



THIRD INTERNATIONAL CONFERENCE ON

# SPORT & SOCIETY

23-25 July 2012 University of Cambridge, Cambridge, UK



[www.SportConference.com](http://www.SportConference.com)

# THIRD INTERNATIONAL CONFERENCE ON SPORT AND SOCIETY

UNIVERSITY OF CAMBRIDGE  
CAMBRIDGE, UNITED KINGDOM

23-25 JULY 2012

<http://SportAndSociety.com>





# TABLE OF CONTENTS

## SPORT AND SOCIETY

LETTER FROM CONFERENCE HOST .....	4
ABOUT COMMON GROUND .....	5
SPORT AND SOCIETY KNOWLEDGE COMMUNITY .....	5
ABOUT THE CONFERENCE .....	6
SCOPE AND CONCERNS .....	6
SESSION DESCRIPTIONS .....	7
SESSION GUIDELINES .....	7
SESSION TYPES .....	7
THEMES .....	8

## CONFERENCE PROGRAM..... 10

DAILY SCHEDULE .....	11
CONFERENCE HIGHLIGHTS.....	14
FEATURED SESSIONS .....	14
EVENTS AND ACTIVITIES .....	14
PLENARY SPEAKERS.....	15
PROGRAM .....	16
MONDAY, 23 JULY.....	16
TUESDAY, 24 JULY.....	22
WEDNESDAY, 25 JULY.....	31
GRADUATE SCHOLARS .....	38
INTERNATIONAL ADVISORY BOARD .....	39
CONFERENCE SECRETARIAT .....	39
LIST OF PARTICIPANTS .....	40

## THE INTERNATIONAL JOURNAL OF SPORT AND SOCIETY..... 46

ABOUT THE JOURNAL .....	47
SUBSCRIPTION INFORMATION.....	48
SUBMISSION INFORMATION.....	49
OTHER JOURNALS PUBLISHED BY COMMON GROUND.....	50

## THE SPORT AND SOCIETY BOOK SERIES..... 52

SUBMIT YOUR BOOK PROPOSAL .....	53
TYPE OF BOOKS.....	53
PROPOSAL GUIDELINES.....	53
RECENT BOOKS PUBLISHED BY COMMON GROUND.....	54

## EVALUATION FORM..... 58



# **SPORT AND SOCIETY**



Dear Sport and Society Conference Delegates,

Welcome to the Third International Conference on Sport and Society. The conference and its associated journal were created to explore the connections between sport and its broader context, addressing, amongst other things, the organizational, educational, technological, ethical and political relationships between sport and society.

We are pleased to hold this year's Conference at Murray Edwards College at the University of Cambridge, mere days before the start of the 2012 London Olympics. Scheduling the conference before the start of these historic Games highlights the very focus of the conference and provides delegates with opportunities to experience the energy surrounding these sporting events. We expect that this context will inspire especially productive discussions about the connections between sport and society. The vitality of these discussions complements the broad perspectives of our conference delegates. These delegates travel to the conference from the ends of the earth and represent a breadth of professions and areas of study, including sports management, education, health sciences, communications, kinesiology and numerous academic disciplines. We thank you for bringing your particular insight to this important dialogue.

We also hope that you will join us next year in Chicago, USA from 13-15 June, to continue this multifaceted conversation, and to contribute your own unique perspective to next year's special theme, "Amateur and Student Athletes: Pressures and Possibilities".

In addition to organizing this conference, Common Ground publishes papers from the Sport and Society Conference at [sportandsocietyjournal.com](http://sportandsocietyjournal.com). Common Ground also organizes conferences and publishes journals in other areas of critical intellectual human concern, including diversity, learning, social sciences and technology, to name several. Our aim is to create new forms of knowledge community, where people meet in person and also remain connected virtually, making the most of the potentials for access using digital media. We are also committed to creating a more accessible, open and reliable peer review process. Alongside opportunities for well-known academics, we are creating new publication openings for academics from developing countries, for emerging scholars, and for researchers from institutions that are historically teaching-focused.

Thank you to all who have put such a phenomenal amount of work into preparing for the Sport and Society Conference. I am particularly thankful for the efforts of Professor Keith Gilbert of the University of East London. I also want to thank my Common Ground colleagues for all of their work on the conference, especially Abigail Manekin, Homer (Tony) Stavely, Stephanie Turza, Brian Kornell, Phillip Kalantzis-Cope, and Kathryn Weisbaum.

We wish you all the best for this conference, and hope it will provide you every opportunity for dialogue with colleagues from around the corner and across the world.



Bill Cope  
Director, Common Ground Publishing  
Research Professor, Education Policy, Organization, and Leadership  
University of Illinois, Urbana-Champaign, USA





## ABOUT COMMON GROUND

**MISSION:** Common Ground Publishing aims to enable all people to participate in creating collaborative knowledge and to share that knowledge with the greater world. Through our academic conferences, peer-reviewed journals and books, and innovative software, we build transformative knowledge communities and provide platforms for meaningful interactions across diverse media.

**PHILOSOPHY:** Common Ground is committed to building dynamic knowledge communities that meet regularly in face-to-face interaction, connect in a virtual community of web spaces, blogs and newsfeeds, and publish in fully refereed academic journals. In this way, we are bringing to the fore our commitment to explore new ways of making and disseminating academic knowledge. We believe that the Internet promises a revolution in the means of production and distribution of knowledge, a promise, as of yet, only partially realized. This is why we are working to expand social and technical frontiers in the production of text, so that academic publishing gains the immediacy, speed and accessibility of the web whilst nevertheless maintaining—and we would hope enhancing—the intellectual standards of legacy peer refereed journals. To support these kinds of emerging knowledge communities, Common Ground continues to have an ambitious research and development agenda, creating cutting edge ‘social web’ technologies and exploring new relationships of knowledge validation.

**CONNECTING THE GLOBAL WITH THE LOCAL:** Common Ground conferences connect with different host universities and local communities each year, seeking fresh perspectives on questions of global concern. In recent years, we have worked with a wide range of educational institutions including (to list just a few): Beijing Normal University; The Australian National University; The University of London; The Institute for Pedagogical Sciences, Cuba; University of California, Los Angeles; The University of Cambridge, UK; The University of Carthage, Tunisia; Columbia University, New York; Singapore Management University; McGill University, Montreal; The University of Edinburgh, Scotland; and New York University in New York City. At conference sites, we bring the global to the local—academics, researchers and practitioners from around the world gather to discuss conference topics. At the same time, we also bring the local to the global, as local academics and community leaders speak from the perspective of local knowledge and experience. For links to each our twenty-four knowledge communities, visit [www.commongroundpublishing.com](http://www.commongroundpublishing.com).

## SPORT AND SOCIETY KNOWLEDGE COMMUNITY

At a time when knowledge communities are being redefined and disciplinary boundaries challenged, Common Ground aims to develop innovative spaces for knowledge creation and sharing. Through our conferences, journals and online presence we attempt to mix traditional face-to-face interaction with new ‘social web’ technologies. This is a part of our attempt to develop new modes of deliberation and new media for the dissemination of ideas. Common Ground is founded upon and driven by an ambitious research and knowledge design agenda, aiming to contest and disrupt closed and top-down systems of knowledge formation. We seek to merge physical and online communities in a way that brings out the strengths in both worlds. Common Ground and our partners endeavour to engage in the tensions and possibilities of this transformative moment. We provide three core ways in which we aim to foster this community:

*Present:* You have already made the first step and are in attendance. We hope this conference provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects. We hope your session is the start of a conversation that continues on past the last day of the conference.

*Publish:* We also encourage you to publish your paper in *The International Journal of Sport and Society*. In this way, you may share the finished outcome of your presentation with other participants and members of the Sport and Society Conference. You also have access to the complete works of *The International Journal of Sport and Society* in which the published work of participants from the conference who submitted papers may be found.

*Engage with the Community Online:* Each conference presenter is provided a personal CGPublisher website with public and private spaces where you are able to post your photo, biography, and CV; make links to other sites of personal interest; and create a space where collaborators may be invited to access and comment on your works-in-progress. In addition, you can contribute to the online community via our blog, email newsletter and social networking sites.

- The *Blog* and links to other social networking sites can be found at <http://sportandsociety.com/>
- *Email Newsletters:* Please send suggested links for news items with a subject line ‘Email Newsletter Suggestion’ to [support@sportandsociety.com](mailto:support@sportandsociety.com). The email newsletter will be sent to all conference participants.
- *Facebook:* Find us on Facebook at: <https://www.facebook.com/SportAndSociety.CG>
- *Twitter:* You can now follow the Sport and Society Conference Community on Twitter: @sportandsoc
- *YouTube Channel:* View online presentations at <http://sportandsociety.com/wp-content/plugins/youtube-uploader/action.php?action=list>. Create your own YouTube presentation with a link to your session description on the conference website, and (if your paper is accepted to the journal), a link to the abstract of your paper on the journal website. See instructions at <http://sportandsociety.com/the-conference/speakers-and-discussions/online-presentations/>.

## ABOUT THE CONFERENCE

### SCOPE AND CONCERNS

The International Conference on Sport and Society and its companion *The International Journal of Sport and Society* provide a forum for wide-ranging and interdisciplinary examination of sport, including: the history, sociology and psychology of sport; sports medicine and health; physical and health education; and sports administration and management. The discussions at the conference and in the journal range from broad conceptualizations of the fundamental logics of sport, to highly specific readings of sporting practices in particular times and places.

The conference and journal focus on four logics of sport:

#### GAME LOGIC

Sport's psycho-social motivations are built around a variety of game logics. Games are spaces of recreation and leisure; they are places of not-work; they stand outside the immediately functional, productive logics of employment and citizenship. However, they also reflect and reinforce the moral meanings of broader society: the values of energetic commitment; the virtue of developing skill; the challenge of striving to achieve; the rewards afforded to effort; the ethics of formal equality of opportunity (the 'level playing field'); the vicissitudes of chance; magnanimity in loss; and in team sports the ethics of collaboration. The virtues of the 'sporting spirit' are complement aspirational values in a wide variety of practices in education, work and civic participation.

Yet the spirit of sport sits in tension with other complex and at times contradictory forces, ostensibly less part of its 'true spirit' but which nevertheless at times seem intrinsic to its gaming logic. Is sport ritualized aggression, quasi-military in its formation, and to the extent that it is, is it a catharsis or catalyst? Are values of competition a necessary and proper reflection of the motivations that drive market societies, or do they represent 'survival of the fittest' logic in which a few perennially win at the expense of the many who, game logic dictates, must lose? To what extent does game logic also tempt transgression of rules, from cheating to doping? How do we negotiate racism, sexism, homophobia and denigratory nationalism in sports?

#### BODY LOGIC

Sport also rests on a range of body logics. One logic is a logic of health, a counterpoint to work which for the majority of modern people is largely sedentary. Sport is a necessary antidote. Another logic is that of body image, captured visually in the ideal type of the physically fit man or woman. Another logic is body-to-body contact, the strictly delimited violence of contact sports or bodily co-ordination in sports of graceful movement. Another is the subtle or not-so-subtle expression of sexuality in sport.

However, sitting in tension with these idealizations are difficulties and challenges intrinsic to the logic of the sporting body itself. How do we make sports accessible to, and inclusive of, bodies outside of the ideal body type? How do we deal with the tendency unnatural extremes in the sporting body, and the over-exercise, drugs or assistive technologies which may be used to produce extreme effects. How do we reduce violence in sport and connected with sport? How do we address the sexualization of sport? How do we negotiate polyvalent sexualities?

#### AESTHETIC LOGIC

There are multiple aesthetics to sport, too. Sporting activities are driven by stories. The game is an open-ended, participatory narrative. It is a journey in time and space—the race or the match, for instance. Sporting achievements fold into everyday life narratives. Then there is the intrinsic aesthetic of movement, of graceful or impressively forceful bodies in time and space, of being outdoors or in a specially designed indoor spaces. Sport is also driven by ritual: formalized beginnings, stages and ends for participants and the stuff of spectacle and entertainment for viewers. This is the raw material for representation in conversation, media, advertising and the arts—through discourses, imageries, sounds and tactile sensations. Sport's sites of representation are print, television, radio, the internet—indeed any and all media, each with its characteristic forms and all in a state today of radical transformation.

However, sitting in tension with a positive aesthetics are the at times crude functionalism of sporting spaces, the rabid commercialization of popular sport, the passivity of the spectacle and limited and differential access to the media for different sports or categories of player.

#### ORGANIZATIONAL LOGIC

Sports are forms of social organization. They depend upon, and are always supported by, infrastructures of organization and processes of management. Physical facilities are needed. Players need to learn to play. They need times and places to practice, and coaches to lead. These are the pragmatics of doing sport, and doing it well. This is the stuff of sports education, sports medicine and sports management, practiced by and for amateurs as well as professionals.

However, how does organization logic at times lead to excessive commercialism or even exploitation? When it does it become overburdened by bureaucracy? When does leisure become work in a way that perhaps defeats the purpose of sport-as-leisure?

The International Conference on Sport and Society and *The International Journal of Sport and Society* are places for the systematic examination a relationship in which sport oft-times enhances social life, while at other times it reflects broader social challenges as well as raising challenges unique to sport itself. The conference and the journal assume a problem-posing and solution-suggesting approach, aiming to contribute in a constructive way both to the development of sports and the societies which they serve.

## SESSION DESCRIPTIONS

### SESSION GUIDELINES

#### CHAIRING OF PARALLEL SESSIONS

Common Ground usually provides graduate students to chair all of the parallel sessions. If you wish, you are welcome to chair your own session, or provide your own chair or facilitator for your session. The chair's role is to introduce the presenter and keep the presentation within the time limit.

#### PROGRAM CHANGES

Please see the notice board near the conference registration desk for any changes to the printed program (e.g., session additions, deletions, time changes, etc.). If a presenter has not arrived at a session within 5 minutes of the scheduled start time, we recommend that participants join another session. Please inform the registration desk of 'no-shows' whenever possible.

### SESSION TYPES

#### PLENARY

Plenary sessions, by some of the world's leading thinkers, are 30 minutes in length. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in discussions during their Garden Sessions (see below).

#### GARDEN SESSIONS

Garden Sessions are unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them informally about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors.

#### PAPER PRESENTATIONS IN THEMED SESSIONS

Paper presentations are grouped by general themes or topics into Themed Sessions. Each presenter in the session makes a formal fifteen-minute presentation of their work; Q&A and group discussion follow after all have presented. Each presenter's formal, written paper will be available to participants if accepted to the journal.

#### WORKSHOP/INTERACTIVE SESSION

Workshop sessions involve extensive interaction between presenters and participants around an idea or hands-on experience of a practice. These sessions may also take the form of a crafted panel, staged conversation, dialogue or debate – all involving substantial interaction with the audience. A single article (jointly authored, if appropriate) may be submitted to the journal based on a workshop session.

#### COLLOQUIUM

Colloquium sessions consist of five or more short presentations with audience interaction. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.

#### VIRTUAL PRESENTATION

Virtual presentations are papers submitted without the participant attending the conference in person, but are eligible to be refereed and published (if accepted) in the journal. A virtual presentation allows participants to join the conference community in the following ways:

- The conference proposal will be listed in the Session Descriptions of the conference.
- Acceptance of a conference proposal for a virtual participant is based on the same criteria as that for an attending participant.
- The full paper may be submitted to the journal.
- The journal paper submission will be refereed against the same criteria as attending participants. If accepted, the paper will be published in the same volume as conference participants from the same year.
- Online access to all papers published in the journal from the time of registration until one year after the conference end date.

#### TALKING CIRCLES

Talking circles are meetings of minds, often around points of difference or difficulty. They are common in indigenous cultures. The inherent tension of these meetings is balanced by protocols of listening and respect for varied viewpoints. From this, rather than criticism and confrontation, productive possibilities may emerge.

#### *The Purpose of Talking Circles in this Conference*

The purpose of the Talking Circles is to give shape to a conference that is wide-ranging in its scope and broad-minded in its interests. They also give people an opportunity to interact around the key ideas of the conference away from the formalities of the plenary, paper, roundtable, workshop and colloquium sessions. They are places for the cross-fertilization of ideas, where cycles of conversation are begun, and relationships and networks formed. Talking Circles are not designed to force consensus or even to strive towards commonality. Their intention is, in the first instance, to find a common ground of shared meanings and experiences in which differences are recognized and respected. Their outcome is not closure in the form of answers, but an openness that points in the direction of pertinent questions.

TALKING CIRCLES, Continued  
*How Do They Work?*

Talking Circles meet on the first day of the conference in a 45-minute session. They are grouped around each of the conference themes and focus on the specific areas of interest represented by each theme.

Begin by pulling chairs around in a circle to encourage face-to-face interaction. Identify a member of the group who is willing to volunteer as a Facilitator and Recorder (or the Graduate Scholar in the room may serve as Recorder). Allow members of the group to briefly introduce themselves. At this point, the discussion may evolve in any way that members of the group agree is appropriate. It may be informal and discursive, or structured and task-oriented. The process is one of creating a kind of collective intelligence around the theme with conversation that is open to possibilities and new lines of inquiry or action.

*Some Starting Questions to Assist Discussion*

Who are we? What are our interests? What is our common ground?

What is the territory, or scope, or landscape of this thematic area?

What are the burning issues, the key questions for this theme?

What are the forces or drivers that will affect us as professionals, thinkers, citizens, and aware and concerned people whose focus is this particular theme?

What are the future directions (in research, in theory-building, in practice) for this thematic area?

Notes from the Talking Circles will be shared with the group (by the Facilitator or Recorder) at the closing session, when suggestions for thematic changes for next year will be discussed.

## **THEMES**

### **SPORTING CULTURES AND IDENTITIES**

On sport's motivations, meanings and purposes. Includes the psychology of sport and the interplay between individual identities and access, equity, and participation in sports. Examines the social and sociological aspects of sport, the impact of cultural traditions and cultural differences on how sports are played or viewed, and the influence of sports on national, ethnic, or community identity.

### **SPORT AND HEALTH**

On the relationship of sports participation to physical, mental, or emotional health and wellbeing. Includes the study of health, nutrition, exercise science, sports medicine, and biomechanics. Examines the relationships between health/physical fitness and other aspects of life (cognitive abilities, work performance, social interactions).

### **SPORTS EDUCATION**

On learning about and through sport. Includes physical and health education in schools and communities, teaching and coaching techniques. Examines how sports programs in schools and communities promote learning, tolerance, social cohesion, and community development.

### **SPORTS MANAGEMENT AND COMMERCIALIZATION**

On sports organizations, leadership, and management. Considers sports and sporting events as commercial activities. Explores the impact of sports and sporting events on communities, nations, international relations. Includes sports as a profession and the roles of professionals (athletes, coaches, media and marketing professionals) within it. Examines policies, rules and regulations, and laws related to governance and participation.



# CONFERENCE PROGRAM



## DAILY SCHEDULE

### MONDAY, 23 JULY

8:00	Conference Registration Desk Open
9:00-9:30	Conference Opening – <b>Homer Stavelly</b> , <i>Common Ground Publishing, USA</i>
9:30-10:00	Plenary Session - <b>Wilfried Lemke</b> , <i>Special Adviser to the Secretary-General of the United Nations on Sport for Development and Peace</i>
10:05-10:35	Break and Garden Conversation
10:35-11:20	Talking Circles (For rooms and themes, see page 16)
11:20-11:35	Break
11:40-12:45	Parallel Sessions Room 1: Coaching, Leadership and Development Room 2: Community and Disability Room 3: Gender and Representation Room 4: “The Silence and the Megatext: JoePa, Renee Portland and Jerry Sandusky at “Happy Valley” Room 5: “International Inspiration - Enriching Lives through Sport: How London 2012 is Enhancing Sport in Education Worldwide”
12:45-13:35	Lunch
13:40-15:10	Parallel Sessions Room 1: Inclusion and Community Involvement Room 2: Material Culture, Gender, and Identity Room 3: Managing Sports and Recreation in the Public Sphere Room 4: Perception of Disability Room 5: Physical Activity and Health (I)
15:10-15:25	Break
15:30-17:00	Parallel Sessions Room 1: Perspectives on Student Athletes (I) Room 2: Issues of Gender and Race Room 3: Regulations, Policies and Governance Room 4: National Identity (I) Room 5: Injury and Prevention
17:00-18:30	Opening Evening Reception


**TUESDAY, 24 JULY**

8:30	Conference Registration Desk Open
9:00-9:30	Plenary Session – <b>Nicholas Watson</b> , <i>Present Director at Strathclyde Centre for Disability Research and Professor of Disability Studies, University of Glasgow.</i>
9:35-10:05	Break and Garden Conversation
10:10-11:40	Parallel Sessions Room 1: Corporate Responsibility Room 2: Perspectives on Student Athletes (II) Room 3: Spirituality, Culture, and Sport Room 4: Sport in Historical Context Room 5: “Race, Racism and the Sports Media: Constructions of Identity in Sports Journalism” Room 6: “Media Coverage, Sports, Disability, and the Paralympic Games”
11:40-12:30	Lunch
12:35-13:40	Parallel Sessions Room 1: Applied Learning Room 2: Perspectives on Student Athletes (III) Room 3: Training and Approach Room 4: “Coaching the Coach” (Workshop) Room 5: “Out of Bounds? An Examination of the New Policies on Hyperandrogenism in Elite Female Athletes” (Workshop) Room 6: “Publishing Your Paper or Book with Common Ground” (12:35-13:05)
13:40-13:55	Break
14:00-15:30	Parallel Sessions Room 1: Physical Activity and Health (II) Room 2: Historical Perspectives on Sport and Integration Room 3: Economic Impacts of Major Events Room 4: Body Image and Physique Anxiety Room 5: Economic Impacts and Tourism Room 6: “Images of Sport and Disability”
15:30-15:45	Break
15:50-17:20	Parallel Sessions Room 1: Therapy, Development, and Peace Room 2: National Identity (II) Room 3: Sport- and Exercise-related Injuries Room 4: Celebrity and Legacy Room 5: Health, Access and Mobility Room 6: Practice and Performance



**WEDNESDAY, 25 JULY**

8:30	Conference Registration Desk Opens
9:00-9:30	Plenary Session - <b>Andrew Sparkes</b> , Liverpool John Moores University. "Sporting Autobiographies as Narrative Maps of Being: An Exploration of Possibilities and Dangers"
9:35-10:05	Break and Garden Conversation
10:10-11:15	Parallel Sessions Room 1: Equestrian Culture, Gender, and Race Room 2: Improvement and Excellence Room 3: Perspectives on Drugs and Doping (I) Room 4: Administration and Commercialization Room 5: "RESPECT your Health: The Official Community Health Education Programme of the UEFA EURO 2012" (Workshop) Room 6: "Turning Tragedy into Triumph with MetaHabilitation: A Contemporary System of Rehabilitation" (Workshop)
11:15-11:30	Break
11:35-12:40	Parallel Sessions Room 1: Sporting Cohorts and Communities Room 2: Physical Activity and Health (III) Room 3: Perspectives on Drugs and Doping (II) Room 4: Influence on Local Culture and Teams Room 5: "Brain Based Sports Coaching: Coaching with the Brain in Mind" (Workshop) Room 6: Australian Multiculturalism and Identity
12:40-13:30	Lunch
13:35-15:05	Parallel Sessions Room 1: Impacts of Mega Events Room 2: Gender and Competition Room 3: Recreation and Development (II) Room 4: Websites, Technology, and Media Room 5: Fandom Room 6: Perspectives on Student Athletes (IV)
15:05-15:20	Break
15:25-16:30	Parallel Sessions Room 1: Issues in Hosting Future Olympic Games Room 2: Physical Activity and Health (IV) Room 3: Fitness, Technology, and Habit Room 4: Extreme Sports Room 5: "The Impact of NCAA Enforcement on Black Student-Athletes' Well Being" (Workshop) Room 6: Community Engagement and Culture
16:35-17:05	Conference Closing – <b>Homer Stavelly</b> , <i>Common Ground Publishing, USA</i>



## CONFERENCE HIGHLIGHTS

### FEATURED SESSIONS

#### **Publishing Your Paper or Book with Common Ground** Tuesday, 24 July – 12:35, Room 6

**Brian Kornell**, *Managing Editor, Common Ground Publishing*

*Overview:* In this session the Managing Editor of *The International Journal of Sport and Society* and *Sports and Society - A Book Series* will present an overview of Common Ground's publishing philosophy and practices. He will also offer tips for turning conference papers into journal articles, present an overview of journal publishing procedures, introduce Sports and Society - A Book Series, and provide information on Common Ground's book proposal submission process. Please feel free to bring questions—the second half of the session will be devoted to Q & A.

### EVENTS AND ACTIVITIES

#### **RECEPTION** (Monday, 23 July – 5:00pm)

The Sport and Society Conference will be hosting a Reception for the delegates of the conference on the evening of 23 July at 17:00 (5:00pm). Join colleagues and fellow delegates for drinks, light hors d'oeuvres, and a chance to connect and converse.

Registration for this event is not required.

#### **DINNER** (Tuesday, 24 July, 7:00-9:00pm)

Join members of the conference over delicious food and wine in a private dining room at the Riverside Restaurant, a restaurant boasting some of the best views in all of Cambridge.

A three-course meal including two glasses of wine, beautiful surroundings, and wonderful conversations are available for only \$65 per person.

Space is limited and registration is required. See the registration desk for more details.



## PLENARY SPEAKERS

### **Wilfried Lemke**

Mr. Wilfried Lemke, of Germany, was appointed by United Nations Secretary-General Ban Ki-moon as his Special Adviser on Sport for Development and Peace in March 2008. The Special Adviser leads and coordinates the efforts of the United Nations system to promote understanding and support for sport as an instrument for development and peace, and encourages dialogue, collaboration and partnerships in this area.

Mr. Lemke has over 25 years of professional experience in both sport and politics. From 1999 to 2008, he served as Senator for Interior and Sport as well as Senator for Education and Science of the State of Bremen, Germany. Mr. Lemke was General Manager of Werder Bremen for 18 years, one of the top football clubs in Europe. Throughout his career he has been a dedicated advocate for the importance of sport in education and society. He notably engaged in fundraising, the initiation and facilitation of various international relief projects.

Mr. Lemke holds a degree in Sport and Educational Sciences from Hamburg University. He was born on 19 August 1946 and is married, with four children.

### **Andrew C. Sparkes**

Andrew C. Sparkes PhD is Professor of Sport & Body Pedagogy in the Faculty of Education, Community & Leisure at Liverpool John Moores University, Liverpool, England. His research interests revolve around the ways that people experience different forms of embodiment over time in a variety of contexts. Recent work has focused on performing bodies and identity formation; catastrophic spinal cord injury in sport and the narrative reconstruction of self; ageing bodies; and the lives and careers of marginalized individuals and groups. These interests are framed by a desire to develop interpretative forms of understanding via the use of life history, ethnography, and narrative approaches. His work is nomadic in nature, operating across disciplinary boundaries and flourishing in the fertile spaces between them. Whilst respecting traditions he seeks to trouble standard notions of method and aspires to represent lived experience using a variety of genres.

Andrew has published extensively on each of these topics as well as on methodological issues in qualitative research across a range of disciplines in international peer reviewed journals including: *Qualitative Research*; *Social Science & Medicine*; *Sociology of Health & Illness*; *Health, Disability & Society*, *Journal of Aging Studies*; *Sport, Education and Society*; *Psychology of Sport and Exercise*; *The Sport Psychologist*; and *Sociology of Sport Journal*. He has authored several books including *Telling Tales in Sport & Physical Activity: A Qualitative Journey*, and written many book chapters in leading texts, such as, *Handbook of Constructionist Research* edited J. Holstein & J. Gubrium; *Handbook of the Arts in Qualitative Research* edited by G. Knowles & A. Cole; *Ethnographically Speaking: Autoethnography, Literature, and Aesthetics* edited by A. Bochner & C. Ellis; *Physical Culture, Power, and the Body* edited by J. Hargreaves & P. Vertinsky; and *Body Knowledge and Control* edited by J. Evans, B. Davies & J. Wright. He is currently editor of the annual *British Sociological Association Auto/Biography Yearbook*. Andrew serves as a member of the Advisory Board for the following journals: *Sport, Education and Society*; *Qualitative Research in Sport & Exercise*; and is a member of the Editorial Boards for the following journals: *Journal of Aging Studies*; *The Sport Psychologist*; *Psychology of Sport and Exercise*; *International Journal of Men's Health*; *Journal of Applied Sport Psychology*; *European Physical Education Review*; and *Agora: Para la educacion fisica y el deporte* (Spain).

### **Nicholas Watson**

Professor Nicholas Watson is the Present Director at Strathclyde Centre for Disability Research and Professor of Disability Studies, University of Glasgow. Prior, he taught from 1992-2004 as Lecturer and Senior Lecturer at the University of Edinburgh. His research interests revolve around disability and disability theory. Previous research has included work on disability and childhood, disability theory, identity, the role of impairment, care and personal assistance, disability and technology and disability history. Current research projects include: Disabled people's experiences of and access to woodland; The Provision of Home Care; The experiences of young people in receipt of home ventilation and their transition to adulthood; The impact of the new single equality body; An in-depth examination of public bodies' experience of implementing the disability equality duty.

## PROGRAM

<b>MONDAY, 23 JULY</b>	
8:00	<b>CONFERENCE REGISTRATION DESK OPEN</b>
9:00-9:30	<b>CONFERENCE OPENING</b> – <b>Homer Stavely</b> , <i>Common Ground Publishing, USA</i>
9:30-10:00	<b>PLENARY SESSION - Wilfried Lemke</b> , <i>Special Adviser to the Secretary-General of the United Nations on Sport for Development and Peace</i>
10:05-10:35	<b>GARDEN SESSION</b>
10:35-11:20	<b>TALKING CIRCLES</b> (Themes listed below)
Room 1	<i>Sporting Cultures And Identities</i>
Room 2	<i>Sport And Health</i>
Room 3	<i>Sports Education</i>
Room 4	<i>Sports Management And Commercialization</i>
11:20-11:35	<b>BREAK</b>
11:40-12:45	<b>PARALLEL SESSIONS</b>
Room 1  COACHING, LEADERSHIP AND DEVELOPMENT	<p><b>Play, Pray, Win ... and Lose! Is There a God in Canadian Football? Field Research inside the Montreal Canadian Football Team, the Alouettes</b>  <b>Prof. Olivier Bauer</b>, <i>Faculty of Theology and the Sciences of Religions, University of Montreal Montreal, Quebec, Canada</i>  <i>Overview: This discusses field research inside the Montreal Canadian football team, the Alouettes, in order to know what do the players pray for and if God prefers their team.</i></p> <p><b>A Study on Coaches at Different Stages Helping Archers Advance to the Following Rounds</b>  <b>Dr. Kai-Li Wang</b>, <i>Department of Leisure Management, Yu-Da University, Taipei</i>, <b>Yun-Ci Ye</b>, <i>Graduate Institute of Physical Education, National Taiwan Sport University, Kueishan, Taiwan</i>  <i>Overview: To investigate the contribution of archery coaches, a logistic regression was performed to analyse how coaches at different stages affect the archers' performance and advancement to the following rounds.</i></p> <p><b>A Practice Model: Instructing Youth Coaches via Firm - Kind Parent Training as a Means to Create Team Structure and a Healthy Team Atmosphere</b>  <b>Dr. Mark Cogburn, Dr. Rita Y. Horton</b>, <i>Department of Psychiatry Health Sciences Center, Louisiana State University, Shreveport, USA</i>  <i>Overview: This suggests sports leaders and youth league administrators teach volunteer coaches a firm - kind parenting model. This will facilitate self-discipline and motivation in child athletes.</i></p>
Room 2  COMMUNITY AND DISABILITY	<p><b>Audiences, Authors and Activists: Using a Blog to Connect with Members of the Paralympic Movement</b>  <b>Andrea Bundon</b>, <i>School of Kinesiology, The University of British Columbia, Vancouver, Canada</i>  <i>Overview: AthletesFirst is a blog co-authored by five Paralympians exploring current issues in disability sport. This paper analyses weekly posts and reader comments to understand how participants self-represent on the blog.</i></p> <p><b>The Blue Gym: Exploring the Impact of Surfing in the Lives of Combat Veterans Suffering from Post-traumatic Stress Disorder</b>  <b>Nick Caddick</b>, <i>School of Sport, Exercise &amp; Health Sciences</i>, <b>Dr Brett Smith</b>, <i>School of Sport, Exercise &amp; Health, Loughborough University, Loughborough, UK</i>  <i>Overview: Empirical data collected as part of an investigation into the impact of surfing and the beach environment for combat veterans suffering from PTSD</i></p>

11:40-12:45	<b>MONDAY PARALLEL SESSIONS</b>
Room 3 GENDER AND REPRESENTATION	<p><b>Gender Representation in the Media during the Olympic Games: A Comparative Analysis in Three European Countries</b>  <b>Dr. Elena Teso</b>, <i>Liverpool Business School, Liverpool John Moores University</i>, <b>Liz Crolley</b>, <i>Management School, University of Liverpool, Liverpool, UK</i>  <i>Overview:</i> This paper examines media representation of female athletes during the run-up to the London 2012 Olympics in three European countries: Germany, Spain and the United Kingdom.</p> <p><b>Gender Stereotypes, Gender Segregation, and Credibility: Crossing the Lines in Sports Media</b>  <b>Kami Harris</b>, <i>Annenberg School of Communication, University of Southern California, Los Angeles, USA</i>  <i>Overview:</i> This study examines how gender segregation affects the inclusion of women in sports media. The research particularly focuses on how gender stereotypes can affect sportscaster credibility.</p> <p><b>A Gendered Analysis of Professional Athletes' Self-presentation on Twitter</b>  <b>Katie Lebel, Dr. Karen Danylchuk</b>, <i>School of Kinesiology, University of Western Ontario, London, Canada</i>  <i>Overview:</i> This study seeks to explore the self-presentation strategies professional athletes use to navigate Twitter, with a specific concentration on the differences that exist between genders.</p>
Room 4 WORKSHOP	<p><b>The Silence and the Megatext: JoePa, Renee Portland and Jerry Sandusky at "Happy Valley"</b>  <b>Dean Mark Schuster</b>, <i>Students in Student Affairs American Studies Psychology Women's and Gender Studies Educational Psychology in Graduate School of Education, Rutgers University, New Brunswick, USA</i>  <i>Overview:</i> This introduces "megatext", a media manic disorder catapulted by the Internet and hypertexts.</p>
Room 5 WORKSHOP	<p><b>International Inspiration - Enriching Lives through Sport: How London 2012 is Enhancing Sport in Education Worldwide</b>  <b>Debbie Lye</b>, <i>International Development Directorate, The United Kingdom Sports Council (UK Sport), London, UK</i>  <i>Overview:</i> International Inspiration is a social legacy programme operating in 20 countries. It uses high quality and inclusive PE and sport to engage more children and young people in education.</p>
12:45-13:35	<b>LUNCH</b>
13:40-15:10	<b>PARALLEL SESSIONS</b>
Room 1 INCLUSION AND COMMUNITY INVOLVEMENT	<p><b>Implementing the "Football United®" Program in South Australia: A Four-Tier Strategic Approach to University Involvement in the Delivery of Sport-based Social Programs</b>  <b>Edoardo G.F. Rosso</b>, <i>Division of Health Sciences, University of South Australia, Adelaide, Australia</i>  <i>Overview:</i> The University of South Australia developed a strategic approach to deliver programs for social inclusion through sport based on: community engagement, student engagement, research, and community outreach.</p> <p><b>Opportunity 2012: Young Researchers' Experiences</b>  <b>Dr Carolynne Mason, Dr Rebecca Duncombe</b>, <i>Institute of Youth Sport, Loughborough University, Loughborough, UK</i>  <i>Overview:</i> This paper explores the experiences of young researchers examining the impact of Opportunity 2012 which is part of the London 2012 Olympic and Paralympic Games Social Legacy programme.</p> <p><b>An Examination of Mega-event Volunteer Satisfaction: Recommendations for Improved Volunteer Recruitment and Management</b>  <b>Dr. Scott Wysong</b>, <i>Sports and Entertainment Management College of Business, University of Dallas, Irving, USA</i>  <i>Overview:</i> This highlights a comprehensive study of mega-event volunteers. Specifically, volunteer satisfaction and its relating factors are statistically examined, and recommendations for improved volunteer recruitment and management are provided.</p>

13:40-15:10	<b>MONDAY PARALLEL SESSIONS</b>
Room 2  MATERIAL CULTURE, GENDER, AND IDENTITY	<p><b>A Study of Medical Students' Knowledge of UK Physical Activity Guidelines</b>  <b>Dr. Michael Dunlop</b>, <i>Greater Glasgow and Clyde NHS, Lawrence Beere, University of Glasgow, Glasgow, Dr. Andrew Murray, Scottish Government, Edinburgh, William Stewart Hillis, University of Glasgow, UK</i>  <i>Overview:</i> While the majority of medical students correctly identified current UK physical activity guidelines, they underestimated the benefits of physical activity and feel inadequately trained to give advice to patients.</p> <p><b>The Conundrum of Cheerleading</b>  <b>Dr. Penny Lamb</b>, <i>School of Education and Lifelong Learning, Dr. Esther Priyadharshini, Centre for Applied Research in Education School of Education and Lifelong Learning, University of East Anglia, Norwich, UK</i>  <i>Overview:</i> This paper will examine the conundrum of cheerleading from multiple perspectives that critique or commend it as an ideal activity to combat unhealthy lifestyles, particularly for PE-resistant schoolgirls.</p> <p><b>Men or Beasts? Contested Perspectives of Violent Contact Sport that Shape Male Identity in New Zealand</b>  <b>Graeme Severinsen</b>, <i>School of Critical Studies in Education Faculty of Education, University of Auckland, Whangarei, New Zealand</i>  <i>Overview:</i> An examination of the problematic practices of male contact sport in New Zealand and the harm it is causing to men's lives.</p> <p><b>The Affective Dimensions of Material Culture: Canadian Men's Figure Skating, Costumes, and Nationalism</b>  <b>Dr. Karen McGarry</b>, <i>Department of Anthropology, York University, Toronto, Canada</i>  <i>Overview:</i> This paper explores how nationalist sentiment is generated through the international circulation, display, and consumption of costumes associated with male Canadian figure skaters.</p>
Room 3  MANAGING SPORTS AND RECREATION IN THE PUBLIC SPHERE	<p><b>The Last Recreational Trends, Threats and Global Effects on the World Recreation Industry: A Comparative Study</b>  <b>Assoc. Prof. Dr. Abdusselam Kose</b>, <i>Sports Management Department College of Physical Education and Sports, Erciyes University, Kayseri, Turkey</i>  <i>Overview:</i> Recreational activities are an important opportunity for economic progress, but increasing energy costs, work costs, petrol prices, terrorist attacks, and increasing in population are affecting adversely this market.</p> <p><b>Architecture of Athletic Venues: Evolving Standards of Sustainability</b>  <b>Prof. Glenn NP Nowak, Rory Heggie</b>, <i>School of Architecture, University of Nevada Las Vegas, Las Vegas, USA</i>  <i>Overview:</i> This paper presents alternative standards addressing the environmental and social sustainability potentials of stadia design; an archetype that is typically overly consumptive and underutilized.</p> <p><b>2012 London Olympics: Managing Risk While Achieving the Olympic Ideal of Uniting People from All Nations with Peaceful Athletic Competition</b>  <b>Katharine Nohr</b>, <i>Nohr Sports Risk Management LLC, Kaneohe, USA</i>  <i>Overview:</i> The application of risk control techniques at the 2012 Olympics to achieve the peaceful ethos of "Olympism" amid threats of terrorism will be discussed.</p> <p><b>Justice in Sport through an Age of Austerity: Finding Reverse Gear in Public Sector Provision in the UK</b>  <b>Dr. Stephen Howell</b>, <i>Sport and Leisure, Durham County Council, Durham, UK</i>  <i>Overview:</i> This paper is intended to stimulate debate on how a reducing level of resources may impact on participation level in the UK.</p>

13:40-15:10	<b>MONDAY PARALLEL SESSIONS</b>
Room 4  PERCEPTION OF DISABILITY	<p><b>Islamic Interpretation of Paralympics Games and Competitions</b>  <b>Dawood Ali Hashem</b>, <i>School of Sport and Education, Brunel University, London, UK</i>  <i>Overview:</i> The paper examines Islam's interpretation of Paralympics games and competitions. Islam encourages participating into sports and wellness programs to stay fit and healthy.</p> <p><b>An Examination of Children's Perceptions of, and Differences in, Achievement between Able-bodied Olympic Athletes and Paralympians</b>  <b>Dr. David Hindley</b>, <i>Nottingham</i>, <b>Dr. Maria Kontogianni</b>, <i>School of Education, Nottingham Trent University, UK</i>  <i>Overview:</i> This paper will present findings of primary research examining primary school children and comparing their perceptions of the possible achievement of able-bodied Olympians and Paralympians.</p>
Room 5  PHYSICAL ACTIVITY AND HEALTH (I)	<p><b>The Family Nutrition Education Program: Influencing Behaviour Change for Healthier Families</b>  <b>Assoc. Prof. Candance Gabel</b>, <i>Department of Nutrition and Exercise Physiology College of Human Environmental Sciences, University of Missouri – Extension, Columbia, USA</i>  <i>Overview:</i> Incorporating physical activity into nutrition and health education classes has shown to increase adoption of being more physically active throughout the lifecycle.</p> <p><b>Getting “Them” Moving: Exploring Sport and Physical Activity Promotion in a Deprived Neighbourhood in Central England</b>  <b>Oli Williams</b>, <i>Department of Sociology, University of Leicester, Leicester, UK</i>  <i>Overview:</i> Using ethnographic data this paper explores residents' responses to sport and physical activity promotion associated with a larger regenerative program in a deprived neighbourhood in a city in central England.</p> <p><b>Women's Walking Program for African American: Recruitment and Screening Outcomes</b>  <b>Dr. JoEllen Wilbur</b>, <i>Rush University, Chicago</i>, <b>Dr. Susan Buchholz</b>, <i>College of Nursing, Rush University Medical Center, Chicago</i>, <b>Dr. Lynne Braun</b>, <b>Dr. Diana Ingram</b>, <i>USA</i>  <i>Overview:</i> Web-based tracking for field use and health assessments by advanced practice nurses facilitate rapid recruitment and screening of women in low-income communities for physical activity clinical trials.</p> <p><b>An Ideal Body Weight Prediction: A Study of Heterogenous Indian Groups</b>  <b>Dr Abhay Kumar Srivastva</b>, <i>Department of Physical Education and Sports, Delhi Technological University, Delhi, India</i>  <i>Overview:</i> Body weight is considered as an important factor in health and fitness. It is an index of one's health.</p>
15:10-15:25	<b>BREAK</b>

15:30-17:00	MONDAY PARALLEL SESSIONS
Room 1  PERSPECTIVES ON STUDENT ATHLETES (I)	<p><b>Support for Elite Student Athletes in Secondary Schools Support for Elite Student Athletes in Secondary Schools</b>  <b>Dr Kim Wai Raymond Sum</b>, <i>Department of Sports Science &amp; Physical Education Faculty of Education, Chinese University of Hong Kong, Shatin, Hong Kong</i>  <i>Overview:</i> The purpose of this study is to examine the support given to elite student athletes (ESAs) in secondary schools and to investigate of how ESAs manage their school lives.</p> <p><b>Support Groups for Aspiring Adolescent Athletes</b>  <b>Dr. David Rosenthal</b>, <i>School of Social Work, Columbia University, New York City, USA</i>  <i>Overview:</i> This paper discusses the use of support groups to help adolescent athletes manage the intense psychological, social and family pressures associated with being an aspiring professional junior athlete in training.</p> <p><b>Creating Global Experiential Learning Programs to Prepare Future Sport, Physical Education and Health Professionals</b>  <b>Dr. Hongwei Guan</b>, <i>Assistant Professor, Department of Health Promotion &amp; Physical Education, School of Health Sciences and Human Performance, Ithaca College, Ithaca, New York, USA</i>  <i>Overview:</i> To provide and share development, challenges, and good practices in establishing international partnerships and creating short-term global experiential learning programs for students in the areas of health, sport and PE</p>
Room 2  ISSUES OF GENDER AND RACE	<p><b>Sports, Race and Gender in American Society: Examining Efforts to Ameliorate Racial and Gender Inequities in Sports in the United States</b>  <b>Prof. Jocelyn Friedrichs Benson</b>, <i>Law School, Wayne State University Law School, Detroit, USA</i>  <i>Overview:</i> This paper will analyze whether “sports” in the United States has been a force for empowering oppressed communities. It will analyze efforts to address race and gender discrimination in sports.</p> <p><b>Advancing the Ball: Race, Reformation, and the Quest for Equal Coaching Opportunity in the NFL</b>  <b>Prof. N. Jeremi Duru</b>, <i>James E. Beasley School of Law, Temple University, Philadelphia, USA</i>  <i>Overview:</i> An exploration of the contemporary movement for expanded opportunity for coaches of color in the National Football League</p> <p><b>Spring Forward: Female Muslim Football Players in Iraqi Kurdistan</b>  <b>Dr Geoff Harkness</b>, <i>Liberal Arts Sociology, Northwestern University in Qatar, Doha, Qatar</i>  <i>Overview:</i> Based on fieldwork and in-depth interviews, I present an ethnographic account of an all-female football team in Sulaimani, a somewhat progressive city located in Iraqi Kurdistan.</p> <p><b>Young Muslim Women in Combat Sports: Tensions and Connections</b>  <b>Jasmijn Rana</b>, <i>Berlin Graduate School Muslim Cultures and Societies, Freie Universität Berlin, Berlin, Germany</i>  <i>Overview:</i> This paper examines the motivations of young Muslim women to engage in combat sports and the effects on their notions of self and on their participation in society.</p>
Room 3  REGULATIONS, POLICIES AND GOVERNANCE	<p><b>The "Sport" in Sport: Physics in Biomechanics</b>  <b>Dr. Charu Kapoor</b>, <i>Department of Physics, Ramjas College, University of Delhi, Delhi - 110007., Delhi, India</i>  <i>Overview:</i> Science creates possibilities through technical innovations. However, such intervention should be grounded in a regulatory framework that ensures fair play in the sporting arena.</p> <p><b>In Search of a Level Playing Field: Rules, Morals and the Jurisprudence of Sport</b>  <b>Harjass Singh</b>, <i>BA/BSc. LLB, The National University of Juridical Sciences, Kolkata, India</i>  <i>Overview:</i> Through this research paper, I analyse inherent struggles regarding sports rules through the looking glass of jurisprudence. This is an attempt at reconnecting ‘sport’ with its governing principle of ‘equity’.</p> <p><b>The Symbolic Politics of Olympic Cheating Scandals: Representing International Tensions in Sport</b>  <b>Sara K. Straub</b>, <i>Department of Communication, University of Oklahoma, Norman, USA</i>  <i>Overview:</i> This study explores how symbolic sporting conflict between major powers has evolved in the post Cold-War era.</p> <p><b>The Dynamics of Sporting Jurisprudence: Global Trends</b>  <b>Gayathri Nagendra</b>, <i>Bangalore University, Bangalore, India</i>  <i>Overview:</i> This paper explores the need for a specific legislation and issues including legal status, functioning, freedom and internal laws, player rights, drug abuse, official-player conflicts, violence in sports and fixing.</p>



15:30-17:00	<b>MONDAY PARALLEL SESSIONS</b>
Room 4 NATIONAL IDENTITY (I)	<p><b>Bicentennial Anniversary of Venezuelan Independence: With Vinotinto Savor</b>  <b>Prof. Gloria Rebeca Mota</b>, <i>Doctorado de Cultura y Arte Latinoamericana y del Caribe, Universidad Pedagógica Experimental Libertador, Caracas, Venezuela</i>  <i>Overview: Venezuelan people's reaction to the unexpected success of the national football team, La vinotinto, in the 2011 Copa America held in Argentina in relation to the celebration of their Bicentenary</i></p> <p><b>Spartacus and Sports in the Soviet Union and Eastern Europe</b>  <b>Keith Phillis</b>, <i>Political Science Department, Central Michigan University, Mount Pleasant, USA</i>  <i>Overview: This is a look into the use of Spartacus as a sports hero in the USSR and Eastern Europe.</i></p> <p><b>Basque Pelota: The Effectiveness of Ball Sports in the Transmission of Political Identities</b>  <b>Dr. Olatz González Abrisketa</b>, <i>Social Anthropology, University of Basque Country, Donostia, Spain</i>  <i>Overview: This paper presents an ethnography on Basque Pelota, and, from a comparative point of view, it explores ball sports as effective practices for the transmission of the political.</i></p> <p><b>The Media and the Construction of National Identities in Basque Football: Basques and Catalans Whistling the Spanish Anthem Together in the Cup Championship Final in 2009</b>  <b>Ekain Rojo Labaien</b>, <i>Donostia - San Sebastián, Spain</i>  <i>Overview: In the Basque Country, taking into account both the Spanish and French sides, three different national projects are being constructed by the media, using the passion for football.</i></p>
Room 5 INJURY AND PREVENTION	<p><b>Epidemiology of Injuries at an International Multi-sport Tournament: European Maccabi Games 2011</b>  <b>Dr Daniel Broman, Dr Robert Fearn, Dr Marc Wittenberg, UK</b>  <i>Overview: A study describing the epidemiology of injuries at an international multi-sport tournament, namely the European Maccabi Games 2011.</i></p> <p><b>Prevention of Sudden Death in the Athlete</b>  <b>Mrinal Yadava</b>, <i>Department of Internal Medicine, Michigan State University, East Lansing, USA</i>, <b>Samar Vanaik</b>, <i>Detroit Medical Center - Sinai Grace Hospital</i>, <b>Ashish Tiwari, Priyank Patel, Heather Laird-Fick</b>, <i>Michigan State University</i>  <i>Overview: Review of current evidence for various pre-participation screening strategies and recommendations for sport and health administrators to establish guidelines for identifying athletes at risk of sudden death CANNOT ATTEND</i></p> <p><b>The Neuropsychiatric Aspects of Sports-related Concussions</b>  <b>Prof David Baron</b>, <i>Department of Psychiatry and Behavioral Medicine Center for Exercise, Psychiatry and Sport, University of Southern California, Los Angeles, USA</i>  <i>Overview: This presentation will review the current research and clinical data on the definition, diagnosis and management of concussion in athletes. Emphasis on return to play criteria will be discussed</i></p> <p><b>The Organisation of Medical Teams at International Sporting Tournaments: Maccabi GB Report</b>  <b>Dr Daniel Broman, Dr Robert Fearn, Dr Marc Wittenberg, UK</b>  <i>Overview: A descriptive report on the organisation of medical teams at international sporting tournaments, using the example of Maccabi GB at the European Maccabi Games 2011</i>  Stream: Sports Organisation and Management</p>
17:00-18:30	<b>OPENING EVENING RECEPTION</b>

## TUESDAY, 24 JULY

8:30	<b>CONFERENCE REGISTRATION DESK OPEN</b>
9:00-9:30	<b>PLENARY SESSION – Nicholas Watson</b> , <i>Present Director at Strathclyde Centre for Disability Research and Professor of Disability Studies, University of Glasgow</i>
9:35-10:05	<b>GARDEN SESSION</b>
10:10-11:40	<b>PARALLEL SESSIONS</b>
Room 1  CORPORATE RESPONSIBILITY	<p><b>“Here’s How We See It”: Capturing Children’s and Parents’ Perspectives of the Food and Beverage Environment Associated with Sport</b>  <b>Dr. Moira Smith</b>, <i>Health Promotion and Policy Research Unit (HePPRU) Department of Public Health, University of Otago, Wellington, Wellington, New Zealand</i>  <i>Overview:</i> This study explores the nutrition environment associated with sport from the perspective of New Zealand children and parents, and discusses the implication the findings have for policy development.</p> <p><b>Do Sports Settings Promote Junk Food Consumption? A Study of Food and Beverage Marketing in New Zealand Sports Settings</b>  <b>Mary-Ann Carter</b>, <i>Department of Public Health, University of Otago, Wellington, New Zealand</i>  <i>Overview:</i> This study aimed to identify the nature and extent of food and beverage company marketing in sports settings.</p>
Room 2  PERSPECTIVES ON STUDENT ATHLETES (II)	<p><b>Personality and Character Profiles of American Collegiate Athletes</b>  <b>Dr. Lisa Rapalyea</b>, <i>Human and Community Development, Davis, USA</i>  <i>Overview:</i> American collegiate athletes’ personality and character traits were studied. Analyses showed significant trait differences by gender and by individual sports vs. team sports.</p> <p><b>College Students’ Self-regulation of Motoric Flexibility: Effects of Modeling and Self-evaluation</b>  <b>Dr. Gloria McNamara</b>, <i>Health Education Department, City University of New York, New York, USA</i>  <i>Overview:</i> This research study examined whether technique modeling and self-evaluation had an impact on college students’ self-regulation of motoric flexibility, measured through physiological assessments and surveys of stretching practices and beliefs.</p> <p><b>Team Reflection: Modeling a Holistic Understanding of Sport</b>  <b>Stephanie Taylor</b>, <i>The Institute for Sport, Spirituality and Character Development, Neumann University, Aston, USA</i>  <i>Overview:</i> The practice of team reflections work to critique the fragmented experience of college student athletes which emphasizes the life of the mind and body over the life of the spirit.</p> <p><b>Involving Student-athletes in Service Learning and Peer Education through the Health Education Curriculum</b>  <b>Dr. Karen Butler</b>, <i>College of Professional Studies Health and Human Performance Department, Johnson C. Smith University, Charlotte, USA</i>  <i>Overview:</i> The purpose of this session is to describe how we integrate service learning into the Health Education curriculum.</p>
Room 3  SPIRITUALITY, CULTURE, AND SPORT	<p><b>Malaysian Ethnic Groups and the Culture of Football Fan Attendance during EPL Clubs Friendly Matches in Malaysia</b>  <b>Mohamed Mohd Sadek Mustaffa</b>, <i>Faculty of Sports Science &amp; Recreation, University Technology MARA,</i>  <b>Borhan Yusof</b>, <i>Faculty of Sport Science and Recreation, Mara University of Technology, Shah Alam,</i>  <b>Khairulzaman Hamin</b>, <i>Faculty of Sports Science &amp; Recreation, University of Technology MARA,</i> <b>Dr Radzani Abdul Razak</b>, <i>Educational Methodology &amp; Application, National University Malaysia, Malaysia</i>  <i>Overview:</i> The purpose of this study is to identify the culture of football fans attendance on English Premier League sport fans club in Malaysia, applying the Theory of Planned Behavior.</p> <p><b>The Paradox of Sports and Secularization: From Religion to the Profane to the Sacred Secular</b>  <b>Eric Bain-Selbo</b>, <i>Philosophy and Religion, Western Kentucky University, Bowling Green, USA</i>  <i>Overview:</i> This is an analysis of the paradox that while sports facilitate the secularization process, it also preserves religious experience.</p> <p><b>Muscular Christians’ Embrace of Ultimate Fighting Championship: A Game Changer for Sports and Spirituality Scholarship?</b>  <b>Jessica Rivers</b>, <i>Department of Communication and Culture, Indiana University, Bloomington, USA</i>  <i>Overview:</i> With Muscular Christians’ embrace of UFC in mind, I interrogate the beliefs that sports offer virtuous socialization and that media outlets are the primary source of corruption in sporting events.</p> <p><b>Fantasy Football: The Game-Changer in the American Football Religion</b>  <b>Caroline Elizabeth Sawyer</b>, <i>The Department of Communication, The University of Memphis, Memphis, USA</i>  <i>Overview:</i> This paper will contribute to the examination of the sport of American football as a civil religion by proposing four distinct categories of worship: denominational, non-denominational, spiritual, and atheist.</p>

10:10-11:40	<b>TUESDAY PARALLEL SESSIONS</b>
Room 4  SPORT IN HISTORICAL CONTEXT	<p><b>Staging the Iranian Nation: The Seventh Asian Games (Tehran 1974), “Modernization” and the Illustration of a “Glorious Past”</b>  <b>Stefan Huebner</b>, <i>School of Humanities and Social Sciences, Jacobs University Bremen, Bremen, Germany</i>  <i>Overview:</i> I will show how the Seventh Asian Games (Tehran 1974) staged Iran as a “modern” nation, but also included various traditional elements, meant to illustrate a “glorious past”.</p> <p><b>The Racialization of Athletic Ability in Japan during the 1930s: How the Media Interpreted and Evaluated the Rising Generation of African-American Athletes</b>  <b>Kohei Kawashima</b>, <i>Faculty of Humanities, Musashi University, Suginami, Japan</i>  <i>Overview:</i> This presentation examines the impact of black athletes' success during the 1930s upon the Japanese people's perspectives on Africa and its people, as well as “being black” as a person.</p> <p><b>Sport, Cultural Nationalism, and the Creation of a Plebian Public Sphere: Gaelic Sport among the Irish of Philadelphia, 1890-1924</b>  <b>Dr. Michael Mullan</b>, <i>Swarthmore College, Swarthmore, USA</i>  <i>Overview:</i> Gaelic cultural nationalism crossed the Atlantic in the 1890s to settle on a vibrant, Irish American community in Philadelphia prepared to add sport to its existing platform of Celtic identity.</p> <p><b>Abe Isoo's Dual Legacy: The Father of Socialism and Baseball in Japan</b>  <b>Dr. Masako Gavin</b>, <i>Japanese Studies Faculty of Humanities and Social Sciences, Bond University, Gold Coast, Australia</i>  <i>Overview:</i> This paper examines Abe Isoo's search for a better society by a gentle social reform through promotion of baseball, advocating its central tenets, collaboration, and a spirit of fair play.</p>
Room 5  COLLOQUIUM	<p><b>Race, Racism and the Sports Media: Constructions of Identity in Sports Journalism</b>  <b>Dr. John Price, Dr. Amir Saeed, Prof. John Storey, Neil Farrington, Daniel Kilvington</b>, <i>Centre for Research in Media and Cultural Studies, University of Sunderland, Sunderland, UK</i>  <i>Overview:</i> This panel examines constructions of race in media reporting of boxing, football and cricket, and discusses the impact of a lack of diversity in sports journalism on this coverage.  <i>Stream: Sporting Cultures and Identities</i></p>
Room 6  COLLOQUIUM	<p><b>Media Coverage, Sports, Disability, and the Paralympic Games</b>  <b>Eric de Léséleuc de Kerouara</b>, <i>Health, Education and Disability JE 2516 Research Group, Montpellier 1 University</i>, <b>Damien Issanchou</b>, <i>Montpellier University III, Montpellier</i>, <b>Marie Cuenot</b>, <i>Member of Health, Education and Disability JE 2516, Montpellier III University, Paris</i>, <b>Brenda Atuona</b>, <i>University of Kent, UK</i>  <i>Overview:</i> We will focus on media coverage of the disabled, sports and disability, as well as the Paralympics, because these last represent the most mediated sports event on this matter.</p>
11:40-12:30	<b>LUNCH</b>

12:35-13:40	TUESDAY PARALLEL SESSIONS
Room 1  APPLIED LEARNING	<p><b>A Study on the Path of Bodily Kinesthetic Intelligence in Students with a Disability</b>  <b>Dr. Lih Lin Leou</b>, <i>Information Management Office Department of Education, Taipei City Government, Taipei, Taiwan</i>  <i>Overview:</i> Students with a disability can build bodily kinesthetics through rhythm teaching, and fix developmental coordination disorders from internal models to develop the body's external ability.</p> <p><b>Real World Experiences and Networking Matters in Sports Management: The Best Teaching Happens outside the Classroom</b>  <b>Professor Monique Maye</b>, <i>Art Entertainment Media Management Sports Management, Columbia College, Chicago, USA</i>  <i>Overview:</i> Sports management and how real world application in the class room is important for the future of our students to be successful sports managers will be discussed.</p> <p><b>Emotional Intelligence: The Overlooked Component of Sport Leadership</b>  <b>Dr. Robert Schneider</b>, <i>Kinesiology, Sport Studies and Physical Education Department College at Brockport, State University of New York, Brockport, USA</i>  <i>Overview:</i> This paper discusses how sport leaders can use emotional intelligence to enhance their preferred approach to leadership and, in turn, the success of the sport organization.</p>
Room 2  PERSPECTIVES ON STUDENT ATHLETES (III)	<p><b>Individual Solution Strategies for Student Athletic Success: Enhancing Athletic, Academic and Personal Performance</b>  <b>Dr. Alan Green, Arond Schonberg</b>, <i>Rossier School of Education, University of Southern California, Los Angeles, USA</i>  <i>Overview:</i> This discusses use of a cognitive restructuring approach providing student athletes a way to enhance individual strengths and effective strategies towards athletic performance, academic development, and social and emotional growth.</p> <p><b>Identification of Base Sports in Talented Athletes: A Retrospective Analysis</b>  <b>Joel Paul</b>, <i>School of Life Sciences Faculty of Science Engineering and Computing, Kingston University, Kingston upon Thames, UK</i>  <i>Overview:</i> This study seeks to examine whether a relationship exists between the sport one played as a child and the sport one specialised in at the elite level.</p> <p><b>The Relevance of a University Sport and Recreation Service to the Needs of International Students</b>  <b>Laura Graham</b>, <i>Department of Sport, Health and Exercise, University of the West of Scotland, Hamilton, UK</i>  <i>Overview:</i> This study investigated the adjustment issues faced by international students and the extent to which they may be attenuated through participation in the university sport and recreation service.</p>
Room 3  TRAINING AND APPROACH	<p><b>Rationing a Recommended Tool to Adjust Leaving the Starting Block</b>  <b>Mohamed Ali EL-Mokataf</b>, <i>Department of Track and Field Training Faculty of Physical Education for Men, Alexandria University, Damanhour, Egypt</i>  <i>Overview:</i> This paper describes a good, reliable tool for the spontaneous judgment of the sprinters' starting attempts, also for training the sprinters to perform the starting trials with maximum accuracy</p> <p><b>The Art of Sport: Sport of Dance</b>  <b>Dr. Margo Apostolos</b>, <i>School of Theatre, University of Southern California, Los Angeles, USA</i>  <i>Overview:</i> A practiced based approach in the training of athletes utilizing dance as cross training. Specific techniques will be highlighted with a focus on sport specificity.</p> <p><b>Turning Tragedy into Triumph: Metahabilitation of the Athlete</b>  <b>Dr. Joyce Mikal-Flynn</b>, <i>School of Nursing, Sacramento State University, Sacramento, USA</i>  <i>Overview:</i> Metahabilitation recognizes athletes' ability to transform as a result of injury. The injury provides an opportunity to find new meaning in life. They turn a tragedy into a triumph.</p>
Room 5  WORKSHOP	<p><b>Out of Bounds? An Examination of the New Policies on Hyperandrogenism in Elite Female Athletes</b>  <b>Katrina Karkazis</b>, <i>Center for Biomedical Ethics, Stanford University, Stanford</i>, <b>Rebecca Jordan-Young</b>, <i>Department of Women's, Gender and Sexuality Studies, Barnard College, New York, USA</i>  <i>Overview:</i> This paper examines the new policies on hyperandrogenism put in place by the International Association of Athletics Federations and the International Olympic Committee.</p>

12:35-13:40	<b>TUESDAY PARALLEL SESSIONS</b>
Room 6 *Featured Session*  PUBLISHING YOUR PAPER OR BOOK WITH COMMON GROUND	<p><b>Publishing Your Paper or Book with Common Ground</b>  <b>Brian Kornell</b>, <i>Managing Editor, Common Ground Publishing</i>  <i>Overview:</i> In this session the Managing Editor of The International Journal of Sport and Society and Sports and Society - A Book Series will present an overview of Common Ground's publishing philosophy and practices. He will also offer tips for turning conference papers into journal articles, present an overview of journal publishing procedures, introduce Sports and Society - A Book Series, and provide information on Common Ground's book proposal submission process. Please feel free to bring questions—the second half of the session will be devoted to Q &amp; A.</p>
13:40-13:55	<b>BREAK</b>
14:00-15:30	<b>PARALLEL SESSIONS</b>
Room 1  PHYSICAL ACTIVITY AND HEALTH (II)	<p><b>Women in Endurance Sports: Linking Competitive and Professional Work Lives</b>  <b>Dr. N. Bruce Walton</b>, <i>School of Human and Organizational Development, Fielding Graduate University, Coto de Caza, USA</i>  <i>Overview:</i> Women who engage in competitive endurance sports may be more engaged, use more effective problem solving methods, and be happier at work.</p> <p><b>A Study on Perceived Barriers to Participation in Sports or Physical Activity among South Indian Female Students of Technical Education</b>  <b>Dr. Suryakumari Magapu</b>, <i>Department of Physical Education, G. Narayanamma Institute of Technology and Science (for Women), Hyderabad, India</i>  <i>Overview:</i> This study was carried out to identify perceived barriers to participate in sports or regular physical activity, and its impact on current nutritional status and aerobic fitness.</p> <p><b>An Evaluation of an Exercise Program for Older Adults</b>  <b>Dr. Cynthia Drenovsky</b>, <i>Department of Sociology and Anthropology, Shippensburg University of Pennsylvania, Shippensburg, USA</i>  <i>Overview:</i> This research describes the evaluation of an exercise program that was designed for individuals who live in an independent living facility for the older adults in central Pennsylvania.</p>
Room 2  HISTORICAL PERSPECTIVES ON SPORT AND INTEGRATION	<p><b>College Football: The Forgotten Civil Rights Movement</b>  <b>Joseph Watson</b>, <i>History Department, University of Las Vegas, Las Vegas, USA</i>  <i>Overview:</i> The integration of college football had a comparable impact to the rest of the overall civil rights movement.</p> <p><b>Diamond Alliances: Baseball at Minnesota's Lower Sioux Indian Reservation, 1900-1915</b>  <b>David J. Laliberte</b>, <i>St. Cloud State University, St. Cloud, USA</i>  <i>Overview:</i> Historical investigation of the cultural significance of baseball at an early twentieth century American Indian reservation in Minnesota.</p> <p><b>The Effect of Sports Boycotts and Social Change in South Africa: A Historical Perspective from 1955 - 1995</b>  <b>Philani Nongogog</b>, <i>Sports, Rehabilitation and Dental Sciences Department Faculty of Science, Tshwane University of Technology, Pretoria, South Africa</i>  <i>Overview:</i> This paper discusses the effect of sports boycotts in South Africa, triggered by the country's long history of racism. Britain was vital in this struggle.</p> <p><b>How Racial Integration Changed the Playing Style in Major League Baseball: An Empirical Investigation for 1947-1968</b>  <b>Thomas Bruggink</b>, <i>Economics Department, Lafayette College, Easton, USA</i>  <i>Overview:</i> African-American baseball players were alleged to change the playing style of major league teams after Jackie Robinson integrated baseball in 1947. This study measures this effect using statistical analysis.</p>

14:00-15:30	TUESDAY PARALLEL SESSIONS
Room 3  ECONOMIC IMPACTS OF MAJOR EVENTS	<p><b>Evaluating Major Sporting Events: Economic Impact versus Cost Benefit - the Case of the Bathurst 1000</b>  <b>Prof. John Hicks</b>, <i>School of Business, Charles Sturt University</i>, <b>Tom Murphy, Lesley Arthur</b>, <i>Western Research Institute</i>, <b>Dr. Parikshit K. Basu, Deirdre Keogh</b>, <i>School of Business, Charles Sturt University, Bathurst, Australia</i>  <i>Overview:</i> This is a comparison of economic impact analysis and cost benefit analysis in assessing the economic value of sporting events.</p> <p><b>Is India the Exception? The Impact of Economic Growth on the Competitiveness of National Elite Sport Systems</b>  <b>Klaus Nielsen</b>, <i>Department of Management, Birkbeck, University of London, London, UK</i>  <i>Overview:</i> The paper tests a hypothesis of co-variation between growth of GDP per capita and elite sport results and explains national differences in this respect.</p> <p><b>Will the Most Disadvantaged Benefit from the Games?</b>  <b>Olesya Nedvetskaya</b>, <i>School of Education, College of Social Sciences, University of Glasgow, Glasgow, UK</i>  <i>Overview:</i> The present research seeks to provide a research-based framework for planning, monitoring, and evaluating Games-related educational programmes for achieving broader social goals for a target group (women, in this case).</p> <p><b>Sport Strategy and Strategizing: The Saudi Government's Development Plans in Sport Clubs</b>  <b>Fawaz Alhakami</b>, <i>School of Sport and Education College of Physical Education and Sport, Brunel University, King Saud University, London, UK</i>  <i>Overview:</i> This research's objective is to evaluate to what extent the objectives in the design and implementation of the government's development plans for sports clubs have been accomplished.</p>
Room 4  BODY IMAGE AND PHYSIQUE ANXIETY	<p><b>The Influence of Adolescent Peer Culture on Perceptions of the Body in the Context of Physical Activity: Contrasting Physical Education Classes with Spontaneous Play</b>  <b>Rachel Seguin-Tremblay, Suzanne Laberge</b>, <i>Kinesiology Sociology and Promotion of Physical Activity and Health, Universite de Montreal, Montreal, Canada</i>  <i>Overview:</i> This paper presents an exploration of the influence of adolescent peer culture on perceptions of the body in different physical activity contexts.</p> <p><b>Exploring the Origins and Consequences of Health and Physical Education Undergraduates' Body Dispositions</b>  <b>Valeria Varea</b>, <i>School of Human Movement Studies, The University of Queensland, Brisbane, Australia</i>  <i>Overview:</i> This paper explores attitudes, beliefs and behaviours towards the body held by a group of undergraduate Human Movement Studies (Education) students.</p> <p><b>Relation of Athletic Identity to Eating Disorder Risk: An Examination of Mediating Mechanisms</b>  <b>Emily Kroshus</b>, <i>Society, Human Development and Health, Harvard University School of Public Health</i>, <b>Dr. Bryn Austin</b>, <i>Society, Human Development and Health Adolescent and Young Adult Medicine, Harvard School of Public Health &amp; Children's Hospital Boston, Boston, USA</i>  <i>Overview:</i> Internalization of a media-driven athletic body ideal mediates the association between athletic identity and eating disorder risk among female collegiate distance runners</p>

14:00-15:30	<b>TUESDAY PARALLEL SESSIONS</b>
Room 5  ECONOMIC IMPACTS AND TOURISM	<p><b>The Watching Globally Playing Locally: The Globalization of Sport, Its Impact Culturally and Economically</b> <b>Dr. Keith Buckley</b>, <i>Physical Education and Athletic Department, Rollins College, Winter Park, USA</i> <i>Overview:</i> A discussion on the impact of a dynamic, globalized sports world</p> <p><b>Towards the Rio 2016 Winner Bid: On the Track of IOC's Development on 'Sustainability'</b> <b>Carla Rocha Araujo</b>, <i>Sport Management – FADEUP – Portugal, Olympic Studies Centre – UGF - Brazil, Rio de Janeiro, Brazil</i> <i>Overview:</i> In 1992 the IOC adopted 'environment' as the 'third pillar' of the Olympic movement. Twenty years have passed. Since then what has changed? Was IOC decision timely?</p> <p><b>Birdie or Bogey? An Analysis of Golf "Down Under"</b> <b>Ron Dowell</b>, <i>School of Tourism and Hospitality Management, Southern Cross University, Lismore, Australia</i> <i>Overview:</i> This outlines research into the current state of golf in Australia, with emphasis on tourism and community impacts.</p> <p><b>Ecotourism and Sports: An Indian Perspective</b> <b>Dr. Suresh Kumar Malik</b>, <i>Higher Education Department Government Postgraduate College, M.D. University, Bhiwani</i>, <b>Dr. Benu Gupta</b>, <i>Kirori Mal College, University of Delhi</i>, <b>Mitesh Sharma</b>, <i>Physical Education, Government College Bhiwani, India</i> <i>Overview:</i> Sports are instrumental to inculcate the spirit of ecotourism, environmental awareness and education. Empowerment and financial benefits can be extended to local communities by camp sites, lodges, guide services etc.</p>
Room 6  COLLOQUIUM	<p><b>Images of Sport and Disability</b> <b>Prof. Anne Marcellini</b>, <i>Montpellier 1 University, France</i>, <b>Dr Athanasios (Sakis) Pappous</b>, <i>Sport Sciences Faculty, Kent University, UK</i>, <b>Laurianne Burlet</b>, <i>Montpellier III University</i>, <b>Abdelhakim Cherif</b>, <i>Health Education and Situations of Disability, Montpellier University 1, Montpellier, France</i> <i>Overview:</i> This session concerns images of disability and how they are perceived. Questions regarding what can and cannot be shown, what is acceptable, and how images are spread will be discussed.</p>
15:30-15:45	<b>BREAK</b>
15:50-17:20	<b>PARALLEL SESSIONS</b>
Room 1  THERAPY, DEVELOPMENT, AND PEACE	<p><b>The Recognized Societal Values of Sport after the 2011 Disaster in Japan by Japanese Students</b> <b>Dr. Koh Sasaki</b>, <i>Sports Science Center, Nagoya University, Nagoya, Japan</i> <i>Overview:</i> This descriptive study raises the argument about the recognized human value structure of sports in a crisis situation.</p> <p><b>Sports: The Medium to Improve Civilization</b> <b>Dr Pramod Chander Sharma</b>, <i>Physical Education, Kirori Mal College, University of Delhi, Delhi, India</i> <i>Overview:</i> Maintaining people's interest in sports, encouraging them to practice sport: it would be an initiative towards building of peace and better world through sports.</p> <p><b>Rwandan Girls' Perspectives on Their Lived Experiences of Physical Education and Sport Activities</b> <b>Lysanne Rivard</b>, <i>McGill University, Montreal, Canada</i> <i>Overview:</i> Using a visual participatory methodology, this study seeks to bring forward Rwandan girls' perspectives of their lived experiences of physical education and sport activities.</p> <p><b>The Development of Social Skills through Physical Education with a Hard to Serve Child Population</b> <b>Mark L. Fraser</b>, <i>Laurentian University, Laurentian University, Sudbury, Canada</i>, <b>Brenda L. Robinson</b>, <i>Access Assessment and Planning Team, The Children's Aid Society</i> <i>Overview:</i> The presentation will describe how physical education can be used as a therapeutic modality to teach social skills to a Hard-to-Serve child population with heterogeneous developmental needs.</p>

15:50-17:20	TUESDAY PARALLEL SESSIONS
Room 2  NATIONAL IDENTITY(II)	<p><b>Around the Wall: East German Football Encounters with the West</b>  <b>Dr. Alan McDougall</b>, <i>Department of History, University of Guelph, Guelph, Canada</i>  <i>Overview:</i> This paper examines the relationship between footballers and fans in communist East Germany, and the game on the other side of the Berlin Wall.</p> <p><b>Unifying Germany: Myth, Nostalgia and "The Miracle of Bern"</b>  <b>Katharina Bonzel</b>, <i>School of Culture and Communication, University of Melbourne, Melbourne, Australia</i>  <i>Overview:</i> Drawing on both the historical background and the film itself, I argue that the film reconfigures this West German founding myth for a post-unification, pan-German audience.</p> <p><b>Japanese Culture and Marathon: From Bushidou Marathon to Running Artist</b>  <b>Yasuo Shimizu</b>, <i>Japan Masters Athletics, Matsubara, Japan</i>  <i>Overview:</i> I want to consider how changes in the marathon affected Japanese culture and Japanese sports culture from a wide viewpoint.</p> <p><b>Ambivalent Team Spirit: East African Distance Runners in Japan</b>  <b>Yuki Takatori</b>, <i>Department of Modern and Classical Languages, Georgia State University, Atlanta, USA</i>  <i>Overview:</i> The dominance of East African athletes in long distance running in Japan has challenged the general acceptance of foreigners on the nation's sports scene.</p>
Room 3  SPORT- AND EXERCISE-RELATED INJURIES	<p><b>What We Need to Know about Sports-Related Concussions and Young Athletes</b>  <b>Janice Odiaga</b>, <i>Pediatric Nurse Practitioner Program Womens Children Health College of Nursing</i>, <b>Amy Manion, PhD</b>, <i>Pediatric Nurse Practitioner Program Womens Children Health, Rush University College of Nursing, Chicago, USA</i>  <i>Overview:</i> This paper provides a definition of sports-related concussions and discusses the epidemiology, diagnosis, management, and potential neurological impact on young children and adolescent athletes.</p> <p><b>Overcoming the Barriers to Participation in Organised Sports for People with Cognitive Difficulties Due to Acquired Brain Damage</b>  <b>Julia Stewart Clark</b>, <i>Dumbarton</i>, <b>Ciara Gill</b>, <i>Acquired Brain Injury Team, West Dunbartonshire Council, UK</i>  <i>Overview:</i> This discusses training and development of joint sports programmes between three local sports and leisure centres and an acquired brain injury service.</p> <p><b>Concussion Management in California Community College Athletics: From Research to Practice</b>  <b>Dr. Nancy Chinn</b>, <i>Disability Resources Department, Santa Rosa</i>, <b>Monica Ohkubo</b>, <i>Sports Medicine Kinesiology Athletics Dance, Santa Rosa Junior College, USA</i>  <i>Overview:</i> This discusses research on the management of concussions in California community college athletics, and discussion of collaborative model promoting best practices in return to play and academic success following concussions.</p> <p><b>Exercise Associated Muscle Cramping: What Do We Know, Where Do We Go?</b>  <b>Dr. Jeffrey Edwards</b>, <i>School of Health Sciences College of Health Professions, Central Michigan University, Mount Pleasant, USA</i>  <i>Overview:</i> The intent is to compare and contrast the current published research results and conclusions, and to suggest new directions for the study of the etiology of exercise associated muscle cramping.</p>



15:50-17:20	<b>TUESDAY PARALLEL SESSIONS</b>
Room 4  CELEBRITY AND LEGACY	<p><b>Traveling with Marion: The Rise, Fall, and Redemption of Marion Jones</b>  <b>Dr. Gilman W. Whiting</b>, <i>African American and Diaspora Studies Human and Organizational Development, Vanderbilt University, Nashville, USA</i>  <i>Overview:</i> Marion Jones' life and athletic prowess touched off discussions of gender, race, and sports across the globe. What will her legacy be?</p> <p><b>Investigating the On- and Off-Track Legacy of the Modern Olympic Games' First Black Medalist, George Coleman Poage: "Of Matchless Swiftiness, but of Silent Pace"</b>  <b>Dr. David James Waters</b>, <i>Sport Management and Leadership Program Dahl School of Business, Viterbo University, La Crosse, USA</i>  <i>Overview:</i> An ambitious scholar-athlete given unique opportunities, African-American George Poage ran/hurdled three events at the 1904 Olympic Games, garnering the first medals for a black athlete.</p> <p><b>Tiger and the Media: Before and After</b>  <b>Dr. Cathleen Londino</b>, <i>Media &amp; Film, Kean University, Union, NJ</i>, <b>Dr. Lawrence Londino</b>, <i>Department of Broadcasting, Montclair State University, Montclair, NJ</i>, <b>Marc Rosenweig</b>, <i>Broadcasting Department, Montclair State University, Montclair, NJ</i>  <i>Overview:</i> On November 27, 2009, the life of Tiger Woods changed significantly. His pristine reputation as the preeminent golfer of his time, solid family man, and philanthropist dissolved under public scrutiny.</p>
Room 5  HEALTH, ACCESS AND MOBILITY	<p><b>Every Body in Motion: Removing Barriers to Improve the Fitness and Overall Health of Homeless and Very Low-Income Women</b>  <b>Melissa Lease</b>, <i>Drexel University, Reading, PA</i>  <i>Overview:</i> The purpose of this paper is to consider how a Boston, MA, fitness facility relates to the needs of its impoverished female members and the implications for similar programs elsewhere.</p> <p><b>Measuring Flexibility, Speed and Agility Levels among Visually Impaired Students in Selected Special Educational Schools in Malaysia</b>  <b>Borhan Yusof</b>, <i>Faculty of Sport Science and Recreation, University of Technology Mara</i>, <b>Mohamed Mohd Sadek Mustaffa</b>, <i>Faculty of Sports Science &amp; Recreation, University Technology MARA, Shah Alam</i>, <b>Nagoor Meera</b>, <i>Sport Science and Recreation</i>, <b>Hisham Che Mat</b>, <i>Sport Science Department, MARA University of Technology</i>, <b>Mohd Radzani Abdul Razak</b>, <i>Department of General Education, University Kebangsaan Malaysia, Malaysia</i>  <i>Overview:</i> This study examines the fitness level between visually impaired and totally blind primary school children in Malaysia.</p> <p><b>The Effect of Wheelchair Tennis on the Quality Life of the Disabled Community in Developing Countries, with a Particular Focus on Africa</b>  <b>Mark Bullock</b>, <i>Wheelchair Tennis Department, International Tennis Federation, London, UK</i>  <i>Overview:</i> An overview of International Tennis Federation wheelchair tennis development projects, particularly African nations, the factors leading to successful projects and the role in improving participants' quality of life.</p> <p><b>A Cross-sectional Study of the Prevalence of Use of Visibility Aids by Edinburgh Cyclists and Their Association with Self-reported Accidents and Near-accidents</b>  <b>Stuart Campbell</b>, <i>College of Medicine and Vet Medicine, University of Edinburgh, Edinburgh, UK</i>  <i>Overview:</i> A survey of 542 Edinburgh cyclists was conducted to assess frequency of use of visibility aids and their association with self-reported accidents.</p>

15:50-17:20	<b>TUESDAY PARALLEL SESSIONS</b>
Room 6  PRACTICE AND PERFORMANCE	<p><b>Gender and Competitiveness: Evidence from Professional Tennis Players</b>  <b>Alex Krumer</b>, <i>Department of Economics, Ben Gurion University, Beer Sheva, Israel</i>  <i>Overview: We study gender differences in tennis with regard to the final score of a set. We find that men's tennis is more competitive than women's.</i></p> <p><b>Dietary Profile and Its Components among Players: A Survey Study</b>  <b>Dr. Ashok Kumar</b>, <i>Department of Physical Education, Ch. Devi Lal University, Sirsa, Sirsa</i>, <b>Mr Jaipal</b>, <i>Physical Education, Jawahar Navodaya Vidyalaya, India</i>  <i>Overview: This investigation compared the nutrient, micronutrient, food intake pattern of urban and rural Haryana adolescent boy and girl sportspersons.</i></p> <p><b>The Effect of Blood Donation on Exercise Performance: A Double-Blind, Randomised Controlled Trial</b>  <b>Simon Bennet</b>, <i>Trauma and Orthopaedics, Bristol</i>, <b>Fatima Rashid</b>, <i>General Surgery, Severn Deanery, Weston-super Mare, UK</i>  <i>Overview: A double-blind, randomised controlled trial examining the effect of blood donation (450ml) on maximal exercise performance and blood haemoglobin concentration.</i></p> <p><b>Dietary Practices and Nutritional Knowledge in Non-elite Marathon Runners: A Survey</b>  <b>Jane Nodder</b>, <i>School of Life Sciences, University of Westminster, London, UK</i>  <i>Overview: This presentation discusses a survey of dietary practices and nutritional knowledge in non-elite marathon runners, and explains how the results are helping runners create individual dietary programmes to optimise performance.</i></p>
19:00-21:00	<b>CONFERENCE DINNER AT RIVERSIDE RESTAURANT – See Registration Desk for More Details</b>

## WEDNESDAY, 25 JULY

8:30	<b>CONFERENCE REGISTRATION DESK OPEN</b>
9:00-9:30	<b>PLENARY SESSION - Andrew Sparkes, Liverpool John Moores University</b> "Sporting Autobiographies as Narrative Maps of Being: An Exploration of Possibilities and Dangers"
9:35-10:05	<b>GARDEN SESSION</b>
10:10-11:15	<b>PARALLEL SESSIONS</b>
Room 1  EQUESTRIAN CULTURE, GENDER, AND RACE	<p><b>Finding the Lost Jockeys</b> <b>Professor Debra Barbezat, Colby College, Waterville, Professor James Hughes, Department of Economics, Bates College, Lewiston, USA</b> <i>Overview:</i> African-American jockeys were commonplace among the leading riders in 19th century U.S. thoroughbred racing. The authors construct new databases to examine the alleged disappearance of these men from the sport.</p> <p><b>Young Equestrians: The Horse Stable as a Cultural Space</b> <b>Michelle Gilbert, Sociology, McMaster University, Dr. James Gillett, Sociology Health, Aging and Society, McMaster University, Hamilton, Canada</b> <i>Overview:</i> This paper examines how the physical culture of equestrian sport is one wherein young girls are structurally and culturally able to explore a range of femininities.</p> <p><b>Exaggerated Femininity and Tortured Masculinity: Embodying Gender in the Horseracing Industry</b> <b>Dr. Deborah Butler, Professor Nickie Charles, Centre for the Study of Women and Gender Sociology, University of Warwick, Warwick, UK</b> <i>Overview:</i> This examines how male and female jockeys in the UK embody masculinity and femininity in a male-dominated field that is gendered masculine.</p>
Room 2  IMPROVEMENT AND EXCELLENCE	<p><b>World Cup Tournament Soccer Simulation: A Novel Methodology Modeling Complex Adaptive Systems in Sporting Cultures</b> <b>Liz Johnson, Complex Systems Institute, University of North Carolina Charlotte, Charlotte, USA</b> <i>Overview:</i> Combined simulations of soccer games and crowds of world cup tournament play. Players and crowd influence each other simultaneously. Players improve by learning.</p> <p><b>The Beautiful Game: Excellence as a Goal of Sports Revisited</b> <b>Dr. Tamba Nlandu, Department of Philosophy, John Carroll University, University Heights, USA</b> <i>Overview:</i> The paper aims to show that in current elite amateur and professional sports, excellence appears to be rather a fortunate accidental goal of sports, not a primary one.</p> <p><b>Play Football to Change the Nation: Brazilian Identity, Financial Capital Discourse, and Dialogism Dynamics</b> <b>Dr. Vander Casaqui, Dr Luiz Peres-Neto, Master on Media and Consumption Practices, ESPM – Marketing and Propaganda School, Sao Paulo, Brazil</b> <i>Overview:</i> Brazilian identity associated to football is discussed through financial institution's advertising strategies and how its discourse has been framed on social networks, portraying a dialogical confrontation on sports and society.</p>
Room 3  PERSPECTIVES ON DRUGS AND DOPING	<p><b>Attitudes toward Doping among Young Tunisian Student Athletes: A Witnessed Case Study</b> <b>Héla Kouki Chaouachi, Therapeutic Use Exemption Department Research Unit, Tunis, Besma Gacem M'hamed, Antidoping Education &amp; Prevention, National Antidoping Agency, Souad Abdelwahed Selmi, Educational Research, National Centre for Pedagogic Innovation and Education Research, Zakia Bartegi, National Antidoping Agency, Tunisia</b> <i>Overview:</i> This witnessed study with educative aims examined knowledge and attitudes towards doping among Tunisian youths and demonstrated that doping becomes a social phenomenon not limited to high level sport.</p> <p><b>Defining Alternative Medicine in the Context of Athletic Performance and the Spirit of Sports: D(etermination), O(bservance), P(ermisibility) or E(ducation)?</b> <b>Dr. Ben Koh, School of Leisure Sport Tourism, Lynne Freeman, School of Marketing, Prof. Jenny Edwards, Faculty of Business, Assoc. Prof. Christopher Zaslowski, College of Traditional Chinese Medicine Department of Medical and Biomolecular Sciences, University of Technology, Sydney, Australia</b> <i>Overview:</i> The World Anti-doping Agency's spirit of sports conflicts with modern Zeitgeist. Athletes in pursuit of performance excellence risk inadvertent doping through unawareness of complementary and alternative medicines as drugs.</p> <p><b>Contextualizing Fair Play: Australasian Athletes' Narratives of Anti-doping Regulation</b> <b>Dr Kathryn Henne, Regulatory Institutions Network, The Australian National University, Canberra, Australia</b> <i>Overview:</i> This paper examines how athletes explain and understand anti-doping regulations. It considers their legal consciousness, even beyond sport, informs these attitudes.</p>

10:10-11:15	<b>WEDNESDAY PARALLEL SESSIONS</b>
Room 4  ADMINISTRATION AND COMMERCIALIZATION	<p><b>Sport as the Politics of Speed: Mapping the New Economics of Indian Cricket</b>  <b>Vidya Subramanian</b>, <i>Centre for Studies in Science Policy School of Social Sciences, Jawaharlal Nehru University, New Delhi, India</i>  <i>Overview:</i> This paper explores the influence of speed on the game of cricket, and argues that the new economics of cricket tend to play out as the politics of speed.</p> <p><b>An Actor Network Theory Approach to Innovation in the Sports Industry: The Case of the Recent Development of Kiteboarding</b>  <b>Dr. Eric Boutroy</b>, <i>Centre de Recherche et d'Innovation sur le Sport (EA 647)</i>, <b>Dr. Benedicte Vignal</b>, <i>University Claude Bernard Lyon 1</i>, <b>Dr. Bastien Soule</b>, <i>Centre de Recherche et d'Innovation sur le Sport, University Claude Bernard - Lyon 1, Lyon, France</i>  <i>Overview:</i> This sociological presentation proposes an Actor Network Theory approach to innovation. It focuses more particularly on kiteboarding, an activity that burst onto the outdoor sports scene in the late 1990s.</p> <p><b>Istanbul Stadiums from Modern to Postmodern: Analogy to Lefebvre's Trialectics of Space</b>  <b>Selimcan Azizoglu</b>, <i>Graduate School of Social Sciences, Istanbul Sehir University, Altunizade, Turkey</i>  <i>Overview:</i> This study reveals social, political and economic aspects of the evolution of Istanbul's stadiums from the late 19th century to today.</p>
Room 6  WORKSHOP	<p><b>Turning Tragedy into Triumph with MetaHabilitation: A Contemporary System of Rehabilitation</b>  <b>Dr. Joyce Mikal-Flynn</b>, <i>School of Nursing</i>, <b>David Parsh</b>, <i>Kennedy High School-Physical Education, Sacramento State University, Sacramento</i>, <b>Keenan Flynn</b>, <i>Marquette University, New York</i>, <b>Scott Miller</b>, <i>St. Louis, USA</i>  <i>Overview:</i> Athletes experience injuries. Current rehabilitation models fail to incorporate their experience of trauma and inner strengths planning recovery. MetaHabilitation recognizes athletes unique fortitude and ability to turn tragedy into triumph.</p>
11:15-11:30	<b>BREAK</b>
11:35-12:40	<b>PARALLEL SESSIONS</b>
Room 1  SPORTING COHORTS AND COMMUNITIES	<p><b>A Community Connected by Risk and Danger: How Vulnerability Builds Community for Professional Jockeys and Their Families</b>  <b>Dr. Jan Moore</b>, <i>School Health and Social Development Faculty of Health, Deakin University, Melbourne, Australia</i>  <i>Overview:</i> This research identifies social connection qualities of professional jockeys and their families, and discusses how the perpetual threat of danger acts as a driver of social connectedness.</p> <p><b>Parents' Sense of Community in a Youth Sport Program</b>  <b>Yen-Chun Lin</b>, <b>Dr. Laurence Chalip</b>, <i>Department of Kinesiology and Health Education, University of Texas, Austin, USA</i>  <i>Overview:</i> Community-based sport clubs and leagues should capitalize on volunteer labour to build a sense of community, and should do so by fostering relationships among families in a geographically hierarchical manner.</p>
Room 2  PHYSICAL ACTIVITY AND HEALTH (III)	<p><b>A Study on Some Effects of Aeroyoga on Physiological Parameters of Indian Youth</b>  <b>Dr. Benu Gupta</b>, <i>Physical Education, Kirori Mal College, University of Delhi</i>, <b>Dr. Mukesh Agarwal</b>, <i>Department of Physical Education, University of Delhi, Delhi, India</i>  <i>Overview:</i> The presentation is a research study conducted on Indian youth for establishing the new fitness regime AEROYOG invented by the investigators; a need of today's touch button civilization.</p> <p><b>How to Help a Patient to be "Physically Active": Analysis of the Range of Physical Activity-related Services Offered by French Diabetes Networks</b>  <b>Dr. Claire Perrin</b>, <i>CRIS, EA 647, University of Lyon 1, Lyon, France</i>  <i>Overview:</i> New services have appeared to help type 2 diabetics to become physically active. This qualitative study investigates the conceptions behind how services related to physical activity are organised in France.</p> <p><b>Physical Activity Assessment and Promotion in Primary Care</b>  <b>Dr. Neil Heron</b>, <i>Department of General Practice, Queen's University, Belfast, UK</i>  <i>Overview:</i> This feasibility study aims to explore the integration of a brief assessment of physical activity into GP consultations, and the experiences of patients in a randomised pedometer-based intervention.</p>

11:35-12:40	<b>WEDNESDAY PARALLEL SESSIONS</b>
Room 3 PERSPECTIVES ON DRUGS AND DOPING (II)	<p><b>The Puerto Affair: An International Breakdown of the Governance of Doping?</b>  <b>Dr. Bastien Soule</b>, <i>Centre de Recherche et d'Innovation sur le Sport, University Claude Bernard - Lyon 1, Lyon</i>, <b>Dr Ludovic Lestrelin</b>, <i>Information, Organisation, Action, University of Caen Normandy, Caen, France</i>  <i>Overview:</i> This paper provides an interorganizational approach to the blood-doping scandal that broke in Spain in 2006. To date, and surprisingly, it has been poorly investigated by social scientists.</p> <p><b>Psychological Health and Wellbeing of Young Professional Footballers in the UK</b>  <b>Dr Joanne Lloyd</b>, <i>Department of Psychiatry, University of Oxford, Oxford</i>, <b>Dr Henrietta Bowden-Jones</b>, <i>Department of Medicine, Imperial College London, London</i>, <b>Prof Guy M Goodwin</b>, <b>Prof John R Geddes</b>, <b>Prof Robert D Rogers</b>, <i>Department of Psychiatry, University of Oxford, Oxford, UK</i>  <i>Overview:</i> A web-based survey of the health experiences of 347 young professional footballers, revealing relatively high levels of psychological distress, particularly amongst players reporting history of serious injury in their career.</p>
Room 4 INFLUENCE ON LOCAL CULTURE AND TEAMS	<p><b>The UEFA "Home-grown Players" Rule: Does It Fulfil It's Aim?</b>  <b>Vanja Smokvina</b>, <i>Department of Labour and Social Law Faculty of Law, University of Rijeka, Rijeka, 51000, Croatia</i>  <i>Overview:</i> The article analyses the "home grown player" rule introduced by UEFA and some national football federations. The emphasis is on question of labour and European and sports law.</p> <p><b>The Lived Experiences of Southern Hemisphere Professional Rugby League Migrants in the United Kingdom: "It's a Long Way to the Super League."</b>  <b>Adam Brian Evans</b>, <i>School of Sport, Coaching and Exercise Science, University of Lincoln, Lincoln, UK</i>  <i>Overview:</i> This study investigated the lived experiences of professional sport labor migrants to UK rugby league. Figurational principles helped highlight the impact of migration on player identities and career choices.</p> <p><b>The Communication Strategies of the 2008 Beijing Olympic Games</b>  <b>Yoav Dubinsky</b>, <i>Department of Sport Management School of Human Kinetics, Ottawa, Canada</i>, <b>Norman O'Reilly</b>, <i>Human Kinetics, University of Ottawa</i>  <i>Overview:</i> The presentation evaluates the strategy of the Beijing Organizing Committee of the 2008 Olympic Games Communication Department and the impact it had on the image of China.</p>
Room 5 WORKSHOP	<p><b>Brain Based Sports Coaching: Coaching with the Brain in Mind</b>  <b>Dymond Jones</b>, <i>Unit 2 Fitness, Unit 2 Fitness, Atlanta</i>, <b>Anne Whittenbarger</b>, <i>Middle School High School, The Howard School, USA</i>  <i>Overview:</i> Brain Based Sports Coaching (BBSC) is a coaching approach using recent neuroscience findings to improve athlete motivation, concentration, teamwork and overall performance.</p>
Room 6 MULTICULTURAL- ISM AND IDENTITY	<p><b>Setting the Field: Aboriginal Identity and Cricket in Western Australia</b>  <b>Ross Raymond Chadwick</b>, <i>Collections and Research, Western Australian Museum, Perth, Australia</i>  <i>Overview:</i> This paper will examine how Aboriginal cricketers in Western Australia construct narratives of their experiences as cricketers in what is generally perceived as a white game.</p> <p><b>Sports: A Racist Game</b>  <b>Joe Perry</b>, <i>The Wollotuka Institute, University of Newcastle, Newcastle, Australia</i>  <i>Overview:</i> How have racist attitudes impacted Aboriginal players and their involvement in the games that they excelled at and loved to play?</p> <p><b>Social Integration through Judo</b>  <b>Dr Catalina Lecumberri</b>, <i>Department of Pedagogy, University of Vic, Vic</i>, <b>Dr Vicente Carratalá</b>, <i>Department of Physical Education Faculty of Sport Sciences, University of Valencia</i>, <b>Jose Luis Bermejo-Ruiz</b>, <i>Institute of Physical Education and Sport</i>, <b>Marcos Boils-Olivares</b>, <i>Department of International Relations, Catholic University of Valencia, Torrent, Spain</i>  <i>Overview:</i> This research investigates the impact of judo and its practice in the processes of integration or social exclusion of teenagers that are living a vulnerable situation.</p>
12:40-13:30	<b>LUNCH</b>

13:35-15:05	<b>WEDNESDAY PARALLEL SESSIONS</b>
Room 1  IMPACTS OF MEGA EVENTS	<p><b>Regeneration or Further Gentrification? Urbanization and the 2015 Pan/Parapan American Games</b>  <b>Amanda De Lisio</b>, <i>Graduate Department of Exercise Sciences, University of Toronto, Toronto, Canada</i>  <i>Overview:</i> This presentation will ask questions concerning social and environmental justice and the construction of 2015 Pan/Parapan American facilities.</p> <p><b>The Local Impacts of London 2012: A Focus on the London Borough of Newham</b>  <b>Nadia Grubnic</b>, <i>School of Health, Sport and Biosciences, University of East London, London, UK</i>  <i>Overview:</i> An examination of the main reasons for hosting the 2012 Games in East London and the range of local responses to this.</p> <p><b>The Impact of Sports Mega-event Sponsorship on a Country's Image</b>  <b>Prof. Eugene D. Jaffe</b>, <i>Department of Business Administration School of Social Sciences, Ramat-Gan, Israel</i>, <b>Prof. Gorm Gabrielsen</b>, <i>Copenhagen Business School, Frederiksberg</i>, <b>Prof. Tore Kristensen</b>, <i>Copenhagen Business School, Frederiksberg, Denmark</i>  <i>Overview:</i> This presentation examines the effect of sporting mega-events on a country's image. The setting for our research was the 2008 Olympic Games in China.</p>
Room 2  GENDER AND COMPETITION	<p><b>Gender Differences in Golf Swing Technique from the Perspective of LPGA Professionals</b>  <b>Dr. Vanessa MacKinnon</b>, <i>Department of Exercise Science and Sport Studies Professional Golf Management Program, California University of Pennsylvania, California, USA</i>  <i>Overview:</i> A survey of how LPGA professionals make instructional adaptations to account for the physical and technical differences between the golf swings of men and women.</p> <p><b>Effort and Efficiency in Men's Vis-à-Vis Women's Amateur Boxing Tournaments</b>  <b>Dr. David Chaplin</b>, <i>Department of Business and Economics, Northwest Nazarene University, Nampa, USA</i>  <i>Overview:</i> Difference of means tests are employed to analyze differences in effort and efficiency of male vis-a-vis female boxers in elite amateur boxing tournaments.</p> <p><b>Rowing on the Tideway: The Journey Begins</b>  <b>Karen Pearce</b>, <i>Assistant Director of Physical Education, Physical Education, University of Cambridge</i>  <i>Overview:</i> The Victorian college woman, ensconced on the fringes of Cambridge University life, demonstrated the potential of female sporting bodies; 145 years later their successors will race on the tideway.</p>
Room 3  RECREATION AND DEVELOPMENT (II)	<p><b>A Cross Culture Study on High School Students' After-School Sports Activity</b>  <b>Charles Ma</b>, <i>Skyline High School, Sammamish, USA</i>, <b>Zhao-Kun Wang</b>, <i>School of Finance &amp; Economics, Jiangsu University, Zhenjiang, China</i>, <b>Jonathan Lim</b>, <i>Junior Class, Dougherty Valley High School, San Ramon, USA</i>, <b>Prof. Xuelin Xiao</b>, <i>Sports Talent Identification, Beijing Research Institute of Sports Science, Beijing, China</i>  <i>Overview:</i> To investigate culture effects on after-school sports activity of the high school students in public schools of the United States and China.</p> <p><b>Shaping Youth Sport Ecological Practice: A Qualitative Study</b>  <b>Márcio Luis Domingues, MSc</b>, <i>Department of Local Development Sport and Leisure Division, City Hall, Águeda</i>, <b>Carlos Eduardo Gonçalves, PhD</b>, <i>Youth Sport Studies Faculty of Sport and Physical Education, University of Coimbra, Coimbra, Portugal</i>  <i>Overview:</i> This study aimed at determining how environmental practices and significant others alongside operate in shaping sport experiences</p> <p><b>The Influence of Junior High School Club Participation on Attitude</b>  <b>Prof. Kiichi Sugiyama</b>, <i>Department of Sport Education Faculty of Education, Iwamizawa</i>, <b>Emi Yamaguchi</b>, <i>Graduate School of Education, Hokkaido University of Education, Sapporo, Japan</i>  <i>Overview:</i> In Japan, there are many sport clubs in junior high schools. Their activities are incorporated into the school education system. This study aimed at the evaluation of their attitudes.</p>

13:35-15:05	<b>WEDNESDAY PARALLEL SESSIONS</b>
Room 4  WEBSITES, TECHNOLOGY, AND MEDIA	<p><b>NFL Films and the Pairing of Pro Football and Television</b> <b>Dr. Thomas C. Johnson</b>, <i>Department of Communication Studies, Luther College, Decorah, USA</i> <i>Overview:</i> I provide a historical examination of how NFL films, pro football, and television conjoined with one another.</p> <p><b>Reading Celebrity Cricket League: Cricket, Cinema and the Crises in India's Popular Culture</b> <b>Joe Demsy Christopher</b>, <i>Department of English Literature from Commonwealth Nations School of English Literary Studies, English and Foreign Languages University, Hyderabad, India</i> <i>Overview:</i> The success of the Celebrity Cricket League makes cricket politically relevant in India. The nexus between cinema and cricket suggests cricket's role is the construction of micro-identities.</p> <p><b>Analysis of the Websites of the Professional Sports Clubs of the Basque Country</b> <b>Terese Mendiguren, Jesús Ángel Pérez Dasilva, Simón Peña, Leire Iturregui, Aingeru Genaut</b>, <i>Department of Journalism II, University of the Basque Country, Leioa, Spain</i> <i>Overview:</i> This paper presents research and analysis concerning the websites of the professional sports clubs of the Basque Autonomous Community in Spain.</p> <p><b>Website Adoption Choices by 'Local' Cricket Clubs and Associations</b> <b>Dr. Stephen Burgess, Dr. Scott Bingley</b>, <i>Centre for Applied Informatics, Victoria University, Melbourne, Australia</i> <i>Overview:</i> This study investigates differences in levels of website adoption across four local cricket associations. Websites were used to provide information and sometimes to manage player and match statistics.</p>
Room 5  FANDOM	<p><b>Consuming Media Sport, Producing Media Sport: The Motivations, Attitudes and Information-seeking Behaviours of Fan Sports Bloggers</b> <b>Brigid McCarthy</b>, <i>School of Communication, Arts and Critical Enquiry, La Trobe University, Melbourne, Australia</i> <i>Overview:</i> A presentation on the findings of a questionnaire conducted as part of a multi-methodological investigation into fan sports blogging.</p> <p><b>A Study of Old School Values in Sports: Exploring Relationships to Fan Identification, Sponsor Recognition, and Sponsor Perceptions</b> <b>Dr. K. Damon Aiken</b>, <i>Eastern Washington University, Spokane</i>, <b>Dr. Lynn R. Kahle</b>, <i>Marketing, University of Oregon, Eugene, USA</i> <i>Overview:</i> The study explains, defines, and investigates "old school" fan values in both collegiate and professional sport contexts.</p> <p><b>Understanding the Relationship between Fan Avidity and Sports Sponsorship Success: The Moderating Role of Team Performance</b> <b>Dan Hall, Dr. Darin White</b>, <i>Brock School of Business, Samford University, Birmingham, USA</i> <i>Overview:</i> This study evaluates the relationship between fan loyalty and the marketing relationship between the fan and the team's primary sponsor. Perceived team performance is also evaluated.</p>
Room 6  PERSPECTIVES ON STUDENT ATHLETES (IV)	<p><b>The Elimination of Varsity Sports at a Division I Institution: A Student Athlete Perspective</b> <b>Dr. Derek Van Rheenen, Berkeley, Jason R. Atwood</b>, <i>Graduate School of Education, University of California, Berkeley, Santa Barbara, USA</i> <i>Overview:</i> Case study data from 113 NCAA Division I college athletes at Berkeley are analyzed, providing an emic perspective of the individuals most impacted by the institutional elimination of their sports.</p> <p><b>Driving the Endzone in School and Sports: Self-theories of Intelligence and Athletic Ability among College Football Players</b> <b>Jason R. Atwood</b>, <i>Graduate School of Education, University of California at Berkeley, Santa Barbara</i>, <b>Dr. Derek Van Rheenen</b>, <i>Athletic Study Center, University of California, Berkeley, USA</i> <i>Overview:</i> Data from 83 members of an NCAA Division I football program are analyzed to better understand the factors that underlie the "motivational contradiction" of university student-athletes in school and sports.</p> <p><b>The Impact of Yogic Sports on Body, Mind and Soul</b> <b>Dr. Mukesh Agarwal</b>, <i>Department of Physical Education, University of Delhi, Delhi</i>, <b>Dr. Benu Gupta</b>, <i>Physical Education, Kirori Mal College, University of Delhi, India</i> <i>Overview:</i> Yogic sports have an effective place in the ancient education system provided in Gurukuls. These activities nourished not only the physical component, but develop the mental competency at the peak.</p>
15:05-15:20	<b>BREAK</b>

15:25-16:30	WEDNESDAY PARALLEL SESSIONS
Room 1  ISSUES IN HOSTING FUTURE OLYMPIC GAMES	<p><b>Qatar and the 2022 World Cup: Practical Implications for Human Rights in Qatar</b>  <b>Kody Gerkin</b>, <i>Admissions Office, Qatar Foundation, Doha, Qatar</i>  <i>Overview:</i> The practical implications of Qatar's hosting the World Cup on human rights in Qatar will be the focus of this presentation.</p> <p><b>A SWOT Analysis of İstanbul: A Candidate City for the 2020 Summer Olympic Games</b>  <b>Melih Öztop</b>, <i>Department of Physical Education and Sports Faculty of Education</i>, <b>Prof. Settar Koçak</b>, <i>Department of Physical Education and Sports, Middle East Technical University, Ankara, Turkey</i>  <i>Overview:</i> The purpose of this paper is to explore the strengths, weaknesses, opportunities and threats of the candidate city, İstanbul, for the 2020 Olympic Summer Games.</p> <p><b>Follow the Yellow BRICS Road: Investigating a Sport Mega-Event Bid from an Emerging Global Power</b>  <b>Caitlin Pentifallo</b>, <i>School of Kinesiology, University of British Columbia, Vancouver, Canada</i>  <i>Overview:</i> Explaining the rationales and narratives behind Rio de Janeiro's successful bid to host the 2016 Summer Olympic Games</p>
Room 2  PHYSICAL ACTIVITY AND HEALTH (IV)	<p><b>Public-Voluntary Partnerships—A Potential Way of Delivering Welfare Services: A Case-based Study on School Swimming</b>  <b>Thomas Skovgaard</b>, <i>Institute of Sports Science and Clinical Biomechanics, University of Southern Denmark, Odense, Denmark</i>  <i>Overview:</i> This presentation highlights key findings from a recently completed mapping study of school swimming as an integral part of primary and lower secondary education in Denmark.</p> <p><b>Coaching the Coach</b>  <b>Prof. Randy Massengale</b>, <i>Department of Management Albers School of Business and Economics, Seattle University, Mill Creek</i>, <b>Prof. Michele Loughead</b>, <i>School of Business and Economics, Michigan Technological University, Houghton, USA</i>  <i>Overview:</i> This presentation explores parallels between coaching world class executives in business and world class athletics coaches, examining how business principles translate to the sporting world and how coaches can benefit.</p>
Room 3  FITNESS, TECHNOLOGY, AND HABIT	<p><b>Changing Routine: Temporalities of "Leisure" Practices in Everyday Life</b>  <b>Stanley Webster</b>, <i>Sociology Department, Lancaster University, Lancaster, UK</i>  <i>Overview:</i> This paper uses social theories of practice to help understand the scheduling and organisation of "leisure" and sporting practices within the rhythms and temporalities of everyday life.</p> <p><b>Fitness? There's an App for That: Review of Mobile Fitness Apps</b>  <b>Ted Vickey</b>, <i>Digital Enterprise Research Institute Social Software Unit Group, National University of Ireland, Galway, Ireland</i>, <b>Antonio Williams</b>, <i>Kinesiology, Indiana University, USA</i>  <i>Overview:</i> This is a review and analysis of the sharing of a workout using Twitter and a mobile fitness app.</p> <p><b>Always on My Mind: An Extension of the Habit Construct Measure</b>  <b>Pier-Eric Chamberland</b>, <b>Paule Miquelon</b>, <i>University of Quebec in Trois-Rivieres, Trois-Rivieres</i>, <b>Laurence Dumont</b>, <i>Department of Psychology, University of Montreal, Montreal, Canada</i>  <i>Overview:</i> The habit construct has good potential as an outcome in physical activity interventions. These two studies address some of the drawbacks of the available measure in a French-Canadian population.</p>



15:25-16:30	<b>WEDNESDAY PARALLEL SESSIONS</b>
Room 4 EXTREME SPORTS	<p><b>Who Are You Swimming for? English Channel Swimming, Charitable Fund-raising and the Construction of Alliances of Suffering</b>  <b>Dr. Karen Throsby</b>, <i>Department of Sociology, University of Warwick, Coventry, UK</i>  <i>Overview:</i> This paper explores the relation between the extreme endurance sport of English Channel swimming and charitable fundraising.</p> <p><b>Fragmented Identities: A Case Study of an Extreme Sport</b>  <b>Kieren McEwan</b>, <i>Department of Sport &amp; Exercise Science, University of Portsmouth, Portsmouth, UK</i>  <i>Overview:</i> Utilising mountain biking as a case study, this paper will demonstrate the development and evolution of fragmented subcultures in extreme and emerging sport.</p> <p><b>Regulating Violence in Violent Sports</b>  <b>Jon Heshka</b>, <i>Adventure Studies Department and Faculty of Law, Thompson Rivers University, Kamloops, Canada</i>, <b>Kris Lines</b>, <i>Staffordshire Law School, Staffordshire University, Staffordshire, UK</i>  <i>Overview:</i> This presentation examines different leagues' approaches to regulating injurious contact in fast and furious sports which are inherently violent like football and hockey.</p>
Room 5 WORKSHOP	<p><b>The Impact of NCAA Enforcement on Black Student-Athletes' Well Being</b>  <b>Dr. Algerian Hart</b>, <i>Department of Kinesiology, Western Illinois University, Macomb</i>, <b>Emmett Gil Jr.</b>, <i>Department of Social Work, North Carolina Central University, Durham</i>, <b>Charles Crowley</b>, <i>Department of Sport Management, California University of Pennsylvania, California, USA</i>  <i>Overview:</i> This will explore the impact of NCAA enforcement policies, procedures, and processes on Black student-athlete development.</p>
Room 6 COMMUNITY ENGAGEMENT AND CULTURE	<p><b>Reading MTV Roadies: Sport, Society, and Politics in India</b>  <b>Alice Samson</b>, <i>Department of English Literature School of Literary Studies</i>, <b>Joe Demy Christopher</b>, <i>Department of English Literature from Commonwealth Nations School of English Literary Studies, The English and Foreign Languages University, Hyderabad, India</i>  <i>Overview:</i> Through a reading of the reality show MTV-Roadies, we discuss the scope of popular sport amongst Indian youth. We locate the shift in sports culture amidst transformations in India's realpolitik</p> <p><b>Combat Sport and Resistance: Documenting Resistance in North American Slave Narratives</b>  <b>Prof. Richard K. Merritt</b>, <i>Department of Art, Luther College, Decorah, USA</i>  <i>Overview:</i> The study of the combat sports, martial arts, and games of the African-American slave constitutes a valuable resource in understanding the history of the performed body under periods of oppression.</p> <p><b>Sport and Community Building: The Case of an Ethnic Community Organization</b>  <b>Dr. George Karlis</b>, <i>School of Human Kinetics, University of Ottawa, Ottawa, Canada</i>  <i>Overview:</i> The intent of this paper is to present how hockey has played a key role in the preservation and maintenance of ethnic culture in multicultural Canada</p>
16:35-17:05	<b>CONFERENCE CLOSING – Homer Stavelly</b> , <i>Common Ground Publishing, USA</i>



## GRADUATE SCHOLARS

Graduate scholars contribute to the flow and overall success of the conference. Their key responsibilities include chairing the parallel sessions, keeping the conference on schedule, providing audio-visual technical assistance and assisting with the registration process.

We would like to thank the following Graduate Scholars who participated in the Sport and Society Conference.

**Brenda Atuona** is a 2nd year PhD candidate based at the University of Kent's Centre for Sports Studies. Her research topic falls under the umbrella of the Social Sustainability of Mega Sports Events with a focus on using the Paralympic Games to enhance attitudes towards disabled athletes and disability sport. Special focus is reserved for the role the media plays with specific attention on journalists and ways in which adequate training can ensure positive representation. Outside of her research, Brenda is an enthusiastic event organiser and will be partnering on an event to celebrate the achievements of past Nigerian Olympic and Paralympic athletes. Never one to miss an opportunity, Brenda will also be working for the Olympic Broadcasting Services for the duration of the Olympic and Paralympic Games as a Liaison Officer. Outside of work and studies, Brenda is a keen defensive netball player and currently plays in the South East England regional league.

**Amanda De Lisio** is a doctoral student in the Department of Exercise Sciences at the University of Toronto where she studies under the supervision of Dr. Caroline Fusco. Her doctoral work will examine the effect of event-led urbanization on host communities. Specifically, it will use the construction of the West Don Lands, the future home of the 2015 Pan/Parapan Athletes' Village in Toronto, Canada, to examine how event-led urban renewal processes aid or hinder socially just and environmentally sustainable development. The broader purpose is to understand how cities can ensure that a mega-investment can garner positive legacies for those (always-already) living within host communities.

**Michelle Gilbert** is a PhD candidate in Sociology at McMaster University, Canada. Her doctoral work examines the overwhelming presence of females in equestrian sport at amateur levels and the impact participation in equestrian sport through adolescence has on identity formation. Michelle is interested in sport, gender and interspecies relations. Her research explores a variety of questions about human-animal relations and the role of animals in sport, recreation and leisure. She is co-editor of a forthcoming book on Sport, Animals and Society.

**Kami Harris** is a student at the Annenberg School of Communication at the University of Southern California, United States. She is currently pursuing a master's degree in communication management. Her current course of study explores gender and sports, specifically how gender stereotypes effect perceived credibility in the area of sports media. Her research interests also include sports marketing, sports and leadership, and sports communication. She spent the past summer at Aarhus University in Denmark studying new media landscapes and technologies. She is a member of The Honor Society of PHI KAPPA PHI for outstanding academic achievement. Upon completion of her master's program, she plans to pursue her PhD in Communication.

**Neil Heron** - Dr Neil Heron is currently a GP academic clinical fellow with a specialist interest in sports medicine at Queen's University, Belfast, Northern Ireland. He is also currently the team doctor to the Northern Ireland u-19 and u-21 football teams as well as to Crusaders FC in the Irish Premier League. His current research focus is on physical activity promotion in primary care and attempting to tackle the current physical inactivity and obesity epidemics.

**Katie Lebel** is a doctoral candidate at Western University in Canada where she studies under the supervision of Dr. Karen Danylchuk. Her current research is focused in the area of mediasport, with a particular interest in how professional athletes are making use of social media platforms. Katie completed her undergraduate education at St. John's University in New York City where she was also a member of the Redstorm golf team. After some time in the marketing department of the New York Rangers hockey franchise, Katie moved on to Western to pursue her post-graduate career in sport management.

**Gayathri Nagendra** - An undergrad student of law, at the age of 21, Gayathri has the experience of working across verticals in sports. Starting as a freelance journalist for two leading Indian newspapers, she went on to work on the operational teams of many prestigious events such as the Indian Premier League, ICC Cricket World Cup 2011 and World Series Hockey among others, thereby getting a first-hand experience on the working and conduct of sports. She presented a paper at the Commonwealth Games International Sports Science Congress, 2010 which was well-received, being the only delegate to delve into the legal intricacies in sports. Her extensive research has seen her interact with experts in the legal field and sports medicine, athletes, Olympians and administrators. She understands the need for a specific legislation and her aim is to help create a legally structured environment for sport that will not only help curb sporting malpractices but also safeguard athlete interest.



**Carla Isabel Paula da Rocha de Araujo** is a PhD student of Sport Sciences at Faculty of Sport - University of Porto (Portugal) with University Gama Filho - UGF (Brazil); Founding Member of ABES (Brazilian Association for Sustainable Sport); Member of EASM (European Association for Sport Management); Member of AISTS (Académie Internationale des Sciences et Techniques du Sport); Member of Editorial Board and Journal Reviewer 'Revista Intercontinental de Gestão Desportiva' (RIGD); Member of ABRASGESP (Brazilian Association for Sport Management); Researcher at UGF Centre of Olympic Studies and Knowledge Management; University Professor in Portugal and Brazil; Carla also coaches and plays volleyball.

**Caroline E. Sawyer** is a doctoral student in the Department of Communication at The University of Memphis. She earned her Master of Arts in Communication at Austin Peay State University and her Bachelor of Business Administration at Baylor University. Her research interests include sport communication, specifically gender communication within the sport context, media communication, gender communication, and computer-mediated communication. Her dissertation focus seeks to understand gender communication within the context of American fantasy football. Prior to undergoing her doctoral studies, Sawyer worked as a tenure track faculty member at Austin Peay State University where she co-developed the sports broadcasting program, supervised student athletic video productions, wrote a public speaking course redesign grant, and served as a reviewer for the Journal of Sports Media.

**Vidya Subramanian** is a PhD scholar at the Centre for Studies in Science Policy (CSSP) at the Jawaharlal Nehru University (JNU) in New Delhi. She has submitted her M.Phil dissertation on the topic "Cricket, Technology, and the Making of a Sporting Platform" in July 2011. As part of her larger research objectives, Vidya wishes to delve into some cultural and political aspects of speed and technology through the lens of sport.

**Valeria Varea** is a PhD student in the school of Human Movement Studies at The University of Queensland, Australia. Her research interests include socio-cultural approaches to the body and its relation to Health and Physical Education (HPE) teaching. In her thesis, she is looking for attitudes, beliefs and ideas regarding the body in HPE teachers and HPE undergraduates. Valeria also enjoys teaching and is currently involved in different courses: 'Bodies in Culture', 'Sociology of Sport' and 'Socio-cultural Foundations of Human Movement'. She has also presented her work at different conferences around the world, such as in Argentina, Bolivia and Australia.

**Oli Williams** is a doctoral student in the Department of Sociology at the University of Leicester, England. He holds a BSc in Sport and Exercise Science and an MSc in Sociology of Sport from Loughborough University. His research interests include lifestyle-focused health advice, health inequalities, cultures of eating and drinking, sporting celebrity and cultures of masculinity.

## INTERNATIONAL ADVISORY BOARD

- **Tridibesh Bandyopadhyay**, Unitedworld School of Business, Kolkata, India.
- **Bill Cope**, University of Illinois, Urbana-Champaign, USA.
- **Mojca Doupona**, University of Ljubljana, Ljubljana, Slovenia.
- **Keith Gilbert**, University of East London, London, UK.
- **Mark Hargreaves**, University of Melbourne, Melbourne, USA.
- **Jack Jedwab**, Association for Canadian Studies, Montreal, Canada.
- **Sid Katz**, University of British Columbia, Vancouver, Canada.
- **Richard Lichen**, Beijing Sports University, Beijing, China.
- **Abdul Hafidz bin Haji Omar**, University Technology Malaysia, Malaysia.
- **Otto J. Schantz**, University of Koblenz, Landau, Germany.
- **Karin Volkwein-Caplan**, West Chester University of Pennsylvania, West Chester, USA.
- **Rhodri Windsor-Liscombe**, University of British Columbia, Vancouver, Canada.

## CONFERENCE SECRETARIAT

- Brian Kornell
- Abigail Manekin
- Homer "Tony" Stavelly

**LIST OF PARTICIPANTS**

Mukesh	Agarwal	University of Delhi	India
Damon	Aiken	Eastern Washington University	USA
Fawaz	Alhakami	King Saud University.	UK
Margo	Apostolos	University of Southern California	USA
Brenda	Atuona	University of Kent	UK
Jason R.	Atwood	University of California, Berkeley	USA
Selimcan	Azizoglu	Istanbul Sehir University	Turkey
Eric	Bain-Selbo	Western Kentucky University	USA
Razan Abdulmajeed	Baker	Brunel University	UK
Debra	Barbezat	Colby College	USA
David	Baron	University of Southern California	USA
Olivier	Bauer	Université de Montréal	Canada
Roger	Bayly	Christ Church Grammar School	Australia
Simon	Bennet	Royal United Hospital	UK
Jocelyn	Benson	Wayne State University	USA
Yalcin	Besiktas	Okan University	Turkey
Scott	Bingley	Victoria University	Australia
Katharina	Bonzel	University of Melbourne	Australia
Eric	Boutroy	University Claude Bernard Lyon 1	France
Daniel	Broman		UK
Philip	Broyles	Shippensburg University	USA
Thomas	Bruggink	Lafayette College	USA
Keith	Buckley	Rollins College	USA
Mark	Bullock	International Tennis Federation	UK
Andrea	Bundon	The University of British Columbia	Canada
Stephen	Burgess	Victoria University	Australia
Laurianne	Burlet	Montpellier University III	France
Deborah	Butler	University of Warwick	UK
Karen	Butler	Johnson C. Smith University	USA
Nick	Caddick	Loughborough University	UK
Stuart	Campbell	University of Edinburgh	UK
Mary-Ann	Carter	University of Otago	New Zealand
Ross	Chadwick	Western Australian Museum	Australia
Pier-Eric	Chamberland	University of Quebec in Trois-Rivieres	Canada
David	Chaplin	Northwest Nazarene University	USA
Abdelhakim	Cherif	Montpellier University I	France
Nancy	Chinn	Santa Rosa Junior College	USA
Joe Demsy	Christopher	The English and Foreign Languages University	India
Julia Stewart	Clark	West Dunbartonshire Council	UK
Mark	Cogburn	Louisiana State University Health Sciences Center	USA
Liz	Crolley	University of Liverpool	UK
Charles	Crowley	California University of Pennsylvania	USA
Marie	Cuenot	French School of Public Health	France
Karen	Danylchuk	The University of Western Ontario	Canada
Eric de Léséleuc	de Kerouara	Montpellier University I	France
Amanda	De Lisio	University of Toronto	Canada
Marcio	Domingues	Aveiro City Hall	Portugal
Ron	Dowell	Southern Cross University	Australia

2012 Sport and Society Conference

Cynthia	Drenovsky	Shippensburg University	USA
Yoav	Dubinsky	University of Ottawa	Canada
Michael	Dunlop	National Health Service	UK
N. Jeremi	Duru	Temple University	USA
Suzie	Dyrbus	International Tennis Federation	UK
Jeffrey	Edwards	Central Michigan University	USA
Mohamed Ali	EL-Mokataf	Alexandria University	Egypt
Adam Brian	Evans	University of Lincoln	UK
Neil	Farrington	University of Sunderland	UK
Mark L.	Fraser	Laurentian University	Canada
Lynne	Freeman	University of Technology, Sydney	Australia
Candance	Gabel	University of Missouri	USA
Masako	Gavin	Bond University	Australia
Kody M.	Gerkin	Qatar Foundation	Qatar
Michelle	Gilbert	McMaster University	Canada
Olatz	González Abrisketa	University of Basque Country	Spain
Laura	Graham	University of the West of Scotland	UK
Alan	Green	University of Southern California	USA
Nadia	Grubnic	University of East London	UK
Hongwei	Guan	Ithaca College	USA
Benu	Gupta	University of Delhi	India
Dan	Hall	Samford University	USA
Geoff	Harkness	Northwestern University in Qatar	Qatar
Kami	Harris	University of Southern California	USA
Algerian	Hart	Western Illinois University	USA
Dawood Ali	Hashem	Brunel University	UK
Rory	Heggie	University of Nevada, Las Vegas	USA
Kathryn	Henne	The Australian National University	Australia
Neil	Heron	Queen's University at Belfast	UK
John	Hicks	Charles Sturt University	Australia
David	Hindley	Nottingham Trent University	UK
Rita Y.	Horton	Louisiana State University Health Sciences Center	USA
Stephen	Howell	Durham County Council	UK
Stefan	Huebner	Jacobs University Bremen	Germany
James	Hughes	Bates College	USA
Damien	Issanchou	Montpellier University III	France
Eugene D.	Jaffe	Bar-Ilan University	Israel
Liz	Johnson	University of North Carolina, Charlotte	USA
Thomas C.	Johnson	Luther College	USA
Dymond	Jones	Unit 2 Fitness	USA
Rebecca	Jordan-Young	Columbia University	USA
Jae Won	Kang	The University of New South Wales	Australia
Charu	Kapoor	University of Delhi	India
Katrina	Karkazis	Stanford University	USA
George	Karlis	University of Ottawa	Canada
Kohei (Cohay)	Kawashima	University of California, Berkeley	USA
Frederik	Kerssenfischer	Technische Universität München	Germany
Daniel	Kilvington	University of Sunderland	UK

Ben	Koh	University of Technology, Sydney	Australia
Maria	Kontogianni	Nottingham Trent University	UK
Abdusselam	Kose	Erciyes University	Turkey
Héla	Kouki Chaouachi	National Antidoping Agency	Tunisia
Emily	Kroshus	Harvard University	USA
Alex	Krumer	Ben Gurion University	Israel
Ashok	Kumar	Chaudhary Devi Lal University, Sirsa	India
David J.	Laliberte	St. Cloud State University	USA
Penny	Lamb	University of East Anglia	UK
Elise	Lantz	Montpellier University	France
Melissa	Lease	Drexel University	USA
Katie	Lebel	The University of Western Ontario	Canada
Cati	Lecumberri	University of Vic	Spain
Wilfried	Lemke	United Nations	Switzerland
Lih Lin	Leou	Taipei Hutian Elementary School	Taiwan
Jonathan	Lim	Dougherty Valley	USA
Yen-Chun	Lin	The University of Texas at Austin	USA
Kris	Lines	Staffordshire University	UK
Joanne	Lloyd	University of Oxford	UK
Cathleen	Londino	Kean University	USA
Lawrence	Londino	Montclair State University	USA
Debbie	Lye	The United Kingdom Sports Council	UK
Charles	Ma	Skyline	USA
Vanessa	MacKinnon	California University of Pennsylvania	USA
Suryakumari	Magapu	G.Narayanamma Institute of Technology and Science	India
Suresh Kumar	Malik	Maharshi Dayanand University, Rohtak	India
Anne	Marcellini	Montpellier I University	France
Carolynne	Mason	Loughborough University	UK
Randy	Massengale	Seattle University	USA
Monique	Maye	Columbia College Chicago	USA
Brigid	McCarthy	La Trobe University	Australia
Alan	McDougall	University of Guelph	Canada
Kieren	McEwan	University of Portsmouth	UK
Karen	McGarry	York University	Canada
Gloria	McNamara	City University of New York	USA
Kasim	Md. Mansor	Malaysian University Sports Council	Malaysia
Terese	Mendiguren	University of the Basque Country	Spain
Richard K.	Merritt	Luther College	USA
Joyce	Mikal-Flynn	Sacramento State University	USA
Abdullah	Mohamad Said	Malaysian University Sports Council	Malaysia
Daniel	Mollenkamp	University of Denver	USA
Jan	Moore	Deakin University	Australia
Gloria Rebeca	Mota	Universidad Pedagógica Experimental Libertador	Venezuela
Michael	Mullan	Swarthmore College	USA
Mohamed Mohd Sadek	Mustaffa	Universiti Teknologi MARA	Malaysia
Gayathri	Nagendra	Bangalore University	India
Olesya	Nedvetskaya	University of Glasgow	UK
Klaus	Nielsen	University of London, Birkbeck	UK

Tamba	Nlandu	John Carroll University	USA
Ahmad	Nimeh	Qatar 2022 Supreme Committee	Qatar
Jane	Nodder	University of Westminster	UK
Katharine	Nohr	Nohr Sports Risk Management LLC	USA
Philani	Nongogog	Tshwane University of Technology	South Africa
Fiachra	O Mathuna	Community Games	Ireland
Shawn	O'Rourke	Canisius College	Canada
Janice A.	Odiaga	Rush University College of Nursing	USA
Monica	Ohkubo	Santa Rosa Junior College	USA
Lale	Orta	Okan University	Turkey
Melih	Öztop	Middle East Technical University	Turkey
Sakis	Pappous	University of Kent	UK
Joel	Paul	Kingston University	UK
Karen	Pearce	University of Cambridge	UK
Caitlin	Pentifallo	University of British Columbia	Canada
Luiz	Peres-Neto	Escola Superior de Propaganda e Marketing	Brazil
Claire	Perrin	University of Lyon 1	France
Joe	Perry	University of Newcastle	Australia
Keith	Phillis	Central Michigan University	USA
John	Price	University of Sunderland	UK
Esther	Priyadharshini	University of East Anglia	UK
Jesús Ángel	Pérez Dasilva	University of the Basque Country	Spain
Jasmijn	Rana	Freie Universität Berlin	Germany
Alexandra	Rankin	Leeds Metropolitan University	UK
Lisa	Rapalyea	University of California, Davis	USA
Lysanne	Rivard	McGill University	Canada
Jessica	Rivers	Indiana University	USA
Brenda L.	Robinson	The Children's Aid Society	Canada
Carla	Rocha Araujo	University Gama Filho	Brazil
Ekain	Rojo Labaien	University of the Basque Country	Spain
David	Rosenthal	Columbia University	USA
Jesse	Rosenthal	University of Tampa, Florida	USA
Marc	Rosenweig	Montclair State University	USA
Edoardo G.F.	Rosso	University of South Australia	Australia
Sama	Rubie	Qatar 2022 Supreme Committee	Qatar
Amir	Saeed	University of Sunderland	UK
Alice	Samson	The English and Foreign Languages University	India
Koh	Sasaki	Nagoya University	Japan
Caroline Elizabeth	Sawyer	The University of Memphis	USA
Robert	Schneider	State University of New York	USA
Mark	Schuster	Rutgers University	USA
Rachel	Seguin-Tremblay	Universite de Montreal	Canada
Graeme	Severinsen	University of Auckland	New Zealand
Pramod Chander	Sharma	University of Delhi	India
Yasuo	Shimizu	Japan Masters Athletics	Japan
Harjass	Singh	The National University of Juridical Sciences	India
Thomas	Skovgaard	University of Southern Denmark	Denmark
Moira	Smith	University of Otago, Wellington	New Zealand

Vanja	Smokvina	University of Rijeka	Croatia
Bastien	Soule	University Claude Bernard - Lyon 1	France
Andrew	Sparkes	Liverpool John Moores University	UK
Kirsten	Spencer	Auckland University of Technology	New Zealand
Abhay Kumar	Srivastva	Delhi Technological University	India
Sara K.	Straub	University of Oklahoma	USA
Vidya	Subramanian	Jawaharlal Nehru University	India
Kiichi	Sugiyama	Hokkaido University of Education	Japan
Kim Wai Raymond	Sum	Chinese University of Hong Kong	Hong Kong
Yuki	Takatori	Georgia State University	USA
Stephanie	Taylor	Neumann University	USA
Elena	Teso	Liverpool John Moores University	UK
Karen	Throsby	University of Warwick	UK
Harald	Treiber	Ministry of Sports	Austria
Derek	Van Rheenen	University of California, Berkeley	USA
Valeria	Varea	The University of Queensland	Australia
Ted	Vickey	National University of Ireland at Galway	USA
N. Bruce	Walton	Fielding Graduate University	USA
Kai-Li	Wang	Yu-Da University	Taiwan
Zhao Kun	Wang	Jiangsu University	China
David James	Waters	Viterbo University	USA
Joseph	Watson	University of Nevada, Las Vegas	USA
Nicholas	Watson	University of Glasgow	UK
Stanley	Webster	Lancaster University	UK
Gilman W.	Whiting	Vanderbilt University	USA
Anne	Whittenbarger	The Howard School	USA
JoEllen	Wilbur	Rush University	USA
Oli	Williams	University of Leicester	UK
Scott	Wysong	University of Dallas	USA
Xuelin	Xiao	Beijing Research Institute of Sports Science	China
Emi	Yamaguchi	Hokkaido University of Education	Japan





# **THE INTERNATIONAL JOURNAL OF SPORT AND SOCIETY**



## ABOUT THE JOURNAL

*The International Journal of Sport and Society* aims to examine the nature of disciplinary practices, and the interdisciplinary practices that arise in the context of 'real world' applications. It also interrogates what constitutes 'science' in a social context, and the connections between the social and other sciences. The journal discusses the distinctive disciplinary practices within the sciences of the social, and examines examples of these practices. In order to define and exemplify disciplinarity, the journal fosters dialogue ranging from the broad and speculative to the microcosmic and empirical. In considering the varied interdisciplinary, transdisciplinary or multidisciplinary work across and between the social, natural and applied sciences, the journal showcases interdisciplinary practices in action. The focus of papers ranges from the finely grained and empirical, to wide-ranging multi-disciplinary and transdisciplinary practices, to perspectives on knowledge and method.

## OPEN PEER REVIEW

*The International Journal of Sport and Society* is a fully peer reviewed scholarly journal, one of approximately twenty-four academic journals published by Common Ground. Common Ground's approach to peer review is open and inclusive. Instead of being dominated by the exclusive academic hierarchies represented by many traditional editors and their networks, Common Ground journals build lateral knowledge communities. Our referee process is criterion-referenced, and referees are selected on the basis of subject matter and disciplinary expertise. Ranking is based on clearly articulated criteria. The result is a refereeing process that is scrupulously fair in its assessments. At the same time, the process offers a carefully structured and constructive contribution to the shape of the published paper.

## INTELLECTUAL EXCELLENCE

The result of our peer-review process is a publishing method which is without prejudice to institutional affiliation, stage in career, national origins, or disciplinary perspective. If the paper is excellent, and has been systematically and independently assessed as such, it will be published. This is why Common Ground journals have such a vast amount of exciting new material. Much of the content originates from well-known research institutions, but a considerable amount material comes from brilliantly insightful and innovative academics in lesser known institutions in the developing world, emerging researchers, people working in hard-to-classify interdisciplinary spaces, and researchers in liberal arts colleges and teaching universities. In recognition of the highest levels of excellence, an international prize is awarded annually for the top-ranked paper in each journal.

## ACCESSIBILITY

Common Ground is developing a low-cost commercial approach to academic publishing. We believe there are limitations in both the high-cost commercial publishing and the seemingly no-cost open access publishing models. This is why we are seeking to find a practical middle way between the idealism of open access and the inefficiencies and greed of which the big journal publishers are increasingly accused. The idealism of open access often creates new problems, leaving academics in the often less-than-happy role of amateur publisher. And ironically, open access journals and repositories sometimes give insider networks even greater control over what gets published than was traditionally the case with the big commercial publishers.

Common Ground journals are highly accessible on the web. They are not hidden behind subscription walls. Every article has its own page; and every author has their own self-maintainable website, which includes any articles and books they have published with Common Ground, a blog, and places to paste their bio, photo and CV. We have modest tiered subscription charges for libraries and a small per-article charge for electronic access by non-subscribers. Conference participants are granted free electronic access to the corresponding journal for a year. Our journals are also available in print editions and through EBSCO.



## SUBSCRIPTION INFORMATION

**Website:** <http://sportandsociety.com/publications/journal/>

**Publisher:** Common Ground - [www.CommonGroundPublishing.com](http://www.CommonGroundPublishing.com)

**ISSN:** 2152-7857

**Frequency:** Four issues per volume

### EDITOR

**Keith Gilbert**, University of East London, London, UK.

### INSTITUTIONAL SUBSCRIPTION

Further information on library subscriptions may be found at <http://sportandsociety.com/publications/journal/subscriptions-and-orders/>.

### COMPLIMENTARY SUBSCRIPTION

As part of the conference registration, participants are provided with a complimentary electronic subscription to all full-text papers published in *The International Journal of Sport and Society*. The duration of this access period is from the time of registration until one year after the end date of the conference. To view articles, go to <http://sportandsociety.com/publications/journal/>, click on the button at the bottom of the page marked "The Journal Bookstore" select the 'Login' option and provide a CGPublisher username and password. Then, select an article and download the PDF. For lost or forgotten login details, select 'Forgot your login' to request a new password.

### LIBRARY RECOMMENDATION FORM

If you wish to recommend the journal to your library we have a library recommendation form available for download from [http://sportandsociety.com/\\_uploads/entries/page\\_template/Sports\\_Library\\_Recomendation\\_Form.pdf](http://sportandsociety.com/_uploads/entries/page_template/Sports_Library_Recomendation_Form.pdf).

### CONTACT

If you have any questions, do not hesitate to contact [subscriptions@commongroundpublishing.com](mailto:subscriptions@commongroundpublishing.com).

## SUBMISSION INFORMATION

Registration for the Sports Conference allows participants the opportunity to publish in *The International Journal of Sport and Society*. Presenters may submit their papers up to one month after the conference. Submitted papers will be fully refereed. The publication decision will be based on the referees' reports.

To submit, at least one author of each paper must be registered to attend the conference (to a maximum of one paper per registered author).

### *General Requirements:*

- We only accept text files or files in .doc format (such as from Microsoft Word or OpenOffice). We do not accept PDF submissions or .docx files.
- Papers should be approximately 2,000-5,000 words in length. They should be written as continuous expository narrative in a chapter or article style – not as lists of points or a PowerPoint presentation.
- Please remember that the papers are to be published in a fully refereed academic journal. This means that the style and structure of your text should be relatively formal. For instance, you should not submit a verbatim transcript of your oral presentation, such as 'Today I want to speak to you about ...'.
- Paper submissions must contain no more than 30% of textual material published in other places by the same author or authors, and these other places must be acknowledged and cited; in other words, the remaining 70% of the paper must be unique and original to your current submission.
- Authors must ensure the accuracy of citations, quotations, diagrams, tables and maps.
- Papers should be referenced using The Chicago Manual of Style.
- Spelling can vary according to national usage, but should be internally consistent.
- Papers should be thoroughly checked and proofread before submission, both by the author and a critical editorial friend – after you have submitted your paper you are unable to make any changes to it during the refereeing process.
- Papers will be assessed by referees against ten criteria – or fewer if some criteria do not apply to a particular kind of paper (see the Peer Review Process).

### *Illustration/Electronic Artwork Guidelines:*

- Figures and images must be clear and easy to view. Common Ground cannot improve the quality of images.
- Figures and tables need to be placed where they are to appear in the text. If preferred, you may also place images and tables at the end of your paper.
- Please refrain from using Word Drawing objects. Instead use images imported from a drawing program. Word Drawing objects will not be rendered in the typeset version.

### *Resubmission Policy:*

If your paper has been rejected, we will allow a maximum of ONE further resubmissions until TWO months prior to the anticipated publication date.

### *How to submit a paper:*

For information on how to submit a paper, please visit <http://sportandsociety.com/publications/journal/author-guidelines/>

### *The publication process is as follows:*

- When we receive a paper, it is verified against template and submission requirements. If there are any problems, authors will be asked to resubmit the paper.
- The paper will then be prepared and matched to two appropriate referees. When a paper has been submitted to the referees, authors will receive an email notification. Additionally, authors may be asked to referee up to 3 papers.
- When the referee reports are uploaded, authors will be notified by email and provided with a link to view the reports (after the referees' identities have been removed).
- If a paper is accepted, we will confirm conference registration before sending a Publishing Agreement.
- Authors will then be asked to accept the Publishing Agreement and submit the final paper.
- Papers will be typeset and proofs made available for final approval before publication in the journal's online bookstore as well as in individual author Creator Sites.

**The final date for submission of papers to the journal (for one way blind refereeing) is 27 August 2012 – one month after the close of the conference.**

Papers are published continuously in the online bookstore. Authors may view the status of their paper at any time by logging into their CGPublisher account at [www.CGPublisher.com](http://www.CGPublisher.com).

## OTHER JOURNALS PUBLISHED BY COMMON GROUND

***Aging and Society: An Interdisciplinary Journal*** provides an international forum for the discussion of a rapidly growing segment of the population, in developed countries as well as in developing countries. Contributions range from broad theoretical and global policy explorations to detailed studies of the specific physiological, health, economic, and social dynamics of aging in today's global society.

Website: [www.agingandsociety.com/journal](http://www.agingandsociety.com/journal)

***The International Journal of the Arts in Society*** aims to create an intellectual frame of reference for the arts, and to create an interdisciplinary conversation on the role of the arts in society. This peer-reviewed journal is intended as a place for critical engagement and examination of ideas that connect the arts to their contexts in the world.

Website: [www.artsinsociety.com/journal](http://www.artsinsociety.com/journal)

***The International Journal of the Book*** provides a forum for publishing professionals, librarians, researchers, authors, retailers, and educators to discuss that iconic artifact, the book—and to consider its past, present, and future. Discussions range from the reflective to the highly practical, with an eye towards new practices of writing, publishing, and reading.

Website: [www.booksandpublishing.com/journal](http://www.booksandpublishing.com/journal)

***The International Journal of Climate Change: Impacts and Responses*** seeks to create an interdisciplinary forum for discussion of evidence of climate change, its causes, its ecosystemic impacts, and its human impacts. This peer-reviewed journal also explores technological, policy, strategic and social responses to climate change.

Website: <http://on-climate.com/publications/journal/>

***The International Journal of the Constructed Environment*** publishes broad-ranging and interdisciplinary articles on human configurations of the environment and the interactions between the constructed, social and natural environments. This peer-reviewed journal brings together researchers, teachers, architects, designers, and others interested in how we interact with our environment.

Website: [www.ConstructedEnvironment.com/journal](http://www.ConstructedEnvironment.com/journal)

***Design Principles and Practices: An International Journal*** is a site of discussion exploring the meaning and purpose of "design" and the use of designed artifacts. This peer-reviewed journal examines transdisciplinary conversations between the theoretical and the empirical, the pragmatic and the idealistic.

Website: [www.Design-Journal.com](http://www.Design-Journal.com)

***The International Journal of Diversity in Organizations, Communities and Nations*** allows educators, professionals, and anyone interested in the mediation of cultural difference and diversity to empirically and strategically discuss globalization, identity and social group formation. This peer-reviewed journal reflects the business of negotiating diversity in organizations and communities.

Website: <http://ondiversity.com/publications/journal/>

***Food Studies: An Interdisciplinary Journal*** provides an interdisciplinary forum for the discussion of agricultural, environmental, nutritional, health, social, economic and cultural perspectives on food. Contributions range from broad theoretical and global policy explorations, to detailed studies of specific human-physiological, nutritional and social dynamics of food.

Website: [www.food-studies.com/journal/](http://www.food-studies.com/journal/)

***The Global Studies Journal*** is devoted to mapping and interpreting new trends and patterns in globalization. This peer-reviewed journal attempts to do this from many points of view and from many locations in the world, working between empirical and general modes of engagement with one of the central phenomena of our contemporary existence.

Website: [www.GlobalStudiesJournal.com](http://www.GlobalStudiesJournal.com)

***The International Journal of Health, Wellness and Society*** addresses a number of interdisciplinary health topics, including: physiology, kinesiology, psychology, health sciences, public health, and other areas of interest. This peer-reviewed journal is relevant to anyone working in the health sciences, or researchers interested in exploring the intersections between health and society.

Website: [www.HealthandSociety.com/journal](http://www.HealthandSociety.com/journal)

***The International Journal of the Humanities*** provides a space for dialogue and publication of new knowledge which builds on the past traditions of the humanities whilst setting a renewed agenda for their future. This peer-reviewed journal is relevant for anyone with an interest in and concern for the humanities, including academics, researchers, students, and educators of all levels.

Website: [www.Humanities-Journal.com](http://www.Humanities-Journal.com)

**The International Journal of the Image** interrogates the nature of the image and the functions of image-making. This peer-reviewed, cross-disciplinary journal brings together researchers, practitioners, and teachers from areas of interest including: architecture, art, cultural studies, design, education, history, linguistics, media studies, philosophy, religious studies, semiotics, and more.

Website: [www.OntheImage.com/journal](http://www.OntheImage.com/journal)

**The International Journal of Learning** sets out to foster inquiry, invite dialogue and build a body of knowledge on the nature and future of learning. This peer-reviewed journal provides a forum for any person with an interest in, and concern for, education at any of its levels and in any of its forms, from early childhood to higher education and lifelong learning.

Website: [www.Learning-Journal.com](http://www.Learning-Journal.com)

**The International Journal of Knowledge, Culture and Change Management** examines the nature of the organization in all its forms and manifestations. Across a variety of contexts, a pragmatic focus persists—to examine the organization and management of groups of people collaborating to productive ends, and to analyze what makes for success and sustainability.

Website: [www.Management-Journal.com](http://www.Management-Journal.com)

**The International Journal of the Inclusive Museum** asks: In this time of fundamental social change, what is the role of the museum, both as a creature of that change, and as an agent of change? This peer-reviewed journal brings together academics, curators, researchers, and administrators to discuss the character and future of the museum.

Website: [www.Museum-Journal.com](http://www.Museum-Journal.com)

**The International Journal of Religion and Spirituality in Society** aims to create an intellectual frame of reference for the academic study of religion, and to create interdisciplinary conversations on the role of religion and spirituality in society. This peer-reviewed journal seeks to critically examine ideas that connect religious philosophies to their contexts throughout history.

Website: [www.Religion-Journal.com](http://www.Religion-Journal.com)

**The International Journal of Science in Society** provides an interdisciplinary forum to discuss the past, present, and future of the sciences and their relationships to society. This peer-reviewed journal examines broad theoretical, philosophical and policy explorations and detailed case studies of particular intellectual and practical activities at the intersection of science and society.

Website: [www.science-society.com/journal](http://www.science-society.com/journal)

**Spaces and Flows: An International Journal of Urban and ExtraUrban Studies** addresses some of the most pressing and perturbing social, cultural, economic and environmental questions of our time. This peer-reviewed journal focuses on spaces of production, consumption, and living, and flows of people, goods, and information as crucibles and vectors of ongoing transformation.

Website: [www.spacesandflows.com/journal](http://www.spacesandflows.com/journal)

**The International Journal of Environmental, Cultural, Economic and Social Sustainability** creates a place for the publication of papers presenting innovative theories and practices of sustainability. This peer-reviewed journal is cross-disciplinary in its scope, a meeting point for natural and social scientists, researchers and practitioners, professionals and community representatives.

Website: [www.Sustainability-Journal.com](http://www.Sustainability-Journal.com)

**The International Journal of Technology, Knowledge and Society** creates a place for the publication and presentation of innovative theories and practices relating technology to society. This peer-reviewed journal is cross-disciplinary in its scope and provides a meeting point for technologists with a concern for the social and social scientists with a concern for the technological.

Website: [www.Technology-Journal.com](http://www.Technology-Journal.com)

**Ubiquitous Learning: An International Journal** sets out to define an emerging field. Ubiquitous Learning is a new educational paradigm made possible in part by the affordances of digital media. Our changing learning needs can be served by ubiquitous computing. This peer-reviewed journal investigates the affordances for learning through digital media, in school, and throughout everyday life.

Website: [www.ubi-learn.com/journal](http://www.ubi-learn.com/journal)

**The Journal of the World Universities Forum** seeks to explore the meaning and purpose of the academy in times of striking social transformation. This peer-reviewed journal brings together university administrators, teachers and researchers to discuss the prospects of the academy and to exemplify or imagine ways in which the university can take a leading and constructive role.

Website: [www.Universities-Journal.com](http://www.Universities-Journal.com)

# BOOK SERIES





## SUBMIT YOUR BOOK PROPOSAL

Common Ground is setting new standards of rigorous academic knowledge creation and scholarly publication. Unlike other publishers, we're not interested in the size of potential markets or competition from other books. We're only interested in the intellectual quality of the work. If a book is a brilliant contribution to a specialist area of knowledge that only serves a small intellectual community, we still want to publish it. If it is expansive and has a broad appeal, we want to publish it too, but only if it is of the highest intellectual quality.

## TYPE OF BOOKS

Each conference and journal community has an accompanying book imprint. We welcome proposals or completed manuscript submissions of:

- Individually and jointly authored books;
- Edited collections addressing a clear, intellectually challenging theme;
- Collections of papers published in *The International Journal of Sport and Society*.

Editorial selection can occur after the conference; or a group of authors may first wish to organize a colloquium at the conference to test the ideas in this broader intellectual context.

## PROPOSAL GUIDELINES

Books should be between 30,000 words to 150,000 words in length. They are published simultaneously in print and electronic formats.

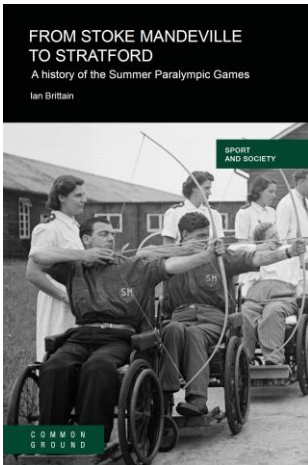
To publish a book, either send us a completed manuscript for review or a proposal including:

- Title
- Author(s)/editor(s)
- Back-cover blurb
- Table of contents
- Author bio note(s)
- Intended audience
- Sample chapters or complete manuscript
- Manuscript submission date

Proposals can be submitted by email to [books@commongroundpublishing.com](mailto:books@commongroundpublishing.com) (please note the book imprint you are submitting for in the subject line).

**RECENT BOOKS PUBLISHED BY COMMON GROUND**

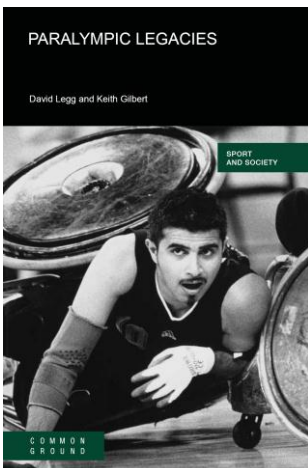
Limited quantities are available for purchase at the Registration Desk. These and other books are available at <http://sportandsociety.cgpublisher.com/>.



**FROM STOKE MANDEVILLE TO STRATFORD: A HISTORY OF THE SUMMER PARALYMPIC GAMES**

by Ian Brittain

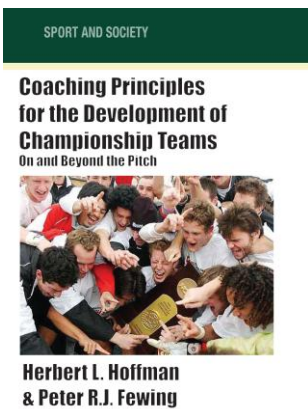
When Dr Ian Brittain started researching the history of the Paralympic Games after beginning his PhD studies in 1999, it quickly became clear that there was no clear or comprehensive source of information about the Paralympic Games or Great Britain's participation in the Games. This book is an attempt to document the history of the summer Paralympic Games and present it in one accessible and easy-to-read volume. From the outset, it should be made very clear that this book is not meant to be an academic text. It has always been the author's intention that it should be a resource for anyone with an interest in the Paralympic Games, their history, or Great Britain's participation in the Games.



**PARALYMPIC LEGACIES**

by David Legg and Keith Gilbert

Legacy remains one of the most important issues relating to multisport mega-events across the globe and it could be argued that the development of legacy is one of the most urgent imperatives in elite sport. In this regard the Paralympics is no exception to the quest for long term legacy; however, little in the way of documentation appears to be forthcoming from the International Paralympic community in this regard. This book reviews the concept of legacy across previous Paralympic Games by providing a series of chapters under the headings of 'The Paralympic Legacy Debate', 'Paralympic City Legacies', 'Emerging Issues of Paralympic Legacy' and 'Reconceptualising Paralympic Legacies'. The issues arising are discussed in terms of a meta-analysis of the author's work and offer interesting ideas which if taken up by the International Paralympic Committee, International Olympic Committee, Bid Committees, OCOG's and major sports could change the face of Paralympic legacy towards the positive forever.



**COACHING PRINCIPLES FOR THE DEVELOPMENT OF CHAMPIONSHIP TEAMS: ON AND BEYOND THE PITCH**

by Herbert Louis Hoffman and Peter R.J. Fewing

Coaching student-athletes is a moral endeavor. Despite countless hours of time, dedication and effort, the stark reality for the vast majority of youth and college athletes is that they will not become professional athletes. With this in mind, what should parents, educators, citizens and even student-athletes expect from coaches? Can athletic coaches model authentic leadership? Is it possible to prepare student-athletes for their lives beyond the field of play in highly competitive settings?

Through the voices of former players, a powerful story emerges of how Peter Fewing built a nationally recognized soccer program from obscurity that earned a #4 collegiate ranking in 2010 from *U.S. News and World Report* for college soccer facilities.

NOTES



NOTES



**NOTES**



## EVALUATION FORM

We appreciate you taking the time to complete this evaluation form. Your feedback will assist us in planning future conferences. Please also include comments with specific feedback relating to each of the questions.

This evaluation can also be found at <http://www.surveymonkey.com/s/8YS9XZ9>.

### 1. How did you find out about the Sport and Society Conference?

- Online** (Website: \_\_\_\_\_)
- Colleague**
- Email**
- Other** (Please Specify: \_\_\_\_\_)

### 2. Please rate on a scale of 1 to 5. 1 = Very Dissatisfied, 2 = Dissatisfied, 3 = Neutral, 4 = Satisfied, and 5 = Very Satisfied.

#### Pre-Conference

Registration and Payment Process	1	2	3	4	5
Communication from Conference Staff	1	2	3	4	5

#### At the Conference

Conference Location	1	2	3	4	5
Conference Venue	1	2	3	4	5

#### Overall Assessment

Relevance of Conference Focus and Themes	1	2	3	4	5
Presentations and Content	1	2	3	4	5

### 3. Where would you like to see this conference held in the future?

### 4. Please suggest any changes or improvements you would like us to make at future conferences

#### OPTIONAL:

Name:  
Address:  
Email:

Thank you for completing this evaluation form as it will help us with our conference planning in the future.

PLEASE LEAVE THIS FORM AT THE CONFERENCE REGISTRATION DESK,  
OR MAIL, FAX OR SCAN/EMAIL TO:  
Common Ground Publishing  
University of Illinois Research Park  
2001 South First St., Ste 202  
Champaign, IL 61820 USA  
Fax: +1-217-328-0435