youth who participate in action sports. I draw on data from my study with 11 commercially sponsored male kite surfers under 18 years to explore ways in which the rights and best interests of these athletes were neglected. I show how sponsors and the digital media informed the experiences of these athletes and created practices that may not be in their best interest. I discuss the lack of attention to

these possible violations of human rights and the consequences of these results for the welfare of young action sport athletes.

Reframing identity in elite youth sport

Harry Bowles (Cardiff Metropolitan University), GB.

Drawing on a two-year ethnographic investigation into the everyday lives of a group academy athletes, the research provides an in-depth account of identity construction as it relates to the life chances and choices of young individuals seeking to negotiate their way towards a career in professional sport. Set in one of the six university centres of cricket excellence established by the England and Wales Cricket Board in 2000 as a pathway into professional cricket, the study examines the nature of the university cricket experience in relation to a process of occupational socialisation, identity development and personal transition. Findings from the study illustrate the tension between aspiration and reality players encountered as they attempted to make sense of their occupational journeys, and the questions of identity generated by their explorations of, and reactions to, future work and lifestyle commitments. In doing so, the research offers a critical exposition of identity work and the transitional experiences of young people in the context of elite youth sport.

Friday, April 26th / Session 3: 13.30-15.00

Room 4: Sports mega events 3 / Chair: Marco Bettine

Foreign media reports about Brazil's mega-sport events: Soft power, periphery and dependence

Marco Bettine (University of São Paulo), BR.

This study examines whether the category of soft power can be applied based on analysis of reports from nine foreign newspapers published during the World Cup and the Olympic Games held in Brazil. We suggest that the category of soft power cannot be applied in peripheral nations and must be rethought for countries who are dependent economies. As such we propose, in an embryonic way, a redefinition of the theory of soft power. In this context, the heterodox soft power category emerges. From this category, we consider that the newspapers analysed portrayed Brazil as two different countries in the same territory, one in 2014 and another in 2016. We raised five hypotheses to understand this phenomenon: organization, size, characteristics, logistics, and disinterest. In addition, this study shows that there are no elements that can corroborate advances in Brazilian soft power from the World Cup (2014) and the Olympic Games (2016).

Rethinking legacy for the Pyeongchang Winter Olympic Games 2018: Limits and possibilities

Hyundon Jung, Seungil Park & Hojin Shin (Seoul National University), KR.

The purpose of this study is to rethink the concept of Olympics legacy with respect to administrators, policymakers, planners and other people involved with mega-sport events. Thinking of legacy for the Pyeongchang Winter Olympic Games 2018 as capacity building allows us to see the goal of legacy as an embodiment of the aspirations of the Olympic Movement and the Games to introduce radical change in society by transforming its structure. The key takeaway message is that legacy implies the necessity and justifiability of tangible or intangible benefits that are sustainable. Although some of the general legacy goals of the 2018 Winter Olympics such as no security threats, the unification team of South-North Korea and using the Games as catalyst for peace between South and North Korea were positive, they were nevertheless quite small and narrow objectives. The absence of efforts to share venues, irreversible environmental destruction, and conflicts between central government and local government, residents and state government are all negative but to some degree, predictable 'limits'.

Ahead of the Games: Paris 2024 and the genesis of a sport-event-hosting public policy

Alexandre Morteau (IRISSO Université Paris-Dauphine, PSL Research University), FR.

This paper focuses on the development of the successful Paris bid for the 2024 Olympic Games. The bid was initiated after the French Minister of Sport drafted a new strategy to overcome a long series of past failure (Paris 1992, 2008, 2012; Lille 2004; Annecy 2018). The presentation shows how the synchronization of both the political and sport agenda during and after the presidential campaign of 2012 increased sports issues' visibility and the legitimacy of a new public policy in this area. The then Minister of Sports, Valérie Fourneyron, implemented a sport-event-hosting strategy by reforming the sports administration and reshaping the task division between public actors and the sports movement. Such a delegation of power to a non-public actor raised reservations and even opposition within the ministry, the government and the National Olympic Committee (CNOSF). I examine the developments, arbitrations and transformations of this public policy drawing on a dozen sociological interviews with actors from the ministry, the Parisian bid and the French NOC, and on archival materials from the sports administration. This approach highlights the role of the Olympic Games as an accelerator for public action and as an opportunity for various actors to push for their own agenda. The study also underlines that the Games fractionalized the Ministry of Sports by encouraging a reform of sports governance that threatens the very existence of this administration.

Friday, April 26th / Session 3: 13.30-15.00

Room 5: Elite/professional athletes / Chair: Brent McDonald

Chasing the dream: The negotiation of identity through the process of becoming an Australian Football League player

Jack Hynes (Victoria University, Australia), AU.

The Australian Football League Players' Association has identified health as a key concern for retired players. Coakley's pioneering work in 1992 grounded athlete health within power relations and identity. Previous research has explored mechanisms of power and identity formation in sport; however, the negotiation of identity in the process of becoming an Australian Football League (AFL) player has received little attention from researchers. As a result, it remains unknown if any health risks exist as part of this process. This paper draws from observations of elite junior Australian Rules football training and interviews with aspiring, current, and retired AFL players to explore their sport experiences and health. Exploring the process of becoming an AFL player may help us to better understand what health risks exist. Thus, the findings from this project may be used to guide future interventions aimed upstream to improve AFL talent pathways and prevent any identified health issues before they arise.

The role of critical life events in the talent development pathways of athletes and musicians: A systematic review

Jannika John & Ansgar Thiel (University of Tübingen), DE.

The experience of life events may be crucial for talent development. Life events can shape individual biographies and are landmarks in defining narrative identity. However, there is a lack of systematic research on life events in the context of talent development. With this systematic review, we synthesize the fragmented literature on the role of life events in the developmental pathways of elite athletes and musicians. The systematic review was informed by the PRISMA guidelines. The identified literature was appraised with the Mixed-Methods Appraisal Tool. Additionally, we conducted a thematic network analysis. Forty-two studies met the inclusion criteria. Three

thematic networks emerged from the findings: types of life events; coping strategies; and impact of life events on the developmental pathway. The findings suggest that critical life events are not necessarily traumatic or hinder the talents' careers. Performers can certainly benefit from various life events with regard to their development – dependent on the coping strategies employed. Often, these coping strategies exemplify the pervasive culture of risk in both performance domains. Against the background of our findings, practitioners should consider to systematically use the benefits of challenges. These should be explicitly career-related, manageable, and focused on the refinement of skills. By thematically synthesizing findings from qualitative and quantitative studies, we provide a practical understanding about the impact of life events on developmental pathways of elite athletes and musicians. Our findings support a broad conceptualization of giftedness, underscoring the idea that critical life events impact the dynamic pathway to excellence in different achievement domains.

Open the black box: Practices of conciliation between family life and training in triathletes

Rodrigo Soto-Lagos (Universidad Andrés Bello), CL.

Triathlon is a sport where swimming, cycling and jogging are practiced as one discipline. To practice it, people need to invest money and time that affects their personal and family life, generating tensions and conflicts with their relatives. The aim of this study, under a qualitative methodology, was to understand the practices that athletes, both male and female, create to reconcile family life and training. The results show that there are three processes that triathletes live by assuming this practice: imbalance, adaptation and maintenance. The article concludes by expressing that these processes can contribute to both coaches and sports managers since the knowledge generated will allow to contain, facilitate and promote positive processes among athletes and their families.

The application of Workers' Compensation Law to Professional Athletes in the USA

Yongyi Luo & Qiu jun (Tsinghua University), CN.

This paper analyses the application of workers' compensation law to professional athletes in the USA. The result indicate that there are a diversity of practices dealing with professional athletes' work-related injury in state workers' compensation laws in US states. Some states specifically include professional athletes in their workers' compensation laws, some states exclude professional athletes from their workers' compensation laws, while others have no stated policy. In practice, about a third of states exclude professional athletes from their workers' compensation programs. The common methods of exclusion are statutory exclusion, functional exclusion, case-law exclusion, alternative election exclusion, and set-off exclusion etc. Every choice has its inherent rationality and irrationality to certain stakeholders. The work-related injury compensation issues of professional athletes have attracted widespread attention. The related research hotspots mainly focus on retired athletes, female athletes and non-elite athletes' injury compensation issues. Among this research, case analysis accounts for a considerable proportion. The research has revealed the professional sports dilemmas of benefit distribution centering around athletes' injury in the USA. At the same time, the diversified choices presented by each state also provides a diversified model for other countries' relevant judicial construction.

Friday, April 26th / Session 3: 13.30-15.00
Room 6: Youth sport 3 / Chair: Simon R. Walters

Secondary school sport academies in New Zealand: High performance or youth development?

Simon R. Walters, Sierra Keung & Jared Gravatt (Auckland University of Technology), NZ.

The role of secondary school sport is gaining increasing media and sporting organisation attention in New Zealand, with media and academic commentators referring to the “professionalisation of school sport” and expressing concern about the commodification of the secondary school athlete. A relatively recent phenomenon in secondary schools has been the emergence of the Secondary School Sport Academy (SSSA). Attention was drawn in New Zealand in the early 2000s to the introduction and relatively rapid proliferation of SSSAs. Since that time, however, few studies internationally or in New Zealand have actually examined or critiqued the role of SSSAs. In this mixed methods study we conducted a review of the limited existing literature; we mapped the information available in the public domain (reviewing the information available on secondary school web sites); and we are currently conducting semi-structured interviews with ten secondary school directors of sport. We draw upon the ideas of the French historian and philosopher Michel Foucault to analyse the language used on school web sites and by key stakeholders, and identify the dominant but competing discourses that are drawn upon to create different constructions of SSSAs. Discourse analysis, in the context of this study, draws upon Foucault’s idea of discourse as opposed to the purely linguistic meaning more commonly applied to the term. Our analysis is ongoing, but initial analysis suggests that there are two competing discursive constructions of an SSSA: one related to holistic youth development, and one related to high performance sport.

Parents' discursive accounts of their children's participation in rugby league

Megan Apse (Lincoln University), NZ.

Sport is widely recognised as beneficial to children, with team sports in particular viewed as having benefits supposed to engender optimal developmental traits suited to a world in which collaboration and communication are increasingly important. However, sport also carries risks to children such as the threat of injury. A critical form of discourse analysis was employed to examine how parents’ accounts about their child’s participation in rugby league are constructed to attend to issues of accountability, and how personal narratives intersect with societal discourses around children’s sport and parenting. Critical discursive psychology and Foucauldian notions of discourse are used together to examine how the societal discourses that shape social practice of sport are both produced and reproduced in talk. Findings outline the confusion for parents about what is best for children and that appropriate courses of action for parents in Western post-industrial societies are based on the ability to justify that the needs of the child are prioritised. The emphasis parents place on ‘proving’ aptitude in their role is symptomatic of wider societal issues around blame and responsibility in parenting.

“Parents, Me & X-sports”: Mapping the BMX culture in contemporary China

Ding Yiyin (Hangzhou Normal University), CN.

Since the debut of BMX (bike motocross) cycling in the 2008 Beijing Olympics, lifestyle sports have gradually entered the public limelight and gained popularity in China. Lifestyle sports that celebrate leisure, excitement and individuality have steadily grown a crowd of youth followers in major Chinese cities. This paper contextualises the BMX culture in contemporary China, particularly the local cultural dynamics of the subculture. Using evidence gleaned from interviews and media representations I argue that while many of the features of the development of BMX culture in China mirror that in the West acceptance by the family has become a central theme when it comes to BMX riders’ career choice in China – a “Parents, Me & X-sports” relationship.

Sport attainment and education sustainment of female student-athletes in New Zealand

Kath A. Godber (Auckland University of Technology), NZ.

This study investigates factors impacting on young sportswomen when managing their sporting and academic commitments. Excelling at sport has a profound impact on athletes, educators, family and broader networks. Balancing multiple commitments is a daily challenge for athletes. This research seeks to understand this problem by looking at student lives via a multi-layered, dynamic, self-organising model. Three female student-athletes, attending a secondary school in Auckland, were interviewed over a two-year period. A qualitative individual narrative case study approach was adopted. This was underpinned by an interpretivist, complexivist, posthumanist stance. Thematic analysis was undertaken on transcribed data, to examine the transition from internal (coursework) assessments to examinations, while continuing to compete nationally and/or internationally. All athletes reported increased stress during their examination year. This appeared to connect with; lack of sleep, extreme fatigue, reduced sport performance and feeling 'unwell'. Presently, institutional structures do not allow excellent young female athletes the opportunity to pursue a secure professional pathway, with a greater emphasis on supporting other life options. These findings support the view that young sportswomen are subject to unique socio-ecological complexities. The consistency of support systems, combined with access to resources and opportunities, were key determinants of sustained pursuit of sporting and educational goals. The development of young athletes in sport, while at secondary school, requires ongoing investigation given that they are prone to develop stress and injury.

Saturday, April 27th / Session 1: 10.00-11.30

Room 1: Alternative sports / Chair: Bethany Geckle

Connecting the pieces: Skateboarding and actor-network theory

Bethany Geckle (University of Otago), NZ.

There are few people who wittingly understand and acknowledge the power of the non-human and inanimate better than sportspeople. The non-human tools athletes use are just as capable of determining the actions of the human as the human is capable of determining the actions of the non-human. This is one of the basic tenets of actor-network theory (ANT) and sportspeople implicitly understand this principle. Yet, ANT does not appear often in sport sociology. I use the works of skateboarders/skate industry leaders Rodney Mullen and Spike Jonze to present skateboarding as an actor-network and demonstrate the potential of ANT for understanding and representing sport. The foundation of skateboarding is exploiting the overlooked and often unintended potential of the non-human tools and environment skateboarders interact with every day. As such, skateboarders have a unique perspective on the power of the non-human, particularly in relation to human interactions and performance. Skateboarding is a heterogeneous network comprised of people and things that mediate each other's actions. It is a trial and error experiment of identifying mistakes, challenges, and adaptations resulting from the diversity of mediators involved and negotiating them into cooperation. Using Mullen and Jonze as spokespersons for skateboarding, I discuss how skateboarders understand and represent the heterogeneous network in which they participate and reveal ANT in action.

Elite-level endurance horse riding in New Zealand

Hilary J. Webb, Elizabeth J. Norman, Naomi D. Cogger, Jennifer F. Weston & Chris W. Rogers (Massey University), NZ.

Endurance riding is a demanding niche equestrian sport that is more similar in many respects to human ultra-marathon, road cycling, triathlon and adventure racing than it is to traditional equestrian disciplines of dressage, show jumping, eventing and racing. Riders must complete a natural terrain course of 80-160km in less than one day, during which their horses must pass a series of mandatory veterinary inspections for signs of lameness or metabolic fatigue. Winning requires riders to be mindful of the balance between their competitive goals and aspirations, and the condition and capacity of their mount. Riders must set appropriate goals, pacing strategies and race tactics that match their horse's fitness and course conditions on the day. To understand how 20 endurance riders perceived themselves and their sport, data collected in semi-structured face-to-face interviews was analysed for themes. Demographic data collected in a preceding survey provided a description of participants as experienced, elite-level amateurs that owned, trained and rode their horses in competition. Participants regarded themselves as different to other equestrian disciplines. The main reason for this was the paramount requirement to consider the welfare of their mounts, and the specific skillset required to ensure that horses were sound and fit. Other differences included the use of crews and support networks, and an unwritten code of conduct that stigmatised abuse of horses. An understanding of endurance riders in New Zealand may provide a benchmark for comparison with other countries where winning is prioritised over horse welfare, and may contribute to effective regulation.

Surfing, identity and place in Aotearoa/New Zealand

Belinda Wheaton, Rebecca Olive & Jordan Waiti (University of Waikato), NZ.

The sense of belonging to a particular surf break/location has historically played an important role in global surfing culture and politics (e.g. Anderson, 2014; Walker, 2011). 'Locals' often understand themselves as having rights to particular surf breaks and to control and regulate access. This was vividly illustrated in recent media coverage of a New Zealand born boy being shot at while surfing at an 'invite-only' beach. While researchers have discussed how this aggressive practice has been associated with masculinity (Evers, 2009), in the context of Aotearoa New Zealand, the complexity of histories and identity politics that shape local identity have not been addressed, especially linking with ongoing impacts of colonization. We suggest that understanding that what goes on in surfing spaces requires localised analyses rooted in the histories, cultures, spaces and experiences of both surfers and the places in which they are embedded. This paper draws on a collaborative research project (Wheaton, Olive, Waiti) involving ethnographic and autoethnographic accounts. We use the lens of one surf town in Aotearoa New Zealand to understand the specificity of the local and localism in this context, and consider how different cultural locations (e.g. nationality, gender, ethnicity, sexuality, age, surf craft) and our local/non-local/outsider statuses inform social relations, inequalities, power and privilege in this cultural and geographical surfing space. In particular, we explore how surfing spaces and subjectivities in Aotearoa/New Zealand are shaped by and through broader effects of colonization and migration.

Beyond dancing: The politics of urban indigenous festivals in Northern Taiwan

Yuchi Chang (Jilin Sport University), CN.

Harvest festival is the most important festival to Amis indigenous people in Taiwan. Since the 1980s, as an increasing number of Amis have left their Eastern homeland for better job opportunities and begun settling down in Western cities, harvest festivals started appearing in urban areas. To date, half of the indigenous Taiwanese population lives in urban areas, and there are dozens of harvest festivals being held in Western

Taiwan every autumn. To the Amis indigenous people, harvest festivals used to have strong religious meaning and solemn ritualistic tones in the past. However, in recent years, this has been replaced by glamorous dancing performances, colorful ethnic outfits, and a lively, festive mood. This study analyzes the current developments of urban harvest festivals in northern Taiwan and explores the powers that have contributed to their cultural performances. Methods of textual analysis, participant observation and in-depth interview were used. Data suggests that urban harvest festivals in Taiwan can be classified into three styles despite each having different organizers and representing different features in their performance. Although the type of performance varies, this study asserts that all urban festivals contribute to the circulation and creation of culture between the Eastern homeland and new, Western home of these urban indigenous people.

Saturday, April 27th / Session 1: 10.00-11.30
Room 2: China's sport systems / Chair: Wen Wu

A policy analysis of elite sport development in Hong Kong

Wen Wu (Hong Kong Baptist University), HK.

With the burgeoning government interest in and support for elite sport development particularly Olympic performance, many nations and regions have adopted various strategies to enhance their medal performance at the Olympic Games. Despite a plethora of research on elite sport policy in Western countries and increased research attention directed to a wide range of Asian nations including China, there is a dearth of analysis and exploration of Hong Kong in the context of elite sport development particularly regarding policy making and the policy implementation process. The proposed research seeks to analyse the policy-making process of elite sport development in Hong Kong since the 1997 handover to China, in relation to three sports: badminton, cycling and fencing. Two major meso-level analytic frameworks will be utilised: multiple streams and punctuated equilibrium. To provide a more comprehensive analysis of the policy processes, pluralism and elitism theories from macro-level and policy implementation approaches, will be evaluated in this research as well. Document analysis on Olympic sport system and policies, including both print and website, will be conducted to provide relevant theory support for specific policy analysis. Semi-structured interviews to the key stakeholders including 2 government officials and head coaches will be conducted. This is one of the very few research efforts to explore one of the most visible and powerful non-sovereign entity's distinctive elite sport policy trajectory and to evaluate the utility and applicability of these Western-derived policy theories and frameworks into an Asian context with significant heritage of Western influence.

From striving for Olympic glory to prioritising health: The relationship between sport and society in China

Yiran Wang (Peking University) & Jianhua Niu (Beijing Sport University), CN.

The 2008 Beijing Olympic Games were a turning point for Chinese sport development. From 1949 to 2008, the Chinese government gave priority to elite sports with mass sports developing slowly. More recently the focus of Chinese sport policy has been on health. This paper analyses the factors influencing the development and change of Chinese sport policy from the perspective of social structure. Before 2008, the factors influencing the development of elite sports included: (1) Economics: the backward productive forces, "overtaking development strategy" and preferential policy of government. (2) Politics: the value of identifying sports' political function from top to bottom, political isolation from developed countries and the favorable national policies. (3) Culture: "collectivism centered on patriotism". During this stage, elite sports were an important political tool with the following functions: (i) at the whole level of the country, utilizing the limited national strength to enhance Chinese international status, strengthening national identity, enhancing national cohesion, and improving people's confidence. (ii) at the individual level, improving the sense of belonging. After 2008, the factors influencing the development of mass sports include: (1) Economics: the development of productivity and the

improvement of the economy. (2) Politics: international political pressure and national policy attention. (3) Culture: the rise of individual consciousness. (4) Society: declining national health level, including youth physical and mental health. (5) Science and technology: the progress of information exchange, communication and transportation as well as the emergence and popularity of wearable devices. (6) Education system: a perception of the disadvantages of the traditional training mode of athletes. Currently, China has recognized that mass sports are an important means for people to pursue health. Its functions are as follows: (i) at the national level, promoting the improvement of national physical and mental quality, reconstructing the relationship between elite sports and mass sports and the pathway for elite sports, and promoting the development of the economy. (ii) at the individual level, enriching the individual life and encouraging new lifestyles. From the perspective of social structure, analyzing the relationship between sport and society, we can track the development process of sport to ensure it is contributing positively.

Soft law construction of the reform of China sports associations

Yaling Huang (Beijing Sport University), CN.

Hard law is a formal legal norm system which refers to national legislation, such as sports law. On the other hand, soft law is outside the national legislation and can regulate the rules of an organization's behavioral norms. It is mainly composed of rules, regulations, and professional standards formulated by social organizations. The establishment of rules and regulations for individual sports association's is a major form of soft law. Its essence is "self-legislation". The regulations reflect the state's recognition of the self-discipline management of sports social organizations and an important guarantee for the participation of sports social organizations in social governance. Soft law is the product of marketization, democratization, socialization and organizational development in the sports field, which is in line with the needs of sports reform and development. Within current sports reform, the Chinese Basketball Association and the Football Association will put forward or amend the statutes on the agenda. The rise and exercise of soft law construction means that individual sports associations break the state's monopoly on sports law resources and expand the legal connotation of individual sports associations. The individual sports associations are no longer confined to the autonomous management within the organization, but are increasingly exercising the public power of sports, and together with the sports government departments, undertake the new mission of sports governance.

Research on China's whole-nation Sport System

Yi-qing Ding & Rui Zhang (Peking University), CN.

For decades, the achievements that sports have made to China through its whole-nation system have been closely monitored. However, with economic development and social progress, the drawbacks of this system are emerging. Through literature analysis, this paper analyzes the limitations of China's whole-nation sport system, and offers suggestions for alternatives. Sport "systems" refers to the general name associated with various kinds of institutions, divisions of power and criteria for the state to organize and manage sports. These systems can generally be divided into three types: government-led, social-led, and the combination of government and social organizations. China's current sports system is a highly centralized national system centered on competitive sports, which is managed by both the government and social organizations. Its drawbacks lie in the following aspects: insufficient funds, low efficiency, a relatively closed system, unbalanced development, multiple objectives, unclear expectations, industrial irregularities, indiscriminate management, full-time conflict and operational problems. We suggest that improvements in the whole-nation sport system approach based on four perspectives: management systems, industrial systems, training systems and competition mechanisms. First, the goal of sports management systems is coordinating development between government and society. Second, things can be improved by strengthening preferential support for fitness and leisure, health care and rehabilitation, venue management and others, and conducting supervision and assessment. Third, we can improve the technological content of the training system and promoting the all-round development of athletes.

Finally, we can promote competitive sports to the market, improving the quality and efficiency of competitions, and carrying out standardized management.

Saturday, April 27th / Session 1: 10.00-11.30

Room 3: Open session 2 / Chair: Jonathan Silverman

Gender disparities in public live gambling spaces

Jonathan Silverman (University of Massachusetts Lowell), US.

Historically and currently, gambling at racetracks and card tables has been dominated by men. At racetracks or simulcast areas, casinos or cardrooms, men often outnumber women in stunning amounts, often at ratios by 10 to 1 or 20 to 1; one visit on a December afternoon netted a 65 to 1 ratio. Yet there are places and times where ratios are almost equal: at high-quality historic racetracks on a big racing day almost equal ratios of men and women attend the events. Casinos and cardrooms often have highly unequal gender ratios at their poker tables, but at a cardroom in Portland, Oregon, where the author regularly played, the gender ratio was often equal as well. What accounts for the varying gender breakdowns of public gambling spaces? At racetracks, appeals for women to attend are often based on social, often nostalgic factors; many women have been clued to dress up for the track as if the event was taking place in an early era (think “Hat Day”), but the social aspect of racing only goes so far in explaining the differences, and explanations based on safety and comfort, and as research has indicated, cultural phenomena that give women permission to gamble do not fully explain these distinctions either. This paper will explore some of the reasons for these disparities and situational equalities, using published research, interviews, and field work.

Corporate social responsibility in Iranian professional sport

Tayebeh Zargar (Islamic Azad University), IR & Steven Rynne (The University of Queensland), AU.

Iranian sporting clubs have increasingly focused on the concept of Corporate Social Responsibility (CSR). A large number of Iranian sporting clubs are employing CSR initiatives to support specific stakeholders and to leverage their societal position. Nevertheless, there is limited research that has examined CSR in Iranian sports to guide policy and practice in advancing CSR initiatives. In this presentation, CSR in the Iranian professional sport will be considered. Specifically, Premier League clubs in the sports of football, volleyball, basketball, futsal and handball are examined. A qualitative (i.e., semi-structured interviews, document analysis) design was employed in this study. The dimensions of CSR and the factors influencing it were extracted through semi-structured interviews with 30 participants including club administrators and faculty of the university involved in the respective clubs. Responses were then interrogated in relation to the existing empirical literature. Five key dimensions related to the importance of CSR were identified that were social, economic, policy, and institutional in nature. Also, the club's priorities were identified and included moral imperatives, cultural values, philanthropic initiatives, education, and health. It was found that CSR activities had the capacity to affect the promotion of the club through a number of components and categories, including fostering trust amongst the public, promoting ethical dimensions through sport, discovering and creating new markets, and attracting supporters.

A comparative study on cultural values of video advertisements of Chinese and American sporting goods brands

Xu Yichi (Tsinghua University), CN.

Video advertisements are an important platform for business information dissemination of sporting goods brands, allowing the company to convey some its core values. This study uses a multi-method approach including content analysis and expert interviews to analyse the features and socio-cultural origins of the cultural

values within video advertisements for Chinese and American sport brands. The study also explores new values reflected in video advertisements offering suggestions about value application for Chinese sporting goods brands. The analysis found that the expression of the values used in video advertisements of sporting goods brands is influenced by the corporation's own culture and cultural characteristics of sports as well. The large cultural heterogeneity between China and America may explain the differences between Chinese and American advertisements, while corporate culture and sports culture make these differences even more complex.

Sport rituals of CPBL professional baseball players

*Chuan-Yu, Kuan (Lunghwa University of Science and Technology) &
Chia-Chen, Liu (National Taichung University), TW.*

This research describes the cultural performances and sport rituals within baseball, which become a stage for the representation of wider baseball culture. On the basis of ethnography we focused on professional baseball players' training and competition processes. Generally, this paper is based on the structure of Allen Guttmann's "From Ritual to Record" where "the fundamental contrast with primitive and ancient sports remains" and also draws upon the work of Janet C. Harris and Simon Shih. From the view of sport rituals as "performance, formality, fusion of symbol and index and associations between sacred and secular order", this research examined the impact of "Liminality" and its insights. We examined the cultural characteristics of the game guided by the following research aims and questions: (1) to explore the existence and function of sport rituals (2) What kind of sport rituals exist on baseball field. The results indicate that "The Sport Ritual," within baseball could be put into two categories, namely the "Ritual of Techniques" and the "Ritual of Cultural Representation." For example, the ritual of techniques are performed before the game and may include the arrangement of baseball equipment, and the ritual of cultural representation occurs as a part of everyday life routines before the game.

**Saturday, April 27th / Session 1: 10.00-11.30
Room 4: Youth sport 4 / Chair: Hebe Schailée**

Bridging the gap between organizational and interpersonal relationships in community sport practices: The crucial role of a layered reality

*Hebe Schailée, Marc Theeboom (The Vrije Universiteit Brussel), Emelien Lauwerier &
Sara Willems (Ghent University), BE.*

During the last decade, mechanism-based explanations aligned with Merton's (1968) idea of sociological theories of the middle-range have attracted a great deal of attention in the social sciences as well as in the sociology of sport. Yet, existing evaluations of sport-based programmes that use a mechanism-based approach mostly focus on action-formation mechanisms linking individuals' aspirations, beliefs and attitudes to their actions. This results in a knowledge gap with regard to the links between the characteristics of the programme and its impact on the interpersonal relationships between participants and coaches. Understanding the macro-to micro-level association is crucial as it shapes the context in which participants and coaches interact with each other. The present study examines the tensions and dilemmas of community sport programmes at the organizational level. Results are based on the analysis of several focus groups with practitioners in Flanders, Belgium. By exploring these organizational relationships, we identify ways in which the development of long-term, supportive and reinforcing relationships may be effectively facilitated and supported through situational mechanisms (i.e., the macro- to micro-level association). It is concluded that persistent challenges, tensions and dilemmas need to be highlighted in order to foster organizational relationships that support the interactions between youth and coaches in a positive and nurturing way.

A system of unwritten rules on the emergence/transformation of increasing physical education teachers in Singapore primary schools

Ho Jin Chung, Muhammad Ramli Sufri (Nanyang Technological University), SG & Chanmin Park (Inha University), KR.

As noted by Walters, Payne, Schluter and Thomson (2015), although Foucault never specifically related his ideas to the field of physical education (PE) and sport research, some recent studies have drawn upon his ideas to analyse the PE and sporting issues. This study aims to describe a system of unwritten rules on the emergence of increasing the number of physical education (PE) teachers in Singapore primary schools drawing from a Foucauldian framework. Data was collected from archives (e.g., historical documents, government publications, newspaper articles, journal articles and books). An archaeological analysis was used to analyse the historical conditions under which it was possible for its emergence to happen (Mills, 2003). This analysis is based on three distinct elements that Foucault used: the status, the institutional site and the situation (Foucault, 1972). Postmodernist and poststructuralist approaches are relatively new in the area of PE research (Wright, 2006) and are originated from the work of Michel Foucault (Evans, 2006). Foucault (1977) advocates the questioning of the processes of descent and emergence through rethinking the use and existence of power. From this study, the increase of PE teachers in primary schools in recent years was viewed as the consequential result. It was interlinked with positions of individuals influencing Singapore MOE's PES policies and initiatives, the location of power being exerted and key events which inevitably led to increasing PE teachers in Singapore primary schools.

Body remodeling: Physical practice and gender challenges for women in the fields of fitness exercises in China

Huan Xiong & Aying Wang (South China Normal University), CN.

Within the context of neoliberalism in urban China, many Chinese women are pouring into fitness exercises arenas. In order to understand and to reveal how the female exercising body is consistently and systematically constructed, sustained, reconstructed and represented in different physical culture and social contexts, this study conducted in-depth interviews and participatory observations of 20 Chinese female exercisers involved in two fitness programs, yoga and kickboxing. Within the framework of Bourdieu's theory and post-structural feminist theory, the paper compares Chinese women's bodily experiences and perceptions in the fields of yoga and kickboxing; it also examined the coincidence, dislocation and conflict in women's bodily practices that are embodied gender norms in these two physical cultures. The findings show that female yoga practitioners have formed bodily habits adapted to the field of yoga, which was also conform to the 'ideal' (traditional) femininity. Female kick-boxers experienced more role conflicts and bodily discomfort in the field of kickboxing at an early stage, but their bodily habits seem to have changed unwittingly. Regarding kickboxing as a physical practice to embrace both traditional and alternative femininity, they expressed their gendered selves in more complex and nuanced terms. The bodily experience in both yoga and kickboxing made female participants constantly reflect on previous gender experiences and redefine the meaning of fitness activities on selves, so that gender binary has been loosened at the individual level.

A study on staff services of private sports club to extracurricular activities of Japanese public junior high school

Naoki Chiba (Hokusho University, Chukyo University), JP.

Many Japanese researchers have examined the history and problems of extracurricular activities in Japanese junior/ high schools (Shiromaru, 1993; Nakamura, 1979; Utsumi, 1998; Nakazawa, 2014, 2017; Uchida, 2017). For example, Nakazawa (2017) pointed out that almost all Japanese junior/high schools commit to

extracurricular activities and the majority of students and teachers belong to club activities. Furthermore, it has been suggested that about 60% of teachers, who have no experiences in these activities, play the role of advisors. Uchida (2017) examined the issues of extracurricular activities, using the expression “black extracurricular activities” that means forcing students and teachers to do illegal overtime work. According to the Teaching and Learning International Survey (2013) conducted by the Organization for Economic Cooperation and Development (OECD), the average working hours of Japanese teachers in junior high school are 53.8 hours per week and this is the longest within 34 countries. This survey also demonstrates that Japanese teachers are overcommitted due to extracurricular activities. This study focuses on cases of staff services offered by private sports club to public junior high schools. The sports club dispatches instructors to extracurricular activities according to needs of advisors in junior high schools, liaising with the board of education and local corporations. There are still a few cases where private sports clubs dispatch instructors to extracurricular activities in Japan. This approach aimed to clarify problems of this project through interviewing a coordinator and an external instructor of extracurricular activities. The presentation will report detailed results of the interviews and their implications.

Saturday, April 27th / Session 1: 10.00-11.30
Room 5: Gender & sport 3 / Chair: Sa Wu

Women’s football in China: Progress and problems

Sa Wu & Juan Chang (Hunan Normal University), CN.

Women’s football in China achieved increasing success on the international stage during the 1990s. However, since the beginning of the 21st century, Chinese women’s football has declined not only in performance but in the number of players. One explanation for this decline has been attributed to the traditional Chinese training system which now seems out of date, in part, because it not only leads to social isolation from peers and family but also negatively impacts their educational achievement. Consequently, fewer females are playing football and or choosing football as a career because of a perceived lack of future opportunities. This study endeavored to examine the current state of women’s football in order to assess a range of internal and external factors that advance or restrict women football development in China. The study involved 30 interviews with women’s football coaches, players, managers and referees. In addition, field research was conducted on schools with female’s football teams, including three primary schools, four middle schools and two universities. The study found that there was lack of cooperation and integration between primary schools, middle schools and universities that are important for the development of female footballers. Lack of educational development and lack of elite football training systems for female school students have contributed to the current declining status of women’s football in China. Due to the lack of educational advancement and future career prospects, fewer women are choosing to play football, so there is very weak development base. It is estimated that there were only 589 registered adult female footballers, 584 U-18 women footballers and 301 U-16 women footballers. The study concluded that universities, middle schools and primary schools have a responsibility to promote football among female students and to develop elite female footballers. In addition, schools have a duty to offer quality education to the female footballers as well as excellent football training facilities and systems. The proposed changes may contribute to a more sustainable national women’s football program in China.

Causes of the growth of women football: The case of the Netherlands

Rutger de Kwaasteniet (Utrecht University), NL.

Globally, football is the strongest growing sport among women. My PhD research is about the causes and consequences of the growth of women's football. The focus is on the Netherlands, where 148,548 women became members of local football clubs between 1971 and 2017. My research reveals that the growth was particularly strong amongst girls during the period 2003- 2016. During this latter period, the growth was also strong compared to other women's sports in the Netherlands and women's football in Europe. This presentation presents the results of three studies carried out to explain the causes of the growth of women's football. First, I discuss the socio-economic and demographic characteristics of the women who flow in and out of football clubs. Second, I review to what extent the existing literature explains the growth. At this point it is suggested that knowledge is lacking because research continues to focus on how women are subordinated and excluded in football. Third, I construct a theoretical framework to study the causes of the growth. Theoretically, the studies allow us to better understand inclusion, emancipation and shifts in gender perceptions. As people socialize within certain social conditions and relations, they 'assign' meanings to sports as cultural expression. By choosing a sport, people bind themselves to, and distinguish themselves from, groups in society (van Bottenburg, 2004). The first study allows us to understand if and how the meaning of football as a cultural good has changed in response to the growth of women football.

An exploratory analysis of attitudes and opinions toward women in sports in Canada

Nuria Jeanneret (Université du Québec à Montréal), CA.

The sporting world is identified as a space for the construction, valorisation and reproduction of hegemonic masculinity (Connell, 1995; Courcy *et al.*, 2006). Women in sport are generally seen as subordinates, particularly in traditional male-dominated sports. Therefore, they face obstacles that their male counterparts do not. Gender-based barriers include symbolic and structural components that are intertwined (Harding, 1986). The symbolic component can be studied by analysing social representations measured through opinions and attitudes (Moliner *et al.*, 2002). This research aims to: (1) assess the social acceptance of women's participation in sports in Canada and particularly in traditional men's sports and (2) reveal social determinants of the opinions and attitudes toward women and girls in sport. A secondary analysis was performed on the data from the "Gender, Sports, and the Women's World Cup" survey (Angus Reid Institute, 2015). The variables analysed related to (1) declared interest for sport, (2) personal sporting activity, (3) attitudes related to claiming to encourage/discourage one's daughter/son from playing a particular sport, (4) opinion toward girls' and women's involvement in sports, and sociodemographic profile. Descriptive analysis showed that Canadians hold rather favourable views of women's sports. Bivariate analysis (chi-squared test) revealed some associations between the attitudes variables and other variables. Then, using logistic regression, we were able to reveal which variables predict the expression of positive/negative opinions toward women's sport and encouraging/discouraging attitudes toward children's sport participation based on gender. Social representations and material conditions are closely linked. Therefore, both need to change to create the conditions for an alternative future for female athletes.