



# Ninth International Conference on Sport & Society



## 2018 Special Focus:

Sports Impacts: Reshaping Cities,  
Environments, People

Florida International University,  
Biscayne Bay Campus  
North Miami, USA  
19–20 July 2018

[sportandsociety.com](http://sportandsociety.com)

Ninth International Conference on  
**Sport and Society**

*“Sports Impacts: Reshaping Cities, Environments, People”*

19–20 July 2018 | Florida International University, Biscayne Bay Campus | North Miami, USA



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**Ninth International Conference on Sport and Society**  
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Designed by Ebony Jackson and Brittani Musgrove



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Dear Sport & Society Conference Delegates,

Welcome to Miami and the Ninth International Conference on Sport & Society. My Common Ground Research Networks colleagues and I are so pleased you have joined us for this year's event.

Over the course of more than three decades, Common Ground has given voice to many thousands of creative and scholarly speakers and authors—people with things to say about the world and who are saying them to change the world.

We have a strong commitment to providing opportunities for such people to meet, share, and learn from each other. This conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a common interest in the themes and concerns of the Sport & Society Research Network. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged. Through our meeting, we talk, learn, and gain inspiration.

While conference inspiration may fade with time, Common Ground offers a means for keeping inspiration alive through CG Scholar, an online environment for knowledge working and learning. CG Scholar provides a “help economy” where peers are credited for their mutual contributions in the Sport & Society Research Network. We encourage all conference participants to explore CG Scholar—an internet venue for intellectual interaction and imagination.

Common Ground has nurtured scholarly inspiration for more than three decades as an organization deeply engaged with the critical questions of our time. As a media innovator, we are creating the spaces and technical conditions in which, collectively, we can discuss the role of sport and its role within society.

I am grateful to all of you for sharing your work at this conference. Additionally, I thank my Sport & Society Research Network colleagues Rachael Arcario, Kim Kendall, and McCall Macomber, who have helped organize and produce this meeting with great dedication and expertise.

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

Best wishes,



Phillip Kalntzis-Cope, PhD

Conference Host

Common Ground Research Networks







*Founded in 1984, we are committed to building new kinds of knowledge communities,  
innovative in their media and forward thinking in their messages.*



Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground Research Networks takes some of the pivotal challenges of our time and curates research networks which cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations.

Common Ground Research Networks are meeting places for people, ideas, and dialogue. However, the strength of ideas does not come from finding common denominators. Rather, the power and resilience of these ideas is that they are presented and tested in a shared space where differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. These are the kinds of vigorous and sympathetic academic milieus in which the most productive deliberations about the future can be held. We strive to create places of intellectual interaction and imagination that our future deserves.

Common Ground Research Networks offer integrated programs of action: international conferences, scholarly journals, book imprints, and online dialogue spaces using our path-breaking social knowledge software, *CGScholar.com*

 Aging & Social Change Research Network	 The Arts in Society Research Network	 Books, Publishing & Libraries Research Network	 Climate Change: Impacts & Responses Research Network
 Communication and Media Studies Research Network	 Constructed Environment Research Network	 Design Principles & Practices Research Network	 Diversity in Organizations, Communities & Nations Research Network
 e-Learning & Innovative Pedagogies Research Network	 Food Studies Research Network	 Global Studies Research Network	 Health, Wellness & Society Research Network
 The Image Research Network	 The Inclusive Museum Research Network	 Interdisciplinary Social Sciences Research Network	 The Learner Research Network
 New Directions in the Humanities Research Network	 On Sustainability Research Network	 Organization Studies Research Network	 Religion in Society Research Network
 Spaces & Flows Research Network	 Sports & Society Research Network	 Technology, Knowledge & Society Research Network	 Tourism and Leisure Research Network

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# **Sport & Society Research Network**

*Exploring the cultural, political, and economic  
relationships of sport to society*



# Sport & Society | About the Research Network

The Sport & Society Research Network is dedicated to the concept of independent, peer-led scholars, researchers, and practitioners, working together to build democratic bodies of knowledge, related to topics of critical importance to society at large. Its members are brought together by a shared commitment to the cultural, political, and economic relationships of sport to society.

## Conference

The conference is built upon four key features: Internationalism, Interdisciplinarity, Inclusiveness, and Interaction. Conference delegates include leaders in the field as well as emerging scholars, who travel to the conference from all corners of the globe and represent a broad range of disciplines and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

You have already begun your engagement in the research network by attending this conference, presenting your work, and interacting face-to-face with other members. We hope this experience provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects, as well as the start of a conversation with network colleagues that will continue well into the future.

## Publishing

The Sport & Society Research Network enables members to publish through two media. First, network members can enter a world of journal publication, unlike the traditional academic publishing forums—a result of the responsive, non-hierarchical, and constructive nature of our member based peer review process. *The International Journal of Sport and Society* provides a framework for member based double-blind peer review, enabling authors to publish into an academic journal of the highest standard, but also to participate in the validation of knowledge that is produced by the research network. The second publication medium is through the book imprint, where we publishing cutting edge books in print and electronic formats.

We encourage you to submit an article for review and possible publication in *The International Journal of Sport and Society*. Publication proposal and manuscript submissions are also welcome.

## Membership

As a Sport & Society Research Network member you have access to a broad range of benefits, tools, and resources:

- Digital subscription to *The International Journal of Sport and Society* for one year.
- Digital subscription to the book imprint for one year.
- One article publication per year (pending peer review).
- Participation as a reviewer in the peer review process, with the opportunity to be listed as a Reviewer.
- Subscription to the community e-newsletter, providing access to news and announcements for and from the research network.
- Option to add a video presentation to the research network YouTube channel.
- Free access to the Scholar social knowledge platform, including:
  - ◊ Personal profile and publication portfolio page.
  - ◊ Ability to interact and form communities with peers away from the clutter and commercialism of other social media.
  - ◊ Optional feeds to Facebook and Twitter.
  - ◊ Complimentary use of Scholar in your classes—for class interactions in its Community space, multimodal student writing in its Creator space, and managing student peer review, assessment, and sharing of published work.







## Social Media



[www.facebook.com/SportAndSocietyResearchNetwork](https://www.facebook.com/SportAndSocietyResearchNetwork)



[@onsportsociety](https://twitter.com/onsportsociety) | [#ICSS18](https://twitter.com/hashtag/ICSS18)



On sport's motivations, meanings and purposes

## Theme 1: Sporting Cultures and Identities

- 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
- Individual identity (race, gender, ethnicity, religion, etc) and impacts on sports participation
- Group identities—community, nations, cultures
- Values—as exemplified by athletes, fans, communities
- Cultural differences or traditions
- Psychology or sociology of sport
- Historical perspectives on sport and athletes
- Sport and community building
- Nationalism and ethnic identity in sport
- Exclusionary and inclusionary practices in sport: access, equity, and their social benefits
- Human rights in sport

On the relationship of sports participation to physical, mental, or emotional health and wellbeing

## Theme 2: Sport and Health

- 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)
- Exercise, fitness, and physical wellbeing
- Sport and recreation in psycho-social wellbeing
- Sports medicine and health sciences
- Drugs in sport
- Exercise science, sport biomechanics, functional anatomy
- Sports injury—prevention, identification, rehabilitation
- Sports nutrition and exercise metabolism
- Sports and disabilities
- Health and fitness in the workplace



On learning about and through sport

## Theme 3: Sports Education

- 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.
- Physical and sports education
- Health education in schools and communities
- Community based youth sports
- Sports programs in schools, colleges, and universities
- Coaching and instructional, motivational strategies

On sports organizations, leadership, and management

## Theme 4: Sports Management and Commercialization

- Considers sports and sporting events as commercial activities
- Explores the impact of sports and sporting events on communities, nations, and 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
- Management of sports organizations and sporting events
- Marketing, branding, and building a fan base
- Communications and media coverage of sports
- Sponsorship, licensing, and advertising in sport
- Commercialization, commoditization, and privatization of sport
- Professionals in sport
- Sports facilities: design and management
- Adjudication, refereeing, rule making, and game governance



## Sports Impacts: Reshaping Cities, Environments, People

Sports are forms of social organization. They depend upon, and are always supported by, institutional infrastructures. In what ways should we measure the material impact of sports on cities, environments, and their people? How might we consider infrastructures as agents of change, environmental, economic, and social?



## Game Logic

How do we negotiate 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 rigors of competition; 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 sublimating other problems? 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

How do we understand the body? Sport also rests on a range of body logics. One logic is one 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 to lionize 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 perils of the sexualization of sport? How do we negotiate polyvalent sexualities?

## Aesthetic Logic

How does sport shape aesthetics? There are multiple aesthetics to sport. 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 specially designed indoor spaces. Sport is also driven by ritual: formalised 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 positive aesthetics are the often 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

How is sport organized? Sports are forms of social organization. They depend upon, and are always supported by, institutional infrastructures 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 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 its companion journal, book imprint, and online community 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 principal role of the Advisory Board is to drive the overall intellectual direction of the Sport & Society Research Network and to consult on our foundational themes as they evolve along with the currents of the community. Board members are invited to attend the annual conference with a complimentary registration and provide important insights on conference development, including suggestions for speakers, venues, and special themes. We also encourage board members to submit articles for publication consideration to *The International Journal of Sport and Society* as well as proposals or completed manuscripts to the Sport & Society Book Imprint.

We are grateful for the continued service and support of these world-class scholars and practitioners.

- **Karin Volkwein-Caplan**, West Chester University of Pennsylvania, West Chester, USA
- **Jean Côté**, Queen's University, Ontario, Canada
- **Mojca Doupona**, University of Ljubljana, Ljubljana, Slovenia
- **Maria Pontes Ferreira**, Fulbright Scientific Mobility Scholar, Brazil, Wayne State University, Michigan, USA
- **Keith Gilbert**, University of East London, London, UK
- **Courtney Hoffmann**, The George Washington University, Washington, D.C., USA
- **Jack Jedwab**, Association for Canadian Studies, Montreal, Canada
- **Karen Jones**, Amsterdam University, Amsterdam, Netherlands
- **Sid Katz**, University of British Columbia, Vancouver, Canada
- **Richard Lichen**, Beijing Sports University, Beijing, China
- **Rhodri Windsor-Liscombe**, University of British Columbia, Vancouver, Canada
- **Otto J. Schantz**, University of Koblenz, Landau, Germany

## A Social Knowledge Platform

### Create Your Academic Profile and Connect to Peers

Developed by our brilliant Common Ground software team, **Scholar** connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works.



### Utilize Your Free Scholar Membership Today through

- Building your *academic profile* and list of published works.
- Joining a community with a *thematic or disciplinary focus*.
- Establishing a new research network *relevant to your field*.
- Creating *new academic work* in our innovative publishing space.
- Building a *peer review network* around your work or courses.

### Scholar Quick Start Guide

1. Navigate to <http://cgscholar.com>. Select [**Sign Up**] below 'Create an Account'.
2. Enter a "**blip**" (a very brief one-sentence description of yourself).
3. Click on the "**Find and join communities**" link located under the YOUR COMMUNITIES heading (On the left hand navigation bar).
4. Search for a community to join or create your own.

### Scholar Next Steps – Build Your Academic Profile

- **About:** Include information about yourself, including a linked CV in the top, dark blue bar.
- **Interests:** Create searchable information so others with similar interests can locate you.
- **Peers:** Invite others to connect as a peer and keep up with their work.
- **Shares:** Make your page a comprehensive portfolio of your work by adding publications in the Shares area - be these full text copies of works in cases where you have permission, or a link to a bookstore, library or publisher listing. If you choose Common Ground's hybrid open access option, you may post the final version of your work here, available to anyone on the web if you select the 'make my site public' option.
- **Image:** Add a photograph of yourself to this page; hover over the avatar and click the pencil/edit icon to select.
- **Publisher:** All Common Ground community members have free access to our peer review space for their courses. Here they can arrange for students to write multimodal essays or reports in the Creator space (including image, video, audio, dataset or any other file), manage student peer review, co-ordinate assessments, and share students' works by publishing them to the Community space.





## A Digital Learning Platform

Use **Scholar** to Support Your Teaching

**Scholar** is a social knowledge platform that *transforms the patterns of interaction in learning by putting students first*, positioning them as knowledge producers instead of passive knowledge consumers. **Scholar** provides scaffolding to encourage making and sharing knowledge drawing from multiple sources rather than memorizing knowledge that has been presented to them.

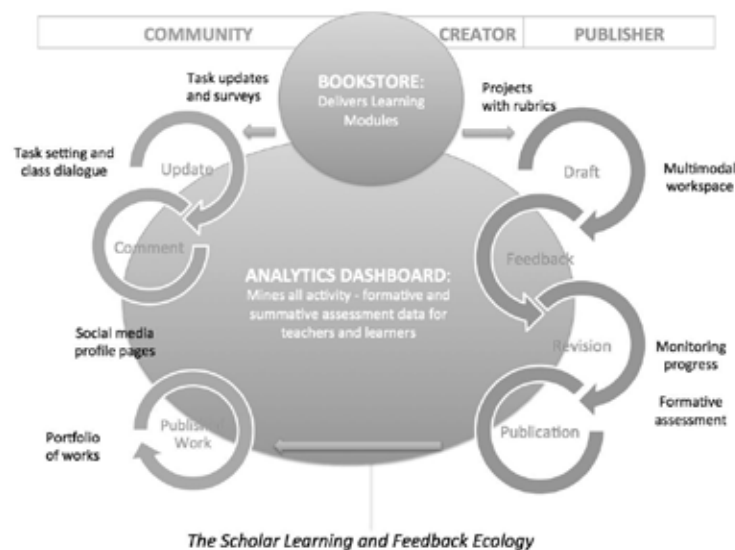
**Scholar** also answers one of the most fundamental questions students and instructors have of their performance, “How am I doing?” Typical modes of assessment often answer this question either too late to matter or in a way that is not clear or comprehensive enough to meaningfully contribute to better performance.

A collaborative research and development project between Common Ground and the College of Education at the University of Illinois, **Scholar** contains a research network space, a multimedia web writing space, a formative assessment environment that facilitates peer review, and a dashboard with aggregated machine and human formative and summative writing assessment data.

The following **Scholar** features are only available to Common Ground Research Network members as part of their membership. Please email us at [support@cgscholar.com](mailto:support@cgscholar.com) if you would like the complimentary educator account that comes with participation in a Common Ground conference.

- Create projects for groups of students, involving draft, peer review, revision and publication.
- Publish student works to each student’s personal portfolio space, accessible through the web for class discussion.
- Create and distribute surveys.
- Evaluate student work using a variety of measures in the assessment dashboard.

**Scholar** is a generation beyond learning management systems. It is what we term a *Digital Learning Platform*—it transforms learning



by engaging students in powerfully horizontal “social knowledge” relationships. **For more information, visit: <http://knowledge.cgscholar.com>.**



# Sport & Society Journal

*Committed to fostering an intellectual frame  
of reference that supports an interdisciplinary  
conversation on the relationships between sports  
and societies*



## Indexing

China National Knowledge Infrastructure (CNKI Scholar)

SPORTDiscus with Full Text (EBSCO)

The Australian Research Council (ERA)

## ISSN:

2152-7857 (Print)

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2010

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30% (2017)

## Network Website:

[sportandsociety.com](http://sportandsociety.com)

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## About

*The International Journal of Sport and Society* provides 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 in the journal range from broad conceptualizations of the fundamental logic of sport, to highly localized readings of sporting practices in particular times and places.

As well as articles of a traditional scholarly type, this journal invites case studies that take the form of presentations of practice—including documentation of sports practices and exegeses analyzing the social effects of those practices.

*The International Journal of Sport and Society* is a peer-reviewed, scholarly journal.

## Editor



**Keith Gilbert**, School of Health, Sport and Bioscience, University of East London, London, UK

## Reviewers

Articles published in *The International Journal of Sport and Society* are peer reviewed by scholars who are active members of the Sport & Society Research Network. Reviewers may be past or present conference delegates, fellow submitters to the collection, or scholars who have volunteered to review papers (and have been screened by Common Ground's editorial team). This engagement with the Research Network, as well as Common Ground's synergistic and criterion-based evaluation system, distinguishes the peer review process from journals that have a more top-down approach to refereeing.

Reviewers are assigned to papers based on their academic interests and scholarly expertise. In recognition of the valuable feedback and publication recommendations that they provide, reviewers are acknowledged as Reviewers in the volume that includes the paper(s) they reviewed. Thus, in addition to *The International Journal of Sport and Society* Editors and Advisory Board, the Reviewers contribute significantly to the overall editorial quality and content of the journal.



## Article Submission Process and Timeline

Below, please find step-by-step instructions on the journal article submission process:

1. **Review the Requirements:** All article submissions must meet the Article Requirements listed on our Author Guidelines page (<http://cgnetworks.org/support/author-guidelines>). Before submitting your article, please thoroughly review these requirements, and revise your article to follow these rules. Initial submissions which do not meet these requirements will be returned to the author(s) for revision.
2. **Upload the Submission:** Once you have revised your initial submission to meet the article requirements, you may then upload your submission in one of two ways:
  - ◊ If you are not attending a CGRN conference and you simply wish to submit your article for consideration to one of the CGRN academic journals, please use the following guide: Submitting an Article to the Journal (<http://cgnetworks.org/support/submitting-an-article-to-the-journal>).
  - ◊ If you are presenting at a conference, your conference registration includes a complimentary Research Network Membership\* (see Step 6). Please upload your article submission using your conference proposal (this will allow you to skip Step 6 of the process). For assistance in uploading, please use the Journal Article Submission for Scholar Event Attendees guide: (<http://cgnetworks.org/support/journal-article-submission-using-the-conference-portal>).
3. **Checking Progress:** Once your article is received, you can view the status of its progress by logging into your CGPublisher account at [www.cgpublisher.com](http://www.cgpublisher.com). In time, CGPublisher will be retired, and our publishing will be managed through our new all-in-one platform, CG Scholar. For now, only Common Ground conferences have been completely integrated into CG Scholar. Publishing is only partially integrated into CG Scholar. After the publication process is complete, published articles appear in the CG Scholar Bookstore under the corresponding journal title. We'll keep you updated as progress continues, and if you ever have questions, you can always reach us at [support.cgnetworks.org](http://support.cgnetworks.org).
4. **Initial Submission Accepted for Peer Review:** Submitted articles are then verified against the Article Requirements (listed in the Author Guidelines). If your article satisfies these requirements, your identity and contact details are then removed, and the article is matched to two appropriate referees and sent for review. Please note, during this time authors are eligible to be selected to as a reviewer for other articles in this same stage. Full details regarding the rules, expectations, and policies on peer review can be found on our Peer Review Policies page.
5. **Peer Review Decision:** When both referee reports are uploaded, and after the referees' identities have been removed, you will be notified by email through cgpublisher. Your message will provide with a link to view the reports, if you have trouble, see our guide (<http://cgnetworks.org/support/how-to-download-your-referee-reports>). Articles which are rejected once in the peer review process are allowed a second opportunity to be reviewed by two new reviewers. To be reviewed by two new reviewers, you will need make revisions based on the comments and feedback of the first round of review, and these changes must be detailed using a change note (<http://cgnetworks.org/support/change-note-journal-article>). If an article is not accepted by peer review after this second opportunity, it must be withdrawn from consideration.
6. **Membership Confirmation:** If your article has been accepted or accepted with revisions, it will enter the membership confirmation stage. We require at least one author associated with the article to have a unique Research Network Membership or Conference registration (<http://cgnetworks.org/support/register-for-a-membership>). Please note, a paid conference registration includes a complimentary Research Network Membership, this will allow you to skip this step.



7. **Publication Agreement:** Next you will be asked to accept the Publishing Agreement. If you are interested in Hybrid Open Access, this step is the best time to register for Open Access Publication (<http://cgnetworks.org/journals/hybrid-open-access>).
8. **Prepare the Final Submission:** After the publication agreement is final, you will have 30 days to complete any revisions to your final submission and upload your article. Please ensure your final submission meets the Final Submission Requirements before uploading your article (<http://cgnetworks.org/support/final-submission-downloads-and-guides>). This includes such criteria as the correct use of the Chicago Manual of Style (17th edition) and the other listed requirements (<http://cgnetworks.org/support/chicago-manual-of-style-citations-quick-guide>). Articles which have been accepted with revisions will require a change note to be included with the final submission. Articles which do not meet these requirements will be returned for revision until these requirements are satisfied.
9. **Final Inspection / “Ready for Typesetting”:** Once we have received the final submission of your article, our Publishing Department will give your article a final review. During this step, your workflow status will be listed as “Ready for Typesetting,” indicating that the final submission is ready for inspection.
10. **Copyediting and Proof Inspection:** If the final submission meets the Final Submission Requirements, the article will then begin typesetting. At this phase you might be required to assist in correcting minor problems relating to grammar, spelling, citations, or references. You will be contacted when the typeset proof is available for inspection.
11. **Article Publication:** Individual articles are published “Web First” to our CG Scholar Bookstore (<https://cgscholar.com/bookstore>). After web-first publication, complete journal issues follow annually, biannually, or quarterly depending on the journal. Web-first published articles include a full citation and a registered DOI permalink. Be sure to keep your CG Scholar profile up-to-date (<https://cgscholar.com/identity/>) and add your ORCID iD (<https://orcid.org/register>) to maximize your article visibility.

## Submission Timeline

You may submit your article for publication to the journal at any time throughout the year. The rolling submission deadlines are as follows:

- Submission Round 1 – 15 January
- Submission Round 2 – 15 April
- Submission Round 3 – 15 July
- Submission Round 4 (final) – 15 October

Note: If your article is submitted after the final deadline for the volume, it will be considered for the following year’s volume. The sooner you submit, the sooner your article will begin the peer review process. Also, because we publish “Web First,” early submission means that your article may be published with a full citation as soon as it is ready, even if that is before the full issue is published.



## Hybrid Open Access

All Common Ground Journals are Hybrid Open Access. Hybrid Open Access is an option increasingly offered by both university presses and well-known commercial publishers.

Hybrid Open Access means some articles are available only to subscribers, while others are made available at no charge to anyone searching the web. Authors pay an additional fee for the open access option. Authors may do this because open access is a requirement of their research-funding agency, or they may do this so non-subscribers can access their article for free.

Common Ground's open access charge is \$250 per article—a very reasonable price compared to our hybrid open access competitors and purely open access journals resourced with an author publication fee. Digital articles are normally only available through individual or institutional subscriptions or for purchase at \$5 per article. However, if you choose to make your article Open Access, this means anyone on the web may download it for free.

Paying subscribers still receive considerable benefits with access to all articles in the journal, from both current and past volumes, without any restrictions. However, making your paper available at no charge through Open Access increases its visibility, accessibility, potential readership, and citation counts. Open Access articles also generate higher citation counts.

## Institutional Open Access

Common Ground is proud to announce an exciting new model of scholarly publishing called Institutional Open Access.

Institutional Open Access allows faculty and graduate students to submit articles to Common Ground journals for unrestricted open access publication. These articles will be freely and publicly available to the whole world through our hybrid open access infrastructure. With Institutional Open Access, instead of the author paying a per-article open access fee, institutions pay a set annual fee that entitles their students and faculty to publish a given number of open access articles each year.

The rights to the articles remain with the subscribing institution. Both the author and the institution can also share the final typeset version of the article in any place they wish, including institutional repositories, personal websites, and privately or publicly accessible course materials. We support the highest Sherpa/Romeo access level—Green.

For more information on how to make your article Open Access, or information on Institutional Open Access, please contact us at [support@cgnetworks.org](mailto:support@cgnetworks.org).



## International Award for Excellence

*The International Journal of Sport and Society* presents an annual International Award for Excellence for new research or thinking in the area of sports. All articles submitted for publication in *The International Journal of Sport and Society* are entered into consideration for this award. The review committee for the award is selected from the International Advisory Board for the collection and the annual Sport & Society Conference. The committee selects the winning article from the ten highest-ranked articles emerging from the review process and according to the selection criteria outlined in the reviewer guidelines.

## Award Winner, Volume 8

Dessie Clark, Ecological-Community Psychology PhD Student, Michigan State University, East Lansing, USA

## For the Article

“Boys Will Be Boys: Assessing Attitudes of Athletic Officials on Sexism and Violence against Women,” *The International Journal of Sport and Society*, Volume 8, Issue 1

DOI:10.18848/2152-7857/CGP/v08i01/31-50.

## Abstract

The purpose of this research is to explore how athletic officials identify and understand violence against women. Scholars theorize that hegemonic forms of masculinity that depict men as strong, aggressive, and dominant may be perpetuated by sports culture; thus, coaches can be an effective site of intervention for changing this culture. Therefore, it is important to determine how the influential relationship between athletes and athletic coaches can be used to promote healthy gender relations within communities. This study uses a qualitative approach to assess athletic coaches' knowledge and beliefs on issues related to masculinity, sexism, and violence against women. This study showcases the logical fallacies athletic coaches use to justify the presence of violence against women in athletics. Furthermore, this research identifies athletic coaches' conflict over the roles they play in their athletes' lives. Due to limited and conflicting research in this area, it is important to offer insight into the ability of athletic coaches to act as mentors to athletes in order to prevent sexual and domestic violence and promote healthy masculinity.



## Network Membership and Personal Subscriptions

As part of each conference registration, all conference participants (both virtual and in-person) have a one-year digital subscription to *The International Journal of Sport and Society*. This complimentary personal subscription grants access to both the current volume of the collection as well as the entire backlist. The period of complimentary access begins at the time of registration and ends one year after the close of the conference. After that time, delegates may purchase a personal subscription.

To view articles, go to <https://cgscholar.com/bookstore> and select the “Sign in” option. An account in CG Scholar has already been made on your behalf; the username/email and password are identical to your CG Publisher account. After logging into your account, you should have free access to download electronic articles in the bookstore. If you need assistance, select the “help” button in the top-right corner, or contact [support@cgscholar.com](mailto:support@cgscholar.com).

## Journal Subscriptions

Common Ground offers print and digital subscriptions to all of its journals. Subscriptions are available to the full Sport and Society Collection, individual journals within the collection, and to custom suites based on a given institution’s unique content needs. Subscription prices are based on a tiered scale that corresponds to the full-time enrollment (FTE) of the subscribing institution.

For more information, please visit:

- <http://sportandsociety.com/journal/hybrid-open-access>
- Or contact us at [subscriptions@cgnetworks.org](mailto:subscriptions@cgnetworks.org)

## Library Recommendations

Download the Library Recommendation form from our website to recommend that your institution subscribe to *The International Journal of Sport and Society*: <http://cgnetworks.org/support/recommend-a-subscription-to-your-library>.



# **Sport & Society Book Imprint**

*Aiming to set new standards in participatory  
knowledge creation and scholarly publication*



## Call for Books

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 your 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.

We welcome proposals or completed manuscript submissions of:

- Individually and jointly authored books
- Edited collections addressing a clear, intellectually challenging theme
- Collections of articles published in our journals
- Out-of-copyright books, including important books that have gone out of print and classics with new introductions

## Book Proposal Guidelines

Books should be between 30,000 and 150,000 words in length. They are published simultaneously in print and electronic formats and are available through Amazon and as Kindle editions. To publish a book, please send us a proposal including:

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

Proposals can be submitted by email to [books@cgnetworks.org](mailto:books@cgnetworks.org). Please note the book imprint to which you are submitting in the subject line.



## Call for Book Reviewers

Common Ground Research Networks is seeking distinguished peer reviewers to evaluate book manuscripts.

As part of our commitment to intellectual excellence and a rigorous review process, Common Ground sends book manuscripts that have received initial editorial approval to peer reviewers to further evaluate and provide constructive feedback. The comments and guidance that these reviewers supply is invaluable to our authors and an essential part of the publication process.

Common Ground recognizes the important role of reviewers by acknowledging book reviewers as members of the Editorial Review Board for a period of at least one year. The list of members of the Editorial Review Board will be posted on our website.

If you would like to review book manuscripts, please send an email to [books@cgnetworks.org](mailto:books@cgnetworks.org) with:

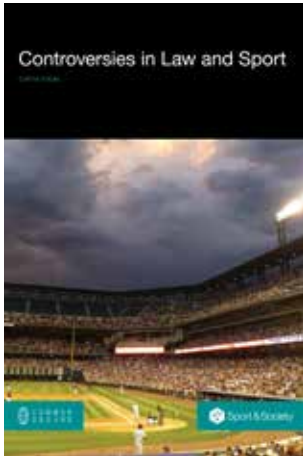
- A brief description of your professional credentials
- A list of your areas of interest and expertise
- A copy of your CV with current contact details

If we feel that you are qualified and we require refereeing for manuscripts within your purview, we will contact you.



## Controversies in Law and Sport

Curtis Fogel



### ISBNs:

978-1-61229-903-7 (hbk)  
978-1-61229-904-4 (pbk)  
978-1-61229-905-1 (pdf)

128 Pages

### Network Website:

[sportandsociety.com](http://sportandsociety.com)

### DOI:

10.18848/978-1-61229-905-1/CGP

Despite increased case law and legal scholarship on the topic of law and sport, the precise role of law in the regulation of sport remains unclear and controversial in many circumstances. Fogel identifies several significant legal controversies surrounding national and international sport including sex verification testing, financial fair play rules, violence on the sport field, athlete image rights, doping control, and the fantasy sport industry. Fogel examines how these controversies have arisen, details the complications presented by competing regulations within law and sport, and makes recommendations for effectively addressing the conflicts in ways that are lawful, ethical, and beneficial to athletes, sport managers, team owners, spectators, and others involved in the sport industry.

### Author Bio:

**Dr. Curtis Fogel** is an associate professor in the Department of Sport Management at Brock University in St. Catharines, Ontario, Canada. In 2016, he was appointed as a research fellow in Canadian Studies at the University of California, Berkeley. He is the author of *Game-Day Gangsters: Crime and Deviance in Canadian Football* (2013). His research interests include sport law, ethics, doping, and violence.



### **Dope Hunters: The Influence of Scientists on the Global Fight Against Doping in Sport, 1967–1992**

Jörg Krieger



Based on extensive multi-national and multi-lingual archival research, this book examines the evolution of scientific knowledge within the international anti-doping community that coalesced during the second half of the twentieth century. Two key figures from a group of leading scientific experts serve as the focal points of the investigation, British pharmacologist Arnold Beckett and German biochemist Manfred Donike. After supporting early anti-doping initiatives in the late 1960s and 1970s, they became highly influential in such leading sports organizations as the International Olympic Committee and the International Association of Athletics Federations. From the 1980s onward, the international sport system relied heavily on their network of anti-doping laboratory experts in maintaining and advancing a rigid testing regime. Hence, this book offers a nuanced analysis of the establishment of the structures and initiatives in the global fight against doping in sport.

#### **ISBNs:**

978-1-61229-834-4 (pbk)

978-1-61229-835-1 (pdf)

394 Pages

#### **Network Website:**

[sportandsociety.com](http://sportandsociety.com)

#### **DOI:**

10.18848/978-1-61229-835-1/CGP

#### **Author Bio:**

**Dr. Jörg Krieger** is lecturer at the Institute of Sport History and Olympic Studies Centre of the German Sport University Cologne. He is the coordinator of the Physical Education Degrees and the Master of Arts Olympic Studies. He has a Master of Arts in International Sport Policy from the University of Brighton and a Master of Arts in Olympic Studies from the German Sport University Cologne. His other main fields of research are the history of the International Association of Athletics Federations and the Youth Olympic Games.



## The Real and the Unreal: Hypernarratives of Indigenous Athletes and the Changing Significance of Race, 2nd edition

Stella Coram



ISBNs:

978-1-61229-775-0 (pbk)

978-1-61229-776-7 (pdf)

161 Pages

**Network Website:**

[sportandsociety.com](http://sportandsociety.com)

**DOI:**

10.18848/978-1-61229-776-7/CGP

The second edition of *The Real and Unreal* reflects on the objective from the first edition, which was to claim the changing significance of race in the context of Australian sport. Race is celebrated in terms of indigenous athletic dominance, yet the persistence of racial inequality on and off field is denied. The approach, underlined by critical race theory, argues the presence of racial discourse in the mainstream press through the framing of hyper realism of race, looks to hold. Whereas the project of dismantling racial hegemony through cultural transformations underscores the rise of celebratory discourse in the first edition, the emphasis in this second edition is on how they converge to unintentionally reaffirm colonial ideology of racial difference. And while a more circumspect tone is noted, logics of race continue to inform the representation of indigenous athletes. For instance, the construct of “indigenous talent” forms part of normalising discourse, of indigenous inclusion in Australian Rules football, that masks the realities of competition in which few make it, the hard work that goes into being a “talent”, the racial stereotyping of “talent”, and the burden of being a “talent”.

### Author Bio:

**Stella Coram**, PhD, is the author of *Extinguishing Title: Maori Land Rights, People and Perspective in Postcolonial New Zealand* which was shortlisted for the Nga Kupu Ora Maori Book Awards in 2014. An independent scholar, she writes critically on the intersection of race and culture in the contexts of indigenous social justice, education and sport. At present, she is a “trailing spouse” in Papua New Guinea working on her next project based on correspondence to family and friends in Australia.



## Fighting: Intellectualising Combat Sports

Keith Gilbert (ed.)



### ISBNs:

978-1-61229-431-5 (pbk)

978-1-61229-432-2 (pdf)

410 Pages

### Network Website:

[sportandsociety.com](http://sportandsociety.com)

### DOI:

10.18848/978-1-61229-432-2/CGP

This book is the first of its kind that relates specifically to the practical and theoretical aspects of martial arts in contemporary society. Within its covers are a collection of thirty-five cutting-edge chapters by leading practitioners and academics who raise questions and provide answers regarding the broad relationship between fighting and the intellectualisation of the sports that constitute the martial arts. In their writings they highlight the remarkable work being undertaken by coaches, practitioners and exponents of various martial arts and the benefits of martial arts to children and positive health of individuals in society. Individually, they clarify the meaning of their particular martial art and highlight some of the problems they have encountered throughout their career and in researching the area. However, this is a very positive book that is not just of an academic nature but a text that provides ideas and innovations that can be used by future researchers and aspirants and practitioners in the field.

The authors throughout the book largely agree in concluding that there are aspects of the relationship between the martial arts and general society which have largely gone unnoticed, and they tackle the difficult perspectives of injury, stress, coaching, lack of understanding, pain, and training within their particular martial art. Of importance are their comments relating to the mind–body dichotomy and the power of meditation and practice in their sport. In doing so, they provide examples of good practice and strong programmes and make suggestions as to where the status quo needs to be addressed in order for the field to go forward.

This volume will be of great interest and value to academics working in all fields of martial arts, as well as to undergraduate and graduate students researching different disciplines. More importantly, it will also be a crucial aid to researchers who are interested in developing their sport in universities and colleges across the world.

### Editor Bio:

**Keith Gilbert** is a professor of sports management at the University of East London.



## Taking the Next Step: Social Capital and Athlete Development

Edoardo G.F. Rosso



### ISBNs:

978-1-61229-616-6 (pbk)

978-1-61229-617-3 (pdf)

155 Pages

### Network Website:

[sportandsociety.com](http://sportandsociety.com)

### DOI:

10.18848/978-1-61229-617-3/CGP

*Taking the Next Step* looks at a particular issue of player development that too often remains under-appreciated: the influence of others. In particular, it casts light on resources that relationships with others bring about and that have the capacity to affect the ability of players to develop into successful, elite athletes. To this end, it brings into the discussion the contested concept of social capital, here defined as “the ability of individuals and groups to gain resources by means of membership in social networks.” However, while research on social capital and sport tends to focus on social capital as an outcome of sport participation, this work considers the “inverse relationship” between the two. This relates, for instance, to how social resources can help or undermine the development of players, a club’s sporting achievements, or the organisational development of a sport officiating body. In other words, it looks at non-technical aspects of athlete development in football—those other “little things” that can make the difference in a player’s career or help bringing the right people together at the right time and facilitate innovation and creativity. The analysis pertains to how resources residing in networks encompassing players, their immediate social environments, and the South Australian system of players’ production (including coaches) can facilitate or hinder the players’ opportunities to take the next step in their career.

### Author Bio:

**Edoardo G.F. Rosso** is a social geographer with an interest in sport studies, sport development, coaching, physical activity and well-being, social capital, sport for development, sport geography, social exclusion, and community development. He currently holds a position as a research fellow in sport and development in the University of South Australia’s Division of Health Sciences. He completed his PhD at Flinders University in Adelaide. Since 2003, he has been a women’s football coach and, to date, he has coached girls and women at the school, club, and state levels. In his spare time he travels the world with his wife and brews beer in his Adelaide home.





## Understanding Racial Portrayals in the Sports Media: Why is Michael Vick So Fast and Peyton Manning So Smart?

Daniel B. Coogan



### ISBNs:

978-1-61229-374-5 (pbk)

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108 Pages

### Network Website:

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### DOI:

10.18848/978-1-61229-375-2/CGP

Despite a historical track record of black Americans' phenomenal athletic success, a racial dichotomy has emerged in the sports media where black athletes' achievements are qualified based on unearned physical qualities, yet white athletes' achievements are often attributed to earned cognitive and psychological qualities, like discipline and effort. This presents a problem, as television viewers with limited interactions with individuals outside their own racial or ethnic group tend to rely on the media to form opinions of those other racial and ethnic groups.

ESPN's *Sportscenter*, with its massive audience and cultural influence, possesses a unique opportunity to undermine stereotypes found in the media coverage of other institutions, like crime and politics. In *Understanding Racial Portrayals in the Sports Media: Why is Michael Vick so Fast and Peyton Manning so Smart?*, Daniel Coogan analyzes new data on current Sportscenter programming to show that the relationship between portrayal and athlete race may be more complicated than prior research suggests. While evidence of a decline in stereotyping emerges, Coogan identifies that factors, such as the sport, the level of competition, and characteristics of the commentator, affect the likelihood of stereotyping. *Understanding Racial Portrayals in the Sports Media* presents important reading for anyone interested in the complex relationship between race and the mass media.

### Author Bio:

**Daniel Coogan's** research focuses on race, sports, media, crime, and incarceration. He lives in Maryland with his wife and daughter.



# Sport & Society Conference

*Curating global interdisciplinary spaces,  
supporting professionally rewarding relationships*



## Conference History

Founded in 2010, the International Conference on Sport and Society provides a forum for the examination of sport from various perspectives, including: history, sociology, psychology, medicine, health, education, administration, and management. The discussions that take place range from broad conceptualizations of the fundamental logics of sport, to highly specific readings of sporting practices in particular times and places. The conference is held annually in different locations around the world, many in association with significant sporting events.

The International Conference on Sport and Society is built upon four key features: Internationalism, Interdisciplinarity, Inclusiveness, and Interaction. Conference delegates include leaders in the field as well as emerging scholars, who travel to the conference from all corners of the globe and represent a broad range of disciplines and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

## Past Conferences:

- 2010 - UBC Robeson Square, Vancouver, Canada
- 2012 - Cambridge University, Cambridge, UK
- 2013 - University Center Chicago, Chicago, USA
- 2014 - Universidade Salgado de Oliveira, Niterói, Rio de Janeiro, Brazil
- 2015 - University of Toronto, Toronto, Canada
- 2016 - University of Hawaii at Manoa, Honolulu, Hawaii
- 2017 - Imperial College, London, UK

## Plenary Speaker Highlights:

The International Conference on Sport and Society has a rich history of featuring leading and emerging voices from the field, including:

- Eric Anderson, Professor, University of Winchester, Winchester, UK (2017)
- Richard Giulianotti, Professor, Loughborough University, Loughborough, UK (2014)
- Wilfried Lemke, United Nations Special Adviser on Sport for Development and Peace, Geneva, Switzerland (2012)
- Richard Pound, Former Vice-president of the International Olympic Committee, Canada (2010)

## Become a Partner

Common Ground Research Networks has a long history of meaningful and substantive partnerships with universities, research institutes, government bodies, and non-governmental organizations. Developing these partnerships is a pillar of our Research Network agenda. There are a number of ways you can partner with a Common Ground Research Network. Contact us at [support@onsportsocietiy.com](mailto:support@onsportsocietiy.com) to become a partner.



## Conference Principles and Features

The structure of the conference is based on four core principles that pervade all aspects of the research network:

### **International**

This conference travels around the world to provide opportunities for delegates to see and experience different countries and locations. But more importantly, the Sport and Society Conference offers a tangible and meaningful opportunity to engage with scholars from a diversity of cultures and perspectives. This year, delegates from over 15 countries are in attendance, offering a unique and unparalleled opportunity to engage directly with colleagues from all corners of the globe.

### **Interdisciplinary**

Unlike association conferences attended by delegates with similar backgrounds and specialties, this conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a shared interest in the themes and concerns of this community. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged.

### **Inclusive**

Anyone whose scholarly work is sound and relevant is welcome to participate in this community and conference, regardless of discipline, culture, institution, or career path. Whether an emeritus professor, graduate student, researcher, teacher, policymaker, practitioner, or administrator, your work and your voice can contribute to the collective body of knowledge that is created and shared by this community.

### **Interactive**

To take full advantage of the rich diversity of cultures, backgrounds, and perspectives represented at the conference, there must be ample opportunities to speak, listen, engage, and interact. A variety of session formats, from more to less structured, are offered throughout the conference to provide these opportunities.



## Plenary

Plenary speakers, chosen from among the world's leading thinkers, offer formal presentations on topics of broad interest to the community and conference delegation. One or more speakers are scheduled into a plenary session, most often the first session of the day. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in informal, extended discussions during their Garden Conversation.



## Garden Conversation

Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length 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.



## Talking Circles

Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and then engage in extended discussion about the issues and concerns they feel are of utmost importance to that segment of the community. Questions like "Who are we?", "What is our common ground?", "What are the current challenges facing society in this area?", "What challenges do we face in constructing knowledge and effecting meaningful change in this area?" may guide the conversation. When possible, a second Talking Circle is held on the final day of the conference, for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. Reports from the Talking Circles provide a framework for the delegates' final discussions during the Closing Session.



## Themed Paper Presentations

Paper presentations are grouped by general themes or topics into sessions comprised of three or four presentations followed by group discussion. Each presenter in the session makes a formal twenty-minute presentation of their work; Q&A and group discussion follow after all have presented. Session Chairs introduce the speakers, keep time on the presentations, and facilitate the discussion. Each presenter's formal, written paper will be available to participants if accepted to the journal.



## Colloquium

Colloquium sessions are organized by a group of colleagues who wish to present various dimensions of a project or perspectives on an issue. Four or five short formal presentations are followed by a moderator. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.



## 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.



## Poster Sessions

Poster sessions present preliminary results of works in progress or projects that lend themselves to visual displays and representations. These sessions allow for engagement in informal discussions about the work with interested delegates throughout the session.



## Innovation Showcase

Researchers and innovators present products or research and development. All presentations should be grounded in presenters research experience. Promotional conversations are permissible, however, products or services may not be sold at the conference venue.



## Virtual Lightning Talk

Lightning talks are 5-minute “flash” video presentations. Authors present summaries or overviews of their work, describing the essential features (related to purpose, procedures, outcomes, or product). Like Paper Presentations, Lightning Talks are grouped according to topic or perspective into themed sessions. Authors are welcome to submit traditional “lecture style” videos or videos that use visual supports like PowerPoint. Final videos must be submitted at least one month prior to the conference start date. After the conference, videos are then presented on the research network YouTube channel. Full papers can based in the virtual poster can also be submitted for consideration in the journal.



## Virtual Poster

This format is ideal for presenting preliminary results of work in progress or for projects that lend themselves to visual displays and representations. Each poster should include a brief abstract of the purpose and procedures of the work. After acceptance, presenters are provided with a template and Virtual Posters are submitted as a PDF. Final posters must be submitted at least one month prior to the conference start date. Full papers based on the virtual poster can also be submitted for consideration in the journal.

## Thursday, 19 July

8:00–9:00	Conference Registration Desk Open
9:00–9:30	Conference Opening—Dr Phillip Kalantzis-Cope, Common Ground Research Networks, USA
9:30–10:00	Plenary Session—Matew Ratner, Associate Director for Sports Tourism, Greater Miami Convention and Visitors Bureau, USA
10:00–10:30	Garden Conversation
10:30–11:15	Talking Circles Room 1 – Sporting Cultures and Identities Room 2 – Sport and Health / Sports Education Room 3 – Sports Management and Commercialization Room 4 – 2018 Special Focus: Sports Impacts: Reshaping Cities, Environments, People
11:15–12:30	Parallel Sessions
12:30–13:20	Lunch
13:20–15:00	Parallel Sessions
15:00–15:15	Coffee Break
15:15–16:55	Parallel Sessions

## Friday, 20 July

8:00–9:00	Conference Registration Desk Open
9:00–9:15	Daily Update
9:15–9:45	Plenary Session—Frankie Ruiz, Chief Running Officer, Co-Founder, Miami Marathon, USA
9:45–10:15	Garden Conversation
10:15–10:30	Transition Break
10:30–12:10	Parallel Sessions
12:10–13:00	Lunch
13:00–13:45	Parallel Sessions
13:45–14:00	Coffee Break
14:00–15:15	Parallel Session
15:15–15:25	Break
15:25–16:40	Parallel Session
16:40–18:30	Conferencing Closing Reception and Award Ceremony





## Special Events

### Pre-Conference Tour: City of Miami

Miami is a distinctly colorful American city where the weather is tropical, the speech is accented, and the style is anything but boring. For most of its 100 year existence Miami was perceived as a sort of laid-back tropical playground with a noticeable lack of art, culture, or history but things have changed in recent years. Today Miami is an international city, a fusion of cultures, a playground for the rich and famous, and an emerging art center of the Americas. The city's resurgence from the dark days of the 1970s and 80s when Miami was the drug capitol of the United States is seen wherever you look so just sit back and enjoy the ride.

### Sightseeing Cruise of Biscayne Bay

**19 July 2018, Thursday | Cruise Duration: 90 minutes | Cost: US\$40.00**

Sit back and relax for an unforgettable fully-narrated bilingual sightseeing cruise along scenic Biscayne Bay. See Miami's spectacular coastal sites including the beautiful downtown Miami skyline, the Port of Miami, Fisher Island, Miami Beach and "Millionaire's Row" - the homes of the rich and famous. Beverages and light snacks are available for purchase onboard during this 90 minute cruise.

**Time:** We are required to be at the dock at 6:30pm for our 7:00pm departure. Participants wishing to take provided transportation are to arrive at 5:00PM to the conference venue, Kovens Conference Center at Florida International Biscayne Bay Campus. A return trip to the conference hotel will also be provided.

### Conference Closing Reception and Award Ceremony

Common Ground Research Networks, Florida International University, and the Sport & Society Conference will be hosting a closing reception at Kovens Conference Center at Florida International University, Biscayne Bay Campus. The reception will be held directly following the last parallel session of the last day, **Friday, 20 July 2018.**

We look forward to hosting you!



### Mathew Ratner



Mathew Ratner is the Associate Director for Sports Tourism at the Greater Miami Convention and Visitors Bureau. The goal of the Sports Tourism department is to attract, promote and retain sporting events, conferences, and conventions for Greater Miami and the Beaches. Most recently, Ratner played an integral part in Miami being named one of 23 candidate host cities for the 2026 FIFA World Cup United Bid for North America, organizing local efforts with the Office of the Mayor for Miami-Dade County. Ratner has been in the sports business for more than 12 years, working with collegiate as well as professional and amateur sports organizations in various positions ranging from media relations to development and marketing.

### Frankie Ruiz



Frankie Ruiz co-founded Miami-based PR Racing, which served as the launching pad for the Fitbit Miami Marathon. After growing the event to over 25,000 runners, the company was acquired by Life Time Fitness. Currently, Frankie is the Chief Running Officer of the company overseeing various running and triathlon events in South Florida. He has also been the cross-country coach for Belen Jesuit School since 2002, during that tenure he has led them to 8 State Championships. Frankie is also well known in community for launching the popular Baptist Health Run Club Network together with Nike, which encompasses well over 15,000 runners each year. He is now Miami's Nike+ Run Club Head Coach. Not too long ago, he was invited to give a TEDx Miami Talk on the booming Social Running Movement in Miami. He is also involved in Plan Z, Ludlam Trail & the Underline among several other major park initiatives. He sits on the Miami-Dade County GMCVB Sports Advisory Board, Green Mobility Network Board, Virginia Key Advisory Board and the Parks Advisory Board. Frankie is also part-owner of GoRun Running store.

### Brianna Anderson



Brianna is in her second year at the University of Illinois, working toward a Doctoral degree in Human Development and Family Studies and a Masters degree in Recreation, Sport, and Tourism. Her research focuses on college student development, when a specific interest in student-athlete identity. She has experience in curriculum development, student mentorship, and teaching. Brianna was awarded a 2017 Graduate Research Grant from the NCAA for her project investigating the impact of coaches' identity and team climate on student-athlete development. She is an Academic Coach with the Division of Intercollegiate Athletics and member of the Women's Ultimate Frisbee Team.

### Arayael Bradner



Arayael Brandner is currently serving as a Graduate Advisor for the Embassy of the State of Kuwait in Washington, D.C. She received her Bachelor's degree in Human Service Studies and was a four year varsity women's basketball player at Elon University, to pursue her Master's degree in International Education at The George Washington University. During her time at GW, Arayael pursued publishing opportunities, which has led her to presenting internationally and nationally on her research. Her research interests include internationalization strategies for higher education institutions, educational access for indigenous populations in Latin America, and cultural competency skill building through short term study abroad programs for collegiate student-athletes. Arayael is always looking for ways to collaborate for publishing and presenting and enjoys networking with other international education professionals in the field. She is very passionate about bridging her two worlds of collegiate athletics and international education. International education transcends boundaries and seeks to build bridges across cultures, which is why she wants to be a leader and advocate in this field.

### Cullum Brownbridge



Cullum Brownbridge graduated with a Bachelor of Science while enrolled in their Psychology, Neuroscience, and Behavior program at McMaster University. He is now in his first year as a Master of Arts candidate in the Sport Management program at Brock University. As an avid follower of rugby union and gridiron football, Cullum is drawing on his background for his thesis. He is examining how protective equipment in football (such as the helmet and shoulder pads) alters risk perception in an individual, and studying the potential consequences on the individual and other players around them, in regards to injury risk. Cullum plans on interviewing those who have played both rugby and football, focusing on the differences in each sport's approach to equipment, tackling, and overall contact. By doing so, Cullum hopes to find a difference in risk perception between the two sports from those who have experienced playing each sport. This will be the first conference Cullum will be attending outside of Canada. Leading a focused discussion on the second day, he hopes to get feedback and receive constructive criticism for his thesis while gaining wisdom and direction for his research.

### Andrew Dutra



Andrew Dutra graduated from Florida Institute of Technology in May 2015 with a Ph. D in Science Education (Biological concentration). Prior education includes a B.S. in Marine Biology from University of Maine at Machias and an M.S. in Marine Science from University of New England. With a persistent commitment to marine, athletic, and educational research, Andrew's interdisciplinary approach and focus has provided a broad and rewarding research background. His current research focuses on modeling relationships between academic, athletic, demographic, and affective measures. He is currently a full-time faculty member in the Biology Department at Eastern Florida State College in Melbourne, FL.



### Scott Ellis



Scott is currently in the final stages of his doctoral thesis at Newcastle University. This focuses on suicide prevention among male students at university and has a particular interest in the discourses of masculinity, sports participation and sexual identity. Scott is a fellow of the higher education academy and the Royal Society for Public Health in the UK. His professional and early research background was in promoting positive sexual health and HIV prevention among young people and he is exploring the links between these areas and developing theories of masculinity.

### Lorin Mordecai



Lorin Mordecai, MSW, LSW is a PhD Candidate at the University of Connecticut (UConn). Her research interests focus on violence against women in the context of sports including sexual assault and human trafficking. Lorin graduated from Rutgers School of Social Work in 2013 with her Master's degree in Nonprofit and Public Management and area of emphasis in International Social Work. She currently teaches graduate courses for UConn and facilitates bystander intervention trainings for Northeastern University's Mentors in Violence Prevention (MVP). She is also a founding member of the Alliance of Social Workers in Sports and chairs their College Sports Committee.

### Melissa Otterbein



### Arthur Hamie Owora



Arthur Owora graduated from Oklahoma University in May 2015 with a Doctorate in Biostatistics and Epidemiology. He is currently an Assistant Professor of Biostatistics at Syracuse University, New York. His current research interests focus on Sports Epidemiology with emphasis on understanding injury patterns and causal mechanisms of related morbidity/mortality.

### Rebecca Varney



Rebecca graduated from Bryant University in May 2018 with a Bachelor's degree in Business Administration with a Sports Studies concentration and Legal Studies minor. Her research interests include understanding how a coach's philosophy may affect the transferability of life skills onto their athletes. Additionally, how the impact of both a coach's perceived role and expectations regarding how to effectively coach, and their coaching values/philosophy can influence the development of life skills within their athletes. Rebecca has been a gymnastics coach since 2011 and was previously a Division One Track and Field captain. Her vision is to become an optimistic and powerful coach that transforms athletes into high achieving individuals.

Thursday, 19 July	
08:00-09:00	Conference Registration Desk Open
09:00-09:30	Conference Opening- Dr. Phillip Kalantzis-Cope, Common Ground Research Networks, USA
09:30-10:00	Plenary Session - Mathew Ratner, Associate Director for Sports Tourism, Greater Miami Convention and Visitors Bureau, USA
	Mathew Ratner is the Associate Director for Sports Tourism at the Greater Miami Convention and Visitors Bureau. The goal of the Sports Tourism department is to attract, promote and retain sporting events, conferences, and conventions for Greater Miami and the Beaches. Most recently, Ratner played an integral part in Miami being named one of 23 candidate host cities for the 2026 FIFA World Cup United Bid for North America, organizing local efforts with the Office of the Mayor for Miami-Dade County. Ratner has been in the sports business for more than 12 years, working with collegiate as well as professional and amateur sports organizations in various positions ranging from media relations to development and marketing.
10:00-10:30	Garden Conversation
	Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length 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.
10:30-11:15	Talking Circles
	Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and introduce themselves and their research interests to one another.  Room 1 - Sporting Cultures and Identities Room 2 - Sport and Health / Sports Education Room 3 - Sports Management and Commercialization Room 4 - 2018 Special Focus: Sports Impacts: Reshaping Cities, Environments, People
11:15-12:30	PARALLEL SESSIONS

**Gender Based Violence in Sport Settings**

Melanie Lang, Senior Lecturer Child Protection in Sport, Edge Hill University, Ormskirk, Lancashire, United Kingdom

Policy on or relating to gender-based violence (GBV) in sport settings has a relatively recent history. This paper traces developments in this area at a European level and within individual EU Member States' national frameworks. In doing so, it draws on data gathered in 2016 as part of a study commissioned by the European Commission's Education, Audiovisual and Culture Executive Agency to, among others, describe the current situation regarding GBV in sport at the EU Member State, European Union and international levels. The paper also identifies key issues with existing policy and practice across the EU, and makes recommendations for European organisations, EU Member States and sports organisations to raise awareness of and implement initiatives to manage and prevent GBV in and through sport.

*Sport and Health*

**Exploring Athletic Officials Ability to be Key Players in Preventing Gender-based Violence**

Dessie Clark, Michigan State University, East Lansing, United States

In recent years, gender-based violence in athletics has gained national attention. Often, these conversations have focused on athletes as perpetrators, and the institutions that house them as toxic structures. Most conversations have neglected the role that athletic officials play in reinforcing problematic gender norms and gender-based violence, both directly and indirectly. This presentation will focus on the beliefs, attitudes, actions, and reactions that make it difficult, if not impossible, for athletic officials to take a key role in preventing gender-based violence. The findings of this mixed-methods study highlight the barriers that athletic officials face in tackling these issues with their colleagues, coaches, and athletes.

*Sporting Cultures and Identities*

**Gender-based Sport Empowerment: A Theoretical Mapping of the Go Sisters Programme in Zambia**

Oscar Mwaanga, Southampton Solent University, Southampton, Hampshire, United Kingdom

The notion of empowerment within the sport for development and peace (SDP) sector has burgeoned during the last decade, but despite popularity in policy and practice, there has been an absence of literature progressing sport based empowerment theorising. This paper responds to the call for theory development and application, which is seen as one way to progress the field. Thus, this paper attempts to apply, develop and refine gender-based sport empowerment (GBSE) as a theoretical framework through the work of the Zambian based Go Sisters programme. The analysis moves away from the simplistic application of gender and empowerment within SDP to reveal the mechanisms and social processes that enable women and girls to increase their capabilities to improve control over important life matters. We conclude that future conceptualisations of GBSE should account for the idiosyncratic nature and complexity of "gender" and its interplay with different dimensions of empowerment.

*Sporting Cultures and Identities*

## Market Typologies

### Opportunities and Challenges of Sponsorship within Elite Disability Sport

Victoria Myers, Leeds Beckett University, Leeds, United Kingdom

The sustainability of organisations supporting disability sport and athletes, is contingent on their ability to manage increasing pressures of commercialization (Gomez, Martu & Opazo, 2008). Within this environment, the reliance on income generated from various stakeholders, such as sponsors, has become an important feature of disability sport. This presentation draws on a larger research project that aims to investigate how sponsorship decision making processes occur within the context of elite disability sport. In particular, I specifically consider the experiences of elite disabled athletes involved in the sponsorship process. How do such athletes engage in this process, what value do they believe this brings to them, and what challenges are encountered on their sponsorship journey? I explore these questions by drawing upon Bourdieu's conceptual tools including the notions of social, cultural and economic capital (Bourdieu 1986). Data were collected from (n=5) semi structured interviews with British Paralympic athletes who have successfully secured sponsorship and those that had not. The presentation explores how disabled athletes seek and secure sponsorship early on in their career. In this way, they recognise how this activity contributes to accumulating social and cultural capital in their sport. This research demonstrates that, although there has been an increase in Paralympic sponsorship since the London 2012 Paralympic Games, it is clear that these opportunities are not afforded to all elite disabled athletes and those who are not successful in securing and/or maintaining 'useful' sponsorship are acutely aware of how this impacts on their ability to generate valued capital in disability sport and sponsorship.

*Sports Management & Commercialization*

### Extraordinary Devotion to Ordinary Play: Fan Co-production of Professional Sports

Gillian Oakenfull, Professor of Marketing, Department of Marketing, Farmer School of Business, Miami University, Miami, United States

In its inaugural season, FC Cincinnati broke every USL league attendance record, often outdrawing many MLS teams in major sporting markets. FC Cincinnati's mediocre league and playoff performance does little to explain the continued growth of fan loyalty in the team's second season, including a doubling of season ticket holders, new attendance records, and year-over-year gains in merchandise sales. So how does a town known more for a devotion to bats, mitts, and the oval kind of football, with a fledgling soccer team in the third tier of the American professional soccer pyramid, get labeled "Soccer City, USA" by the US Soccer Federation? The answer may have nothing to do with team performance and celebrity players and everything to do with drums, smoke, tifos, and chants – the artifacts of fan devotion and sports ritual on display every home match day in the "Bailey," a standing room only section in a university football stadium. Using event day observation and qualitative research of fanatical, devoted, and casual fans, this research explores the extent to which these fanatical fans may be considered "co-producers" of the game day experience and identifies the key components of value creation for each type of fan.

*Sporting Cultures and Identities, Sports Management & Commercialization*

### Big Fix: The Social, Cultural, and Campus Effects of Adding Football at a Small University

Robert Epling, Arthur H. Hertz Endowed Professorship, Sports Administration, St. Thomas University, Miami Gardens, FL, United States

In an effort to boost enrollment, small colleges and universities in the United States use sports programs as a recruiting strategy. While most scholarly attention focuses on issues associated with "big-time" intercollegiate athletics, less emphasis is given to similar efforts at smaller institutions. This case study examines the results of adding an intercollegiate football program at a small university (1500 students) by evaluating program impact on campus and community culture, athletic facilities, and institutional finance. The presenter chaired the review committee tasked with determining the feasibility of adding the sport, and authored the final feasibility report.

*Sports Management & Commercialization*

Thursday, 19 July

11:15-12:30

PARALLEL SESSIONS

Room 3

Engendered Legacy

**Hinkle Fieldhouse: Ensembles of an Iconic Sports Venue**

David Rolling, Associate Professor, Director of the Sports Administration MS/JD Programs & Sports Management BS Program, Kinesiology, Valparaiso University, Valparaiso, Indiana, United States

This paper investigates whether a sports venue can distinguish itself as iconic. Generally, researchers in sport will attempt to examine characteristics of legacy types as they apply to single or recurring events. However, with a sports monument as rich historically as Hinkle Fieldhouse, it is either more complex, or perhaps more obvious, depending on perspective. By exploring the specific categories of what makes a sports venue iconic, Hinkle Fieldhouse in Indianapolis, Indiana, on the campus of Butler University, is analyzed as to how its "legacy" can be interpreted. The venue's relationship with sport, economic impact, public service, constituent relationships, ethical standards, and historical symbolism can be applied to today's society in a practical approach. The presentation will also discuss how legacies are not generic and can be organized into six specific categories. Current students, those beginning their sports facility management careers, working professionals, company decision-makers, and academics can gain knowledge and perspective from investigating what makes a sports venue iconic.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**Bob Devaney and the Development of Husker Nation**

Peterson Brink, Assistant University Archivist, Libraries, University of Nebraska Lincoln, Lincoln, NE, United States

Mary Ellen Ducey, University Archivist, Archives & Special Collections, University of Nebraska-Lincoln

In the 20 years prior to Bob Devaney's 1962 arrival at the University of Nebraska, the football team had exactly 3 winning seasons. In Devaney's first year at the helm, the Cornhuskers went 9-2 and won the Gotham Bowl. With the stadium sold out for the 7th game of that season, fans started a streak of sell-outs that is still alive today, currently at 361 games. In the past 45 years Nebraskans have acquired an identity that is often tied to the football program, its development, and its success. The Nebraska fan base has also developed a national reputation for its generosity, loyalty, and support. As the football team and athletics department developed they faced funding and growth challenges, Devaney's beliefs and goals were occasionally challenged, and he fought hard for the program. While the game results are well known there is still more to learn about the administration and development of the early program. This paper will use archival materials in the University of Nebraska-Lincoln Libraries Archives and Special Collections to explore the development of "Husker Nation" before, during, and after Bob Devaney.

*Sporting Cultures and Identities*

**Coaches' Wives: Two Early Case Studies, Alice Graham Sumner Camp and Stella Robertson Stagg**

Erin McCarthy, Associate Professor, Humanities, History, and Social Sciences, Columbia College Chicago, Chicago, IL, United States

Based on primary source research, this paper traces the origins of the role of the assistant coach in intercollegiate football to two women: Alice Graham Sumner Camp and Stella Robertson Stagg (wives of Walter Chauncey Camp and Amos Alonzo Stagg, the recognized founders of organized American football) and their contribution to the further rationalization of the sport in the late 19th century. Although their stories are unique, both women served as the "eyes and ears" of their husbands whose full-time positions prevented them from overseeing the day-to-day progress of their team. As a member of the Yale nine in 1888, Amos Alonzo Stagg observed Alice Camp's assistant coaching responsibilities first hand and, after marrying Stella Robertson, a University of Chicago co-ed and enthusiastic football fan, quickly established a working partnership with his young wife modeled after the Camps. This professional, if unpaid, collaboration between the Staggs would continue throughout his coaching career.

*Sporting Cultures and Identities*





Thursday, 19 July

11:15-12:30

**PARALLEL SESSIONS**

Room 4

**Implementation and Evaluation**

**Roundball Unplugged: The Launch of Basketball's Elam Ending**

Nick Elam, Assistant Professor, Educational Leadership, Ball State University

The Basketball Tournament (TBT), a \$2-million-winner-take-all annual event broadcast on ESPN, adopted the hybrid duration format (where most of each game is played with a game clock, and where the final portion of each game is played without a game clock) for preliminary-round games in 2017. The format (which TBT renamed the “Elam Ending” in recognition of its originator, Nick Elam) is designed primarily to preserve a more natural style of play through the end of every game (specifically, by eliminating/reducing various late-game clock-manipulating phenomena, including deliberate fouling by trailing defenses, stalling by leading offenses, rushed/sloppy possessions by trailing offenses, etc.), to provide greater hope for late comebacks, and to provide more memorable game-ending moments. This paper offers an in-depth analysis of the Elam Ending’s debut, including quantitative descriptive data and qualitative feedback from all TBT games where the format was used. Data reveals the extent to which the format meets its primary and secondary aims, and teams’ use of new strategies unique to the format. Topics also include the production and logistics associated with TBT/ESPN’s implementation of this new format, and initial impressions from TBT organizers, players, coaches, referees, broadcasters, other basketball media members, and fans (in person, on Twitter, and on discussion boards). This presentation provides a range of information valuable to any league/event considering implementation of the Elam Ending, and relates more broadly to the management of any sporting event where experimental rules are used.

*Sports Management & Commercialization*

**Enhancing the Tennis Ranking System: Increasing Fair-play Competition, Fan Participation, and Sponsorship Acquisition**

Dionysios Kakaroumpas, Graduate Assistant, Seidenberg School of Engineering and Information Systems, Pace University, New York City, United States

Athletes and spectators depend on the tennis ranking system to represent the truest caliber of athletic performance; without trust, the integrity of the game is lost and uncertainty thrives. We see the most obvious signs of derailment in the current system with players placements being inaccurately represented and being rewarded during times of infrequent participation. Therefore, the only solution is an upgraded version that diminishes this perceived trust gap by placing more value on participation. Our approach involves performing week-by-week case studies of top players using the current formula and our proposed change, the results of which reveals ranking inflation. The newly enhanced version is accompanied by a web-based software package to automatically calculate adjusted player rankings based on a responsive, multi-faceted formula that also generates projected point scenarios and provides separate rankings for the three court surfaces. In short, it recognizes and counters the following concerns: mistrust in the system, competition equality, fan engagement, and tennis involvement worldwide. Based on the aforementioned issues we developed a system where: Points are deducted from players who abstain from the tour or have a losing streak for a prolonged period Extra points are awarded for consecutive tournament wins within a specified time frame. Points are awarded for multiple high level tournament wins in a single season. Surface rankings are calculated to supplement an overall ranking V. A scenario simulator to help fans better follow the sport and motivate athletes to play harder and achieve higher goals.

*Sports Management & Commercialization*

**Student Attendance at Collegiate Sporting Events**

Stephen Sharbaugh, Student, Stetson University, Deland, United States

College athletics is one of the most powerful forces on college campus. Many students either participate, work, or have friends in these events, which brings the assumption that student attendance at these events would be a high percentage. But contrary to that belief, overall student attendance at athletic events, across the country, has dropped by 7.1% from 2009 to 2014 and that trend has continued (Axon 2015). In this research, the motivations involved in students attending collegiate sport events will be examined. Stetson University will be used as a case study by collecting data from Stetson students on their attendance preferences and their reasoning. As Stetson is a small Division 1 school where athletic events, except for football, are free to attend, these findings can only apply to other smaller Division 1 schools of similar composition to Stetson. Many studies examine specific sports such as football and basketball, but this research attempts to take a more holistic view and study collegiate sporting events under one umbrella. The satisfaction of watching the sport, team success, marketing promotions, familiarity with athletes, competition level, and convenience as factors that are related to student’s likelihood of attending collegiate sporting events will be studied. Through this research, Stetson and other smaller Division 1, 2, or 3 schools can attain a better knowledge of the motivations and preferences of students, with respect to collegiate athletic events, to increase student attendance.

*Sports Management & Commercialization*

12:30-13:20

**Lunch**

13:20-15:00

**PARALLEL SESSIONS**



Room 1

**Culture and Identity**

**Britain, Sport and the South African War, 1899-1902**

Peter Donaldson, Senior Lecturer, School of History, University of Kent, Canterbury, Kent, United Kingdom

Through extensive press coverage, as well as a spate of memoirs and novels, the British public was fed an on-going diet of war stories and reportage in which athletic endeavour and organised games featured prominently. This contemporary literary material sheds light on the role sport was perceived to have played in the lives and work of the military personnel deployed in South Africa. It also, however, reveals a growing unease over the importance attached to the cult of athleticism in late Victorian and early Edwardian society. Early reverses against the Boers gave cause for both military professionals and the wider public to reassess the validity of the games culture that underpinned the amateur-military tradition and lay at the heart of the British perception of itself as a "sporting" nation.

*Sporting Cultures and Identities*

**Japanese Sports before Westernization: Kemari and Sumo**

John Van Sant, Assoc. Professor, History, Univ. of Alabama-Birmingham

Japanese sports, like most of Japanese society, underwent significant changes with the onset of Western based industrialization, imperialism, and capitalism starting with the Meiji Era in the latter half of the 19th century. In this paper, I intend to demonstrate how Japanese sports historically were connected to religion, primarily through festivals related to Japan's native religion of Shinto. The history of kemari (literally "kick ball") and sumo wrestling will be discussed in this context. Moreover, the religious aspect of these historic sports provided a distinctive element of Japanese identity before the rise of modern nationalism.

*Sporting Cultures and Identities*

**House Our Father Built: John B. McLendon and the Rise of Black College Basketball in the 20th Century**

Raja Rahim, University of Florida, Gainesville, United States

Black College Basketball was not formed primarily as a tool of assimilation into white culture through sports. In fact, Black College Basketball offers a powerful prism through which the history of black manhood, race, and the black family can be better understood. While scholars have demonstrated the centrality of the church and civil rights organizations such as NAACP to black politics and culture, sports, particularly the game of basketball, became a tool no less important than education, church, or politics in black institutional building and affirming black humanity during the Jim Crow era. Using the extended black family as a metaphor, this paper explores the autonomous formation of Black College Basketball (BCB) at Historically Black Colleges Universities (HBCUs) that was created, sustained, and expanded by black men in the 20th century. In doing so, this paper argues that John B. McLendon is the father of Black College Basketball. As originator of the fast break and four corners offenses and the match-up zone defense, McLendon implemented a full court game that embodied an elaborate and flamboyant style that infused the dramas of racial pride and cultural expression that existed in black American culture. It is through McLendon's house of hoops that we can best understand the centrality of black men and importance of the black family as a self-determined stabilizing force, defensive mechanism, and a foundation for black men and historically black institutions that expressed concerns about and interest in manhood, race, and culture during the 20th century.

*Sporting Cultures and Identities*

Thursday, 19 July

13:20-15:00

**PARALLEL SESSIONS**

**Room 2**

**Innovation Showcase**

**MindfullySTRONG: Attention, Awareness and Flow**

Donna Woodhouse, Senior Lecturer, Academy of Sport and Physical Activity, Sheffield Hallam University, Sheffield, South Yorkshire, United Kingdom

Mr Dave Hembrough, University, Sheffield, South Yorkshire, United Kingdom

Peter Olusoga, University, Sheffield, South Yorkshire, United Kingdom

MindfullySTRONG is an integrated mindfulness and strength training programme designed for people who wish to become both physically and mentally fitter. Each session begins with a mindful movement warm up, followed by a strength circuit scaled to suit ability, before ending with cool down and meditation. The programme includes peer support, with participants encouraged to help each other throughout their journey. Colleagues from coaching, psychology and sociology are involved in the evaluation of this pilot programme which can be adapted to suit specific client groups. In week one, mass, blood pressure, resting heart rate, body composition and predicted VO2Max are recorded. Participants also complete questionnaires to assess flourishing, level of mindfulness, perceived stress and quality of life. Participants keep a journal (written, audio or audio visual) to record their reflections on the programme. In week 12, the measures are retaken to assess impact. Another assessment after 3 months measures whether improvements are being sustained. A number of participants are also interviewed post programme to add more qualitative depth to the evaluation of the programme.

*Sports Education*



Thursday, 19 July

13:20-15:00

**PARALLEL SESSIONS**

**Room 3**

**The Female Athlete**

**Transition through Elite European Women's Football Pathways**

Jackie Day, Faculty Director- Partnerships, Faculty of Health and wellbeing, University of Central Lancashire, Preston, Lancashire, United Kingdom  
Many players experience transitions through their playing career (Wylleman, Alfermann, & Lavallee, 2004). The research on transition in sport has predominately centred on athlete retirement, few studies have examined the transition into elite sport (Bruner, Chandler and Spink 2008). The purpose of this study is to understand the complex issues that European female football players face through their International football pathway and the transitions they face through their football careers. The sample (n=17) were placed into three age categories (18-23, 24-28, 29-35) from six countries (Denmark, England, Finland, Germany, Norway and The Netherlands) and were interviewed using semi structured interviews. Content analysis helped organize the raw data into interpretable and meaningful themes and categories. The findings offer preliminary evidence that the first two age categories have a smoother transition through their pathway although many self - sacrifices are evident, whereas the older age group found the transition into elite football far more problematic due to fewer support structures. This lack of resource is evident with the players having to plan sufficiently what they will do after their playing career has finished. The players do not earn anything close to their male counterparts and many of the players have to balance a part time job or education alongside their playing careers and adopting dual careers to enable them to have financial security in the future once their playing career is over.

*Sporting Cultures and Identities*

**Impacts of Women's Soccer: A Geographical Study of a Changing Spatial Relevance in Germany and Jordan**

Janine Maier, Research Assistant, Professor of Regional Geography, University of Passau, Passau, Bavaria, Germany

The growth of women's soccer is remarkable in view of the long history of bans and separate treatments. As the political and social patterns shift girls start to rise up. Soccer can be a driver for empowerment. Campaigns, events, role models and the sporting environment itself can inspire women to make a difference in their communities. According to the current discussion on gender issues in sports, women's soccer is a relevant object of research. In particular the field of Sports Geography provides methods for the research on women's soccer and its spatial relevance. Findings, based on literature review and qualitative data, reveal that there is an ongoing diffusion and increasing importance of women's soccer. That leads to regional impacts and development. For instance changes are visible in the cultural landscape, the sporting infrastructure, the talent recruiting and educational system as well as in terms of gender roles and identities. This paper debates those findings for Germany and Jordan. In Germany women's soccer had to deal with a national ban until 1970. After a dynamic development, Germany is now number two of the FIFA ranking. In Jordan the FIFA's ban on headscarfs prevented Muslim women from playing soccer. Since the ban was lifted in 2012, Jordan is the leading country in women's soccer in the Middle East. The Kingdom hosted the FIFA U-17 Women's World Cup in 2016, the first FIFA women's event in the Arab World.

*Sporting Cultures and Identities, 2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*



## Thursday, 19 July

13:20-15:00	<b>PARALLEL SESSIONS</b>
<b>Room 4</b>	<p><b>Dynamic Ecosystems</b></p> <p><b>Running 2.0, the Web Graph of a Running Event: Case Study of UTBM and NYC Marathon</b>  Mathilde Plard, Université de Nantes, Nantes, France  Guichet Violaine, Université de Nantes, Nantes, France  Running is turning into a very popular mass sport. CHALLENGE project aims to contribute to the understanding of whom the runners are and what are their connections to one running event. We choose the social space of the web to explore those relationships. Web 2.0 provides new insights into the ability of sports events to structure social territories. Data from Twitter are used to assess the dynamic of the WebSpace from the accounts of two iconic races: Ultra-Trail du Mont-Blanc in France and the New York City Marathon in the United States. Web Graphs are valuable tools for exploring and queering the relationships between polarities such as hashtags, users, twitter, links, media. An innovative two-step method has been used to shape the database: capture and extraction of the web to collect twitter data (step 1), import and processing in free software analysis and visualization Gephi (step 2). Results will be presented in the form of graphs to illustrate the analysis of lexical fields and representations associated with events; and mappings to show the spatial radiation of events from the user's account. The exploratory results highlight the emergence of a social community whose territory functions in a reticular way.  <i>2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People</i></p> <p><b>MLSE LaunchPad: A Sport for Development Model in an Urban Setting</b>  Gillian White, Director, Research and Evaluation, MLSE LaunchPad, Toronto, Ontario, Canada  MLSE LaunchPad is a 42,000 sq ft. Sport for Development facility located in a social housing development in downtown Toronto, Canada. It is a place where youth use sport to recognize and reach their potential. Our focus is on achieving sustainable, wide-ranging social outcomes for youth facing barriers through a Sport for Development approach. Sport For Development is a specific methodology supported by extensive research that suggests the intentional use of sport and physical activity can build healthy communities and help people reach their full potential. We believe in combining sport and youth development programming with a commitment to measurement and evaluation to maximize impact for youth. The facility serves as a 'living lab' to explore and measure how sport can help improve the lives of youth. Our programming methodology supports 4 pillars of youth development: Healthy Body, Healthy Mind, Ready For School and Ready For Work. We will be offering a collaborative presentation of our Theory of Change, key learnings, and outcomes from our Sport Programming and Research and Evaluation teams.  <i>2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People</i></p> <p><b>Social Spaces: Fostering a Sense of Community at Sports Facilities</b>  Rocky Harris, USA Triathlon, Colorado Springs, United States  Eric Legg, Assistant Professor, School of Community Resources &amp; Development, Arizona State University  Sports facilities have been built using public subsidies and there is limited research about the community benefits derived from these investments. The purpose of this case study was to examine whether social spaces at sports facilities nurture a sense of community for attendees of the 2017 Arizona Diamondbacks Spring Training home games at Salt River Fields in Scottsdale, Arizona. Social spaces at sports facilities are generally defined as non-fixed seating spaces at the venue where attendees can increase social interactions and foster a sense of community. Non-participant observation and semi-structured interviews were conducted on-site in real time before, during and after the game. In this study, a connection between social spaces in sport, feelings of belonging and feelings about community among fans, was established. The qualitative research advanced the theoretical understanding of social spaces, as contributors to fostering sense of community for sports fans, which expands on past research that focused primarily on sport participants. In addition to advancing the theory, the findings provide practitioners with insight into the importance of developing social spaces at sports facilities, since sense of community can originate in social spaces.  <i>2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People</i></p>
15:00-15:15	<b>Coffee Break</b>
15:15-16:55	<b>PARALLEL SESSIONS</b>



Thursday, 19 July

15:15-16:55

PARALLEL SESSIONS

Room 1

Managing Fitness

**Evolution to Human Performance Training: An Integrated, Multi-Disciplinary Approach**

Chang-Hyun Ko, Human Performance Subject Matter Expert, Army Human Performance Group, Science Application International Corporation  
Coreen Harada, Human Performance, Research & Evaluation Manager, Engineering, Integration & Management Solutions, SAIC, West Point, New York, United States

Human performance programs have long been critical foci for elite athletes and military service members. These programs are built on the foundations of strength and conditioning and physical therapy, though the last decade has seen the addition of such additional disciplines as nutrition, data analytics, and sport psychology. Advancements in human performance programs represent a move toward promoting individual or group health and well-being in parallel to improving performance. The purpose of an integrated, multi-disciplinary approach is to provide a more holistic approach to training. While the concept is understood that an individual is constituted by connected systems, the method to train and enhance is still often isolated with respective disciplines. The next evolution to human performance training requires true integration of all disciplines to deliver a single unified lifestyle training plan, compared to multiple, but sometimes conflicting, parallel training plans. The purpose of this paper is to offer a look into how this evolutionary approach to a unified human performance training took shape in a military special operations setting. The presenter will discuss the challenges and successes of the shift to a new model. Attendees will learn how to assess their current programs and adapt as needed.

*Sport and Health*

**Fitness Attributes and Academic Achievement of Non-Science Majors at an Independent University in Central Florida**

Andrew Dutra, Instructor, Science, Eastern Florida State College, Palm Bay, FL, United States

A hypothesized model of the relationship among these attributes and achievement was tested in Spring 2014. Regression results revealed that 19% of the variance in academic achievement was due to the influence of these three sets of research factors, which was statistically significant. Gender, number of academic credits (load), and sports motivation had significant direct effects on achievement. Female students scored roughly six points higher than male students on this final exam. Gender's influence on achievement was partially attributable to the student's level of stress (e.g., on this exam, male students with higher levels of stress had lower grades than female students with the same level of stress). Students taking more credits were likely to score higher on this exam than students taking fewer credits. As students' level of sports amotivation increased, the strength of the relationship between the number of student academic credits and achievement decreased. These results indicated the direct and indirect effects of sports motivation (SDT) and other factors on academic achievement.

*Sports Education*



Room 2 Youth Development

**Youth Perceptions of Adult Leaders in an SBYD Program**

Nneka Arinze, Graduate Assistant, Educational Leadership, The University of Connecticut, Storrs, CT, United States

Sport based youth development (SBYD) programs use sports to encourage the positive development of youth participants. Among their key components are 5Cs- caring, competence, connection, confidence, and character. Central to the development of these 5 areas are relationships, especially the relationship between adult staff and youth participants. Previous studies have explored all 5Cs but have not expanded upon youth participants' perceptions of these relationships. This paper draws from data from a larger study evaluating and in school SBYD program. Participants in grades K-8 participated in focus groups gauging their perceptions of various aspects of the program. Key themes speaking to relationships were staff members cared, were welcoming, and were willing to engage with them. Participants also noted that transient volunteers enhanced their experience by exposing them to new people and improving the game experience when they were fully engaged. The results of this study encourage further exploration of the role of relationships in shaping youth participants' experiences in such programs.

*Sports Education*

**Coaches Addressing Attributes of Self-responsibility and Resiliency in a Sports-based Youth Development Program**

Sierra Cordova, Cal State LA, Los Angeles, United States

This original sports-based youth development program out of a public university in the western United States was designed to increase attributes of self-responsibility and resiliency in at-risk youth in response to prevalent issues concerning youth delinquency in the surrounding urban communities.

Program coaches provided at-risk youth opportunities to learn, develop, and practice positive behavior and attributes of self-responsibility (e.g., self-control, honesty, empathy, forethought, resisting negative peer influence) and resiliency (i.e., autonomy, social skills, and hope) through specific and intentional modified games/physical activity. To translate mentioned attributes from the abstract to practice, coaches identified precise outcomes, designed games/physical activities to explicitly address attributes, and constructed opportunities for inherent, emergent behaviors utilized for feedback and discussion between coaches and youth. Youth participants met for programming twice a week with pedagogy and community leadership graduate and undergraduate coaches over two eight-week sessions in the summer of 2017 and spring of 2018. Coaches experienced difficulties 1) designing activities to explicitly address abstract attributes, and 2) focusing delivery and feedback on behavioral skills rather than motor skills/performance during the first session. In response, a conceptual framework was developed that aimed to increase access, maintain deliberateness, and provide tangibility for coaches designing programming. Coaches employed the framework during second session program planning and unanimously reported increased comprehension of outcome goals, improved adherence to intention, and optimized planning. This framework has yielded program improvement and provided valuable assistance to coaches planning game/physical activity delivery for enhancing attributes of self-responsibility and resiliency in at-risk youth.

*Sports Education*

**Coaching Life Skills through Sport**

Rebecca Varney, Student, Management Department, Bryant University, Smithfield, RI, United States

The purpose of this research is to better understand how a coach's philosophy may affect the transferability of life skills onto their athletes. Effective coaches have been found to look beyond the idea of winning or losing and have a tendency to develop coaching models based off of improving life skills within an athlete. There is a gap in the literature regarding which contextual factors are linked to the characteristics of a coach's ability, as well as a coach's philosophy, in imparting life skills to athletes. Ultimately, the impact of both a coach's perceived role and expectations regarding how to effectively coach, and their coaching style/philosophy on influencing the development of life skills within their athletes is examined. A combination of content analysis and semi-structured interviews were used to explore both the coaches' and athletes' perspectives on the impact of sport participation on areas that move beyond the sport itself. The results of this research conclude with specific techniques coaches can use to impact their athletes both in sport and in life.

*Sports Education*

**Strategies to Prevent and Improve Childhood Obesity through Sport and Exercise**

Eric Shamus, Florida Gulf Coast University, Fort Myers, United States

Obesity is defined by the Centers for Disease Control (CDC) as a body mass index (BMI) at or above the 95th percentile for children and teens of the same age and sex. Although there has been a recent decline in the prevalence of pre-school aged childhood obesity in the United States, the overall prevalence amongst all children, including special populations, remains high. There are various health-related consequences of obesity in children including psychosocial effects, hyperlipidemia, sleep apnea, type 2- diabetes, cardiovascular disease, asthma, musculoskeletal injuries and others. Factors contributing to childhood obesity can be genetic, behavioral and environmental. Reduced physical activity and a sedentary lifestyle are primary factors for the current obesity epidemic. Engaging in physical activity and improving physical fitness in children with and without disabilities, are areas of focus of Healthy People 2020. Healthcare professionals have the opportunity to play an important role in the prevention of childhood obesity and assist in promoting a healthy lifestyle in children. This presentation will discuss current trends in childhood obesity, strategies to prevent and improve childhood obesity, physical activity recommendation guidelines for children and youth with and without disabilities, cardiovascular response to exercise in children and the role of the healthcare professional in addressing childhood obesity.

*Sport and Health*

**Impacts on Identity**

**Before Soccer: Sportsmen and Public Spaces in Modern Brazil**

Tiago J. Maranhão, Nashville, United States

Modern sports are an important aspect to understand the relation between physical culture and nationalism. Norbert Elias explains that the concept of "sport" itself takes particular historical configurations with the passage of time. Elias divides "modern sport" into various differential categories. The complex nature of Elias's categorization is evident. I will use the one referring to "active leisure sport", undertaken by people either as individuals or in a group. Between the final decades of the 19th century and the early years of the 20th, Brazilian cities experienced a new urban reality, with the prevailing ideals of speed, dynamism, and innovation. My research focus on how this new urban atmosphere favored the flourishing of a taste for sports and physical activities in Brazil. Foucauldian concepts such as "discipline" and the "care of the self" will also pave my way to tell how the use of physical culture became a pivotal strategy in shaping modern Brazilian. The study of a northern city (Recife) contributes to the historiography of national identity and sports in Brazil (primarily focused on the southern cities of Rio and Sao Paulo) by understanding the impact physical culture had on the debates that sought to construct a "Brazilian nation."

*Sporting Cultures and Identities*

**Body Politics of Women in Sport: Understanding the "Deviant Bodies" of Athletic Women**

Aiswarya Aanand, Indian Institute of Technology, Chennai, Tamil Nadu, India

This paper deals with the etymology and origin of the term 'deviant body' as a social construct and looks at how women athletes with said bodies are understood within the domain of "Gender and Sport." Theorizations on Gender have taken a huge leap in understanding and exploring the multiple identities it can create through the politics of the body. Looking at it through the angle of sports helps us to navigate through the politics that these "gendered bodies" create, where established identities have to be heteronormative in order to be allowed to compete at any level. Considering the body as an investigation ground, this paper looks at the lives of select women athletes like Pinky Pramanik, Santhi Soundarajan and Caster Semenya to analyse how the heteronormativity is enabling or disabling their athletic performances. By undertaking a review of the existing theoretical frameworks on the construction of gender and identity (Butler (1993), Messner (2007)), I attempt to place these women athletes with "deviant bodies" against the backdrop of contemporary "apologetic" practices that are devised to achieve acceptance in the current sporting culture. The paper further explores the Foucauldian concept of 'disciplined body' to understand how women's sport is a location wherein the politics of identity, resistance and sexuality are performed. It further explores how practices of "gender testing" further reiterate the patriarchal ideology of a "feminine sporting image." This paper will serve as a necessary framework to interrogate the disparities in evaluating superlative athletic performances between men and women.

*Sporting Cultures and Identities*

**Women in Hell: A Feminist Criticism on the Current State of Women's Professional Wrestling**

Professor Michael Rhett, Faculty, Intercultural Communication, Pillar College, Somerset, New Jersey, United States

World Wrestling Entertainment (WWE) is a worldwide cultural phenomenon. It dominates all other major sports and sports' networks in ratings and on social media. Traditionally, it has been a male-centric industry, but in 2015, the addition of Stephanie McMahon and Paul Levesque, aka Triple H, to the Board of Directors resulted in equality in the women's division of WWE as female wrestlers began being celebrated more for their in ring ability than for their looks. Accordingly, analyzing WWE through a feminist perspective will demonstrate the newfound equality for women that many feminists have sought for so long, and though there may be disagreement based on the "wave" of feminism to which one subscribes as to whether this equality is true, it cannot be disputed that women's professional wrestling has achieved more in the past two years than since WWE's inception. The reason such a claim can be made is because two of these women, Charlotte Flair and Sasha Banks engaged in a match reserved for the best, strongest, and most respected wrestlers: a match called "Hell in a Cell." Consequently, WWE has elevated women to a position heretofore apportioned for men by sending these two women to hell.

*Sporting Cultures and Identities*



### Motivating Factors of National Senior Games State Participants

Sandra Shawver, Assistant Professor, Kinesiology/Sport Administration, Midwestern State University, Wichita Falls, United States  
The purpose of this study was to identify motivating factors of senior adults who competed in the 2015 National Senior Games Association (NSGA) state games. The NSGA conducts local and/or state multi-sport competitions serving as qualifiers for the National Senior Games (NSG) which are held biannually. Challenges facing the NSGA at these events include the decline in community and corporate partners and reaching their target demographic through multiple marketing platforms. Three hundred and ninety-three individual's aged 50-94 participated in the study by completing an online survey. The survey included demographic, psychographic information and the Sport Motivation Scale-6 to determine specific motivation levels based on gender and the state of participation. Generalized demographic information (N=393) showed that participants ranged in age from 50 to 94 the majority were college graduates and the majority (75%) of participants take part in the senior games to compete and challenge their abilities. Understanding what the motivation is for getting and staying involved will allow the autonomous organizations to better market their product and subsequently positively impact more seniors' lives. The findings presented in this study may be the initial stepping stone for states to review present practices and consider new or different avenues to introduce more seniors to the NSGA.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

### From the Couch to the Playing Field: How Innovative Events Inspire Increased Participation in Sport and Recreation

Katharine Bloom, Salem State University, Salem, MA, United States  
Peter Smolianov, Salem State University, Salem, MA, United States  
Steven Dion, Salem State University, Salem, MA, United States  
Christopher Schoen, Salem State University, Salem, MA, United States  
Mr. Stuart G McMahon, Salem State University, Salem, MA, United States  
Christina O'Connor, Salem State University, Salem, MA, United States  
Brett Bodzinski, Salem State University, Salem, MA, United States  
Nick Salamida, Salem State University, Salem, MA, United States

The continued impact of a sedentary lifestyle, associated illnesses due to inactivity, along with the impact of a relationship the sport industry has with public health and public health advocacy has been reviewed by many authors. One specific focus area includes free and mass-participation events. The objective of free mass-participation events hosted by Salem State University (SSU), i.e. the 2016 Wellness U Multisport Festival and the 2017 and 2018 Generation Games, was to involve SSU students studying sport and recreation management in the development and implementation of new sporting event solutions targeting these social concerns. Students and faculty from the University of Rotterdam in the Netherlands, where Generation Games originated, traveled to SSU in both 2017 and 2018 to join the SSU faculty and students in the management of the events as part of an annual international exchange program and partnership with the city of Salem, Massachusetts. This paper shares SSU's experience in implementing the projects, while discussing implications for the community and the university as a whole. Surveys of event participants were collected, yielding suggestions for future endeavors to increase the effectiveness and efficiency of attracting and retaining more participants in free mass-participation events.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

### Cultural Racism, Neo-Nationalism, and Globalization in Contemporary North American Sport: Right-wing Student-Athletes' Responses to the NFL Players' National Anthem Protests

Kenneth Sean Chaplin, Postdoctoral Teaching Fellow (Joint-Appointment), Sociology & Criminology; Exercise Science, Physical Science & Sports Studies, John Carroll University, Cleveland Heights, Ohio, United States

The intersection of cultural racism, neo-nationalism, and globalization in contemporary U.S. North American Sport is examined via a focus on right-wing student-athletes' responses to the NFL Players' National Anthem Protests. Symbolic Interactionism and cultural studies is used as theoretical and methodological frameworks; two focus groups and thirty two in-depth interviews were conducted, of which eight comprise the population sample in this study. Our findings show discussions of race and racism were avoided, neglected, and disguised by an exclusive forms of racialized, white privileged, nationalism. Conservative, exclusive, moral arguments root in neo-nationalistic hegemonic patriotism were also invoked. Support for, and assumptions about, U.S. corporation's rights to sanction protests, along with the ostracization and exclusion of protesters from local U.S. markets were induced as solutions to protests. While student-athletes' held beliefs about the freedoms and rights of all Americans to protest, in practice these beliefs faded due to cultural racism embed in neo-nationalist approaches that (Trump)ed the freedoms and rights of protesters. Student-athletes' desires for increased national control over local markets were also invoked. We conclude with a discussion about the impact of cultural racism and neo-nationalism on global sports markets, which offers much insight into the maintenance and perpetuation of local and national control over global injustice and inequality.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

Friday, 20 July	
08:00-09:00	Conference Registration Desk Open
09:00-09:15	Daily Update
09:15-09:45	Plenary Session - Frankie Ruiz, Chief Running Officer, Co-Founder, Miami Marathon, USA
	Frankie Ruiz co-founded Miami-based PR Racing, which served as the launching pad for the Fitbit Miami Marathon. After growing the event to over 25,000 runners, the company was acquired by Life Time Fitness. Currently, Frankie is the Chief Running Officer of the company overseeing various running and triathlon events in South Florida. He has also been the cross-country coach for Belen Jesuit School since 2002, during that tenure he has led them to 8 State Championships. Frankie is also well known in community for launching launched the popular Baptist Health Run Club Network together with Nike, which encompasses well over 15,000 runners each year. He is now Miami's Nike+ Run Club Head Coach. Not too long ago, he was invited to give a TEDx Miami Talk on the booming Social Running Movement in Miami. He is also involved in Plan Z, Ludlam Trail & the Underline among several other major park initiatives. He sits on the Miami-Dade County GMCVB Sports Advisory Board, Green Mobility Network Board, Virginia Key Advisory Board and the Parks Advisory Board. Frankie is also part-owner of GoRun Running store.
09:45-10:15	Garden Conversation
	Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length 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.
10:15-10:30	Transition Break
10:30-12:10	PARALLEL SESSIONS

**Sport for Poverty Reduction by an Organization in Cambodia: The Homeless World Cup**

Chiaki Okada, University of Osaka, Mino, Osaka, Japan

The Homeless World Cup (HWC) is an annual event for homeless people. Almost 600 homeless players sent by national partners from over 60 countries participate. These national partners are currently conducting daily activities in 420 venues worldwide. Happy Football Cambodia Australia (HFCA) is an Australian organization, which has held futsal activities in the capital city of Cambodia, Phnom Penh, since 2006. It offers weekly futsal training to Cambodian youth who are sent from several orphanages and youth support NGOs. We conducted eighteen face to face interviews and a number of participant observations from October 2015 to November 2017. As a result, we realized that almost all of the ex-HWC players had found their learning or working opportunities by themselves, although a few ex-HWC players were experiencing difficult lives. Some ex-HWC players had found their jobs as a coaches or players, and even just as staff members by citing their experience in the HWC. The significance of HWC seems to be expanding with the trends of present Cambodian society as well as with the development of HFCA activities.

*Sporting Cultures and Identities*

**Intertribal Contest Powwow as a Sporting Event**

Steven Aicinena, Head Volleyball Coach, Athletics, The University of Texas of the Permian Basin, Odessa, TX, United States

Modern Native American Intertribal Contest Powwows share many similarities with American sporting events. Up to 15,000 spectators attend large intertribal powwow competitions held in basketball arenas. As many as 3,000 contestants representing over 700 tribal groups including dancers, singers and drum groups compete for cash prizes. Winners are determined by well-respected, carefully selected judges. Dancers engage in prayer, ritualistic activity, pounding knuckles and issuance of high 5's, as do athletes before and after competition. Following the judging of each dance, competitors form lines and congratulate one another as do collegiate basketball players in the spirit of sportsmanship. Singers, dancers and drummers travel the Powwow Circuit as a means of generating income for their families as do participants in the professional rodeo circuit. Intertribal contest powwows typically begin with a grand entry, flag song, prayer, and honoring of veterans, not unlike the pre-game activities observed at collegiate and professional sporting events. Powwow vendors hawk souvenirs, concessions and crafts, as do vendors at sporting events. Larger intertribal contest powwows are sponsored, in part, by corporations and branches of state and local governments much like economically important sporting events. Intertribal contest powwows serve to share and reproduce traditional Native American cultural values and traditions through the involvement of Native American youths just as involvement in sports such as baseball, football and basketball is reputed to reproduce mainstream American values. Local and small intertribal powwows do not include competitive events, but also serve to celebrate Native American culture and traditions.

*Sporting Cultures and Identities*

**Psychosocial Issues in Pakistani Domestic Cricketers: A Validation Study**

Sara Subhan, Assistant Professor, Institute of Clinical Psychology, University of Management and Technology, Lahore, Pakistan, Lahore, Punjab, Pakistan

Zahid Mahmood, University of Management and Technology, Lahore, Pakistan

Sadia Saleem, University of Management and Technology, Lahore, Pakistan, Lahore, Punjab, Pakistan

The current paper highlights the development of a scale measuring psychosocial issues for domestic cricket players in Pakistan. This study was carried out in series of phases including item generation and establishing psychometric properties. A list of 55 psychosocial issues were generated through in-depth interviews of 20 national and international male cricketers. The responses of participants were transformed into a 4-point rating Cricketer's Psychosocial Issues Scale (CPIS). The scale was given to 373 male cricketers with the age range of 16-28 ( $M=19.28$ ;  $SD=3.14$ ). The results highlights the exploratory and confirmatory factor analysis to identify the underlying psychosocial issues that tend to hamper the performance of cricketers. The psychometric properties, as well as the reliability and validity of Cricketers' Psychosocial Issues Scale (CPIS) were also established that were discussed in its cultural context and relevance. The implications of the study are discussed in terms of psychological counseling for performance enhancing of cricketers.

*Sporting Cultures and Identities*

**World Cup and Its Challenge to Free Expression Norms in Qatar**

Craig LaMay, Northwestern University

Qatar is an absolute monarchy without a free press, but at the same time is more progressive than other GCC countries. Citizens and residents have access to virtually all international media sources, but the market for domestic news is tightly controlled. Qatar's current media law is almost four decades, a remnant of a time before the country's rise to financial and political power. A revision to the law was proposed in 2012 but not enacted. What effect will the World Cup have on Qatar's media laws specifically and its environment for free expression generally? Unlike other mega-event hosts like China or Russia, Qatar's soft power strategy is built on sport, education, art and media, all fundamentally expressive enterprises. When the world's media begins to descend on the country in the run-up to the 2022 World Cup, how will Qatar respond? Will international media enjoy greater freedoms than they do now? Will domestic media enjoy greater freedom to report? If reporting norms or laws do liberalize, what changes will last and what will be temporary? Both FIFA and the IOC have human rights commitments written into their charters. As mega-events move increasingly to illiberal countries, what are the consequences for those human rights commitments? Qatar is an interesting test case.

*Sporting Cultures and Identities, Sports Management & Commercialization*

**Comparing the Practices of US Golf against a Global Model for Integrated Development of Mass and High Performance Sport**

Peter Smolianov, Salem State University, Salem, MA, United States

Steven Dion, Salem State University, Salem, MA, United States

Christopher Schoen, Salem State University, Salem, MA, United States

A questionnaire was developed for the following elements of the model: talent development; advanced athlete support; training centers; competitions; intellectual services; partnerships with supporting agencies; and, balanced and integrated funding and structures of mass and elite sport. Survey questions were validated by 12 international experts including executives from sport governing bodies, golf coaches, academicians, and administrators. To determine the areas for improvement, 102 coaches completed the questionnaire.

*Sports Management & Commercialization*

**Closing the Sale When It Counts: Developing a Course in Sport Sales**

Dene Williamson, Saint Leo University, Saint Leo, United States

Sam Caucci, 1Huddle, Newark, United States

Today's generation does not lack the skills to succeed in the workforce, but rather lacks the experiences necessary to develop the skills and habits that are critical to succeeding at their job. By 2020, 50% of the workforce will be a millennial. It is a generation that will have played over 10,000 hours on a gaming platform before the age of 21. Using the latest research into how gaming mechanics can be used to place students in situations that enhance the likelihood of developing the necessary skills for the workforce, The Sales Game platform is preparing students for a career in sports. With over 90% of sports jobs starting in a sales or revenue generating role, our education must adapt to the increased demand of employers to hire candidates that have a better, and deeper understanding of how to perform in sales.

*Sports Management & Commercialization*

**Commercialization, Commoditization and Privatization of Football in Asia**

Dharav Shah, Pandit Deendayal Petroleum University, Gandhinagar, India

Football is one of the most watched sport in the world with estimated 3.5 billion fans, with 4 Asian countries occupying the top 10 in the most watching countries. Vietnam, Thailand, India and China being the major football viewing countries in Asia. Football is said to be the most globalized sport and its rise in Asia during the 2000's has shown a major platform for commercialization of the sport so as to develop as a footballing nation producing both individual talent and to be known for its own culture of football. The study would be based on the comparison of various various football leagues throughout Asia and will be compared upon factors such as commercialization, privatization, advertisement and sponsorship, cultural exchange, academic education, youth academy, stadium facilities and infrastructure. This study will help show if commercialization, privatization and commoditization helps the countries to improve their football and also provide us with justification of which model is likely to achieve success. Asian football was majorly overlooked during the 1990's but in the recent years it has been on the rise with capturing attention of major European leagues and players with the amount of money involved. This year India hosted the Fifa U-17 world cup and it proved to be a huge success in terms of highest attended and most goals scored in a tournament ever. The overall tally of attendance across all matches was recorded to be 1,290,027. The Chinese super league and the Indian Super league are considered to be the top leagues of the country and a stepping stone towards achieving success in football. China has been able to bring top European players to play in the country through money and India has managed to bring retired football greats. Other Asian countries like Vietnam, Thailand, Japan and South Korea are steps ahead with South Korea and Japan both qualifying for the 2018 world cup.

*Sports Management & Commercialization*

**Power of Branded Values: ESPN's Legitimization of Sports Betting**

Jason Lopez, Visiting Assistant Professor, Communication Arts, University of Wisconsin, Madison, Madison, United States

Historically, moral and social concerns about gambling have been influenced primarily by the interests of powerful institutions like governments and religious organizations. However, with the success of fantasy football, powerful sports media companies such as ESPN have realized that it is in their economic interests to engage audiences through the proliferation of activities, usually in the form of games, that surround sports. One result of this has been a recent push to legitimate and normalize betting on sports across many of ESPN's platforms: from explicit discussions of gambling on TV and radio shows, to coverage of various betting activities on the ESPN website and app, to the creation of an entire website focused on gambling. These numerous platforms generally serve ESPN's avowed purpose of being a lifestyle and not just a sports channel, and in this case they are being mobilized to transform engagements with gambling into natural, everyday activities. This represents a change in the way that influential bodies have attempted to shape perceptions of gambling. Whereas governmental and religious institutions have done so mainly through top-down rules or prohibitions, ESPN is using people's everyday and mundane connections to its channel and brand in order to shift values surrounding this controversial cultural practice.

*Sporting Cultures and Identities*

**Leadership Roles and Impacts****Impacts of a Head Coaching Change on Intercollegiate Student-Athletes**

Tricia Jordan, Western Kentucky University, Bowling Green, United States

Paula Upright, Assistant Director/Associate Professor, Kinesiology, Recreation and Sport, Western Kentucky University

Stacey Forsythe, Assistant Professor, School of Kinesiology, Recreation & Sport, Western Kentucky University, Bowling Green, KY, United States The purpose of this qualitative study was to discover the impacts on intercollegiate student-athletes subsequent to a head coaching change. This study utilized case study interviews to achieve a rich description of the phenomenon of a head coaching change in one mid-major NCAA Division 1 institution in the Southeast. Psychological Contract Theory and Social Exchange Theory were examined to cognize the concept of athletics as a business and student-athletes as employees. Using inductive analysis and the constant comparative method, three emergent themes were identified: Student-athletes seem to accept head coaching changes. Head coaches are essential to team success. The student-athlete-coach relationship is the core factor of the intercollegiate experience. All participants articulated a metamorphic shift in thinking that began with the shock and anxiety of losing a head coach, followed by a discussion of the coach's importance, or unimportance, to the success of the program. The participants in this study appeared to be aware of their role as "employees" of the programs and identified a common understanding of their role in the overarching "business". Administrators, coaches, and support staff can use this information to provide improved programming for student-athletes who experience such a change.

*Sports Management & Commercialization*

**Critical Leadership Challenges in Interscholastic Sport**

Vincent Mumford, University of Central Florida, United States

Today's sport administrators are facing a plethora of issues. The very livelihood, survival, and future of many sport programs will depend on athletic administrators having a keen understanding of the key strategic issues. The future success of many interscholastic programs will depend on the ability of sport leaders to conceive and implement proactive, cost-effective solutions. As the sport industry grows, it is important for those in that field to understand and analyze current trends or issues that interscholastic athletics face. Information uncovering and exploring those issues deemed to be most pressing may help lead to the implementation of strategic plans to address these obstacles or properly handle difficult situations. This research will help leaders of sport maintain a vibrant and meaningful strategic map; meet evolving member expectations; and continue to provide valued resources, programs and services.

*Sports Education*

**Positioning the Athletic Director: Perceptions of Internal and External Stakeholders**

Timothy Harper, Skidmore College, Saratoga Springs, NY, United States

Jeffrey Segrave, Skidmore College, Saratoga Springs, NY, United States

Neil Sinclair, Skidmore College, Saratoga Springs, NY, United States

This paper discusses the positioning of the Athletic Director (AD) position in academic institutions. We employ the Collegiate Athletic Leadership Model (CALM) to develop hypotheses regarding how the positioning of the AD role within the structure of academic institutions might influence stakeholder's perceptions. Specifically, we posit that the "space" the AD position occupies might influence stakeholders' perceptions regarding the relative importance of academics and athletics. The CALM informs this discussion by positing that the organizational structures of academic institutions may facilitate or hinder the goals and outcomes of athletic departments. If this is true, academic institutions must attend to the positioning of the AD role beyond organizational factors related to hierarchy, authority and power etc. While these factors may serve as the drivers of the decision of where to position the AD role, the resulting perceptions is likely to result in unintended consequences. It is the uncertainty about whether such consequences will be positive or negative that makes AD role placement a primary issue. For example, the positioning of the AD role might influence several factors including: relative contributions (donor intentions and behavior); institutional attractiveness; and faculty, staff and student engagement with academics vis a vis athletics.

*Sports Management & Commercialization*

**Successful Team Leadership: Penn State Women's Volleyball**

David Wolf, Barry University, Miami Shores, United States

David Ober, Barry University, Miami Shores, United States

Russell Rose, Barry University, Miami Shores, United States

Based on an in-depth qualitative case study interview with Coach Russell Rose, this session will discuss the various leadership strategies employed by Coach Rose that has led the Penn State Women's Volleyball team to seven national championships since 1991. On December 17, 2009, Coach Rose notched his 1,000th career win with a victory over Hawaii in four sets to advance to his third consecutive national championship game with the Nittany Lions. His impressive career as it relates to his theories on leadership and its application to sports and society will be detailed.

*Sports Management & Commercialization*

**Room 4 Women as Change Agents****Workplace Issues for Female Fantasy Sports Journalists**

Mead Loop, Associate Professor, Journalism, Ithaca College, Ithaca, NY, United States

Much scholarship exists involving female journalists in traditional sports reporting, but no scholarship has explored such issues of pay, promotion, harassment and credibility in the workplace of female fantasy sports reporting. Members of the Fantasy Sports Writers of America were surveyed. The quantitative portion of the FSWA survey asked members which issues they found relevant, and the open-ended, qualitative portion offered members a forum for explaining their concerns. Results included little evidence of a pay gap for equal work but a significant difference in advancement. Many female fantasy journalists leave the industry after a decade and following parenthood. Respondents also noted credibility gaps and harassment. Two factors that have not been isolated as affecting retention or promotion were flex time and a lack of need for physical newsrooms, but those are two differences for fantasy journalists compared to traditional sports journalists. Nonetheless, female fantasy journalists face the same obstacles that female reporters covering traditional sports and news have faced throughout journalism history. This survey extends the theory of hegemonic masculinity to fantasy sports journalism.

*Sports Management & Commercialization*

**Sociocultural Glass Ceiling Barriers for Women in Sport Management**

Omur Dugan, Assistant Professor, Sport Management, Pamukkale University, Morgantown, West Virginia, United States

When women executives in sport management are examined, it can be seen that there are very few women in top managerial positions in sport organizations. According to the literature review this is called the Glass Ceiling Syndrome. Glass ceiling is an unofficial barrier to workplace advancement, usually in regard to women or minority groups. These unofficial barriers include; multiple roles of women, preferences and perceptions, organizational culture and policies, lack of mentoring, communication networks, stereotypes and discrimination against women. We can gather these barriers in three titles, such as; individual, organizational and socio-cultural glass ceiling barriers. In this study the aim is to find out which kinds of socio-cultural barriers women face in sport organizations in top managerial positions. To find out this, a sample of six women top sport managers were included in the study. They were all assumed to break the glass ceiling and have reached top managerial positions in Turkish sport. Interviews were made with 6 women, which took approximately 50 minutes each. Content analysis were made in qualitative data analyze programme Nvivo-8. As a result of the study it was found that gender based stereotypes was the most important barrier which effected women negatively in their sport administration careers. The other barriers faced as glass ceiling were found to be; gender based vocational distinction, the culture of the country, the country's socio-economic conditions and finally the non women supportive education system of the country.

*Sporting Cultures and Identities*

**A Field of Glass: Sport Media and Gender Studies**

Joseph Recupero, Program Director, RTA School of Media - Sport Media, Ryerson University, Toronto, Ontario, Canada

In the world of sport media, the phrase "field of play" is an often-heard term indicating where a competition is taking place. It might be a football field, a soccer pitch, a baseball diamond or an ice rink. On each particular field of play athletes know two things: that this is their combat area and that a pre-determined set of rules and regulations will determine how the game will be played. There is a playbook outlining how the game is won or lost. Successful athletes develop a keen sense of how to play and win the game. They instinctively know when to "play smart" and work more defensively; when to force their advantage and be more offensive; or when to "steal a base" and run for home. In many ways the work environment functions as a field of play at the micro level and society itself resembles a field of play at the macro level. The handbook of rules that women are faced with in society mirrors the complex array of hidden rules and resistance they meet in the workplace. This applies- particularly in terms of gender relations - in the world of sport media. It is not necessarily a field of play that women must navigate in sports production or broadcasts. Rather it can be viewed as a field of glass, with invisible barriers and precarious undercurrents such as the intersection of race, class and sexuality that can affect women's roles and status within the world of sports.

*Sports Management & Commercialization*

Friday, 20 July	
10:30-12:10	<b>PARALLEL SESSIONS</b>
	<p><b>Gender Discrimination in Sports: Issues and Myths Surrounding Gender and the Path-breaking Approach of the Olympics Agenda 2020</b></p> <p>Manvendra Jadon, Student, Law, National Law University and Judicial Academy, Guwahati, Assam, India</p> <p>Gender, albeit for all the wrong reasons, has been at the forefront of debate in the modern world. The pathogen of gender segregation has been deep rooted among the ethical divisions of the international community. There are no merits for such segregation in the light of the effervescent concept of Equality that has been adopted by all the forward thinking nations of the world. Sports for centuries have largely undermined the role of women and thus has been mostly unsuccessful in breaking the stereotypes regarding gender in the society. The perception of women in sports has transformed from horrific to stable in the past century and their presence can now be felt from the Olympic turf to the Administrative chairs. Even though these changes are visible, they are limited and the stereotypical nexus between women and weakness still remains. The 206 member committees strong Olympic Movement spearheaded the crusade against gender equity for years, a feature clearly evident from the women participation and inclusion of events for women in the Olympic Games in initial years. Although, advanced economies have achieved significant results, a holistic change in the perceived bias and pre-conceived notions of the opposite gender is still beckoning. Even though “Women’s sport is an expression of the right to equality and the freedom of all women to take control of their bodies and participate in sports publicly, regardless of nationality, age, disability, sexual orientation or religion,” sports bodies and regulatory authorities have little or no regulations mandating the gender neutral spaces in the field of sports and this has critically imbalanced the growth and development of women in sport. Amateur athletes from a very tender age are subjected to the misogynistic views of the authoritative paternalism due to which they have to forego the opportunity to make a career in the world of sports. The condition of the disadvantaged communities and indigenous tribes is even worse as they face racial vilification on a regular basis which has led to a significant fall in their participation rates in spite of the existence of a plethora of rights based policies for the protection of their claims. To move out of the traditional channels of thought-process, this study adopts a socio-legal perspective to break the glass ceiling of myths regarding women participation in sports and to act as a catalyst for the betterment of the law and policy structure governing free and equal participation. Along with this, the research work tries to explore the efforts undertaken by International forums and authorities to tackle the menace of discrimination and how certain stereotypical barriers the society need to overcome in search of a level playing field. In a conclusive manner, the research work tries to comparatively analyse the position as it exist in developed and developing economies and find the best solutions.</p> <p><i>Sporting Cultures and Identities, Sport and Health, 2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People</i></p>
12:10-13:00	<b>Lunch</b>
13:00-13:45	<b>PARALLEL SESSIONS</b>



**Room 1 Poster Session: Room 1****From Sports Games to the Gaming of Sports: How Video Games Are Transforming Sports**

David Keck, Embry-Riddle Aeronautical University

Helena Hansson, Embry-Riddle Aeronautical University, Daytona Beach, United States

Sports video games have been around since the 1970s, but only within this century have they begun to transform the sports themselves. For many fans and athletes, their experience of sports is now interwoven with video game franchises. Marketing arrangements integrate weekly events in sports with changing game play. Coaches program playbooks into Madden NFL so Pop Warner and college players can learn complex plays. Gamer-fans enjoy both watching and "making" Steph Curry hit a 3. Gaming-inspired analytics are changing the way college and professional teams prepare for real contests. Various e-sports agencies are seeking inclusion in the Olympics, and studies of the physiology of e-gamers are redefining the question of whether video games are indeed sports. Playing games like FIFA are creating first-time fans of the professional leagues. A combination technological advances in entertainment and data-analytical capacities, the financial synergy of the billion-dollar gaming and sports industries, and the reality of athletes growing up playing games have led to striking transformations of sports for fans and athletes alike. This poster session examines these dramatic changes through a focused presentation of select sports games (with demos); a critical synthesis of existing literature; and a survey of collegiate athletes.

2018 *Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**Effects of Caffeine Consumption on Endurance Exercise: A Systematic Review**

Kayla Albrecht, Eastern Illinois University, Freeport, IL, United States

Jeanette Andrade, Eastern Illinois University, Freeport, IL, United States

Articles were extracted from PubMed, CINAHL, and PsycINFO databases. Searches were limited to the time range of January 1, 2011 to January 1, 2017. An 8-point inclusion criteria was applied to titles and abstracts of extracted articles, and the quality of articles was assessed using the Academy of Nutrition and Dietetics Evidence Analysis Manual. A total of 169 articles were found and 15 were examined after applying inclusion criteria. Seven articles were included in the study based on quality assessment. The common outcome measures to evaluate endurance performance of the participants included Ratings of Perceived Exertion (RPE), pleasure ratings, feelings of fatigue, and exercise performance. All studies reported improvement in at least one measure of endurance exercise when caffeine was consumed. Though further research is needed, the evidence supports caffeine consumption prior to exercise as an effective strategy to improve several aspects of endurance performance.

*Sport and Health*

**Physical Literacy and Physical Activity of Pre-Service Teachers**

Jon Aoki, Associate Professor, Natural Sciences, University of Houston-Downtown, Houston, Texas, United States

In the United States, there is a rise in obesity and its related metabolic diseases. These health issues are now ubiquitous around the world. One of the contributing factors is the decline in physical activity. As a result, there has been a concerted global effort to offset a sedentary lifestyle through physical literacy programs. Regular physical activity may produce long-term benefits such as weight management, lower risks of heart disease and diabetes, and an increase in general well-being. However, physical literacy encompasses the individual's capacity to engage in a physically active lifestyle. A discussion on physical literacy must include motivation, confidence, and knowledge. This study described the physical literacy and physical activity of pre-service teachers. The findings from this study provide practitioners and researchers a greater understanding of the physical literacy tenets held by pre-service teachers and a glimpse of the healthy lifestyles practiced by these individuals. This knowledge may be translated into the construction of physical literacy programs to battle childhood obesity and metabolic disease.

*Sports Education*

**Playing in Exile: An Analytical Framework for Studying Sports Programs for Refugees**

Helena Hansson, Embry-Riddle Aeronautical University, Daytona Beach, United States

David Keck, Embry-Riddle Aeronautical University, Daytona Beach, United States

Political and economic crises have forced over 60 million refugees, most of whom are under 18, out of their homes. Diverse entities have turned to sports to address this global crisis. International organizations such as the United Nations and the International Olympic Committee; national sports agencies; individual professional teams; religious institutions (including the Vatican); and even local police departments have all promoted sports programs or are forming new partnerships with a wide array of goals. Some programs simply seek to provide some normalcy in terrible camp conditions. Others include educational opportunities, such as learning local languages. Still others seek to use sports' social power to integrate peoples of different cultures into new, quite unfamiliar worlds. Some presuppose long-term needs; others address only short-term requirements. This poster session examines this diverse array of sports programs through reviewing their public materials (including their marketing and fundraising activities), interviews with organizational leaders, and synthesizing extant scholarly reviews of specific programs (as well as assessments commissioned by various agencies). By developing a model for investigating and categorizing how sports associations evolve to meet new human needs, it provides a necessary initial step for assessing the impact of sports on the lives of millions.

*Sporting Cultures and Identities*



**Identity Construction and Fandom in Sports and Politics**

Michael Delayo, Rowan University, Glassboro, United States

People's passion for their favorite sports teams has long influenced the construction of both personal and cultural identity. Fans of different teams from different places make meaning in ways unique to their environment, a process also practiced by politically engaged Americans. The similarities between these passions have been explored to an extent, but the relationship's effect has been the subject of limited scrutiny. The rapid rise to prominence of social platforms such as Twitter and Facebook have coincided with advancements in audio and video streaming to revolutionize the way fans interact with and consume their passions of choice. The 2015 rape allegations against former Florida State University quarterback Jameis Winston and the 2016 election of Donald Trump as President of the United States provide a perfect platform for an analysis of the intersection between fandoms in these two spheres, which this paper investigates. Classifications typically used to measure levels of fan identification with sports teams are successfully applied to American politics. The role of increased volume of and accessibility to new media content in this application is discussed. Donald Trump's unique relationship to politics is also explored through analyses of the Trump Organization brand and Trump's individual performance of fandom as a politician. Finally, the reaction to rape allegations against Jameis Winston highlight the implications of the similarities between fandom in sports and politics. Fandom in sports and politics is not cultural fodder, but a tool that can be used to understand who the American people are and why. *Sporting Cultures and Identities*

**Community Based Learning and Sport Management Undergraduates: Exploring Tolerance for Ambiguity**

Kristi Sweeney, Associate Professor &amp; Director Sport Management, Leadership, School Counseling, Sport Management, University of North Florida, Jacksonville, United States

Megan Schramm Schramm-Possinger, University of North Florida, Jacksonville, United States

This study assesses sport management students' tolerance for ambiguity (TA), as well as their perceived learning gains, after completing an upper-level, community based learning course. As part of the class, sport management students were responsible for creating, implementing, executing, and evaluating a resource development plan for a local non-profit organization. All are important competencies – requiring the kind of adaptability often reported to be under cultivated in sport management graduates – subsumed within multiple program-specific student learning outcomes. Results indicate that those who had a lower tolerance for ambiguity reached a higher percentage of their goal. Additionally, qualitative analyses of self-reported learning gains indicate students' perceived ability to effectively fundraise, negotiate the challenges of group work, and gain real-world experience. Other reported benefits include cultivating professional skills (i.e. critical thinking and leadership), personal growth, and vocational exploration. These data also make clear the salience of determining what skills and dispositions are associated with student success, collecting both qualitative and numeric/ categorical assessment data, and the importance of considering variables, such as TA, when designing curriculum and assessment measures. Our findings provide a more nuanced picture of students' TA and suggest that students' ability to adapt to emergent, real-world situations is not equivalent to feeling comfortable taking on projects in the absence of clear goals. Lastly, our findings fill a gap in the literature regarding how to foster student preparedness for “real world” experiences, and serve as model of how faculty and administrators can successfully integrate CBL in experiential sport management coursework.

*Sports Education*

**Emotional Needs of Student-Athletes: Teaching Relationship Management and Emotional Intelligence**

Brianna Lynne Anderson, University of Illinois Urbana-Champaign, Urbana, United States

Kelly Bost, University of Illinois Urbana-Champaign, Urbana, United States

Athletes are immersed in a culture of aggression that does little to promote healthy relationships and emotional intelligence (EI). As emerging adults, collegiate student-athletes (SAs) are susceptible to underdeveloped self-regulatory skills and EI, affecting athletic performance, academic achievement, and interpersonal relationships. Preventative education can improve EI before dysregulation cycles are ingrained. In preliminary focus groups with current SAs, we found that many struggle to identify, understand, and manage emotions in both athletics and their daily lives. Based on these findings, we adapted two lessons from the Dibble Institute's evidence-based Love Notes curriculum to address the most salient issues for SAs. These workshops have been delivered to SAs in their Freshmen CHAMPS Life Skills class in Summer and Fall 2017. Efforts were evaluated by SAs, and two primary themes emerged: knowledge of the topic improved after the workshops and more education on relationship management and emotional wellbeing was desired. Such feedback indicates a need to continue to build EI and relationships skills through programming. We need to identify other relevant emotion management topics and adaptation and development of workshop material that can be shared across collegiate campuses, beginning with a focused discussion among professionals at the Sport and Society Conference.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**A Human Rights-based Approach to Sport: Improving Access to Sport through Human Rights on Community, Interpersonal, Policy and Global Levels**

Melissa Otterbein, Graduate Assistant, Department of Exercise & Nutrition Sciences, The George Washington University, United States

In developed countries, youth sport participation remains a hallmark of childhood for most children of middle to higher income backgrounds. In lower-income countries as well as America's low-income neighborhoods, sport access is limited. Data from the Aspen Institute of Sport and Society found that children from low-income households are half as likely to play one day's worth of team sport than children from households earning at least \$100,000. How do we make sport equitable for all, including those most often left out of sports participation, such as women, immigrants, people of color, refugees, and those who are differently-abled? Through a UN human rights framework, this focused discussion will discuss goals, processes, outcomes and strategies for coaches, policy makers, practitioners, researchers, and managers to apply a human rights-based approach to sport in order to increase access for all populations while contributing to community identity and development. Sports' contribution to the global Sustainable Development Goals will also be discussed to leave participants aware of empowering frameworks for a variety of contexts, both domestically in the US and globally. Attendees will be able to articulate how sports greatly contribute to global and community level development agendas.

*Sporting Cultures and Identities*

**How the World Anti-Doping Code can turn Heroes into Villains**

Matthew Kaiser, Associate, Legal, Global Sports Advocates, Portland, Maine, United States

As an international sports lawyer who specializes in representing athletes who have been accused of doping, I have experienced how sport and the structures put in place have impacted both athletes and fans alike. With the news about the Russian State-sponsored doping program breaking in 2014 and escalating leading up to the Rio and PyeongChang Olympic Games, society has established certain biases and preconceived notions about athletes who are accused of doping and do not fully appreciate the particular facts or the governing laws in place which can determine whether an athlete is guilty of an anti-doping rule violation and if so, how long his or her sanction will be. I would like to present on the practical applications of the World Anti-Doping Code, which is the conceptual framework all of the doping violations are based on. The unique circumstances of each case have made us reassess how the Code is structured or should be structured. The outcomes and takeaways from my experience are that not all athletes are cheaters and unfortunate circumstances have put them in this situation (bad advice from others, even doctors, or contaminated supplements). The implications from my work are that there clearly needs to be a reassessment of the sanctioning scale in the Code, athletes need to do more to protect themselves from doping violations, and society must take a moment to understand the circumstances involved before rushing to judgment about athletes accused of doping.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**The Collateral Consequences of Equipment in Gridiron Football**

Cullum Brownbridge, Master's Candidate, Department of Sport Management, Brock University, St. Catharines, Canada

Sports equipment has evolved over time to both enhance performance and to reduce the risk of injury. Protective equipment is particularly important in contact sports where injuries are frequent. In American football, helmets and shoulder pads are two pieces of protective equipment which are strictly implemented to absorb hits of massive force to reduce the risk of head and upper body injuries respectively. While the risk of injury is reduced, the athlete's calculated perspective of risk is altered. This change in risk equilibrium has the unintended consequence of the individual foregoing caution and playing in a faster and more aggressive style. This altered behavior not only increases the individual's own risk to injury, but also puts other athletes who are on the receiving end of contact at greater risk themselves. This displacement of risk is particularly dangerous when an athlete is hit in an area that is unprotected and vulnerable, or in an area where the equipment is not as effective as perceived. Drawing on existing research and theories of risk in sport, this preliminary study will examine the relationships and potential disjuncture between sports equipment changes, athlete perceptions of injury risks, and actual injury risks, and will outline future directions for this research.

*Sport and Health*

Friday, 20 July	
13:00-13:45	<b>PARALLEL SESSIONS</b> <b>Making a Difference : A Mentoring Program Partnering a Collegiate Sports Team with an Inner City Public Middle School Team</b> Melissa Falen, Notre Dame of Maryland University, Baltimore, MD, United States I would like to present my practical experiences in a mentoring program I started which involved pairing our collegiate women's lacrosse team with a Baltimore city public middle school team. The focused discussion would include the purpose, obstacles, challenges, and benefits of such a program. My purpose was two-fold. I wanted our players to "give back" and I wanted to contribute to attempts to diversify a sport which is one of the least diverse sports sponsored by the NCAA. While the women's participation in NCAA lacrosse has more than doubled since 2000, the % of African-American participation has only increased from 1.6% to 3.3% according to current NCAA data. I believe that a partnering program if adopted by numerous schools could encourage participation in sports like lacrosse in under-served communities. My experience involved working with coaches in the inner city schools, working with Parks and People, and with US Lacrosse. I obtained a grant from US lacrosse to support this partnership. The partnership involved our team traveling to the partnered middle school to give clinics and run practices with the middle school players. We also hosted the middle school team on our campus for practice sessions and play. Middle schoolers attended collegiate games and on one occasion the NCAA championship. We incorporated a tour with our admissions staff when players were on campus to introduce the middle schoolers to campus life and hopefully encourage interest in attending college. Through the course of this partnership, I was able to identify some best practices, as well as obstacles to success. <i>2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People</i>



**Room 3 Virtual Poster Session: Room 3****Gentrification Legacy**

Peter Evans, AMOS London Sport Business School, London, United Kingdom

This paper examines the consequence of regeneration in the aftermath of the London 2012 Olympic Games. In particular, the issues of gentrification and displacement are discussed in examining the unique impact that the Olympic Games have had, and continue to have, in reshaping social and urban areas across the London Olympic Boroughs. Legacy has become a core dimension of mega-event bidding and hosting strategies. Since 1999, the principle of sustainable development forms (a discretionary) part of the contract between the IOC and host city. However, one of the impacts of regeneration is to create an environment that is appealing to property investors, which increases property values and can lead to the displacement of the very people that regeneration seeks to assist: low-income families (Lees et al, 2008). The paper is based on mixed method research, which facilitated both confirmatory data (the House Price Index - HPI) and exploratory case studies. The qualitative data is based on a "key case" approach. Supplementing the case studies, 54 questionnaires were administered to random residents, with the objective of establishing the interviewee's positive and negative perceptions towards London 2012 legacy. The HPI provides evidence that, between July 2009 and July 2014, the Borough of Hackney has experienced enormous levels of gentrification-related house price growth (82%), significantly above the London average (48%). The qualitative case studies provided rich and contrasting data.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**Re-establishing Identity through Sport: The Influences of Participation in an Elite Paralympic Military Sport Program on Active Duty Service Members with Acquired Disabilities**

Lindsay Hammond, California University of Pennsylvania, California University, Pennsylvania, United States

A phenomenological approach was employed, using a three phase semistructured interview protocol to capture military journeys of four (4) service members who had sustained a physical disability as the result of a combat injury and chose to remain on active duty status as a part of a specialized unit designed to prepare service members for the Paralympics. Results: Three themes were identified with implications on the saliency of the service members' identities. These were goal orientation, champions through transition, and the unit. Participants reported that participation in the specialized unit provided new challenges and opportunities, inspired both athletic and military goals and provided the opportunity to continue to serve. Conclusion: Concepts self-determination theory (STD) were evident across the participants' accounts of their military careers. The findings portray a group of highly self-determined service members, who throughout the course of their military journey experienced a strong sense of competence, relatedness and autonomy. The elite military sport program provided infrastructure required to foster the salience of a service member identity.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**Media, Money and Fame in Women's Sports in Australia**

Chelsea Litchfield, Senior Lecturer and Associate Head of School, Exercise Science, Sport and Health, Charles Sturt University, Bathurst, NSW, Australia

Women's sports in Australia have traditionally placed a distant second to men's sports. Such second-rate treatment has been obvious through remuneration and media interest. Nevertheless, the last two years have seen the establishment of the inaugural women's Australian Rules Football competition, a new Australian 'National Netball League' and the Women's Big Bash League (WBBL) cricket competition. All of these sporting competitions have one thing in common, that is, media interest. All competitions have broadcast deals with major television networks in Australia. The message in the sports media in Australia is that women's sports are taking over our screens, being remunerated more handsomely and becoming more high profile. However, there remain enormous disparities between male and female athletes and sporting competitions. These disparities focus on the amount of media coverage received by male and female sporting competitions and the remuneration paid to male and female athletes. In particular, this study focuses on the Australian Rules Football competition and the WBBL competition in Australia. These themes will be analysed using a third wave feminist lens to more clearly understand the differences (or similarities) between men's and women's in sport in Australia.

*Sporting Cultures and Identities*

**Ball is Life: Black Male Student-Athletes Narrate Their Division I University and Athletic Experiences**

Eno Attah Meekins Attah Meekins, Los Angeles, United States

This study focused on the experiences of Black male student athletes in Division I university sports programs and utilized Critical Race Theory as its framework. This exploration sought to understand to what extent the legacy of racism in the United States has impacted the collegiate experience of these student athletes. Through the use of Critical Race Methodology the researcher presented counter stories that highlighted successes and heightened awareness regarding the needs and concerns of an extremely important, but often silenced population. This research examined the experiences of Black male student athletes in the Division I revenue-generating sports of basketball and football. This study acknowledged and presented how Black males perceived the effectiveness of NCAA supports in place for their academic success, degree attainment, and post-collegiate leadership and career opportunities. The researcher offered suggestions which Black male student athletes believed more effectively served their needs during transition into, for the duration of, and beyond Division I University sports participation as an opportunity to move towards more socially just practices in Division I academics and athletics.

*Sporting Cultures and Identities*

**Exploring the Importance of Coach-Player Relationship in Inclusive Tennis Programming**

Nadina Ayer, Academic Staff, Kinesiology and Physical Education, Wilfrid Laurier University, Waterloo, Ontario, Canada

Athletes can develop many interpersonal relationships. The most important relationship can be the one athletes develop with their coach as it can have the greatest influence on the training process, performance outcomes, and satisfaction with sport experience. The understanding of the importance of coach-athlete relationship in inclusive sport continues to be limited. The purpose of this paper is threefold: to describe the role coach-athlete relationship can play in inclusive tennis programming, to demonstrate adaptation techniques and strategies using an athlete-centered approach, and to present potential implications for practice and research. The complexity of the coach-athlete relationship including its meaning and key components are discussed. Accessibility to inclusive sport is considered.

*Sports Education*

**Formalization of Sports**

Shravya Gurram, International Institute of Information Technology, Hyderabad, India

There has been a long standing discussion whether sports can be considered as an art form. Various scholars have laid down their arguments on why sports can or cannot be considered as an art form. The sports-art conundrum originates from the lack of a formal definition of sports. The aim of this paper is to put an end to the sport - art conundrum by constructing the tools required to arrive at a formal analysis of sports. Building and gathering the tools required to arrive at a formal grammar of sports, thus formalizing sports, contributes to the majority of the work. The tools constructed for the formal analysis are graphical representation of sports, typologies and vocabulary. The graphical representation of sports takes shape with the help of the serializability factor, events and the governing rules of the sports. The graphical representation of sport allows us to glance at the concept of sport in a technical point of view - as a list of events and as a list of sequence of events, instead of granting sports, a higher respectability by juxtaposing sport with art. Typologies and Vocabularies help in the abstraction of the graphical representations of sports. The abstraction allows us to arrive at a formal analysis of sports, which is the main focus of this paper.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**Surf Therapy and Differently-abled Children: Extending Waves for Change's Child-friendly Mental Health Surf Therapy Program to Children with Autism Spectrum Disorder**

Nicci Van Der Merwe, Monitoring, Evaluation and Learning Director, Monitoring, Evaluation and Learning, Waves for Change, Muizenberg, Western Cape, South Africa

This paper provides the findings of an internal study of Waves for Change's (W4C) surf therapy program, piloted with a group of learners with Autism Spectrum Disorder (ASD). Learners with ASD often present with ongoing social-communication problems that include difficulty communicating and interacting with others, repetitive behaviors as well as limited interests or activities and sensory integration issues. W4C's surf therapy program has proven that children who complete the 12 months program have increased school engagement, decreased anti-social behavior, as well as increased school performance. Given these and other positive changes the surf therapy program has proved to have on the well-being of participants, W4C conducted research on the pilot ASD surf therapy program, to establish whether the program brought about similar, or different, changes to the children with ASD. Two qualitative data collection methods were used to collect primary data, namely direct observation, and in-depth, unstructured interviewing. Secondary data was collected through the revision of existing literature on surf therapy and differently-abled children. The research found the effects of the program were positive on the participating children, reporting more confidence, improved social interaction, an increase in communication initiation, increased verbal output, an improvement in peer relationships, and less aggressive outbursts. In addition, the immediate effects of the ASD surf therapy pilot program extended to the W4C surf coaches and mentors; including increased confidence to work with differently-abled children, improved non-verbal communication, an increased understanding of and empathy toward disabilities, with a decreased stigmatization toward people with mental illnesses.

*Sport and Health*

### Preliminary Examination of the Role University Study Plays in Preparation for Teaching Physical Education in the UK

Claire Mulvenna, Associate Lecturer in Sports Coaching, School of Sport and Biological Science, University of Bolton, Bolton, Lancashire, United Kingdom

Upon completion of an undergraduate degree programmes graduates enter the competitive employment market with the aim of securing appropriate employment in an area of interest. While many sports graduates enter the sports science and sports coaching workforce a large proportion aim to gain employment in physical education teaching. This study focused on the perception of final year students and aimed to identify if the students believed that they held the appropriate knowledge, practical delivery skills and experience to enter a graduate teacher training programme. A case study approach, including semi structured interviews were carried out to collect data. The semi structured interviews took place with 3 full time female physical education teachers and 3 female final year sport students. The findings of this research indicated that while final year students felt prepared for further specific teacher training they did not feel prepared for employment as a physical education teacher. This observation was in parallel to the physical education teachers who felt that "learning on the job" was of more value than their University studies in Sport.

*Sports Education*

### Cardiovascular Response to Lower Body Movement Dysfunction in Division II Collegiate Swimmers

Victor Romano, Catawba College, Salisbury, NC, United States

Rebecca Frost, Catawba College, Salisbury, United States

Rebecca Bradford, Catawba College, Salisbury, United States

The purpose of this study was to identify postural factors that negatively affect cardiovascular performance in Division II collegiate swimmers. Seventeen Division II collegiate swimmers (age  $19.7 \pm 1.3$  years; height  $176.9 \pm 8.63$  cm; mass  $74.1 \pm 8.48$  kg) completed an overhead squat analysis, 2-minute maximum wall sit, and 2-minute maximum plank prior to completing a mock-style swim meet. After maximal exertion, heart rate, and blood SpO2 oxygen saturation arterial hemoglobin levels were captured. RESULTS: Total number of muscular imbalances, upper body and lower body muscular imbalances combined ( $r = 0.86$ ,  $p = 7 \pm 3.5$ ,  $N = 14$ ). Lower body postural factors did not significantly ( $r \geq 0.95$ ), however it had multiple meaningful relationships which affected cardiovascular response (lower crossed syndrome:  $r = 0.71$ ,  $p = 0.44 \pm 0.51$ ,  $N = 7$ ). Upper body postural factors did not significantly ( $r \geq 0.95$ ) or meaningfully affect cardiovascular response. Key indications of posture distortions were prevalent within the lower body, which lead to a higher than normal onset of lower crossed syndrome. Correcting these muscular imbalances may lead to improvement to cardiovascular response, however small, can be the difference. In swimming, every .01 of a second counts.

*Sport and Health*

### Invigorating Mind and Body through Physical Activity

Anika Leslie-Walker, Lecturer, Sport & Biological Sciences, University of Bolton, Bolton, United Kingdom

Both the government and local communities have opened doors for adults who would otherwise not have considered active participation in regular physical activity. The stigma attached to physical activity of a particular age is still rife and this creates more challenges. Local councils, communities and churches have opened up associations and centres, in order to entice specific generations to get involved in leisure activities. However, such initiatives have not been welcomed by everyone and creates a virtuous cycle in which such individuals can be helped to overcome their defiance. This study seeks to rejuvenate the adults mind and body through physical activity which seem to be alien to their wellbeing. The findings from the qualitative study suggest that the participation of adults in physical activity, for adults aged over 55 make them initially apprehensive albeit allure. However, in the course of regular participation in physical activity, the conceptualised stigma is challenged. As a result, participants begin to appreciate the importance of organised activities within a habitual and familiar environment; acknowledge the benefit of meeting new people and value community cohesion. The study concludes that physical activity can invigorate the mind and body of adults aged 55 and over; participant considerations such as appropriate intensity levels, health and wellbeing assessments, vulnerability and the familiar environment are a necessity for success.

*Sport and Health, 2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

### Parent and Athlete Relationships in Youth Sport

Bradford Strand, Professor, Health, Nutrition and Exercise Sciences, North Dakota State University, Fargo, ND, United States

For many families, sport constitutes a central role in parent-child interaction, parent-child time together, and family leisure time. Parents and coaches play the most distinct role influencing adolescent athletes. Parental involvement reflects a dedication to the child and positive attention to the child-rearing process. However, it is well known that the actions of many parents turn their children from sports. The purpose of this study was to explore parent and youth athlete relationships. Subjects (270) were college students from ten states (US) who completed a 15-item survey that included the Parental Involvement in Sport Questionnaire (PISQ) and open ended questions. For this paper we analyzed qualitative data from three open-ended survey questions and PISQ data. For each open-ended question, major themes were identified. From this study we learned that 40% of subjects had dropped out of a youth sport; that the #1 reason for dropping out of youth sport was a change or interest; that most positive experiences young athletes have with their parents include parent presence at events, parent support during and after events, and parent encouragement; that most negative experiences youth athletes have with their parents include parent absence from events, unwelcomed coaching, and parent pressure; that the best experiences with parents after an event or game was when parents provided recognition; displayed pride, and other support; and that subjects perceive that their fathers provide more directive behavior and pressure while mothers provide more praise and understanding.

*Sports Education*

Friday, 20 July	
13:00-13:45	<b>PARALLEL SESSIONS</b>
	<p><b>The Role of Sport in Building Resilience among Children and Youth Impacted by Natural Disasters: The 2013 Alberta, Canada Flood</b></p> <p>Caroline McDonald-Harker, Associate Professor, Sociology &amp; Anthropology, Mount Royal University, Calgary, Canada</p> <p>Natural disasters are increasingly on the rise and have devastating social, economic, and health impacts on affected populations and communities. Children and youth are particularly impacted by disasters due to various physical, psychological, and social factors related to their developmental stage. Recently, sport has gained attention as an innovative and beneficial method of trauma relief for children and youth in the post-disaster context. In addition, participation in sport activities has the potential to provide children and youth with the opportunity to learn skills that promote resilience in the aftermath of a disaster. This paper discusses an interactive sport initiative involving 72 children that was developed and conducted as a pilot project in a community impacted by the 2013 flood in Alberta, Canada. Findings, based on qualitative data, reveal that the sport initiative provided an effective and valuable educational tool through which children were able to conceptualize, learn, and practice resilience building strategies in a post-disaster context. Utilizing a sport-based approach provided children with a safe, structured, and supportive learning environment; gave children the opportunity to discuss challenges and useful strategies; encouraged children to communicate and interact with their peers in a collaborative fashion; and facilitated guidance and mentorship of children by local sport coaches, thus contributing to disaster recovery.</p> <p><i>Sport and Health</i></p> <p><b>Sports Ecosystem and Its Management</b></p> <p>Sebahattin Devecioglu, Associate Professor, Firat University,, Associate Professor, Elazig, Turkey</p> <p>Yunus Emre Karakaya, Firat University,, Associate Professor, Elazig, Turkey</p> <p>Today, sports are regarded as a significant goods and services sector with its qualifications such as protecting and improving individuals' and societies' health. Sports became a large industry thanks to its aspects of both producing service and producing and consuming goods. Sports Industry is a strategic propelling force of developing economically in global terms as well as developing in social terms. The general principles and rules of industries are also valid for the sports industry. Goods and services included in the ecosystem of sports industry are obliged to act together with human resources representing the field of sports, legal regulations, institutions, foundations and sports organization. Individuals, institutions and organizations related with sports should be structurally successful by taking their places in the existing sports industry ecosystem and creating the conditions of this system. The complex structure of the sports industry includes individuals, institutions and organizations such as the government, private sector, non-governmental organizations and in connections with these, athletes, teams, clubs, federations, activities, leagues, , events, cities, countries, locations, stadiums, halls, investors, entrepreneurs, media, marketing agencies etc. Achieving success and producing goods and services in sports industry is only possible by creating and managing a sports ecosystem, which is created by collecting various sub-systems together. In this study, the economic outlook of sports and its management strategies in the new economic system will be evaluated in a conceptual framework by using the descriptive method and sports ecosystem and its sub-systems will be modeled within a whole body.</p> <p><i>2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People</i></p>
13:45-14:00	<b>Coffee Break</b>
14:00-15:15	<b>PARALLEL SESSIONS</b>



**Walking towards Better Health, One Step at a Time**

Agnes Coutinho, University of Guelph-Humber, Toronto, United States

Health professionals are recommending exercise, often in the form of walking, to encourage the population to be physically active in order to offset the negative side effects of sedentary living. Despite the overwhelming evidence in support of exercise in reducing these negative effects, research suggests that those that are at risk of cardiovascular and metabolic complications, generally lead sedentary lives and report below average levels of physical activity. This paper discusses the recent trends and growing popularity of the activity of Nordic walking. Nordic walking has been shown to have many positive health benefits, compared to walking without poles. Adding poles increases exercise tolerance and personal exertion limits, which allows participants to walk further and longer. The aim is to examine the recent literature related to the effects of Nordic walking on prevention and management of chronic diseases, as well as to present recent case studies examining impact of Nordic walking programs in Canadian Aboriginal communities, within a workplace setting and as part of diabetes education sessions in a clinical setting. These examples provide evidence of increased participation and rate of adherence, ease of transition from clinic to community and overall improved quality of life directly related to participation in a Nordic walking program.

*Sport and Health*

**Utilization of the Talk Test with Military Personnel**

Lauren Holzberg, University of New Mexico, Albuquerque, NM, United States

Minhyun Kim, University of New Mexico, Albuquerque, NM, United States

Galen Morton, University of New Mexico, Albuquerque, NM, United States

Eric Vasconcelles, University of New Mexico, Albuquerque, NM, United States

A person's physical fitness is an ever changing, growing, and advancing process. Today in America society, people are taught at an early age that they should be physically fit, active, and healthy; unfortunately, not all of us live up to that standard. In the closing decades of the 20th Century, American society, is being bombarded with commercials and medical adds discussing the ever increasing cases of childhood obesity, childhood diabetes, and high blood pressure in young adults (Gale, 2002). Today, most children are often fed candy and junk food while playing video games and watching television. "It is widely accepted that increase in obesity results from an imbalance between energy intake and expenditure, with an increase in positive energy balance being closely associated with the lifestyle adopted and the dietary intake preferences" (Sahoo, et al. 2015). By the time children are at the age of adulthood, they are so far out of shape that it is next to impossible to get them in healthy condition. "Overweight and obese children are likely to stay obese into adulthood and more likely to develop non-communicable diseases like diabetes and cardiovascular diseases at a younger age" (Sahoo, et al. 2015).

*Sport and Health*



**Sport and Masculinity: Using Experiential Narratives to Redefine Social Infrastructures and Social Cohesion**

Scott A. Ellis, Newcastle University, Newcastle upon Tyne, United Kingdom

Sports teams are prevailing, defining elements of masculinity at university but represent a conflicted social continuum between acceptance and rejection. Despite the inimitable social value placed on sports by college-age men, there is significant evidence that associated social value is vapid and toxic. Using interpretative phenomenological analysis, I investigated how male students conceptualised their relational experiences between mental health and sports. Regardless of their sexual identity, all of the participants described their experiences of masculine representation in negative terms. This included students who were part of fraternities and those who represented an institutional sports team. It was notable that the mainstream media representation of sports was cited as discordant with their beliefs. Instead, they recognised homogenous hyper-mediatised mainstream sports representation as highly problematic. Participants had a significant degree of insight into social spheres including the 'coming out' of several high-profile gay sportsmen.

University-based sports teams have begun to recognise the negative impact a closed, exclusive community or team of hyper-masculinised men can have on team performance and wider relationships. While aspects of masculinity such as aggressive behaviour are salient in competitive sports, sports-based masculinity itself is an unstable conceptualisation that varies across situations and social context. Despite San Francisco hosting the world's first gay-inclusive games in 1989, the US is still considered to be a hostile environment for LGBT sportspeople, with highly visible, overt homophobia. A 2015 international study of homophobia in sport, Out On The Fields, ranked the US as the most homophobic developed nation for competitive sports. 2018

*Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**Inclusive Masculinities, Homosexuality and Homophobia in German Professional Soccer**

Matthias Kaelberer, Professor and Chair, Department of Political Science, University of Memphis, Memphis, TN, United States

Inclusive Masculinities, Homosexuality and Homophobia in German Professional Soccer German society and even German soccer have become more acceptant of the idea of inclusive masculinities. Hyper-masculinity is no longer the only paradigm dominating discourses on soccer. Other forms of masculinities have become far more accepted in the German public and its soccer community. Nevertheless, two major aspects of homophobia remain part of the German soccer scene. First, homophobic epithets and chants remain very much part of the climate in the soccer stadiums. Second, there is the absence of openly homosexual top-level soccer players. So far, no active players in top division German soccer have come out as gay. What explains this contrast between the acceptance of inclusive masculinities and the continued homophobia of the game? This paper analyses discourses on masculinity, homosexuality and homophobia in German professional soccer to address this puzzle. I argue that the increasing commercialization of the game and the efforts of preserving the tradition of the game tend to pull in the same direction. Efforts of preserving the traditions of a "manly" game and the potential commercial "punishment" of openly gay players help in maintaining the dominance of traditional masculinity in the game.

*Sporting Cultures and Identities*

**Examining Motivational Climate in Hawai'i College Tennis Athletes**

Rong Ma, University of Hawai'i, Manoa, United States

Motivation is one of the primary psychological skills in high performance tennis players; majority tennis players frequently confront losing in their athletic careers whether in the professional level or in the college level. Tennis players need motivation to be resilient, to train diligently and creatively after numerous frustrations or disappointments from the defeats. In addition, recent many sport psychological studies signify that competitive anxiety has a dreadful effect on tennis performance. It becomes clearer that many tennis players strive for enhancing their mental expertise to campaign the negative effect from competitive anxiety. International Tennis Federation indicates that various motivational perspectives will respectively influence the effect of competitive anxiety. The aim of this study was to examine the relationship between motivational climate and the competitive anxiety among current collegiate tennis athletes in Hawai'i. 32 male and 2 female tennis players from different universities in Hawai'i participated in this research study. The result from the study shows that task-oriented goal motivation can efficiently mitigate the symptom of competitive anxiety, but ego-oriented goal motivation deteriorates the negative effect of competitive anxiety. Three measure instruments would use in this study are: The Sport Motivation Scale, Task-oriented and Ego-oriented Questionnaires, Sport Competitive Anxiety Scale The method of this study is Cross-Sectional and I will employ T-test to exam the variances from different questionnaires.

*Sporting Cultures and Identities*

**Impact of CTE Research on Football in Society**

Rocco Porreca, Assistant Professor, Sport Management, Newbury College, Brookline, United States

Michelle Brimecombe, Assistant Professor Sport Management, Roger A. Saunders School of Hospitality and Business Management, Newbury College, Brookline, MA, United States

The sport of football has been emerging in the United States for many years. Revenues in both, the National Football League, and within NCAA football, have grown exponentially due to the sport's immense popularity. However, recent research regarding Chronic Traumatic Encephalopathy (CTE) has the sport on notice. Boston University's CTE Center has been conducting research on the detrimental effects of playing the game of football. A 2017 study by Boston University stated 87% (177 out of 202) of former football players tested positive for CTE, and yet the NFL is projected to produce \$14 billion in revenue this year. Furthermore, a decline in youth football participation has been slowly occurring since 2010. Does this decline have to do with further research being published on the negative effects of football on the human body? How will a decline in youth participation impact football as a product? This paper/presentation will begin to establish a correlation between CTE research and football participation, while also addressing the impact CTE research is having on society as a whole.

*Sporting Cultures and Identities*

**Metabolism behind the New England Patriot's Super Bowl Comeback Win: How Robert Alford's Interception Tipped the Balance**

Galen Morton, University of New Mexico, Albuquerque, NM, United States

Nathan Cole, University of New Mexico, Albuquerque, United States

Every play from scrimmage in a football game can be viewed as an exercise bout. There is a limit to the number of plays an individual can withstand in the time frame of a game without performance decrement. Atlanta's defensive unit exceeded that maximum and because their recovery periods were insufficient, New England was able to overcome a 25-point deficit. We reviewed data bases from several post-game sources and we also collected data from media outlets such as newspapers and interviews of key game personnel. The main findings were that Atlanta's defense became fatigued under New England's ball control offensive strategy. From a metabolic perspective, their comeback was keyed by Alford's interception return for a touchdown—it made the score 21-0, but it also kept Atlanta's defense on the field for 26 consecutive plays and likely precluded adequate metabolic recovery opportunities. It is inadvisable to promote a game strategy to purposely fall behind by 25 points. However, if a team's offensive plan includes a competent running game, a high percentage short-pass attack, that same team can overcome substantial deficits if they are patient because defensive metabolic fatigue can negatively influence performance.

*Sports Management & Commercialization*

**Injury Risk among College Football Players**

Arthur Owora, Assistant Professor, Public Health, Syracuse University, Syracuse, New York, United States

Football is a contact sport with an elevated incidence of high-impact collisions that can result in injuries with varying severity. However, literature on the etiologic risk factors of football-related injuries especially college football is limited. In this paper, we examine whether physiological and socio-behavioral factors differentially predict injury risk among college football players using data from a Division I football team during the 2016/17 season.

*Sport and Health*

Friday, 20 July	
14:00-15:15	<b>PARALLEL SESSIONS</b>
<b>Room 4</b>	<p><b>Responding to Diversity</b></p> <p><b>Building Intercultural Competency Skills within the Collegiate Student-Athlete through Short-term Study Abroad Programming</b>  Arayael Brandner, Student, Sport, The George Washington University, Washington DC, United States  Higher education institutions are internationalizing their campuses to help create global citizens, but what about the college athletes? Will they get an opportunity to become global citizens if they are tied to their sport on campus. Find out why it is important to provide opportunities to this group of students and how to help them become culturally competent citizens. I focused on bridging the world of college athletics with the wonderful world of international education. Using international education scholars such as Darla Deardorff and Tony Ogden to help frame my research.  <i>Sports Education</i></p> <p><b>LGBT+ Inclusion in University-based Sport in the United Kingdom</b>  Catherine Phipps, Senior Lecturer in Sport, Social Sciences, Bishop Grosseteste University, Lincoln, United Kingdom  Sport is argued to be one of the last spaces in Western societies where heterosexism and homophobia still exist prominently (Lenskyj, 2012). Yet, the sporting experiences of lesbian, gay, bisexual and transgender students at higher educational institutions in the UK are relatively underexplored. Sport is argued to be a significant part of university life; it is often where students try new sports for the first time, and is a major way in which students engage with their student unions. Furthermore, students who participate in university-based sport are likely to earn more and have fewer periods of unemployment (BUCS, 2013). Therefore, it is important that university-based sports are inclusive and accessible to all. Drawing on questionnaire, interview and focus group data with LGBT+ students and student union officers, as well as document analysis of student union policies, this research uses hegemony theory to argue there are still issues to be resolved to make university-based sport more inclusive for LGBT+ students. The findings also suggest many student unions' policies can also be improved, especially in regards to transgender-inclusion in university-based sport.  <i>Sports Education</i></p> <p><b>The Right to Fight: The Status of Women in Boxing</b>  Deirdre Nelson, PhD Student, Transitional Justice Institute, Ulster University, Newtownabbey, County Antrim, United Kingdom  In 1987, Joyce Carol Oates, an author and boxing enthusiast declared that "raw aggression is thought to be the peculiar province of men, as nurturing is the peculiar province of women. The [woman] boxer violates this stereotype and cannot be taken seriously-she is parody, she is cartoon, she is monstrous." Indeed, the presence of women in boxing has always invoked controversy. For most of the 20th century, women's boxing was a prohibited activity until women took their battle to the courts, and argued for their right to fight. I was one of those women. In 1999, the Boxing Union of Ireland refused me the right to box professionally. Their decision had nothing to do with my ability or was due to any medical reason. It was based on paternalistic and gender based assumptions and I challenged their decision in an industrial tribunal. In 2001, I won my case and I felt vindicated but unfortunately change can be a slow and conflictual process. I mistakenly thought the opportunities would come rolling in, but nothing changed. The law had upheld my right to fight, but it was unable to deliver real substantive material change. Therefore my paper will examine the legal measures women boxers in the USA, UK and Ireland have used to advance their calls for equality and using my own personal experience, I will interrogate whether the law is capable of delivering meaningful change for women in boxing.  <i>Sporting Cultures and Identities</i></p>
15:15-15:25	<b>Break</b>
15:25-16:40	<b>PARALLEL SESSIONS</b>

**Room 1 Marketing and Commercialization****Outcome Uncertainty, the Superstar Effect, Talent and Live Attendance in Professional Boxing**

David Chaplin, Smart Thinking, United States

The relationship between outcome uncertainty, the superstar effect, talent and live attendance at professional boxing matches is analyzed for forty-three contests. The implied probability the underdog will win (taken from bookmaker odds) is used to model outcome uncertainty, while the time-adjusted average number of Twitter Followers of the combatants in a given boxing match is employed as a proxy for the superstar effect and knockout percentage and possession of an Olympic medal in boxing serve as proxies for talent. Utilizing a log-log multivariate regression model (with live attendance as the dependent variable, explanatory variables of outcome uncertainty, the superstar effect, average knockout percentage and a dichotomous variable to capture if one or both combatants is an Olympic Medalist), we find only the superstar effect to have a statistically-significant impact on live attendance in professional boxing.

*Sports Management & Commercialization***Sports Industry in Cuba: The Commercialization of Sporting Goods**

Anelys Alberto, Reporter, Informative, Guerrillero Newspaper

The present study aims to analyze the influence of the precariousness of the sports industry in Cuba in the decrease of the taste and culture of baseball on the Island. The problem has as its source issues of dissimilar origins but the shortcomings of sporting goods created in the national territory, from t-shirts to souvenirs, and mediocre marketing in the sphere emerged as one of the main causes in the results of a survey applied to young people between 19 and 35 years old from the capitals of seven Cuban provinces. In interviews with players and in two factories where the articles are made, the poor quality of the trousseau and the implements that the athletes use to go out to the diamond were evidenced. The industry works with a technology from the 60's of the last century, from Bulgaria, Germany and other countries of the socialist camp, plus Chinese machines of 2011. From the analysis of content (textual, visual and sound) of baseball publications and games transmissions of the National Series, the emptiness of articles, shows and advertising campaigns in terms of quality and idiosyncrasy was evident. There is also a marked shortage of items such as posters of athletes and teams, caps, shirts, cards, pennants of players, key chains, ashtrays, towels, glasses and others. Among the respondents a preference for football was found, while the Cuban industry in the current conditions can not compete with the media chains and the traffic of information about foreign players.

*Sports Management & Commercialization***Olympic Dreams or Broken Promises: Evaluation of the XXII Olympic Winter Games' Vision and Impact on Infrastructure, Environment, Athletic Venues, and Tourism**

Nataliya Bredikhina, Graduate Research Assistant, The Institute for Diversity and Ethics in Sport, University of Central Florida

As often mentioned in the academic literature and in the media, the XXII Olympic Winter Games in Sochi became a record-breaking event in terms of investments made, amount of media attention drawn, and scope of impact produced on the host region. The current paper aims to investigate the disparity between promises made in regards to the potential impact of the Sochi Olympics and presented in the 2014 IOC Evaluation Commission Report versus the actual effects of the Games, evaluated based on the information drawn from official documentation of environmental and human rights organizations, news reports, and various media sources. The analysis focuses on four major dimensions of the Games' impact: infrastructure, environment, athletic venues, and tourism. The work shows that fulfillment of promises and benefits of the Sochi Games for the Russian population have been very questionable. The event has been associated with numerous acts of violation of environmental laws and local residents' human rights, corruption, and tremendous economic losses. However, the 2014 Winter Olympics' gigantic costs and negative impact on the host region is not a unique trend. Similar tendencies have been associated with most mega-events staged in the 20th and 21st centuries.

*2018 Special Focus - Sports Impacts: Reshaping Cities, Environments, People*

**Training and Performance****Dance and Sport: Fundamental Movement Skills**

Margo Apostolos, University of South California, Los Angeles, CA, United States

Dance provides a cross training activity for athletes in both team and individual sports to include the environments of land, air, and water. The dance experience presents a training method of both fun and fitness. This paper reveals specific examples, sport by sport, and discusses the benefits for athletes. A key point is a focus on injury prevention and pre-habilitation through an individualized approach to movement.

*Sport and Health*

**Sports and Performance Vision: An Optometrists Role in Enhancement of Athletic Performance**

Amar Sayani

Jasleen Jhaji

Vision is integral to an athlete's success. Performance metrics such as batting average, fielding percentage, save/shot ratio, pass completion percentage, free throw percentage, field goal percentage, and others are improved by enhancing visual functioning. Optometric sports vision optimizes vision as it relates to athletic performance. This is achieved through vision training, and the application of spectacles or goggles, tints, contact lenses and/or refractive surgery. Management and prevention of sports related ocular injuries are also covered. Vision is commonly defined as the smallest line read on an acuity chart (visual acuity). In reality, visual acuity is one of many skills that determine the efficiency of the visual system. For example, dynamic visual acuity is the ability to resolve and discriminate objects in motion (e.g. a ball). Other visual skills impacting athletic ability include contrast sensitivity, depth perception at distance, peripheral awareness, ability to fixate and track moving objects, eye-hand coordination, reaction time, near-far quickness, dominance (eye, hand and foot), and higher order visual processing. Great binocular vision is necessary to make accurate spatial judgements. Visual sequela are a leading area of impairment in sports related concussions. Optometric vision training/rehabilitation normalizes and enhances visual skills leading to improved visual performance.

*Sport and Health*

**Work-based Learning in Sport Education: A Case Study from Scottish Higher Education**

Laura Graham, University of the West of Scotland, Hamilton, South Lanarkshire, United Kingdom

The inclusion of work-based learning in programmes of Higher Education plays a crucial role in preparing students for employment and in contextualising knowledge and understanding. This is particularly relevant in sport professions, where the tendency is still for practitioners to rely on experience as a source of learning rather than formal, structured opportunities. The BSc Sport Coaching and BSc Sport Development programmes at The University of the West of Scotland have long promoted work placements as an integral part of student development. For the past three years however, a formal service level agreement with the local leisure trust has facilitated the incorporation of workplace training courses into placement modules, structured and progressive placement opportunities from first to third year, and an integrated approach to monitoring student development in the workplace. Influenced by the lead author's doctoral research on the development of coaching philosophies, the academic delivery of these modules has been adapted to involve: structured, vertical integration between year groups to encourage the development of communities of practice; engagement with Career Services including completion of and reflection upon online video interview simulators; and a strong focus on preparing students for employment with applied, reflexive, professional skills and attributes. The proposed presentation details the journey towards the development of these modules including the main challenges and triumphs, student perceptions of the concepts, and future developments. It is hoped that this information will be valuable for colleagues engaged in the push towards embedding work-based learning across the H.E. sector.

*Sports Education*

Friday, 20 July	
15:25-16:40	<b>PARALLEL SESSIONS</b>
<b>Room 3</b>	<p><b>Identity and Agency</b></p> <p><b>Conformity to Masculine Norms and Sexual Relationships among US College Athletes</b>  Lorin Mordecai, Graduate Research Assistant, School of Social Work, University of Connecticut, Storrs, United States  With heightened attention on sexual assault in college sports, this study seeks to understand the impact of conformity to masculine norms and sexual relationships among college athletes. Using a secondary data-analysis, 795 undergraduate students in the northeast region of the United States completed an anonymous survey that included items from the Conformity to Masculine Norms Inventory (CMNI) scale. Hierarchical multiple regression was used to assess the impact of dominance, violence, and success and winning on feelings on sex and relationships while controlling for ethnicity, race, gender, year in school, and type of sport. Preliminary results indicate that college athletes with greater masculine attitudes such as dominance and violence have less appreciation for sex and relationships. Meanwhile college athletes with higher attitudes on success and winning had greater appreciation for sex and relationships. Males were also more likely to have higher acceptance of dominance, violence, and success and winning than females. More research needs to be conducted on the attitudes and behaviors of college athletes as it relates to masculine traits and the possibility of sexual violence. These findings also point to the need for increased training on healthy masculinity and sexual assault prevention in college sports.  <i>Sporting Cultures and Identities</i></p> <p><b>Strong is the New Skinny: The Biopolitical Logic(s) of Female Muscularity, Health, and Becoming</b>  Annie Yaniga, Teaching Associate, Humanities, The University of California Irvine, Irvine, California, United States  This paper outlines the final results of a two-year ethnographic study of an American CrossFit gym and community. CrossFit is a world-wide sport and fitness brand, with over 13,000 franchised fitness affiliates around the world and an annual open sporting competition: The CrossFit Games. While CrossFit is beginning to become the subject of some ethnographic research, there has yet to be published a long-term in-depth ethnographic study of a CrossFit community and its participants. This study, which includes two years of participant observation, 40 interviews, and a body-idealization survey, reveals three major findings of great significance affecting theories and practices of gender, embodiment, discourses of health, agency, self-care, and community identity, all within the ideological framework of the Biopolitics of late capitalism. Key findings include the following: Female muscularity is greatly encouraged and valorized, within new limits, CrossFit discourses of health align with theories of Healthism and neoliberal values of individual responsibility, and the primary motivation of individual CrossFit participants is the pursuit of meaning-making and purpose through self-realization, a pursuit that is accelerated through the community experience.  <i>Sporting Cultures and Identities</i></p>
16:40-17:10	<b>Conference Closing and Award Ceremony</b>



## Sport & Society | List of Participants

<b>Aiswarya Aanand</b>	Indian Institute of Technology	India
<b>Steven Aicinena</b>	The University of Texas of the Permian Basin	USA
<b>Anelys Alberto</b>	Guerrillero newspaper	Cuba
<b>Kayla Albrecht</b>	Eastern Illinois University	USA
<b>Brianna Lynne Anderson</b>	University of Illinois at Urbana Champaign	USA
<b>Jon Aoki</b>	University of Houston-Howtown	USA
<b>Margo Apostolos</b>	University of South California	USA
<b>Nneka Arinze</b>	The University of Connecticut	USA
<b>Attah Meekins Attah Meekins</b>	Loyola Marymount University	USA
<b>Nadina Ayer</b>	Wilfrid Laurier University	Canada
<b>Jessica Bailey</b>	Kennesaw State University	USA
<b>William David Barry</b>		Turkey
<b>Bryan Beigie</b>	John Carroll University	USA
<b>Doug Blais</b>	Southern New Hampshire University	USA
<b>Justin Bobb</b>	MLSE LaunchPad	Canada
<b>Kelly Bost</b>	University of Illinois	USA
<b>Arayael Brandner</b>	The George Washington University	USA
<b>Nataliya Bredikhina</b>	University of Central Florida	
<b>Peterson Brink</b>	University of Nebraska-Lincoln	USA
<b>Cullum Brownbridge</b>	Brock University	Canada
<b>Wagner Campos</b>	UFPR	Brazil
<b>Kenneth Sean Chaplin</b>	John Carroll University	USA
<b>Dessie Clark</b>	Michigan State University	USA
<b>Sierra Cordova</b>	Cal State LA	USA
<b>Agnes Coutinho</b>	University of Guelph-Humber	Canada
<b>Jackie Day</b>	University of Central Lancashire	UK
<b>Michael Delayo</b>	Rowan University	USA
<b>Sebahattin Devecioglu</b>	Associaite Professor	Turkey
<b>Peter Donaldson</b>	University of Kent	UK
<b>Mary Ellen Ducey</b>	University of Nebraska-Lincoln	USA
<b>Omur Dugan</b>	Pamukkale University	USA
<b>Galen Duncan</b>	Sacramento Kings	USA
<b>Andrew Dutra</b>	Eastern Florida State College	USA
<b>Nick Elam</b>	Ball State University	USA
<b>Scott A. Ellis</b>	Newcastle University	UK
<b>Robert Epling</b>	St. Thomas University	USA
<b>Peter Evans</b>	AMOS London Sport Business School	UK
<b>Melissa Falen</b>	Notre Dame of Maryland University	USA
<b>Jesseka Farago</b>	Chocolate Software LLC	USA
<b>Timothy Farrell</b>	University Athletic Association	USA



<b>Stacey Forsythe</b>	Western Kentucky University	USA
<b>Laura Graham</b>	University of the West of Scotland	UK
<b>Sravya Gurram</b>	International Institute of Information Technology	India
<b>Lindsay Hammond</b>	California University	USA
<b>Helena Hansson</b>	Embry-Riddle Aeronautical University	USA
<b>Coreen Harada</b>	SAIC	USA
<b>Timothy Harper</b>	Skidmore College	USA
<b>Rocky Harris</b>	USA Triathlon	USA
<b>Chris Hickey</b>	Deakin University	Australia
<b>Manvendra Jadon</b>	National Lae University and Judicial Academy	India
<b>Abhinav Jha</b>	Pandit Deendayal Petroleum University	India
<b>Jasleen Jhaji</b>	Nova Southeastern University	USA
<b>Lia Jiannine</b>	Nova Southeastern University	USA
<b>Matthias Kaelberer</b>	University of Memphis	USA
<b>Matthew Kaiser</b>	Global Sports Advocates	USA
<b>Dionysios Kakaroumpas</b>	Pace University	USA
<b>David Keck</b>	Embry-Riddle Aeronautical University	USA
<b>Chang-Hyun Ko</b>	Science Application International Corporation	USA
<b>Craig LaMay</b>	Northwestern University	Qatar
<b>Melanie Lang</b>	Edge Hill University	UK
<b>Eric Legg</b>	Arizona State University	USA
<b>Anika Leslie-Walker</b>	University of Bolton	United Kingdom
<b>Rene Leveaux</b>	University of Technology	Australia
<b>Chelsea Litchfield</b>	Charles Sturt University	Australia
<b>Edmond Lomotey</b>	Edlom Mart	Ghana
<b>Mead Loop</b>	Ithaca College	USA
<b>Jason Lopez</b>	University of Wisconsin, Madison	USA
<b>Carolin Lusby</b>	Florida International University	USA
<b>Rong Ma</b>	University of Hawai'i	USA
<b>Dan Mahoney</b>	Culver Stockton College	USA
<b>Elysia Mahoney</b>	Quincy University	USA
<b>Janine Maier</b>	University of Passau	Germany
<b>Tiago J. Maranhão</b>	Vanderbilt University	USA
<b>Erin McCarthy</b>	Columbia College Chicago	USA
<b>Caroline McDonald-Harker</b>	Mount Royal University	Canada
<b>Lorin Mordecai</b>	University of Connecticut	USA
<b>Galen Morton</b>	University of New Mexico	USA
<b>Heidi Muller</b>	University of Northern Colorado	USA
<b>Claire Mulvenna</b>	University of Bolton	UK
<b>Vincent Mumford</b>		





## Sport & Society | List of Participants

<b>Oscar Mwaanga</b>	Southampton Solent University	UK
<b>Victoria Myers</b>	Leeds Beckett University	UK
<b>Deirdre Nelson</b>	Ulster University	UK
<b>Hiroaki Ninomiya</b>	Doshisha University	Japan
<b>Gillian Oakenfull</b>	Miami University	USA
<b>Chiaki Okada</b>	Osaka University	Japan
<b>Melissa Otterbein</b>	The George Washington University	USA
<b>Arthur Owora</b>	Syracuse University	USA
<b>Caleb Peterson</b>	Visit St. Pete/Clearwater	USA
<b>Catherine Phipps</b>	Bishop Grosseteste University	UK
<b>Daniel Pimentel</b>	University of Florida	USA
<b>Mathilde Plard</b>	Universite de Nantes	France
<b>Rocco Porreca</b>	Newbury College	USA
<b>Raja Rahim</b>	Universtiy of Florida	USA
<b>Mat Ratner</b>	Greater Miami Convention and Visitors Bureau	USA
<b>Joseph Recupero</b>	Ryerson University	Canada
<b>Michael Rhett</b>	Pillar College	USA
<b>David Rolling</b>	Valparaiso University	USA
<b>Victor Romano</b>	Catawba College	USA
<b>Frankie Ruiz</b>	Miami Marathon	USA
<b>Emmanuel Abban Sagoe</b>	University of Konstanz	Germany
<b>Sadia Saleem</b>	University of Management and Technology	Pakistan
<b>Amar Sayani</b>	Nova Southeastern University	USA
<b>Frederic Schoenaers</b>	l'Université de Liège	Belgium
<b>Dharav Shah</b>	Pandit Deendayal Petroleum University	India
<b>Eric Shamus</b>	Florida Gulf Coast University	USA
<b>Stephen Sharbaugh</b>	Stetson University	USA
<b>Sandra Shawver</b>	Midwestern State University	USA
<b>Mark Sluban</b>	Ottawa Sports and Entertainment Group	Canada
<b>Peter Smolianov</b>	Salem State University	USA
<b>Bradford Strand</b>	North Dakota State University	USA
<b>Sara Subhan</b>	University of Management and Technology	Pakistan
<b>Kristi Sweeney</b>	University of North Florida	USA
<b>Brooke Turner</b>	John Carroll University	USA
<b>Paula Upright</b>	Western Kentucky University	USA
<b>Nicci Van Der Merwe</b>	Waves for Change	South Africa
<b>Peter Van Paassen</b>	Amsterdam University of Applied Sciences	Netherlands
<b>John Van Sant</b>	Univ. of Alabama-Birmingham	USA
<b>Rebecca Varney</b>	Bryant University	USA
<b>Laurel Michele Walzak</b>	Ryerson University	Canada



## Sport & Society | List of Participants

<b>Stephen Webber</b>	Pace University	USA
<b>Gillian White</b>	MLSE LaunchPad	Canada
<b>Dene Williamson</b>	Saint Leo University	USA
<b>David Wolf</b>	Barry University	USA
<b>Donna Woodhouse</b>	Sheffield Hallam University	UK
<b>Annie Yaniga</b>	University of California Irvine	USA
<b>David Zinn</b>	Miscordia University	USA











### Thirteenth International Conference on Interdisciplinary Social Sciences

University of Granada  
Granada, Spain | **25–27 July 2018**  
[thesocialsciences.com/2018-conference](http://thesocialsciences.com/2018-conference)



### XIII Congreso Internacional de Ciencias Sociales Interdisciplinarias

Universidad de Granada  
Granada, España | **25–27 de julio de 2018**  
[interdisciplinasocial.com/congreso-2018](http://interdisciplinasocial.com/congreso-2018)



### Eleventh Global Studies Conference

University of Granada  
Granada, Spain | **30–31 July 2018**  
[onglobalization.com/2018-conference](http://onglobalization.com/2018-conference)



### Eleventh International Conference on The Inclusive Museum

University of Granada  
Granada, Spain | **6–8 September 2018**  
[onmuseums.com/2018-conference](http://onmuseums.com/2018-conference)



### Aging & Society: Eighth Interdisciplinary Conference

Toyo University  
Tokyo, Japan | **18–19 September 2018**  
[agingandsociety.com/2018-conference](http://agingandsociety.com/2018-conference)



### Eighth International Conference on Health, Wellness & Society

Imperial College London  
London, UK | **20–21 September 2018**  
[healthandsociety.com/2018-conference](http://healthandsociety.com/2018-conference)



### VIII Congreso Internacional de Salud, Bienestar y Sociedad

Imperial College London  
Londres, Reino Unido | **20–21 de septiembre de 2018**  
[saludsociedad.com/congreso-2018](http://saludsociedad.com/congreso-2018)



### Third International Conference on Communication & Media Studies

University of California at Berkeley  
Berkeley, USA | **18–19 October 2018**  
[oncommunicationmedia.com/2018-conference](http://oncommunicationmedia.com/2018-conference)



### III Congreso Internacional de Estudios sobre Medios de Comunicación

Universidad de California  
Berkeley, EEUU | **18–19 de octubre de 2018**  
[medios-comunicacion.com/congreso-2018](http://medios-comunicacion.com/congreso-2018)



### Eighth International Conference on Food Studies

University of British Columbia - Robson Square  
Vancouver, Canada | **25–26 October 2018**  
[food-studies.com/2018-conference](http://food-studies.com/2018-conference)



### VIII Congreso Internacional sobre Estudios Nutricionales y Alimentación

Universidad de Columbia Británica,  
Robson Square  
Vancouver, Canadá | **25–26 de octubre de 2018**  
[estudiosnutricionales.com/congreso-2018](http://estudiosnutricionales.com/congreso-2018)



### Spaces & Flows: Ninth International Conference on Urban and ExtraUrban Studies

Marsilius Kolleg, Heidelberg University  
Heidelberg, Germany | **25–26 October 2018**  
[spacesandflows.com/2018-conference](http://spacesandflows.com/2018-conference)



### Ninth International Conference on The Image

Hong Kong Baptist University  
Hong Kong SAR | **3–4 November 2018**  
[ontheimage.com/2018-conference](http://ontheimage.com/2018-conference)



### IX Congreso Internacional sobre la Imagen

Universidad Baptista de Hong Kong  
RAE de Hong Kong | **3–4 de noviembre de 2018**  
[sobrelaimagen.com/congreso-2018](http://sobrelaimagen.com/congreso-2018)



**Fifteenth International Conference on Environmental, Cultural, Economic & Social Sustainability**

UBC Robson Square  
Vancouver, Canada | **17–19 January 2019**  
[onsustainability.com/2019-conference](http://onsustainability.com/2019-conference)



**Nineteenth International Conference on Knowledge, Culture, and Change in Organizations**

UBC Robson Square  
Vancouver, Canada | **21–22 February 2019**  
[organization-studies.com/2019-conference](http://organization-studies.com/2019-conference)



**XIX Congreso Internacional de Conocimiento, Cultura y Cambio en Organizaciones**

Universidad de Columbia Británica, Robson Square  
Vancouver, Canadá | **21–22 de febrero de 2019**  
[la-organizacion.com/congreso-2019](http://la-organizacion.com/congreso-2019)



**Thirteenth International Conference on Design Principles & Practices**

Saint Petersburg State University  
Saint Petersburg, Russia | **1–3 March 2019**  
[designprinciplesandpractices.com/2019-conference](http://designprinciplesandpractices.com/2019-conference)



**XIII Congreso Internacional sobre Principios y Prácticas del Diseño**

Universidad Estatal de San Petersburgo  
San Petersburgo, Rusia | **1–3 de marzo de 2019**  
[el-diseno.com/congreso-2019](http://el-diseno.com/congreso-2019)



**Fifteenth International Conference on Technology, Knowledge, and Society**

ELISAVA Barcelona School of Design and Engineering  
Barcelona, Spain | **11–12 March 2019**  
[techandsoc.com/2019-conference](http://techandsoc.com/2019-conference)



**XV Congreso Internacional de Tecnología, Conocimiento y Sociedad**

Elisava Escuela Universitaria de Diseño e Ingeniería de Barcelona  
Barcelona, España | **11–12 de marzo de 2019**  
[tecno-soc.com/congreso-2019](http://tecno-soc.com/congreso-2019)



**Eleventh International Conference on Climate Change: Impacts & Responses**

Pryzbyla Center,  
The Catholic University of America  
Washington, D.C., USA | **16–17 April 2019**  
[on-climate.com/2019-conference](http://on-climate.com/2019-conference)



**Ninth International Conference on Religion & Spirituality in Society**

University of Granada  
Granada, Spain | **25–26 April 2019**  
[religioninsociety.com/2019-conference](http://religioninsociety.com/2019-conference)



**IX Congreso Internacional sobre Religión y Espiritualidad en la Sociedad**

Universidad de Granada  
Granada, España | **25–26 de abril de 2019**  
[la-religion.com/congreso-2019](http://la-religion.com/congreso-2019)



**Twelfth International Conference on e-Learning & Innovative Pedagogies**

Hotel Grand Chancellor Hobart  
Hobart, Australia | **2–3 May 2019**  
[ubi-learn.com/2019-conference](http://ubi-learn.com/2019-conference)



**XII Congreso Internacional de Aprendizaje Ubicuo y Pedagogías Innovadoras**

Hotel Grand Chancellor Hobart  
Hobart, Australia | **2–3 de mayo de 2019**  
[aprendizaje-ubi.com/congreso-2019](http://aprendizaje-ubi.com/congreso-2019)



**Fourth International Conference on Tourism & Leisure Studies**

Florida International University  
Miami, USA | **16–17 May 2019**  
[tourismandleisurestudies.com/2019-conference](http://tourismandleisurestudies.com/2019-conference)





## **Ninth International Conference on The Constructed Environment**

Centro Cultural Vila Flor  
Guimarães, Portugal | **23–24 May 2019**  
[constructedenvironment.com/2019-conference](http://constructedenvironment.com/2019-conference)



## **Nineteenth International Conference on Diversity in Organizations, Communities & Nations**

University of Patras  
Patras, Greece | **5–7 June 2019**  
[ondiversity.com/2019-conference](http://ondiversity.com/2019-conference)



## **Fourteenth International Conference on the Arts in Society**

Polytechnic Institute of Lisbon  
Lisbon, Portugal | **19–21 June 2019**  
[artsinsociety.com/2019-conference](http://artsinsociety.com/2019-conference)



## **Tenth International Conference on Sport & Society**

Ryerson University  
Toronto, Canada | **20–21 June 2019**  
[sportandsociety.com/2019-conference](http://sportandsociety.com/2019-conference)



## **Twelfth Global Studies Conference**

Jagiellonian University  
Kraków, Poland | **27–28 June 2019**  
[onglobalization.com/2019-conference](http://onglobalization.com/2019-conference)



## **Seventeenth International Conference on New Directions in the Humanities**

University of Granada  
Granada, Spain | **3–5 July 2019**  
[thehumanities.com/2019-conference](http://thehumanities.com/2019-conference)



## **XVII Congreso Internacional sobre Nuevas Tendencias en Humanidades**

Universidad de Granada  
Granada, España | **3–5 de julio de 2019**  
[las-humanidades.com/congreso-2019](http://las-humanidades.com/congreso-2019)



## **Seventeenth International Conference on Books, Publishing & Libraries**

University of Granada



## **Fourteenth International Conference on Interdisciplinary Social Sciences**

Universidad Autónoma Metropolitana  
Mexico City, Mexico | **10–12 July 2019**  
[thesocialsciences.com/2019-conference](http://thesocialsciences.com/2019-conference)



## **XIV Congreso Internacional de Ciencias Sociales Interdisciplinarias**

Universidad Autónoma Metropolitana Unidad Xochimilco  
Ciudad de México, México | **10–12 de julio de 2019**  
[interdisciplinasocial.com/congreso-2019](http://interdisciplinasocial.com/congreso-2019)



## **Twenty-sixth International Conference on Learning**

Queen's University Belfast  
Belfast, UK | **24–26 July 2019**  
[thelearner.com/2019-conference](http://thelearner.com/2019-conference)



## **XXVI Congreso Internacional sobre Aprendizaje**

Universidad de Queen  
Belfast, Reino Unido | **24–26 de julio de 2019**  
[sobreaprendizaje.com/congreso-2019](http://sobreaprendizaje.com/congreso-2019)



## **Ninth International Conference on Health, Wellness & Society**

University of California at Berkeley  
Berkeley, USA | **19–20 September 2019**  
[healthandsociety.com/2019-conference](http://healthandsociety.com/2019-conference)



## **IX Congreso Internacional de Salud, Bienestar y Sociedad**

Universidad de California, Berkeley  
Estados Unidos | **19–20 de septiembre de 2019**  
[saludsociedad.com/congreso-2019](http://saludsociedad.com/congreso-2019)



**Fourth International Conference on  
Communication & Media Studies**

University of Bonn

Bonn, Germany | **26–28 September 2019**

*[oncommunicationmedia.com/2019-conference](http://oncommunicationmedia.com/2019-conference)*



**IV Congreso Internacional de  
Estudios sobre Medios de  
Comunicación**

Universidad de Bonn

Bonn, Alemania | **26–28 de septiembre de 2019**

*[medios-comunicacion.com/congreso-2019](http://medios-comunicacion.com/congreso-2019)*



# Tenth International Conference on Sport & Society

Ryerson University  
Toronto, Canada  
20–21 June 2019

## Call for Papers

We invite proposals for paper presentations, workshops/interactive sessions, posters/exhibits, colloquia, innovation showcases, virtual posters, or virtual lightning talks.

## Returning Member Registration

We are pleased to offer a Returning Member Registration Discount to delegates who have attended the Sport & Society Conference in the past. Returning research network members receive a discount off the full conference registration rate.

[sportandsociety.com/2019-conference](http://sportandsociety.com/2019-conference)  
[sportandsociety.com/2019-conference/call-for-papers](http://sportandsociety.com/2019-conference/call-for-papers)  
[sportandsociety.com/2019-conference/registration](http://sportandsociety.com/2019-conference/registration)