

CONFERENCE ABSTRACTS

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SESSION 1: Thursday, 8 November: 8:15-9:45 AM

Thurs 8 Nov 8:15-9:45am Challenging the Gender Binary in Sport I

Organizer: Ann Travers

Storyville I

Challenging institutional performativity through grassroots practice: The English Football Association's mixed gender football trials

Laura Hills, Brunel University Laura.Hills@brunel.ac.uk

The English Football Association (FA) can be characterized as a traditional, hierarchical, gendered institution. In recent years, however, societal forces have caused the FA to reconsider their position with regard to historically entrenched gender segregation for players over the age of 12 years. A consideration of amendments to the national policy on mixed gender football has entailed a series of trials from the U12-U14age groups to evaluate the potential for raising the age limit. This paper presents findings from our evaluation of these trials and the subsequent debates about gender that formed the basis for considering policy change. The concept of institutional performativity is used to help explain how heteronormative discourses of risk and difference were used by the FA to make assumptions about potential issues such as injury, changing rooms, and physicality. This oversimplified version of gender contrasted with the experiences of participants who de-emphasised any sense of risk and articulated an appreciation for girls' development, mixed gender friendships, and challenging gender stereotypes. The paper concludes by considering the processes through which narrow notions of embodied gender difference continued to permeate institutional practice and policy despite evidence of alternative approaches to gender within youth football.

'When girls really wanna race, they can': The affirmation and contestation of the gender binary in co-ed youth sports

Michela Musto, University of Southern California mmusto@usc.edu

In a socio-historical moment where girls and women in the United States are presumed to have the "choice" of playing sports, scholars argue that women's athleticism both affirms and contests hegemonic gender relations. Although the multiple meanings associated with women's displays of athleticism are well documented, the majority of existing research is based on the experiences of collegiate and elite-level athletes who play sex segregated sports. To better understand the "state of play" of gender relations within youth sports, I draw from nine months of fieldwork and fifteen semi-structured interviews conducted with girls and boys on a co-ed youth swim team in the Los Angeles metropolitan area. In line with existing research, I find that swimmers' experiences both affirm and contest hegemonic gender relations at the pool. However, by contrasting the salience of gender in "focused" athletic situations versus "fun" social situations, I argue that these tensions are grounded in specific settings at the pool, and are thus patterned in systematic ways. I conclude by discussing the implications these context-specific tensions may have for future scholarship on gender and sport and the desegregation of youth sports.

Gender Justice for Trans and Gender Variant Children and Youth in Sport and Physical Recreation

Ann Travers, Simon Fraser University atravers@sfsu.ca

While trans and gender variant children and youth are becoming increasingly visible, they represent a particularly vulnerable minority and most of these children and youth are non-apparent (Hellen, 2009). This paper is based upon 10-20 interviews with trans and gender variant youth and parents of trans and gender variant children and youth and argues that this combination of vulnerability and invisibility places systemic demands upon sport and physical recreation environments to create gender inclusive environments and practices.

Thurs 8 Nov 8:15-9:45am Teaching the Sociology of Sport

Organizer: Michael Malec

Storyville II

Teaching the Sociology of Sport / Effective Classroom Techniques

Justin C. Harmon, Northwood University – Florida campus harmonj@northwood.edu

The purpose of this presentation is to recommend assignments / exercises that will help prepare students to apply the lessons they learn in sociology courses in a creative, practical, profitable, and ethical manner. In part 1, assignments will focus on research; critical thinking; editing/ refinement; communicating orally & writing, as well as interacting with others. Assignments will demonstrate how sociology impacts ethics, leadership/management, law, governance, marketing/promotion, communication, budgeting / finance, and economics. Part 2 will focus on skills/ outcomes that students can take away from sociology classes and bring to their organizations. These abilities include critical thinking; organizational development; analyzing/synthesizing/interpreting data; diversity appreciation; conflict resolution; and problem solving.

"Kinecting" with Students: Strategies for Implementing Instructional Technology in Online and Hybrid Sport Sociology Classes

Catriona T. Higgs, Slippery Rock University catriona.higgs@sru.edu

The use of technology in online sport sociology classes should embrace the shift from lecture based instruction to student centered, interactive constructivist learning. Technology can and should be used to promote effective instruction and assessments more closely related to real life authentic events and adaptive to individual learning styles. This presentation will focus on students' natural affinities to use new technology and the ways that instructors can use these new mediums to impart knowledge. Specific examples of class projects and assessments will be provided to aid in understanding the application of instructional technology in online and hybrid sport sociology classes.

Sociology of Sport in Action: The Open Class

Linda J. Henderson, St. Mary's University College & University of Calgary linda.henderson@stmu.ca / ljhender@ucalgary.ca

A critically important part of my teaching philosophy (in all my classes and in my sport classes in particular) is to help students (and others) understand that there is more to post-secondary education than the information shared in class. I want people to realize that studying sport academically has "real life" applications and implications. I use a number of assignments to encourage students to develop this awareness, but in the past year I tried a new approach to present this message not only to my students, but also to other students, faculty, staff and members of the community at large – The Open Class. In this presentation, I would like to share the details of this very successful event (involving a fascinating guest speaker's research on ultra-marathon running) and offer suggestions for how my colleagues could add an Open Class to their courses on the Sociology of Sport.

The Social Determinants of Athletes' Health: Exploring the Relationship between Health and High Performance SportParissa Safai (York University) and Jean Harvey (University of Ottawa), psafai@yorku.ca

The high performance emphasis within the Canadian sport system can have a range of serious negative health consequences for athletes. We know that young athletes regularly train for long hours, are continually at risk of losing funding, deal with physical injuries on a regular basis, have little control in the direction of their training and competition, and rarely achieve balance between their sport participation and non-sport lives. What we do not know are the interconnections between the material conditions of athletes' lives and their health. This paper explores the relationships between ill health, poverty and high performance sport and draws on findings from a study that investigated the social determinants of athletes' health. Results indicate: that health is a relative concept among athletes and their parents; that many athletes rely, often heavily, on others for material support; and that there remain barriers to participation in sport particularly with regard to socioeconomic status. A number of factors perpetuate the inaccessibility of sport for some including: the whittling of public budgets for sport and recreation; the continued focus on downstream determinants of health; and the sustained and, in fact, heightened emphasis on sport performance over health. This study has policy implications for community-based sport participation as results indicate that: 1) socio-economic barriers continue to prevent access to full participation for all; and 2) socio-economic stresses negatively impact the health and well-being of some athletes as well as members of their support systems (i.e., their parents, families). We acknowledge the financial support of the SSHRC for our research project

The NFL, Occupational Health and the State of Exception.Tracy Supruniuk, York University, tracys@yorku.ca

This paper explores the connections between race, occupational health and precarious work in the NFL. Over the last few years there has been a growing interest both within the media and the scientific community concerning the possible link between football and serious health issues such as cardiovascular disease, head trauma, and depression. This paper contributes to an understanding of health issues by comparing the acceptable levels of risk related to injury in the NFL with those of other non-sport occupations. Examining labor law as it applies to work conditions for the average worker and for the NFL player/worker, I argue that for most NFL players, the playing field as a space serves as a "state of exception" (Agamben 1998), whereby players fall outside protections afforded by law to the average American worker. NFL player exclusion from basic occupational safety and health standards combined with the uncertainty of employment faced by a large percentage of players places them within a position of precariousness as workers. Whereas other professional leagues such as the NHL might have comparable levels of risk for injury, I argue that the football field as a state of exception is linked to race when we consider that African-Americans constitute more than two thirds of the league's players.

The Construction of Risk in Women's Sport: Social Sources of Scientific Interest in ACL Injuries among Women AthletesNancy Theberge, University of Waterloo, ntheberge@uwaterloo.ca

In recent years there has been extensive attention in the sport medicine literature to injuries among women athletes, and specifically ruptures (or "tears") of the Anterior Cruciate Ligament (ACL), which stabilizes the knee. Accounts of the incidence of ACL tears among women athletes often use the descriptors "epidemic" or "alarmingly high". Research has been devoted to documentation of gender differences in rates, explanations for the higher incidence among women and the development and implementation of prevention programs. This presentation provides an analysis of the social sources of scientific interest in this particular instance of injury risk in sport and its gendered dimensions. The analysis draws on interviews with 18 scientists from a variety of disciplines that have been among the leading contributors to the research on ACL injuries. The analysis locates the extensive interest in this topic in the confluence of several factors that provide context for the focus on women's sports injuries: some specific features of ACL tears, which make it of particular interest to sport medicine researchers; the historical evolution of sport medicine and a recent turn to interest in injury prevention; and a broader evolution in biomedical research to inclusiveness and specifically, attention to women's health issues. The conclusion to the presentation will offer comments on the interest in women's ACL tears as an instance of the gender profiling of sport injuries.

Thurs 8 Nov 8:15-9:45am Ethical Practices

(Moderator TBA)

Mahalia Jackson A

Interrogating the management of diversityAnnelies Knoppers, Inge Claringbould & Marianne Dortants, University of Utrecht, the Netherlands a.e.knoppers@uu.nl

Sport organizations are places where social differences are constructed and contested. The valuing of these differences, that is, of diversity, has become part of the mission statements of many organizations. Despite this, sport organizations have not been very successful in the realization of this mission and tend to be places where diversity is not always celebrated in practice. Sport scholars have tried to locate this resistance to discursive diversity by examining various aspects of processes of exclusion that occur in sport organizations such as selection procedures for directors and senior managers, constructions of those seen as the Other, beliefs about diversity, etc.. Others have developed models that, if implemented, could help sport organizations manage diversity. These studies have revealed important insights into the complexity of the issue of diversity. Yet sport organizations continue to be dominated by managerial masculinities that tend to exclude those marked as different. We argue that scholars need to interrogate the discourse of diversity itself as it currently circulates in (sport) organizations. We problematize current understandings of social diversity and explore why its use as an organizational value may not necessarily result in changes in discursive practice.

Choosing health? Expertise in non-elite road runningApril Henning, CUNY Graduate Center, Pre-Doctoral Fellow, National Development and Research Institutes, AHenning@gc.cuny.edu

Within non-elite road racing individual runners must determine how they will conduct themselves in relation to various codes of conduct that can often contradict or compete with one another. More than just following the formal rules of their sport, at any given time a competitive non-elite runner may need to negotiate norms governing their relationships with the sport of running, their community, fellow athletes, family, friends, personal health, and many other actors, groups, and institutions. Michel Foucault (1978) argued these simultaneous responsibilities demand individuals shift their subjective positions in relation to these discursively based rules. Broadly speaking, these shifts allow individuals to create and maintain of a stable self-identity free of inconsistencies (Pringle and Hickey 2010). Drawing on interviews with 27 runners, I explore the ways non-elite runners negotiate issues around doping in sports in relation to these competing codes of conduct and engage in ethical work as a means of situating themselves as ethical competitors within the road racing context. Applying Foucault's approach to morality and ethics I will demonstrate how runners critically examine and negotiate areas of moral tension within sport in order to emerge as the ethical selves they seek to become.

The place for amateur soccer in BrazilLeonardo T. Martins & Ronaldo S. Rodrigues, Universidade Adventista de São Paulo, Brazil, leo.unasp@gmail.com

In the outskirts of large cities we may see violence, alcohol, smoking cigarettes and drugs. This is also the space for the practice of amateur soccer (AS) in Brazil. Our first question was whether the practitioners had witnessed some kind of violence or the use of alcohol, tobacco and drugs and how the practice of this sport would affect their lives. The data collection was done in the moments preceding or subsequent the games. This research was done in the southern part of São Paulo city. Answered the questionnaire soccer players, former players, coaches, masseurs, and club president, aged 17 to 45 years old. All of them saw some kind of violence resulting from a game of AS but they also mentioned that that's the place where made friends. They also said that AS helped them to feel able to overcome individual challenges and that they would encourage their children to play it. Even though the AS in Brazil is not present in the media, it still has its place in the society, creating rules, values, permissions and prohibitions, establishing a lifestyle.

Thurs 8 Nov 8:15-9:45am PANEL: 40 Years of Title IX: We Know the Past and the Present, but What About the Future? Mahalia Jackson B
Organizer: Brenda A Riemer, Moderator: Erica Zonder

This year marks the 40th anniversary of Title IX. This panel will briefly review the gains and losses in female participation and coaching over the last 40 years, and will then look to the future. The panelists will discuss legislative issues, trends in collegiate sport (arms race, pressures on athletic directors), and if co-ed sport is the future for high school and collegiate sport.

Panellists: Cheryl Cooky, Purdue University ccooky@purdue.edu Mary Jo Kane, University of Minnesota maryjo@umn.edu Brenda A. Riemer, Eastern Michigan University briemer@emich.edu

Thurs 8 Nov 8:15-9:45am Creative Representations of Lived Experiences in Sport & Physical Culture Jelly Roll Morton
Organizer: Holly Thorpe

Interrogating white masculinities in martial arts in New Zealand/Aotearoa

Janelle Joseph, University of Ontario Institute of Technology, janelle.joseph@uoit.ca

This presentation uses the lyrics associated with an African-Brazilian martial art, capoeira, as a starting point to explore white masculinities in New Zealand/Aotearoa. Young men use their participation in this martial art to perform non-dominant masculinities and access multicultural identities. They cite the music of capoeira as a transformative aspect of their participation. Given that much of the music is about a place they've never seen – Bahia, Brazil – but have “fallen in love with,” their attachment to the music renders expression to their topophilia. I suggest that music, specifically lyrical content, and attachment to place, are important dimensions of African-based physical activities that should not be overlooked in the study and representation of sporting masculinities.

Between Memory and Movement: A Dancing-Womanist-Scholar in, not of, Kinesiology.

Grenita Hall, University of Illinois, hall6@illinois.edu

The humanistic and holistic features of movement warrant in-depth consideration in the field of kinesiology. In my desire to re-introduce dance to the field of kinesiology as a viable movement practice, I offer the stories and examination of my dancing life as a medium in which to enter this conversation. My dissertation explores how memories of my lived experiences influenced my social identity which in turn informed my current dance life and practice. How has/does the performance of race, gender and class, or the appropriation of such, affect(ed)/inform(ed)/influence(d) me in embodied ways that express the importance of experiential, embodied knowledge and subjective movement? I offer a personal, sometimes painful, embodied exploration of my experiences through mixed methods and theory (personal narrative inquiry, performance ethnography, womanism) as my meaning making have no defined way to arrive where I want and need to be. Through this experimental writing project, I challenge myself to give voice to the uncomfortable silences I endure in order to survive in the academy, and more specifically, the department of kinesiology.

Performance of Possibility:(Re)Learning to Live Embodied and Emplaced

Erin Cameron, Lakehead University, emcarte1@lakeheadu.ca

Over the last decade there has been a flurry of research and media attention about the growing obesity and health crisis around the world. As a result of these growing health concerns, many resources have gone into the promotion of health, the creation of new health resources, and the revision of health/physical education programs and curriculum. But, will more of the same thing really create change? As David Orr (1994) argues “it is not education, but education of a certain kind, that will save us” (p. 8). More recently, a small but growing number of scholars have begun to challenge the dominant health crisis discourse suggesting that the alleged obesity and health crisis we are experiencing is almost entirely without foundation (Brownell, 2005; Brownell & Warner, 2009; McDermott, 2008; Rail, 2009). Some researchers have gone as far to suggest that the crisis is a “central technology of health governance” (McDermott, 2008, p. 5) and that it promotes a hegemonic paradigm of individualism, competition, elitism, and scientism in schools (Fernandez-Balboa & Muros, 2006). This growing debate around health education in schools leads me to believe that there is increasing need to critically reconsider how we define, teach, and practice the “healthy body”. Using performance ethnography this paper endeavors to 1) explore and introduce new ways of defining, teaching, and practicing the “healthy body.” As performance ethnographic methodology works to lessen the gap between perceived and actualized sense of self and culture (Jones, 2005) and develop understanding for the politics and practices that shape human experience (Denzin, 2003), it has the potential to open spaces for exploring and introducing new ways of defining, teaching, and practicing the “healthy body”.

Shhhhhh: Sport, Culture and the Secrets We Share

Annemarie Farrell, Ithaca College, afarrell@ithaca.edu

Since its inception in January 2005, PostSecret has become one of the most popular websites on the Internet and has launched successful books and college speaking tours. The site features anonymous submissions in the form of decorated postcards depicting and revealing secrets the authors have never shared; they are posted to the Internet every Sunday. The secrets’ themes are diverse and reflect the complexities of life. Yet, throughout its 7-plus years in existence, topics related to sport have become commonplace. How do aspects of lives lived in sporting contexts and in a sport-rich culture form the secrets we keep? When do the identities of being fans, coaches, and athletes manifest themselves as things we hide from others in the form of a “secret”? This presentation will explore the different themes of PostSecret submissions spanning the history of the project, as well as provide an opportunity to discuss the intersections of identity, place and sport showcased by these anonymous contributions.

Thurs 8 Nov 8:15-9:45am Sport & Sporting Bodies on Film: Citizenship, Governance & Struggle Sidney Bechet
Organizer: Jeffrey Montez de Oca, UCCS, jmontezd@uccs.edu, Moderator: Jeffrey Sacha, USC, sacha.jeff@gmail.com

Clear eyes, full hearts, can't lose: Sport and the neoliberal imagination in *Friday Night Lights*

Kellie Burns, The University of Sydney, Australia, kellie.burns@sydney.edu.au & Cristyn Davies, The University of Sydney, Australia

Drawing on an analytics of governmentality, this paper begins by reading the imagination as a neoliberal technology of government that situates the individual citizen in the role of entrepreneur of the self. The imagination is read as a tool through which the individual citizen produces and manages the self alongside dominant models of neoliberal citizenship. Offering a close reading of the drama serial *Friday Night Lights* (NBC, 2006), the paper then considers the ways in which the neoliberal imagination is taken up in sporting discourses that validate practices of self-work, self-management, entrepreneurialism and individual responsibility. *Friday Night Lights* pursues the fantasy of football as a transformative catalyst for self-esteem, life skills, college education and a ticket out of Dillon, a small fictional community in rural Texas. Imagining oneself as a certain type of man and athlete is central to Eric Taylor's coaching philosophy and issues of equity and access are dissolved into mantras about hard work and self determination. Likewise, imagining life beyond rural living serves as a central motivator for many of the characters' athletic pursuits, upholding reductive dichotomies between urbanity and rurality. The analysis calls attention to the complex ways in which gender, sexuality, race, class, cultural capital, disability and rural living are mediated across the series and troubles the transformative promise of the neoliberal sporting imaginary. Finally, the paper considers these narrative choices alongside NBC's marketing strategies, which provided monetary incentives for school and sporting opportunities and attempted to 'diversify' its audience of viewers.

'Games of Future Past:' Sport in Dystopia

Stephen Swain, Independent Scholar, s.swain.school@gmail.com

Dystopian films often contain a vast array of tropes and conventions to represent the social conditions represented in the film. This paper, a corollary to a paper examining the use of sport in dystopian literature, examines the use of sport and games in dystopian films. Specifically, it looks at the recently popular *The Hunger Games*, directed by Gary Ross, and Norman Jewison's 1975 film *Rollerball*. The paper examines the role that sport plays within the dystopian society represented, and how that role operates as part of larger systems of control and discipline. Also important is the potential for resistance on the part of the individual. Beyond the screen, the paper examines why sport makes such an attractive device for use in dystopian films, and the relationship between sport and art.

Interrogating the place of Korean Female Athletes in the film, *Forever the Moment*

Yeomi Choi, University of North Carolina at Greensboro, y.Choi5@uncg.edu & M. Katherine Jamieson, University of North Carolina at Greensboro, kmjamies@uncg.edu

In this paper, we offer a feminist cultural analysis of the film, *Forever the Moment* (2008). The South Korean film is based on a true story about Korean female handball athletes who participated in the 2004 Athens Summer Olympic Games. Highly acclaimed for both its cinematic quality and its popular appeal, the film characterizes the protagonists as 'Ajumma-athletes' signifying non-normative Korean women. Although the dictionary definition of *Ajumma* is adult women, it also signifies a more nuanced reading of "woman" as one who is unrefined, selfish, shameless, and not sexually attractive (Jung, 2003). When thrown upon female athletic bodies, the Ajumma identity illuminates the possibility of new citizen 'subjects', while maintaining the power of objectifying female subjects within hetero/male-centric perspectives dominating Korean society. In this context, we analyze the filmic representation of Korean female sporting bodies negotiating traditional gender roles and newly available elite athletic roles in Korean society, and offer new insights about sport film through the lens of Korean cinema.

SESSION 2: Thursday, 8 November: 10-11:30 am

Thurs 8 Nov 10-11:30am

Gender, Race and Sport: Intersections I

Organizers: Ann Travers & Robert Pitter

Storyville I

Placing Black Canadian Student Athletes in the Race for US Athletic Scholarships

Desmond Miller, York University, desmond_miller@edu.yorku.ca

A recent Canadian Broadcasting Corporation (CBC) program focused on the dreams of Canadian youth to win U.S. athletic scholarships. This dream is shared by many Canadian, particularly Black, youth, across the Greater Toronto Area (GTA) and includes the goal of eventually playing professionally in the National Basketball Association (NBA). Stories of Canadian Black youth who "go south" (i.e. to the USA) on athletic scholarships are circulated widely via various media outlets. However, once Canadian Black youth have "gone south" and returned to Canada, their stories are not reported in the same way or do not become as well publicized in the media and other sources compared to the publicity before they received athletic scholarships. I will explore the factors that contribute to the interests of Canadian Black youth, who invest heavily in athletics, to pursue the goal of "going south". Critical Race Theory and Bourdieu's theory of social and cultural capital influence the literature review I conduct. Areas of interest include the intersections of race, class, masculinity, and nationality. Requiring specific attention in this discussion is the relevance of geographic location/place, namely the influence of Canadian and American contexts on migration. The questions this research opens up are many: What role does athletics play in the academic, athletic and career aspirations of Canadian Black youth? What happens to Black youth who invest heavily in athletics if their goals to "go south" do not materialize? How do particular constructions of gender and race shape/become shaped by sport participation? In discussing these questions I note the implications for students, parents, educators, coaches and educational institutions.

Serena's Gold Medal Victory Dance: Doing the 'C-Walk' at Wimbledon

Nancy E. Spencer, Bowling Green State University, nspencr@bgsu.edu

On Saturday, August 4, Serena Williams dismantled Maria Sharapova 6-0, 6-1 to win the Gold Medal in Women's Singles at the 2012 Olympics. After she won, Serena performed a brief dance in which she waved her hands and moved her feet in an expression of joy. In the telecast, Mary Carillo could be heard saying, "We've never seen that at Wimbledon!" The dance was soon posted on YouTube where it was identified as the 'Crip Walk,' a dance introduced by the Crips gang in the early 1970s. When asked the name of the dance, Serena hesitated before saying it was "a dance they did in California." Although the dance had since lost its gang connotations and was performed by Justin Timberlake in 2007, many journalists disparaged Williams for "glorifying gangs." Those who criticized Serena's C-Walk suggested it was inappropriate to do at the 'hallowed grounds' of Wimbledon, thus evoking the "politics of location" (Sen, 2007; Shome, 1999). Sen (2007) believes that whiteness must be explored as a 'location' and 'set of practices' through "interlocking axes of power, history, and multiple subject positions" (p. 150). This paper interrogates how whiteness operated through responses to Serena's performance of the C-walk at Wimbledon.

Fear and loathing in Lesotho: An autoethnographic analysis of whiteness and masculinity in sport for development work

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

In this paper I will be presenting an autoethnographic analysis that is based on a year that I spent working on a sport for development project in Lesotho, southern Africa. Through autoethnographic methods I aim to challenge the predominant 'white savior' storyline associated with sport for development work by examining aspects of masculinity and whiteness that were intricately tied to my experiences. This will be accomplished through an analysis that is guided by work from postcolonial and critical race studies, and draws on a number of sources including reflections on my own experiences, as well as emails, Facebook posts, photographs, and personal journals. The objective of this paper is to reflexively and critically examine the social relations, inequalities, and white and male privilege that underscored my various activities and the activities I observed in my role as a young, white, male development worker/expert from the West working in southern Africa.

Thurs 8 Nov 10-11:30am

Sport and Sexualities

Organizer: Edward (Ted) Kian

Storyville II

"Look at me! I can change your tire": Lesbian identity formation in the gym

Kristine Newhall, University of Iowa, kristine-newhall@uiowa.edu

Using Foucault's technologies of the self, I consider how lesbian identity is formed, reified, modified, and perceived in the space of the American fitness center. Based on qualitative interviews with lesbian women, this paper explores the ways in which lesbians use the space of the gym and for what purposes. In what ways do they queer the space through their presence and their chosen activities? How is this work on the self (i.e.,working out) necessary to their enactment of lesbian identity?

The queer clubhouse: Problematizing community, consumerism and symbolic membership through gay sports bars,

Evan Brody, University of Southern California, ebrody@usc.edu

This paper investigates and problematizes the queer utopic potentiality of gay sports bars in order to situate LGBT sports culture as a complex site of both queer community building and homonormative assimilation. It attempts to understand, through onsite field studies and online content analysis, how queered understandings of sports are manifest in these sites of LGBT community and consumption through circuitous and polysemous interactions, conversations, and identity formations. This project sets out to see how LGBT consumption and community, as played out in gay sports bars, might complicate reified and essentialized notions of LGBT interaction and identity. It uses queer engagements with the ubiquity of sports to think through how acts of quotidian consumption still speak to collective engagements, while looking at gay sports engagements not as spaces where individual identities ask for recognition, but rather as territories where possibilities can arise. Potential knowledge gained can help to alter presumptions regarding the mutually exclusive worlds of heteronormative sports, homonormative bars, and queer culture.

Sport as a heterosexual male preserve: Established/outsiders relations with a boxing figuration

Christopher R. Matthews, Nottingham Trent University, christopher.matthews@ntu.ac.uk

Sports worlds have been described as male preserves (Dunning, 2008 [1986]); Sheard & Dunning, 1973; Theberge, 2000). Within these social spaces the expression of sexism, homophobia, and violence can be legitimated, justified, and pleasurable (Sheard & Dunning, 1973). Within this paper, such an enclave, in the context of a boxing and weightlifting gym, will be explored in detail. The production of narrowly defined notions of the 'correct' ways to engage in sparring and training for boxing will be described. In particular, the intertwining of social processes and the gym's social hierarchy will be detailed as a means of conceptualizing the generation and maintenance of what appears to be largely a heterosexual male preserve. This article adds empirically to the continued exploration of the articulation of sport, class, gender, and sexuality.

Old-school or new-school? An exploratory study on sport journalists' attitudes toward LGBT in sport and society

Edward (Ted) Kian, Oklahoma State University, edward.kian@okstate.edu & **John Vincent**, University of Alabama, jvincent@bamaed.ua.edu

Traditionally, mainstream media outlets in democratic and capitalist societies tend to be conservative institutions, in that they are resistant to change for fear of alienating readers and advertisers (Sylvie & Witherspoon, 2002). However, numerous surveys by Pew Research through the years have consistently shown U.S. journalists profess more liberal views toward politics and social issues than the general public. Scholars have long theorized sport to be a culturally conservative institution for many reasons. For example, sport helps to preserve male dominance over females, encourages and rewards desired traits of masculinity more so than femininity, and reinforces heterosexuality as normal and homosexuality as deviant and/or non-existent (Anderson, 2005; Messner, 2002). All of these gender stereotypes are reinforced through sport media content. However, little is known of sport journalists' attitudes toward LGBT. In this phenomenology, semi-structured interviews were conducted with successful sport newspaper reporters, columnists, and editors. An interview guide was designed to gauge their experiences and attitudes toward LGBT in sport, in newspaper content, and society. In the search for primary themes, theoretical and definitional memos were written on reoccurring concepts, and the constant comparative method was employed. Primary themes emerging from the data and their implications are discussed.

Thurs 8 Nov 10-11:30am Sport, Islam and Muslim Communities in the Global Context Organizer: Samaya Farooq Storyville III

The Impact of Islam and Historic Texts on Sport and Management Practices

Chad Seifried, cseifried@lsu.edu, **Mojdeh Pajoutan**, **Brian Soebbing**, **Kwame Agyemang** & **Dylan Williams**, Louisiana State University

Several large populations of Islamic communities live throughout the world in such places as Southeast Asia and the Middle East. Elsewhere smaller size groups of Islamic communities exist in major urban centers throughout North America and Europe. With a global population of approximately 1.57 billion, the Islamic world represents a large market or place with significant purchasing power (Miller, 2009). The complexity of this market or place deserves a sophisticated approach and an appreciation about the place of Islam, historically, toward the consumption of products such as sport (Lindridge, 2005). The focus of this proposal serves to explain the nature of the sport industry through the lens of Islam. This study examines historical Islamic texts and treaties to reveal the impact of Islamic instruction on sport and management practices. Examples of text reviewed by this study include: a) Quran; b) Sunna; c) Hadith; and d) al-Qawaidul-Fiqhiyah. Next, this review compares Islam to the religions of western civilization and the barriers that exist for 'westerners' working in Islamic societies. Finally, this paper offers a unique perspective on how 'modern' sport conflicts with Muslim practices (Haji, Omar, & Gilbert, 2000).

Boundaries of a veiled female body: Islamic reflections on women's sporting bodies in relation to sexuality, modesty and privacy

Sertaç Sehlikoglu-Karakas, University of Cambridge, UK

Any work on Muslim sportswomen inevitably needs to examine the (growing) debates in the Muslim world and in the social sciences concerning Muslim women's public visibility and public sexuality. One of the central questions I will address is related to the earlier debates and cultural/religious contradictions regarding women's physicality, their bodies, appearance and public visibility. Olympics and international games however, raise another debate on the ways in which a woman's body is exposed to international audiences which is linked to complex feelings on national pride (and how this sense of pride and nation is perceived), women's public sexuality and Islamic pride (which also takes gendered forms). This piece analyses the debates on public visibility and sexuality of Muslim sports women among Islamic circles, including fatwas and the media. In particular, the paper builds on the responses received from sporty Muslim women themselves during semi-structured in-depth interviews in Istanbul. During my interviews, I showed photos of various Muslim sportswomen, which were taken during international games. Female members of women-only gyms were interviewed on their involvement in sports and how their involvement is shaped or constrained by people closest to them at home or at work. The interview data indicate that a large group of women redefine modernity by using a religious framework, and reinvent what it means to be a modern Muslim woman. This act of redefinition has produced both an acceptance of and resistance to certain conservative values regarding gender. In some contexts, women have energetically participated in the propagation of political Islam while simultaneously making their voices heard and claiming agency for redefining modesty, bodily movements and public sexuality as well as security in response to outfit regulations of international games.

"Muslim Female Athletes in Qatar and Iraq: Cultural and Structural Barriers to Participation"

Geoff Harkness, Northwestern University in Qatar, g-harkness@northwestern.edu

This paper examines female sports participation as it occurs in two Middle Eastern countries, Qatar and Iraq. Based on qualitative fieldwork conducted in both countries, I illustrate the primacy of place in understanding female athletic participation. Both countries are located in the Gulf region of the Middle East, both are home to large populations of Muslims, and both are steeped in a tradition of patriarchy. While the Middle East is often viewed as a monoculture by those outside the region, here I underscore the widespread cultural and social differences between these places, and how these impact female sports participation. In Qatar, where the Muslim female athletes studied display a high degree of religiosity compared to those in Iraq, the barriers to athletic participation are largely cultural, stemming from longstanding practices and beliefs that emphasize the importance of family, Islam, and the maintenance of a "good" reputation. In Iraq, the barriers are largely structural, stemming from the underfunding of female sports from the government compared to men, and the relative lack of spaces in which women can freely participate in sports. In both instances large-scale social forces also impact participation. Yet, as I demonstrate here, women still engage in sports and athletic activity, and do so within the context of Islam. Thus, both Islam and sports function as sites of contestation, negotiation, resistance, and conformity for Muslim women in these two places.

Studying Place from My Computer: Forest Pitch and the 2012 Cultural Olympiad

Matt Hodler, University of Iowa, matt.hodler@uiowa.edu

This paper explores the challenges of practicing ethnographic methods of a place through digital means due to a weather-related rescheduling. The Scottish submission to the 2012 Cultural Olympiad was scheduled to occur on July 21st. Known as Forest Pitch, this art installation is set among the trees in the forests of the Scottish Borders. The event was scheduled to be "a day of sporting and cultural events that encapsulates the spirit of the modern Olympic movement" with the centerpiece as "two amateur football matches (one between male teams and one between female teams)" and "players for the matches will be recent British citizens or those with Indefinite Leave to Remain who are currently living in Scotland" (forestpitch.org). The event promised an opportunity to explore the relationships between and among nation, sport, art, citizenship, colonialism and place, all under the umbrella of the politically modern/economically postmodern Olympic Movement. I was in Scotland for the event; the artist invited me to attend the event as a researcher. Unfortunately, record rainfall in Britain forced the event to be rescheduled for August 25th, presenting me with an opportunity to learn virtual ethnographic methods and making it necessary to interrogate my initial questions.

"Hood rules in effect?": Negotiating identity, space, and ethnography in urban settings

Ronald L. Mower, University of Maryland, mower1@umd.edu

As researchers of sport, physical activity, and health will attest, there are significant barriers facing underprivileged inner-city communities in terms of opportunities and access to spaces of physical movement, activity, and a healthy lifestyle (i.e., recreation/fitness centers, public parks, walking/biking trails, fresh food markets, etc.). Subsequently, qualitative researchers and ethnographers desirous to make a difference in such environments must necessarily immerse themselves in the everyday experiences and lived spaces of those who inhabit them. However, amidst conditions of extreme segregation and inequality, this process can be fraught with uncertainty and contradiction surrounding issues of identity, trust, intention, and researcher role. As such, this paper offers some thoughts and reflections on my lived experiences in urban settings from both my personal life/upbringing and as a doctoral candidate working with a non-profit organization serving "at-risk" youth in Baltimore, Maryland. More specifically, I am interested in the intertwining dynamics of lived space, ethnic/racial and class identity, and cultural awareness that inevitably marks, quite palpably, who belongs in particular spaces/places, who does not, and who may be contingently accepted as a visitor. Issues of gaining access, negotiating diverse socio-spatial landscapes, and the presentation of the (researcher) self within 'place' will be discussed.

Methodological considerations for research on deviant behavior in NCAA sports

Jessica W. Chin, San José State University, jessica.chin@sjsu.edu

The purpose of this paper is to discuss methodological challenges for conducting field research on hazing among female collegiate athletes. The media's recent exposure of a number of high profile hazing cases and other scandals involving collegiate sports programs has created a climate of heightened awareness of deviant behavior within National Collegiate Athletic Association (NCAA) sports. In this context, how should researchers approach university administrators and athletes to participate in studies involving controversial, deviant behavior, such as hazing? In this paper, I present a critical discussion on finding the researcher's place when conducting a study on deviant behavior within the protected space of NCAA athletics, looking particularly at the role of gender, the challenges of building rapport with university athletics department administrators and staff, and addressing ethical concerns and requirements.

After Mass: An Exploration of the San José Bike Party and Neo-Activist Bicycle Movements in North America

Matthew A. Masucci, San José State University, matthew.masucci@sjsu.edu & Jay Johnson, University of Manitoba, jayanthonyjohnson@gmail.com

Following multidisciplinary work that explores intersections between the bicycle and various social movements including; environmentalism and sustainability (Brown, Vergrat, Green & Berchicci, 2003; Horton, 2006; Blickstien, 2009), alternative transportation frameworks (Blickstein & Hanson, 2002; Carlsson) and social and political collectives (Black, 2008; St. John, 2004; Furness, 2005, 2007) this paper examines the emergence and proliferation of the San José Bike Party (SJBP). Originally conceived in 2004-2005 the SJBP takes place on the third Friday of each month and currently draws between 2000-4000 participants. Despite rhetoric eschewing the heavy-handed political activism of Critical Mass, the stated mission of "building community through bicycling" seems to be open to broad interpretation and implementation. As part of an ongoing ethnographic project that considers the contested meaning of the SJBP, this paper will briefly trace the contemporary history of bicycle movements and bicycle activism in North America and then situate the SJBP within theoretical framework/s of social, activist and identity movements connected to the bicycle.

Athletes as Activists – Experiences and Challenges

Simon C. Darnell, Durham University, simon.darnell@durham.ac.uk

Challenging the popular notion that the era of athlete-led social and political activism has passed, several contemporary, high-profile athletes and sportspeople from a range of sports continue to speak out on social issues, make calls for social change, and assert themselves as political activists. Doing so often takes one of two forms: arguing for, and acting upon, a responsibility to recognize social issues external to sport, or the addressing of social issues and inequalities within sport itself and resultant calls for reform. Drawing on interviews with elite and professional athletes who identify as activists, I suggest that even though some athletes are willing and able to assume these roles connected to political activism, there exists significant pressure on them to conform to the expected, preferred or palatable social and political norms in and of sport. As a result, athlete activists recognize, and can articulate, the price to be paid for their political action. The implications of these experiences – for both the conceptual and practical understandings of sport, political activism and social change – are discussed.

The 'Sustainability Olympics': Lessons from London 2012

Laura R. Jack, University of Texas at Arlington, laura.jack@mavs.uta.edu & Phil Hatlem, Saint Leo University philip.hatlem@saintleo.edu

The 2012 London Summer Olympics were called the "Sustainability Olympics" with the goal to reduce energy, carbon, water and waste. Olympic venues were designed to use 40 percent less drinking water, and reclaim and reuse 90 percent of demolition waste (The Sun 2012). These efforts included creating "Sustainability Partners" such as BP, the "Official Carbon Offsetting Partner for London 2012" (Fueling 2012). Promoting walking and biking through the city as well as considerate use of public transportation eradicated transportation concerns. The London Olympics were focused on ethically sustaining a legacy for future host cities of the Olympics to replicate in the future. The authors, who attending the Games in London, will examine how the sustainability efforts reached down to the attendees, and attempt to determine the sustainability legacy of the 2012 London Olympics.

Thurs 8 Nov 10-11:30am

Sport and Nationalism I: Performing Nation in Streets, Homes, and Fields

Jelly Roll Morton

Organizer: Jeffrey Montez de Oca, Moderator: Jill LeClair

Team GB and Beyond: The legacy of London and the 2012 Games

Phil Hatlem, Saint Leo University, philip.hatlem@saintleo.edu & Laura R. Jack, University of Texas at Arlington, laura.jack@mavs.uta.edu

The 2012 London Olympics provided an opportunity for Great Britain to advance its world-wide athletic standing, thrusting "Team GB" to the forefront of the national consciousness. Lord Sebastian Coe, Chairman of the LOCOG (London Organising Committee of the Olympic and Paralympic Games), is now taking on the role of "legacy ambassador", focusing on ways the nation can deliver on its promise to create a participation legacy (Kels 2012). The "legacy effect" of the games, thanks to the media exposure and publicity associated with the Olympics, can last for up to a decade following the event (Tourism Report 2012). The authors, who attended the Games in London, will examine how "Team GB" created a sense of national identity during the Games, and how that identity might be sustained and advanced. Specific attention will be paid to the impact of the Games on the city and its populace.

Towards Stakeholder Emotionality in Sport

Cameron A. Johnson, cjohn1@masonlive.gmu.edu, Kristen M. Mastalski, kmastals@masonlive.gmu.edu & R. Pierre Rodgers, prodgers@gmu.edu, George Mason University

From attending live events to watching television to being vested in social media and fan sites, sport consumers have a stake in their teams. Beyond ownership or actual participation on a team, fans frequently are a part of the organization as emotional supporters. They represent a vocal, fervent, opinionated subset of a team's fan base. As such, national, regional, and local fan loyalty has been embraced and linked to success (Laoma-Aho, 2010). This paper surveys emotional fan loyalty in varied sport contexts: NASCAR, football, and soccer. The findings suggest that the development and maintenance of emotional fans is crucial to winning as well as national/regional/local identity.

The Domestication of American Soccer

David Keyes, University of California, San Diego, dgkeyes@ucsd.edu

David Andrews calls the post-World War II rise of soccer "America's silent sporting revolution" (1999:37). From a small group of mostly immigrant fans and players before World War II, soccer has risen to prominence to become what Andrews calls "a defining practice at the core of American life" (1999:31). A 2010 report on sports participation in the United States, put out by Sporting Goods Manufacturers Association, shows nearly 14 million soccer players nationwide, a number second only to basketball and above that of the "American pastime," baseball (SGMA 2010). The history of soccer in the United States goes back to the late nineteenth century. But until the post-World War II period, the game was nearly the exclusive purview of new arrivals to the United States. Hugely popular in immigrant communities (Wangerin 2006), soccer's growth beyond this group was often impeded by the perception of it as a "foreign" game (Markovits & Hellerman 2001). How, then, did the perception of soccer change so that the growing suburban middle classes took to it, signing their children up in ever-growing numbers? How did soccer become domesticated? Explaining soccer's place today is, I argue, best done through a thorough examination of the sport's history and the ongoing process by which soccer has been domesticated – or "made American" – in the United States in the post-World War II period. In order to move beyond immigrant communities, soccer has undergone what I call a "triple domestication." By this, I mean that the sport has been made "American" (domestication number one) by presenting it as a "safe" sport (domestication number two) and moving it into the domestic sphere (domestication number three). In this paper, I examine the domestication of American soccer. Through a combination of archival research and interviews, I explain the growth of soccer in the second half of the twentieth century as a process of stripping the foreignness from the game and of domesticating it, thus making it part of the American mainstream.

Digital Divisions: The Politics of Canadian 'Viewing Rights' at the 2010 Winter Olympic Games

Marcela Mourao, University of Alberta, mourao@ualberta.ca, Jay Scherer, jay.scherer@ualberta.ca, University of Alberta & Jean Harvey, University of Ottawa, jharvey@uottawa.ca

From the recent nationalization of soccer telecasts in Argentina, to the wholesale embracement of market principles in the New Zealand sports broadcasting sector, the political debates over the issues surrounding access to live, free-to-air broadcasts of the most popular sporting content remain remarkably explosive in the digital broadcasting era (Rowe, 2004; Scherer & Whitson, 2009; Scherer & Sam, 2012). In this presentation, we examine the controversial near exclusion of many Francophone Canadians from access to live telecasts of the 2010 Winter Olympic Games, in Vancouver, British Columbia. We begin by outlining the International Olympic Committee's decision to grant the broadcasting rights to the Games to Canada's Olympic Broadcast Media Consortium, a joint venture between CTVglobemedia—now Bell Canada Enterprises(BCE)—and Rogers Communications, two of Canada's largest and most profitable media empires. Despite promises of unprecedented coverage on multiple digital and cable platforms, it became apparent that the consortium was unable to reach a number of Francophone viewers outside of Quebec, potentially depriving many Canadians of the opportunity to watch the Games in their own language. Notably, this development would have contravened the principle of equality status for English and French in Canada. However, following the intervention of the Canadian Radio-Television Telecommunications Commission, the Commissioner of Official Languages, the Prime Minister's Office, and the Fédération Des Communautés Francophones et Acadienne du Canada, an agreement was reached on February 11, 2010—the day before the opening of the Olympic Games—to broadcast the Games in French on the Cable Public Affairs Channel, thus providing the vast majority of Francophone viewers with access to live telecasts of the Games. Drawing from interviews with key stakeholders and a host of public documents, we review these developments. We also raise a number of political questions about the viewing rights of all citizens—rights that were traditionally upheld by public broadcasters in an earlier era—to have access to live telecasts of sporting events of national significance in a digital landscape dominated by vertically-integrated telecommunications giants like BCE and Rogers Communications.

Thurs 8 Nov 10-11:30am

Multiple Femininities/Multiple Masculinities

Organizer: Giovanna Follo

Sidney Bechet

More Than Just Fitting It In

Christina Gipson, Grambling State University, gipsonc@gram.edu

Sport volunteers have been referred to as the lifeblood and backbone of sport (Donnelly & Harvey, 2011), and research in this area is continuing to grow. Traditionally studies in sport volunteering were male-centered and led to recent studies by scholars like Baum and Lockstone (2007), Doherty (2009), and Cuskelly, Hoye, and Auld (2006) that has concentrated on understanding why, how, and when people volunteer. These studies suggest that sport volunteering is an addition to a person's life rather than part of their everyday life. However, research that addresses women in volunteering roles seems to continue to suggest that women selflessly (or are expected to) give their time to help or care for others (Eckstein, 2001). Yet this does not address how female volunteering is/has evolved and changed. The purpose of this paper is to present findings from an international study conducted with 15 highly-educated female sport volunteers. This study challenges the perception that volunteering is something people do in addition to their work as the study found that volunteering was not always an addition or a leisure activity. The participants did not refer to their work as volunteering as previous male dominated studies often did, rather the women spoke about dedicating a large personal, physical, and mental investment to their volunteer work within international volunteer-based sport organizations. This study makes a significant contribution to the sport volunteering field as the findings show that the research participants' intense commitment levels and motivations to volunteering are dependent on their ability to accommodate high levels of voluntary activity within their lifestyles through their paid work and domestic and family circumstances.

Hegemonic Masculinity in Female Athletic Participation: The Effects of Sports on Female Violence

Win Guan, Louisiana State University in Baton Rouge, wguan2@tigers.lsu.edu

Much of the literature on the effect of athletic participation on adolescent violent behavior has revolved around male athletes through a social learning perspective and various masculinity theories. This research intends to explore female athletic participation in relation to the norms of hegemonic masculinity using data from the National Longitudinal Study of Adolescent Health, a nationally representative sample of adolescents in grades 7-12. According to previous research for males, a gendered hierarchy exists in the athletic environment that inspires social pressures to exhibit aggression, competition, and deprecation of femininity. I hypothesize that females participating in traditionally male dominated sports may experience similar social pressures. Deriving from the concept of hegemonic masculinity, I test if the type of sport has an effect on risks of female fighting while accounting for contextual variables, selection bias, and mediating effects of social networks and peer relationships. Moreover, this research draws from Coleman's study of adolescent peer status in order to examine the differences in the effects of male and female athletic participation on adolescent engagements in violence.

SESSION 3: Thursday, 8 November: 11:35 am – 1:05 pm

Thur 8 Nov 11:35am – 1:05pm Sport in Rural and Small-Towns: Critical Perspectives Organizer: Dominique Falls Storyville I

Sport Capital of Green Exercise in Rural Communities

Li-Shiue Gau & Hsiu-Jung Chang, Asia University, Taiwan, gaufsu@yahoo.com.tw

This study adopted residents' perspective to develop a multi-dimensional construct of sport capital of green exercise for rural communities in Taiwan. Green exercise means doing exercise in relatively natural green environments such as rivers, lakes, parks, forest trails, and country roads, and emphasizes low carbon exercise with the consideration of sustainability. Based on the capital theory and the literature of community capital, the construct was identified with five dimensions, each including 4 to 6 items. Initial tests of validity and reliability of the proposed scale were completed based on community observations, feedback from interviews with 8 experts (5 community managers and 3 scholars), and a pilot study. Data were collected from the Lin Chung community in central Taiwan (N=195) to test the construct of the community's sport capital (CSC). A principal component exploratory factor analyses produced the same five factors reflecting the five dimensions: natural environments (natural resources), facilities (built equipments and fields), organizations (formal and informal sport groups), social support (shared culture to encourage doing exercise), and environmental consciousness (to what extent that residents love green exercise). The correlation analysis of the CSC scale with the health lifestyle scale provided initial evidence of predictive validity.

Sport and the Community: Views from a Sport Manager and an Urban Planner

Kara Drane & Dan Drane, University of Southern Mississippi, dan.drane@usm.edu

Although sport facilities have been utilized as a catalyst of economic development in many communities and are successful in revitalizing downtown districts (Goodman, 2001; Jossie, 1998), most research on the subject suggests that investing in sport is a poor use of public funds (Noll & Zibalist, 1997). Despite this evidence, many cities continue to build sport facilities with the hope that they will generate a positive economic impact (Chapin, 2004). Many rural communities are also investing in sport infrastructure in order to boost a lagging economy (Costa & Chalip, 2005). Rather than focusing on the economic aspect of these public investments, this presentation will explore the physical and psycho-social impacts of sport on both large and small communities. Many supporters of sport events and sport facilities have begun to move their argument from a point of economic development to that of district redevelopment (Chapin, 2000). They proclaim that sport facilities can serve as a catalyst for the physical redevelopment of blighted districts within a community. The psychological and social impact of sport has garnered the attention of many sport management researchers (Balduck, Maes, & Buelens, 2011). The potential for cultural and image benefits suggests that strategies that maximize positive impacts can result in increasing social leverage (Chalip, 2006). The presentation will espouse the viewpoints of a sport management professor and a certified urban and regional planner as they critically analyze the positive and negative impact of sport on communities.

Re-Asserting Small-Town Exceptionalism: Facebook and Iowa Girls' Six-Player Basketball

Shelley Lucas, Boise State University, smlucas@boisestate.edu & Jaime Schultz, The Pennsylvania State University

Iowa girls' high school basketball is unique for many reasons, not the least of which is the longevity of the half-court, two-dribble version of basketball colloquially known as "six-on-six." Small town and rural schools continued to support, celebrate and play six-on-six until 1993, even though national basketball rules changed to the full court, five-player game in 1971. Although the ties between traditional notions of community and six-on-six have withered since the game's discontinuation, new, transitory communities have emerged to sustain its remembrance. For the purposes of this paper, we are particularly interested in a Facebook page titled "I Played 6 on 6 Basketball in Iowa", which fostered a virtual kinship of over 7,000 members. This seemingly ephemeral community actively sustains the game and promotes occasions to gather (e.g., reunions, recreational leagues) thereby developing new connections, renewing long-lost relationships and, above all, breathing life into a specific sport that refuses to die. In the wake of school consolidation, farming crises, urbanization, and the decline of rural populations, we argue that ephemeral communities, such as this Facebook page, are essential for not only remembering the six-player game, but for simultaneously re-asserting small-town exceptionalism.

(Mis)understanding youth, sport and community in a Canadian small-town region: Thoughts from 'mountain-urbia'

Dominique Falls, Simon Fraser University, dfalls@sfu.ca

In this presentation I look to problematize our current understanding of youth, sport and community in Canadian rural and small town (RST) regions. The discussion is drawn from exploratory ethnographic research in an RST in south central/eastern British Columbia, Canada. While the data is drawn from a larger project looking at experiences of youth sport in this particular region, ethnographic observation and interviews with adults will be the primary focus of this presentation. My goal is to critically examine and move beyond some of the taken-for-granted 'truths' around sport in RST communities – 'truths' that have been based on limited or anecdotal data. Most notably, an argument will be made that by looking 'beyond the ice rink' we can learn a lot about how contemporary young people are growing up in and experiencing their local RST communities. Themes that I will explore are (a) the role of young people in this RST region (b) the role of sport in this RST region, and (c) the ways in which local stakeholders are influencing the intersection between the two.

Please Bow Your Head: Pre-Game Public Prayer at Football Games in the Southeastern Conference**Landon T. Huffman, Tim Mirabito & Robin Hardin**, University of Tennessee, Knoxville, andon.huffman@utk.edu

The intersection of sport and religion evokes a variety of emotions from fans, student-athletes, coaches, administrators, and additional stakeholders. One common, and often the most visible, practice of religious expression is the act of prayer. Although court cases have questioned the legality of public prayer at state institutions, some public schools continue to publicly pray at institution-sponsored events, including athletic contests. Given the popularity of football and religion in Southern culture, this exploratory study seeks to gain insight into the prevalence of pre-game public prayer at football games in the Southeastern Conference (SEC). Member institutions of the SEC were contacted and invited to offer a brief history of public prayer before football games at their institution. Results indicated that a few SEC universities currently observe public prayer before football games. At one of the institutions, 74% of respondents cited prayer as an “extremely important” pregame routine, and one respondent commented “I would drop season tickets if they drop the prayer before game.” Athletic administrators must reflect on the traditions, values, and culture of their university and perform a cost-benefit analysis to determine the social, legal, political, and economic implications associated with (dis)continuing public prayer at football games.

Fairness and Equality in Division III Athletics: Factors for Success**Adam G. Pfleegor**, Louisiana State University, apflee1@lsu.edu, **Matt Katz**, University of Texas at Austin & **Brian Bourke**, Louisiana State University

At the 1973 NCAA Convention, Division III athletics was given a place in intercollegiate sport from a radical reorganization proposal to the membership structure. As part of their mission, Division III athletics places priority on localized, fair and equitable competition for member institutions. The current study employed a variety of variables through a regression model in order to determine whether the equitable claims championed by the NCAA are upheld of whether certain types of institutions indeed have a distinct advantage over their peers. The study initially supports the notion that a connection between athletic expenses and current athletic success exists. Moreover, both high school GPA and enrollment proved to be significant predictors of athletic success as well. These findings possess some potentially enlightening views into the relationship between Division III institutions and academic success; namely, that it either the school that is the largest, most selective, or highest spending that ultimately achieves athletic success. Ultimately, these findings unveil that success in Division III is not realistic for all. Claims about level playing fields or opportunities seem to be questioned by the results. Additionally, the data strongly suggests that the gap between the elite/wealthy/large institutions and their peers is significantly increasing.

Competitive Excellence and Commercial Success: Culture, Structure, and Program Identity in the BCS Era**Wade P. Smith**, University of Colorado, wade.p.smith@colorado.edu

College sports have become big business. One noteworthy aspect of NCAA Division I athletics that supports such a contention is the Bowl Championship Series (BCS), a system within which football bowl games have increasingly been commercialized. In response, some have suggested that commercial success has become the primary focus of Division I football programs. To explore this suggestion, I conducted an analysis of 89 head football coach contracts focusing on descriptions of achievements that elicit guaranteed compensation and monetary bonuses. My results reveal two types of BCS program identities: One rooted in competitive excellence and the other in commercial success. Employing theoretical concepts from organizational sociology literature, I expose the extent to which structural and cultural aspects of the BCS support the existence and maintenance of each of these identities. Specifically, my findings suggest that practices of ‘cultural imitation’ and ‘structural immunization’ 1) result in schools being more likely to adopt one or the other identities based on the school’s structural position in the BCS, and 2) support the perpetuation of commercial success among certain programs, but not others. My findings hold important implications for future considerations of how structural and cultural realities influence college sport programs.

Examining the socio-cognitive processes of athletes related to collegiate coaching changes**Amanda L. Paule-Koba**, Bowling Green State University, apaule@bgsu.edu & **Todd Gilson**, Northern Illinois University

NCAA transfer rules are complex and can potentially require an athlete to sit out of competition for a year if the athlete transfers to a same division institution (NCAA, 2011). However, there is not a similar rule for coaches who leave during their current contract. The purpose of this study was to examine the socio-cognitive processes that may be altered for collegiate athletes when they experience a coaching change. How athletes perceive the processes associated with coaching changes could lend insight into their future athletic participation and other areas of their lives. Athletes were recruited for this study from a convenience sample of NCAA institutions and a variety of sports. To be eligible to participate in this study, athletes must have experienced a head coaching change within the past year. While a convenience sample was employed, care was taken to ascertain data from a variety of sports, at institutions with different size student enrollments, and from a number of geographically distinct NCAA institutions around the country. Results of the study revealed how academics, leadership, self-confidence, and goal setting were all affected after the coaching change.

A Great Yellow Hope? Jeremy Lin’s Whiteness and Racial Hierarchy in the US**Daniel Yu-Kuei Sun**, University of Iowa, yu-kuei-sun@uiowa.edu

This paper seeks to explore the cultural meanings of the Jeremy Lin sensation that took place in February 2012, applying Birrell and McDonald’s (2000) reading sport methodology. After examining media representations of Lin in North America, I argue that the media constructed Lin’s story as a variation, or a repackaged, multicultural version of the “great white hope.” In the African-American-dominated NBA, Lin represents a non-black underdog. His simultaneous “whiteness” and otherness serves as a force that implicitly denounces blackness and black masculinity, while also rejecting the Asian American population as part of the mainstream America. On one hand, American media embraced Lin’s devout Christianity, elite educational background, and “normal-sized” body that resonated with white America. On the other hand, the media still represented him as an exotic “other,” highlighting his physical and cultural traits. In addition, through portraying how Asian American fans and international (mainly Asian) fans crazily embrace Lin, mainstream America further others them as foreign and inferior. Such portrayals consolidate the belief that the East and the West are always mutually exclusive, and Lin is just one of the very few exceptions.

Adopting the Diasporic Son: Jeremy Lin and Taiwan Sport Nationalism**Ying Chiang**, National Taiwan Sport University, ying.chiang1982@gmail.com

Jeremy Lin and the resulting “Linsanity” has caused an unprecedented media and marketing frenzy worldwide. This essay examines its implication through reviewing media narratives in Taiwan, Lin’s ancestral homeland. Japanese colonizers first brought modern sports to the Taiwanese as a symbol of “civilization” and “modernity.” Although “athleticism” confronts Confucian tradition, sports began to play a subtle but crucial role in the Taiwan-nationalism-building process. Although sports are marginally positioned in Taiwanese culture, various regimes have used sports and physical education to integrate national identity and national morale. Taiwanese nationalism lacks self-assurance and must be recognized by its significant others. “The glory of Taiwan” has become a common phrase in contemporary Taiwan media coverage. Regardless of how trivial the issue, the Taiwanese appear desperate for every chance to prove their existence and worth. Recently, Jeremy Lin became the famous “glory of Taiwan.” However, “is Jeremy Lin Taiwanese?” raises a tricky and ambiguous question reflecting the complexity and anxiety of Taiwanese national identity. Through the lens of Linsanity in Taiwan media discourses, we argue that the Linsanity situation significantly differs from that of most Western societies. Taiwanese sportsmen, such as Jeremy Lin, became a national hero without “beating any foreign enemies.” Lin’s identity has become the most important issue of Linsanity for Taiwan media discourses. In the process of exploiting Linsanity, a peculiar embodiment of sports nationalism has surfaced in Taiwan.

Moving the ball cross strait – The national implication of the Taiwanese basketball player migration to China

Jia-Yang Hu, National Taiwan Sport University, t199@hotmail.com

The globalization of sports has resulted in increasing labor migration across countries and continents. However, the discussion on the sport labor migration between the East Asian countries have been limited. To fill this void, this research focuses on the Taiwanese male basketball player migrating to the Chinese Basketball Association (CBA), especially the nationalistic implications of such migrations. Although Taiwanese basketball is at the periphery on the global basketball map, and the national identity associated with basketball is not as significant as for Taiwanese baseball, the complex political issues between Taiwan and China still has an impact on the nationalistic implications of Taiwanese male basketball player migrating to China. The sport provides an arena for Taiwanese to express their national identities and distinguish themselves in the era of globalization, especially vis-a-vis and within significant others such as China. Moreover, while China and Taiwan have maintained a complex and fragile political relationship, economic incentives and cultural and linguistic proximity still drive Taiwanese male basketball players' migration to the CBA. Given this situation, this cross-strait movement is more complicated than usual sport labor migration. Nationalism is a product of history, culture and collective memory. Taiwan's national identity is still unstable and constantly changing. The reality that Taiwan is not recognized by international society further destabilizes it. In addition, the national identity associated with basketball is not notable. When the economic interests outweigh the national identity, the labor migration of the athletes will continue or even increase.

Sports Broadcasting under State Capitalism - The Case of Taiwan

Tzu-hsuan Chen, National Taiwan Sport University, tzuhsuanchen@gmail.com

This research has gathered the data from the launch of the first terrestrial TV channel, Taiwan Television, in 1962 to the start of professionalization of sport in Taiwan in 1990. Based upon the database built in this project and in-depth interviews with persons involved in sports broadcasting, I argue that the sports broadcasting was appropriated by the unique system of state capitalist machine during the Martial Law Era in Taiwan. On one hand, the Kuomintang-state machine propagated the nationalistic narratives of sport broadcasting. Its semi-commercial institution utilized sports with nationalistic implications and popular professional sports overseas to make it profitable on the other. The power of state machine and capitalism emerged and struggled at times, yet they were kept in a delicate balance by the party-state-military machine. This model is different from the sports/media complex in most Western societies. Instead, it is a unique state/sports/media complex.

Thur 8 Nov 11:35am – 1:05pm	Gender/Race/ Ethnicity	(Moderator: TBA)	Mahalia Jackson A
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Serena Williams: Gender, Race and (the Perception of) Violence in Women's Professional Tennis

Kristi Tredway, University of Maryland, tredway@umd.edu

At the U.S. Open tennis championships in 2004, 2009 and again in 2011, Serena Williams had public disagreements with on-court officials that were understood by some spectators and analysts as aggressive, hostile, and even violent. Williams is African-American and is very successful in a sport that is underpinned by the upper-class (and, hence, white) milieu in which it was formed. Her outbursts have been understood in the popular discourse as violent not because they were more vehement than others in the past, because they weren't, but, as I will claim, because of color-blind racism in the world of tennis. This paper has three sections: an analysis of color-blind racism and Black feminist thought; premises that this paper rests upon; and, then, the body of the paper, an analysis of Serena Williams and the perception of violence that surrounds her. The contribution of this paper to the body of literature is that it looks at the perception of violence within tennis and by a Black female athlete. In studies on violence in a U.S. context, Black men are primarily the focus and the sports involved are primarily football and basketball. This paper on women, violence and sports, fills a gap in the literature.

Reading Michelle Wie within a Postfeminist and Postracial Discourses

Sang Uk Joo, The University of Iowa, sanguk-joo@uiowa.edu

In January 2004, Korean-American golf phenomenon Michelle Wie became the 4th female and the youngest person to play in a PGA (Professional Golf Association) event. While she missed the cut in her PGA debut, Wie's challenge to golf's gender barrier was successfully leveraged by marketing strategies. Along with breaking gender barriers, Wie's prominence in the white-centered golf industry also served as an opportunity to develop emerging markets for both the leagues and its corporate sponsors. In this paper, I will be taking a critical cultural studies approach to offer an alternative reading of Michelle Wie within contemporary postfeminist and postracial discourses.

U.S. media coverage of Black female athletes in the 2012 London Olympic Games: A critical analysis

Akilah R. Carter-Francique, Texas A&M University, arfrancique@hlkn.tamu.edu & Algerian Hart, Western Illinois University, A-Hart2@wiu.edu

The 2012 London Olympic Games theme "inspire a generation" was cleverly conveyed through the globally mediated opening ceremonies. In the United States, this notion was furthered through the 24-hour multimedia (e.g., television, internet, print) coverage, which reiterated the theme as they featured various athletes' journeys to and through the games. However, the coverage of U.S. Black female athletes conveyed images and storylines enveloped in an oppressive matrix of racism, sexism, and classism (e.g., Lolo Jones, Gabrielle "Gabby" Douglas), while others were overlooked and silenced (e.g., Dawn Harper, Paige McPherson) despite earning a place on the medal podium. Utilizing content analysis methods and employing Black Feminist Thought (Collins, 2000), the purpose of this paper is to: a) provide a critical analysis of the media coverage of U.S. Black female athletes, b) explicate the contemporary significance of Black women's historical stereotypes, or controlling images, (e.g., Sapphire, Jezebel, Welfare Queen; Collins, 2000; hooks, 1981, 1990; Woodward & Mastin, 2005) in sport and society; and, c) discern how media coverage and their (re)presentations impact the notion of "inspire a generation" for Black women nationally and globally.

A tale of Nigerian women's barriers to participation in recreational sports and constraints negotiation

Emeka Anaza, anaza1@illinois.edu & Jacqueline McDowell (Advisor), jmc当地, University of Illinois at Urbana-Champaign

With the end of the Summer Olympic Games, we witnessed history as every participating country included female athletes. Although the global awareness and benefits derived from participating in sports is growing, barriers to female participation in recreational sport for communities in Nigeria has garnered little research interest and slow governmental responsiveness. Given that past research largely overlooks these significant issues, this study aims to highlight the experiences of Nigerian women's recreational sport constraints and factors that facilitate their participation. Results show that Nigerian women experience common barriers to recreational sport (e.g., time, money, injury and safety fears infrastructure/equipment, and socio-cultural), as well as interpersonal and psychological barriers such as a lack of passion or interest for recreational sport, RSA is a low leisure priority, and lack of participation partners. Further, the research demonstrates that women can be successful in negotiating constraints through prioritizing, compromising, and anticipating. This study contributes to the limited body of research on constraints as it relates to recreational sport participation of Nigerian women because it specifies macro and micro-level attributes necessary for sport participation equity in Nigeria. The findings also provide insights that foster public policy changes towards women in Nigeria sports.

Organizer: Lawrence Wenner**Don Cherry, Canadian Culture and Hockey: Complicating the Hero-Villain Binary****Lisa McDermott,** lisa.mcdermott@ualberta.ca & **Jay Scherer,** University of Alberta

Despite innumerable controversial statements related to a host of social and political issues, hockey commentator Don Cherry continues to be wildly popular across various English-speaking constituencies in Canada. Indeed, his Coach's Corner segment on the Canadian Broadcasting Corporation's (CBC) iconic program Hockey Night In Canada continues to attract significant audiences, while Cherry was recently voted the 7th greatest Canadian on the CBC's program The Greatest Canadian. In this presentation, we provide a textual analysis of media, interview and government data demonstrating how this iconic figure of Canadian popular culture complicates the hero-villain binary. Here we specifically examine Cherry's use of his CBC platform to convey his endorsement of the Canadian Forces' support of U.S. militarism and much broader "frames of war" (Butler, 2009). We argue that the mediated effects of Cherry's endorsement figure more largely in the ongoing neo-conservative culture war being waged over the identity of the imagined "ordinary" Canadians (Scherer & McDermott, 2011, 2012).

A Canadian Hero in Detroit: Investigating the Construction of Gordie Howe's Image**Marty Clark,** Queen's University, 7mjc@queensu.ca

NHL hockey player Gordie Howe rose to stardom during the 1950s and 1960s at a time when media coverage of professional hockey was increasing in the North American context. As a result, he was one of the first hockey players to become a major star in both Canada and the United States. His was a popularity that was not without debate, however. As part of a larger project on the discursive construction of Gordie Howe's image, I conducted a textual analysis of Canadian print media sources such as major newspapers and hockey publications (Blueline Hockey Magazine, Hockey Pictorial and The Hockey News). In this paper I explore Howe's rise to stardom in Canada despite the fact that he played and lived in Detroit, married an American, and became a US citizen. I discuss how debates over Howe's identity (re)inforced an "imagined" sense of a white, Canadian masculine identity that is tough, hard working and rational.

Sultans of the Net**Bengisu Yayla,** Ecole des Hautes Etudes en Sciences Sociales, Paris & Bahcesehir University, bengisuyayla@gmail.com

Turkey Women's National Volleyball Team featured Turkish women in the 2012 London Olympic Games for the first time. From the perspective of an elite volleyball player, this study assesses Turkish media stories and how Turkish media narratives connect the meaning of the sports hero, star, and icon to an "imagined" sense of identity: "Sultans of the Net". The nickname "Sultans of the Net" was given by the Turkish media to the Turkey Women's National Volleyball Team in 2003 after their victory in the European Cup. The study assesses how this is connected to the national character of Turkey and provides reminders of the Ottoman Empire. This imagined identity provides clues to understanding the Sultan as reckless, strong, and powerful. The analysis considers how the Turkish media "imagined" Sultans in a staged photo shoot in Yildiz Palace in Istanbul and how a new media nickname of the "Girls of Atatürk" was given to a women's volleyball team to fuel imagined identities in problematic ways. The study interviews women players about their media treatment and identified media images they would prefer. Here, former National Team players chose "Sultan of the Nets" and new and younger national players chose "Girls of Atatürk". The discussion interrogates how the players found these characterizations "honorary and flattering" and assesses whether such imagined identities are flattering or degrading.

"One of Us": The Role of Professional Soccer Players in Ethnic Nationalism, Cultural Community Mobilization and Immigrant Integration in the Club-Community-Government-Media Alliance**Roland Mascarenhas,** rolandmas@gmail.com

The "Hometown Hero" and "Fan Clubs" are two well-documented sites of sociological analysis within sport, serving as sparks for domestic support and stable revenue streams. Yet, in a changing and ethnically-diverse, if not fragmented postwar urban city, professional soccer clubs are building alliances with Community Organizations, the Government and the Media to augment these local clubs into global corporations with multidimensional revenue streams. The archetype of this successful alliance is a professional soccer player who once emerged from being an 'outsider,' to now being a successful, loyal and integrated citizen. The media plays the pivotal role as the "gatekeeper" on assessing the validity of the player, and special attention will be given to the Canadian Broadcasting Corporation. Drawing on a range of professional soccer clubs, including the MLS' New England Revolution, EPL's Chelsea FC and Manchester United, La Liga's FC Barcelona, and Serie A's AC Milan, my presentation will examine the clubs', the Media's, the Government's and Community Organizations' interest in Public-Private enterprise. Players mentioned will include France's Zinedine Zidane and FC Barcelona's Johan Cruyff.

Organizer: Jeffrey Montez de Oca, **Moderator:** Jeffrey Sacha**Does it matter if you're black or white?: Audience interpretations of images of black male athletes.****Emily J. Houghton,** Fort Lewis College, ehoughton@fortlewis.edu

The purpose of this study was to examine the "goodness of fit" in sport media research, specifically how audiences interpret images of black male athletes and the ways in which their interpretations "fit" with scholarly assertions pertaining to racially marked media depictions. Participants in the study (N=36) were part of eight focus groups created based on age, gender and race. They viewed and discussed mainstream images of black male athletes found on major American sport media websites (ESPN.com and SI.com). The images corresponded with five categories of representation found in the literature: highly competent/natural athlete, exotic savage, deviant, emotionally immature, and race transcendent. More differences than similarities emerged in the discussions between the groups based on race. White participant responses provided support for some of the scholarly assertions (internalization of stereotypes, conditional acceptance in society, sport as upward mobility and the myth of meritocracy) while African American focus group responses were more likely to challenge some assertions (internalization of stereotypes, sport as upward mobility and myth of meritocracy), and confirm the existence of others (conditional acceptance).

Athletic Brilliance or Alluring Beauty? Exploring Media Representations of Women in Sports Illustrated**Kiera Duckworth,** University at Buffalo, kieraduc@buffalo.edu

The media coverage of women athletes has traditionally paled in comparison to men involved in sport. The representations afforded to women athletes have included an emphasis on their femininity, heterosexuality, and their sex appeal rather than their physical abilities, strength, or athletic competence. The purpose of this study is threefold. First, I sought to examine the textual and visual representations associated with articles pertaining to women athletes of various racial backgrounds to determine if there is a dominant representation of women that transcends racial lines. Second, through the same measures of analysis, I examined the images of women, athletes and non-athletes, in the advertisements of Sports Illustrated to explore how the representations of women are constructed for marketing purposes. Finally, I sought to analyze how sport media has changed or modified their representation of women since the passage of Title IX. A content analysis of the Olympic years since 1972 (683 representations in articles and 567 advertisements) of Sports Illustrated found women, regardless of racial background, were overwhelmingly portrayed through textual and visual representations as strong, competent athletes throughout the articles. Women appearing in advertisements were most likely portrayed along racial stereotypes. The results of this study both support and challenge prior research conducted on women in sport media and offer encouraging data that show women are portrayed as athletic figures most often.

Exploring Elite Female Athletes' Interpretations of Sport Media Photographs: A Window into the Construction of Social Identity and 'Selling Sex' in Women's Sports

Mary Jo Kane, University of Minnesota, maryjo@umn.edu, **Nicole M. LaVoi**, University of Minnesota, nmlavoi@umn.edu & **Janet Fink**, University of Massachusetts, jsfink@isenberg.umass.edu

Scholars have produced evidence demonstrating that sportswomen are presented in ways that emphasize their femininity/heterosexuality versus their athletic competence, and argue that such coverage trivializes women's sports (Daniels, 2012). Little research attention has been paid to how such coverage is interpreted by various audiences including female athletes (Kane & Maxwell, 2011). This study explores how elite female athletes respond to how they are portrayed in sport media outlets. We employed "reception research" where viewers deconstruct the meaning of the text and how that meaning impacts their feelings toward a particular subject. One subject we examined was the dual identities of female athletes to determine how they wished to be represented—as highly skilled athletes, "sexy babes" or both? Thirty-six team and individual sport athletes were interviewed; each was shown exemplar images ranging from on-court competence to soft pornography and asked to choose which best represented themselves and their sport, as well as increased interest/respect for their sport. Results indicated that in-action competence was the overwhelming choice for "best represents self/sport" and "best increases respect." 49% of all respondents picked the soft porn image as the way to "best increase interest." This latter finding reflected participants' belief that "sex sells" women's sports, particularly for male audiences. Findings were analyzed using critical feminist theory to unpack the role of sport media and its relationship to gender, privilege and power.

The Royal "We": The Making of Family in Marketing and Media of the London Olympics

Jennifer L. Metz, Towson University, jmetz@towson.edu

"The family" has long been used as a marker of space and place within sport. From metaphors of the father/son relationship crafted in the crucible of sporting participation to recent advertising campaigns focused on the mother's role in creating an uber-athlete- the family is one of the singular measuring units of sport and sporting success. By critically analyzing recent media coverage and advertising campaigns in the London Olympics, I will explore the elemental nature of "the family" as more than a marketing trope but also as an organizing principle of unity for advertisers and fans within sport and in particular, the London Olympic spectacle. It is in this representation of "the family" that we see complex articulations of the embodied politics of social justice for some.

Thur 8 Nov 11:35am – 1:05pm

Endurance

Organizer: William Bridel

Sidney Bechet

Freedom, sanity, longevity, character: Nineteenth-century pedestrianism and the multiple meanings of endurance

Mary Louise Adams, Queens University, mla1@queensu.ca

What does it mean to endure? What kinds of endurance, expressed by what kinds of bodies, come to be classified and celebrated as sport? As a valorized physical capacity, what ideological work does sporting endurance perform? In this paper I offer historical context for the contemporary expansion of endurance sport through a discussion of nineteenth-century pedestrianism – long-distance walking. Discourses around competitive and recreational pedestrianism provide a useful frame through which we might try to better understand what and how endurance signifies and the cultural conditions under which those significations change. Nineteenth-century professional pedestrians were both objects of celebration and of amusement. Their incredible (and sometimes odd) feats of endurance marked the possibilities of the human body and the human spirit in desirable and undesirable ways – the distinction wrought by moral and/or scientific discourses shaped by notions of gender, class, race and nationality. In the contrasting representations of professional and leisure-time walking, one sees a range of definitions of endurance and of arguments for its value; it is these that provide a beneficial perspective from which we may consider endurance sport in the current context. Sources for the paper included accounts of pedestrianism from North American and British training manuals, newspapers and magazines.

Planning for Distance Running

Jim Denison, University of Alberta, jim.denison@ualberta.ca

According to the leading periodisation theorists in track and field (Bondarchuk, 2010; Matveyev, 2004; Verkhoshansky, 2007; Viru, 2009), a well-designed training plan is central to the development of successful athletes. More specifically, these authors have argued that an effective training plan must be systematically organized to bring about its intended training responses. This requires the efficient management, control and discipline of athletes' bodies through a variety of specialized training practices based on such sports science principles as adaptation, load and recovery. While many of these training practices have proven to be effective in helping athletes reach peak condition, sports scholars working from a Foucauldian perspective (e.g., Barker-Ruchti & Tinning, 2010; Chapman, 1997; Denison, 2007; Heikkala, 1993; Johns & Johns, 2000) have demonstrated that too strong a reliance on systematic training practices can objectify and normalize athletes' bodies and lead to problems such as burnout, injury, dropout, and under-performance. In this paper, I draw on Foucault's (1995) analysis of disciplinary techniques in order to offer a number of practical suggestions related to planning distance runners' training that can help counter these problems.

Evolved to run? Considering and Critiquing Ultrarunning's "Evolutionary Argument"

Fred Mason, University of New Brunswick, fmason@unb.ca

In Christopher McDougall's (2009) bestseller Born to Run, he waxes over the natural running abilities of the Tarahumara Indians and the way they run "like their ancestors." Biologist Bern Heinrich's book (2001) on ultrarunning was originally entitled Racing the Antelope, indicating how it looks to evolution for explanations of human behavior. The notion that humans have a natural ability or need to run, and that it is part of evolutionary heritage dating back to literally running down food, is widespread within popular culture and distance running circles. In ultrarunning, the discourse is powerful enough that it approaches what I call the "evolutionary argument." This paper considers and critiques this ethological perspective. Part of its appeal is that it offers a "scientific" reason for engaging in an activity that non-runners cannot comprehend – an answer to the inevitable "Why?" question that most ultrarunners regularly face. More critically, beyond being overly simplistic and biologically determined, it masks fundamental inequities in social class and race within running. It also taps into the "natural running" and barefoot running movements, promoting physical activity and spiritual health, while also playing into the remaking of the running shoe market.

Ultrarunning: Spatial Practices, Representations and Complex Notions of Health

Maylon Hanold, Seattle University, hanoldm@seattleu.edu

Following from Van Ingen (2004), I consider ultrarunning as a 'therapeutic landscape' via Lefebvre's three-pronged conception of space. Specifically, I examine notions of health within ultrarunning via spatial practices, representations of space and spaces of representations (lived space). First, I examine ultrarunning spaces as specific sites of practices that create continuities in which 'commonsense' understandings of health in ultrarunning emerge. Next, I show how the various representations of space within the ultrarunning community differentiate experiences and stratify ultrarunning bodies, giving rise to different conceptions of health. Finally, I present the various ways that ultrarunners negotiate and appropriate the perceived and conceived spaces in the lived space at the micro level. Such an analysis reveals that ultrarunning spaces are nuanced and offers insights into the ways in which this particular endurance space simultaneously supports and challenges values of healthism, giving rise to complex identities.

SESSION 4: Thursday, 8 November: 2:30 - 4 pm

Thur 8 Nov 2:30-4pm Sport in the Lab Organizer: Kass Gibson Moderator Ted Butrym Storyville I

What's he building in there? An investigation of the techniques of human performance laboratories and technologies

Kass Gibson, University of Toronto, kass.gibson@utoronto.ca

This presentation draws on data from a completed ethnographic project undertaken in high-street gait analysis "laboratories" in the United Kingdom and reflects on a nascent ethnography of human (high performance) physiology laboratories in North America. Particular attention is paid to theorising the relationship between biology and technology as technique (Ellul, 1964) in order to critically interrogate the recursive structuring of technology, science, physical cultures (and the bodies therein), and how this informs our understanding of life itself (Rose, 2007). In doing so, this presentation links the scientific and social in order to better understand and appreciate the sociological significance of the empirical and material happenings, products and practices of human performance laboratories and technologies.

From the Clinic to the Rulebook: The development of 'Hyperandrogenism Regulations'

Sandy Wells, University of British Columbia, cassandra.wells@gmail.com

Sex testing in women's sport has become a hot topic in recent years due to the 2009 controversy surrounding South African track star Caster Semenya. In the wake of this controversy, track and field's sport governing bodies (the IOC and IAAF) met with experts in atypical sex development, to get advice on how to deal with "ambiguous gender cases". Drawing on experts in genetics, endocrinology, and clinical psychology/psychiatry, the IOC and IAAF developed new sex testing policies based in the rhetoric of health – the so-called 'hyperandrogenism regulations'. This paper offers a synopsis and critical reading of the movement of bioscientific knowledge from the clinic to the rulebook and argues that although presented as a way to make gender verification practices more scientifically rigorous and therefore more ethical, using sex testing as a health intervention continues to displace the cultural imperative of unambiguous gender onto the bodies of certain female athletes.

'Laboratory Life': (Visualizing) Technologies at Work in Kinesiology

Jennifer Sterling, University of Maryland, jster@umd.edu

Inspired by Latour and Woolgar's (1979) Laboratory Life: The Construction of Scientific Facts this paper will discuss the possibilities for Science and Technology Studies (STS) approaches in the Sociology of Sport. In particular, I will explore how the development and utilization of lab ethnographies in STS has or could be applied within Kinesiology to heighten transparency and provide a better understanding of the knowledge- and world-making (Haraway, 1997) practices that occur in the various experiment and lab-based cultures that largely construct this interdisciplinary field. Next, I will examine recent lab ethnographies that focus on visualizing technologies such as MRI (e.g. Joyce, 2008) and PET (e.g. Dumit, 2003), and question the objectivity of these technologies and the 'persuasive' images they produce. I will then finally discuss the visualizing technologies 'at work' in the labs of physiologists, biomechanists, cognitive motor behaviorists, psychologists, and (even) sociologists within Kinesiology departments, and the need for a closer and more critical examination of how active bodies and human movement(s) are imaged and imagined in particular ways and places.

Thur 8 Nov 2:30-4pm Coaching Cultures and Discourses Organizer: Jim Denison Storyville II

The Playbook on Facebook: Coaching the Cyber-Athlete

Justin M. Lovich, Florida State University, jml10r@my.fsu.edu

The movement toward a hyper-commodified sports industry has brought about altered roles and responsibilities of coaches. Historically, a coach has primarily been tasked with managing and disciplining physical bodies; to maximize the physical outputs associated with a particular athletic endeavor. In order to protect the commodified brand of sport organizations, however, coaches today are often tasked with "producing" athletes that are at once capable of elite-level performance and simultaneously able to articulate, if not embody, the corporate discourses within which that body is made to align. Drawing upon several recent cases from intercollegiate athletics, I consider the ways in which coaches and administrators regulate the productions of the performing and embodying athletic self through the social media use of student-athletes. I point to the ways in which the advent of social media has altered the landscape of the coach-athlete relationship, a re-location from the playing field to spaces of the [cyber]-self and digital subjectivity. In addition, I look at how communicative action in these spaces—spaces promising new forms of digital liberation—produces new forms of athlete subjugation. In concluding, this paper explores new forms of discipline, often over-determined by the purchase of athletic cyber-citizenship and the branded market-subject.

Now what? Modifying technologies of discipline to transform coaching practice

Brian Gearity, University of Southern Mississippi, brian.gearity@usm.edu

Drawing upon the work of Foucault, coach educators have demonstrated how technologies of discipline (i.e., the control of time, space, flow of activities, along with hierarchical observation, normalizing judgment, examination, and the panopticon) may lead to docile athletic bodies. While docile bodies are "subjected, used, transformed and improved" (Foucault, 1977, p. 136), it is also a state that is problematic for performance, and may include athlete's loss of identity, motivation, performance, exercise technique, and conflict in the coach-athlete relationship. Foucault suggested that disciplinary technologies, supported by a scientific understanding of the body and economic principles of production and efficiency, were so powerful and subtle that most coaches would be unaware of operating in any other way. As a result, dominant ways of knowing and doing limits coaches' ability to think critically and to develop possibly more effective practices. Coach educators are at a critical point of taking Foucault beyond critique to showing how to coach differently. Thus, the purpose of this paper is to show how one coach struggled within relations of power-knowledge to modify technologies of discipline in order to transform coaching practices. Data is drawn from the coach's 10 years of experience as a strength and conditioning coach, and an ongoing full participant research project as a high school football/strength coach.

Equity and Diversity in Coaching

Leanne Norman, Leeds Metropolitan University, UK, L.J.Norman@leedsmet.ac.uk

This study focuses upon the qualitative experiences of five sports coaches in the UK regarding the training they receive related to issues of equity and diversity, and how this then impacts gendered relations and practices within the profession. Coaches play a significant role in reproducing social inclusions and exclusions in sport through the manner in which they are educated. However, beyond stating the importance of social justice training for coaches no empirical research exists that evaluates this component of the UK coaching curriculum. This critical feminist inquiry will offer findings as to how the coaches experience gender relations within their profession; present coaches' definitions and perceptions of equity issues within their coaching practices; explore their experiences of equity training and how this has changed their coaching practices and philosophies; and communicate coaches' evaluations of what additional support and education is needed to help them to be more equitable in their practices.

Does changing the leader, change the attitudes? A case study of a women's volleyball team.

Thomas J. Aicher, University of Cincinnati, Thomas.aicher@uc.edu, Janelle E. Wells, Florida State University & Melissa Rosely, University of Cincinnati
Coaching succession and dyadic leader-member relationships influence team performance (Ehrhardt et al., 2006). Leader-member exchange theory suggests the dyadic relationships are based on similarities between two individuals (Allinson et al., 2001). Aicher and Sargas (2009) found evidence to suggest a change in head coach from a male to a female slightly increases team performance measures. The current literature has largely ignored individual level behaviors and attitudes that may impact performance. Therefore, this investigation centers on determining the impact a change in leadership has on student-athletes' behavior, attitudes, and perceived overall performance. Specifically, we interviewed members a volleyball team whose coach recently changed from a male to a female to determine the impact coaching stereotypes and attitudes towards women coaches may have on a team's performance. A full discussion of the results will be provided during the presentation.

Thur 8 Nov 2:30-4pm

Sport, Animals, and Society Organizer: Michelle Gilbert, Moderator: Melanie Sartore-Baldwin

Storyville III

The Horse As An "Enabler" In Horseback Riding – The History Of Therapeutic Horsemanship

Susanna Hedenborg, Malmö University, Sweden, susanna.hedenborg@mah.se

The purpose of this paper is to explore and analyse the history of therapeutic horsemanship in Sweden. Sports used as therapy have a long history. This paper will focus on therapeutic horse riding since WW2 up until today. Therapeutic riding started in Sweden in the late 1950's, influenced by the Olympic rider Liz Hartel (Hedenborg 2009). Today therapeutic riding is the largest sport for disabled. The number of horse has grown significantly in recent years (Hedenborg 2011). The growth can be connected to the fact that horses are important in new ways related to the unique partnership forged between horses and humans. In this paper exploring questions like when were the organisation for therapeutic riding established; how many people have been and are members of the organisations, who - sex, age and social class - is a member; and what kind of activities are offered in the organisations will be posed and the results will analysed from a gender perspective as well as a perspective in relation to disability research and the post human turn.

Necropsian Nights: Divisive Horse Play At The Calgary Stampede

Kevin Young, University of Calgary, kyoung@ucalgary.ca

The Calgary Stampede and Exhibition has enjoyed more than a century of support, recognition and prestige and, as a corporate juggernaut, has never been faster, stronger, or richer. But the legitimacy of this self-declared 'Greatest Outdoor Show on Earth' is increasingly undermined by the routine injuries incurred by many animals, none more so than the equine 'competitors' in the Stampede's crown jewel – chuckwagon racing. Few social issues divide Albertans quite like the matter of whether, and how, horses should be used for public entertainment in this modern-day chariot race that kills horses occasionally, and injures them frequently. Underscoring the usefulness of figural sociology, this paper considers the role of the popular media in disseminating 'horse play' standpoints in an increasingly heated social debate between traditionalists, activists and proponents of change. At the center of this debate is the thorny question of how humans should treat their equine companions, and whether the techniques of neutralization that have been used to rationalize risk, pain and death at this revered cultural festival are as compelling as they once were in a contemporary Canadian culture apparently increasingly sensitive to the use, and abuse, of animals.

Fletcher Street Stables

Katie Dunn & James Gillett, McMaster University, gillettm@mcmaster.ca

The intersecting politics of class, race and gender figure prominently in the sociology of sport literature. Studies that explore the intersection between sport and animals, however, tend to either obscure or ignore social relations that structure such activities and practices, especially with regard to race and class. Equestrian sports, in particular, carry the not unfounded aura of economic privilege and ethnic homogeneity. Yet, early modernism grew out of an inter-dependent social, economic and cultural relationship with horses in urban and rural settings that cut across gender, race and class divisions. Though not always very visible, individuals and communities with a history of cultural practices with horses – that often include an element of leisure or sport – continue from this early era both as remnants as ongoing late modern projects. This paper examines the political ontology of one such socio-cultural remnant, The Fletcher Street Stables in Philadelphia, USA. Once linked to a series of urban riding stables throughout the early history of Philadelphia, Fletcher Street is a small series of stables located in an inner city primarily African American neighborhood. Currently riders participate in a variety of equestrian activities including racing in a local park and teaching children and youth at risk about riding, horse care and stable management. This analysis discusses recent controversies regarding the appropriateness and benefit of the stables in an urban setting.

Young Equestrians: The Horse Stable As A Cultural Space

Michelle Gilbert, McMaster University, gilbermp@mcmaster.ca

Girls and young women have become overrepresented as members of youth riding organizations and in amateur equestrian sport when compared to boys and young men. This paper aims to better understand: (1) the experiences and life trajectories of women who grow up participating in competitive horse sports; and (2) the way social class and gender relations are understood, embodied, reinforced, and / or challenged through involvement in the sport. It draws on the experiences of former members of the Canadian Pony Club. It explores the experiences of young women in equestrian sport by employing a retrospective mixed method approach, including semi-structured interviews, a survey and secondary data collection. Theoretically, this paper derives direction from Bourdieu's (1978) work on the practice of cultural reproduction and Haraway's (2003) conception of "natureculture". Whereas a vast majority of other sports, physical activities and leisure sites are saturated with hegemonically male ideologies and practices, this paper examines how the physical culture of equestrian sport is one wherein young girls are structurally and culturally able to explore a range of femininities.

Thur 8 Nov 2:30-4pm

Gendered Sport in Space and Place

Organizer: Giovanna Follo

Mahalia Jackson A

Relative Success in D.C.: WNBA Mystics and WUSA/WPS Freedom

Claire M. Williams, St. Mary's College of California, cmw9@stmarys-ca.edu & Sarah K. Fields, Ohio State University, fields.214@osu.edu

One strategy suggested to bolster support for women's professional sports is to host teams in second-tier cities with little other competition for sports fans' attention. This strategy has not proven needed in the case of Washington, D.C. Although the Washington, D.C. metropolitan area boasts five major men's professional sports teams, its women's professional teams, the WNBA Mystics and the now defunct WUSA/WPS Freedom, all have been, or were, league leaders in attendance. Using media representations of the Mystics and Freedom, this relative success will be analyzed in terms of its relationship to place (i.e., Washington, D.C., in which historically a majority of its residents have identified as racial minorities), as well as to the space that women occupy in the American sporting landscape as professional basketball and soccer athletes.

In a Liminal Space? Female Hockey Athletes and Negotiation of Place

Danielle DiCarlo, University of Toronto, danielle.dicarlo@utoronto.ca

Thinking about space and its political, cultural and social underpinnings have become a concern for current social and cultural theorists. We know that space plays an important role in the experiences of athletes and how athletes come to know themselves within specific sporting spaces (Vertinsky & Bale, 2004). To fully understand the experiences of athletes, then, a spatial analysis of their experiences is warranted. While there have been studies examining how female hockey athletes negotiate their sense of gender when involved in a traditionally masculine sport (DiCarlo, 2010; Theberge, 1995; 1997; 1998; 2000), we know very little about how female athletes, who have played on both male and female teams, negotiate these two hockey spaces. In this paper, I will examine how women understand and (re)produce the spaces they take up as hockey players who have participated on both male and female teams and how they come to negotiate the transitional spaces between male leagues and female leagues. Drawing from field notes and interviews (N=3) with female ice hockey players, I consider how the space between male and female hockey thrusts women into liminal zones. Focusing on the socially produced and interpreted nature of space and on space as conceived, perceived and lived (Lefebvre, 1991), preliminary findings illustrate that hockey spaces for 'crossover' women are embedded in dialectical struggles of power, negotiation, agency and resistance.

Let's get ready to (see women) rumble! Twitter reactions to the introduction of women's Olympic boxing in 2012

Heather A. Muir, Bowling Green State University, hmuir@bgsu.edu & Andrew L. Goldsmith, University of Southern Mississippi, andrew.goldsmith@usm.edu

Women competed in every Olympic sport for the first time during the London 2012 Olympic Games. Boxing has long been viewed as an engendered sport that exemplifies masculinity yet does not characterize traditional notions of femininity (Hargreaves, 1997; Messner, 1992; Wacquant, 1995). The inclusion of women boxers in the Olympics provides an opportunity to examine the boxing ring as a sociological space within the sports landscape where beliefs about gender and sports intersect. This study focuses on the public's reaction to the addition of women's boxing to the London 2012 Olympic Games as expressed by posts on social media. The use of Twitter as a micro-blogging application allows people to share information, thoughts, and opinions about events in real time with other users and can be a helpful tool for conducting research in the social sciences (Ovadia, 2009). A grounded-theory approach (Strauss & Corbin, 1990) was used to analyze tweets related to the women's boxing competition during the London 2012 Olympic Games. The researchers identified themes that indicated social media users' thoughts about the boxing ring as a gendered space and whether they supported the inclusion of women's boxing in the Olympics.

The Online Martial Arts Environment: What you would find in the electronic yellow pages

Giovanna Follo, Emporia State University, gfollo@emporia.edu & Anna Honas, Independent Researcher

The female martial arts practitioner, more than most women in contact sport, challenges gender norms. She challenges the victim role that has been so "naturally" been given to women. Unique to the female martial artist is the fact she, in most circumstances, participates in a male space. To begin investigating the female martial artist, the general environment that most will face when searching for a studio and style to practice needs to be determined. An internet search was conducted in the United States to understand what general environment exists for women searching to practice the martial arts. The data collected included the sex of the head instructor, state and type of classes offered. The analysis of this information indicates that women entering the martial arts still must deal with a male dominated space.

Thur 8 Nov 2:30-4pm

Active Embodiment I: Self-Reflexivity and Research Act/s

Mahalia Jackson B

Organizers: Joshua Newman & Michael Giardina

Power Plays, Penalties, & Poverty: Physical Cultural Studies, Embodied Research, and "Inner City" Floor Hockey

Jordan Koch, jrkoch@ualberta.ca, Jay Scherer & Nicholas L. Holt, University of Alberta

There has been renewed attention to the role of the body in a politicized and radically contextual Physical Cultural Studies project (Giardina & Newman, 2011; Silk & Andrews, 2011). In this presentation, we examine the tensions of our own embodied research practices as part of a two-year ethnographic study of the experiences of low-income (often homeless) young men who play and move their bodies—bodies that bear all of the usual physical and 'hidden' injuries of class (Sennett & Cobb, 1972)—in weekly floor hockey games in Edmonton's proverbial 'inner city'. These weekly sporting opportunities were introduced by local health workers over a decade ago as part of a broader sport and leisure-based intervention/ corrective aimed, in part, at reforming Edmonton's urban 'underclass', one that is decidedly Aboriginal. We begin by contextualizing the ball-hockey program and, indeed, our research project, in relation to the expansion of social inequality in Canada and the sheer growth of the number of 'disposable bodies' of Canadian youth in the neoliberal era. In what follows, though, we provide a reflexive account of the use of our own politicized bodies as white, male, middle-class, 'healthy/able-bodied, critical scholars (from a Faculty of Physical Education and Recreation) as principle forces of the embodied research act.

Roads Worth Travelling: A Multi-Vocal (Auto) Ethnography of Embodied Critical Pedagogy

Jesse Couture, Carly Adams, carly.adams@uleth.ca, & Jason Laurendeau, University of Lethbridge

This paper aims to contribute to an emerging body of literature by considering "[embodied] critical pedagogy as a strategy of Physical Cultural Studies" (King-White, forthcoming). Employing multi-vocal, narratives to examine the ways in which embodied research acts are interwoven with methodological (self) reflexive interrogation, this paper describes two separate pedagogical experiences wherein the body in movement is constructed as a site of epistemological, social, political, and corporeal inquiry. Narratives of student/research assistant and instructor/research advisor are placed in conversation to critically examine pedagogical moments as actively embodied learning in and out of the classroom.

"To Join the Black Parade...": Dis/Embodyed Research Acts, (Un)Troubled(?) Conscience, and the Cultural Pedagogy of Everyday Spectacle

Michael D. Giardina, Florida State University, michael.d.giardina@gmail.com

This presentation is an (auto-)ethnographic accounting of and engagement with 'everyday spectacles' as revealed in and through the LA Live/Staples Center entertainment district in Downtown Los Angeles. On the surface, it seeks to shed light on the 'unseen' ideological forces (of capital, of surveillance, etc.) at work in the themed environment and the impact such forces have on the consumer-fan-subject(-flaneur). Yet more than that, and following Kien's (2009) argument that "any actual perceivable 'crisis' is duly ontological, within oneself and one's perception of one's own sense of being in the universe" (p. 13), it seeks to unravel my researcher subjectivity (and biography) within and against such a project, drawing from both my 'field notes' as well as technographic musings in text messages, Facebook posts, and the like to illustrate this dynamic.

Hung Out to Dry: Sweat, Ashtanga Yoga, and 'Fluid' Culture

Michael Atkinson, University of Toronto, michael.atkinson@utoronto.ca

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

Thur 8 Nov 2:30-4pm

Diaspora and Transnationality in Sport Spaces

Organizer: Janelle Joseph

Jelly Roll Morton

Approaching virtual transnationality: Surfing through spaces and places

Sarah Corner, University of Waikato, New Zealand, sbc5@waikato.ac.nz

This presentation is an autoethnographic voicing for people who live lives stretched across borders. Surfers make up a global travelling diaspora that move beyond physicality and into the virtual, imagined and emotional. My research utilizes the conceptual schema of transnationalism as a framework for analysing how lifestyle sports such as surfing reflect broader issues of identity construction and maintenance. I focus on how various surfing identities congregate in a small transnational community in New Zealand as 'transnationality' is understood and representative of all those participating in transnational spaces, 'locals' and 'visitors' alike. All surfers in this small transient community are viewed as contributing to the creation of space and help to/hinder surfers' experiences and belonging. Because of this, transnationalities and identity construction in space(s) are not viewed in terms of simple binaries. In line with Brubaker & Cooper (2000) who question, "if identity is fluid, how can we understand the ways in which self-understandings may harden, congeal, and crystallize? If it is multiple, how do we understand the terrible singularity that is often striven for and sometimes realized?" Here, I show how a 'transnationality approach' can enhance our understanding of contemporary lifestyle sports participants and how meaning is made through the eyes of those who surf.

Beyond a Boundary Revisited: Place, race and identity

Ben Carrington, University of Texas at Austin, bcarrington@austin.utexas.edu

In this presentation I outline a number of themes from an ongoing 15 year ethnographic project looking at the role of sport in the production of racialized and gendered identities. Specifically, I draw upon a study of a black Caribbean cricket team in the north of England and the ways in which cricket has served as a form of cultural resistance against white racism and as an important diasporic space of "home making". The paper highlights the significant changes in the demographics of the club, the local black community, and more widely within British society, that have marked the period between the initial research in the mid 1990s to my return to the field during the summers of 2011 and 2012. The result is a unique "ethnographic revisit", covering three decades and two centuries, that offers a powerful insight into the cultural politics of place, race and identity.

From race to ethnicity: A critical analysis on the underrepresentation of Asians in sport

Kun Soo Shim, ksshim81@hln.tamu.edu & Akilah Carter-Francique, afrancique@hln.tamu.edu, Texas A&M University

According to the United States census Bureau (www.census.gov), the Asian population is dramatically growing (from 3.8 percent by 2010 to 8.0 percent by 2050); and among this number, many Asians are involved in sports. In light of this reality, Asians, as a racial group, are underrepresented in leadership positions of sport organizations (e.g., NCAA, WNBA, MLB, MLS) (Lapchick, 2011). Determining the rationale behind this fact is unknown, as there is a dearth of research examining Asian participation, representation, and experiences in the sporting contexts. Research that is available often characterizes Asians as a homogenous group, or race, as opposed to a heterogeneous group, reflective of the various ethnicities and nationalities (Teranishi, 2002). Moreover, research on Asians in sport consists primarily on marketing promotions and strategies; and often presented from a British perspective. Therefore, the purpose of this conceptual paper is threefold: a) to distinguish between Asians as a racial and ethnic group, b) to explicate how homogeneous analyses affect the underrepresentation of Asians in sport organizations, and c) to provide a critical theoretical understanding (e.g., Asian Crit) to aid in addressing the underrepresentation of Asians in sport organizations in the U.S.

Thur 8 Nov 2:30-4pm

African American Experience

Moderator: (TBA)

Sidney Bechet

Feminism, Race, and Role: Cheerleading in Place

Chelsea Johnson, University of Southern California chelseamej@gmail.com

Spelman College, a historically Black college for women, encourages its students to think critically about black women's intersectional oppression. However, suggestive performances by Spelman women in extracurricular activities at neighboring all-male and historically Black Morehouse College seem to contradict Spelman's feminist rhetoric. Using the Morehouse College cheerleading squad as a case study, this research seeks to understand how Morehouse cheerleaders negotiate being students in a feminist curricular space with employing provocative movements in extracurricular sport. A content analysis of songs used in the Spelman College and Morehouse cheerleading environments, individual interviews with Morehouse cheerleaders, and ethnographic participant observation on the cheerleading squad reveal the complexity of being at the intersection of social spaces with contradictory expectations. Research suggests that Morehouse cheerleaders seem to only partially internalize the feminist ideologies that Spelman College promotes. Cheerleaders engage in face-work to maintain reputations that are reflective of the way they see themselves by displaying athletic skill on the sidelines and engaging in academic and philanthropic activities off of the court. Interviews also revealed the difficulty in defying hip hop dance aesthetics, even in spite of differing norms in both the broader cheerleading and Spelman College communities.

Dancing with Whiteness: African Americans, Sport and "The Illegal Use of Black Culture"

Vernon L. Andrews, San Jose State University, vernon.andrews76@gmail.com

Black individuality and expression in sport and society challenge behavioral rules centered on traditional white codes of sportsmanship and inconspicuous social conduct. Where humility and mild-mannered celebratory decorum (and clothing) are the norm, black – and some white athletes – have chosen to cross the social boundary and express individuality on the fields and places of play. In this paper I compare and contrast black male and female athletes and their choices of bodily artifacts – hairstyles, clothing and otherwise expressive acts – as a form of control over personal space and the bodily "place." Athletes have no control over where they are told to compete, the stadia/places where they "work," or their choice of teammates or mandatory uniforms. The one area of athlete entrepreneurship in their work-place is the space of their bodies; some men and women choose to use their personal space to promote their own brand of uniqueness and individuality – which I contend has racial/cultural/gender differences, complexities, contradictions and public contestations.

The Ponzi Scheme of Sport and the African American Athlete: Mis-integration, Mis-education, and Mis-identification

Martin Smith, The University of Texas at Austin, mpsmith20@gmail.com

The reintegration of baseball and the Brown v. Board of Education case are eerily similar. Through analyzing both events with critical race theory and Bourdieu's habitus, seminal issues for past and contemporary Black male athletes are illuminated. In addition, light is shed on why most Black males do not take a political stance in sports. Athletics are portrayed as a pure form of expression that is free from discrimination and racism as well as a vehicle for Black people to make a living off of pure talent. However, the reintegration of baseball and the Brown v. Board of Education case reveal that Black success is not always about ability but temperament, and this notion of freedom from racism is a farce. The portrayal of athletics being a viable option for Black men to make a living is a Ponzi scheme. There is an extremely small opportunity to play sports on a professional level. The inaccurate portrayal of the reintegration of baseball causes many Black males to exert a lot of time, energy and effort and essentially buy into the Ponzi scheme.

Institutional Barriers and Self-Handicapping Behaviors of Black Male Student-Athletes

Rebecca Allen & Gary A. Sails, Indiana University reballen@indiana.edu

Catalysts for Underachievement in the Classroom: The research and subsequent paper leading to the creation of this presentation analyzes causes for academic underachievement of African American male student-athletes. Concentrating on academic barriers as well as self-handicapping behaviors in which the student-athlete engages in. Utilizing common theoretical approaches, a better understanding for the causes and catalysts leading to poor academic performance is obtained. The presentation itself takes a closer look at key factors affecting the academic success of Black Male Student-Athletes. A two-pronged approach investigates institutional barriers such as professor and peer stereotypes, under-utilization of support services, lack of social integration, and athlete exploitation by the University. The presentation then focuses on engagement by the individual in self-handicapping behaviors including entitlement mentalities, unrealistic dreams and goals, dumbing down and utilization of the "cool pose", as well as poor decision making (i.e. drinking, drugs, and promiscuity).

SESSION 5: Thursday, 8 November: 4 – 4:30 pm

POSTER SESSION (during Afternoon Tea break) – 11 Posters

Support for LGBT equality in the workplace: A multilevel model

E. Nicole Melton, nicolemelton@gmail.com & **George B. Cunningham**, gbcunningham@tamu.edu, Seattle University and Texas A&M University

To date, most of the literature on support for LGBT equality in the workplace has recognized the need for ally support, but limited research has examined which individuals are more likely to endorse LGBT inclusion and what factors facilitate or discourage them from acting as allies in the workplace, particularly in the sport context. To address this potential gap in the literature, the authors present a multilevel model that addresses factors at the macro-level (i.e., mass media, climate for sexual orientation diversity), meso-level (i.e., sexual orientation diversity, presence of other allies), and micro-level (i.e., personality, personal values, attitudes toward LGBT individuals, contact with LGBT individuals, and personal motivations). In addition, the authors differentiate between attitudinal and behavioral support for LGBT equality, and discusses various factors that may encourage allies to engage in more active ally behaviors while working in their respective sport organizations.

Investigating the Educational Legitimacy and Placement of Intercollegiate Athletics in Institutions of Higher Education

Cynthia Miller Veraldo, University of Cincinnati, veraldcm@ucmail.uc.edu & **Brody Ruihley**, University of Cincinnati, ruihlebj@ucmail.uc.edu

Intercollegiate athletics is a prominent feature of American culture and more specifically American higher education. Donald Chu (1985) claims, "in no other country is there a similar proximity between athletics and the formal structure of educational institutions" (p. 35). The spectacle of football and men's basketball, as well as recent scandal in high profile athletics, has caused many scholars to question whether or not intercollegiate athletics fits into the educational purpose and mission of higher education (Clotfelter, 2011; Shulman & Bowen, 2002; Sperber, 2001; Splitt, 2008). Alternatively, this paper discusses and demonstrates ways in which intercollegiate athletics, academic faculty, and the general student population can create mutually beneficial relationships, which increase the educational legitimacy and place of intercollegiate athletics in higher education. The first goal of this poster presentation is to introduce a new way to frame the discussion of the educational role of intercollegiate athletics in the university that focuses on extensive academic-athletic collaboration. A second goal is to generate discussion among scholars of sociology of sport and more specifically intercollegiate sport to provide additional knowledge and advice as the presenters proceed in their investigation. The final goal is to gauge interest in this new framework as well as criticisms of the proposed inquiry.

Towards Advocacy and Research in Physical Activity among Youth in SE Massachusetts

Maura B. Rosenthal, maura.rosenthal@bridgew.edu & **Jennifer K. Mead**, jennifer.mead@bridgew.edu, Bridgewater State University

In an effort to explore ways in which our University and physical education department can address the needs of underserved youth populations in Southeastern Massachusetts, we investigated relevant health indicators, existing sport leadership and physical activity programs, and current models of positive youth development. For example, low income and urban girls are less likely to participate on a sports team during a typical school year (CDC, 2011). The purpose of this poster is twofold. We will provide an overview of our vision for a new research and advocacy center at our university through which we intend to further understand, integrate, promote, and practice Teaching Personal and Social Responsibility and Positive Youth Development. We will propose a series of questions beginning with "what is worth doing in our professional lives?" (Hellison, 2009). Other questions relate to the challenges associated with scholars becoming practitioners. Why is it so difficult, not only for students, but also for faculty to get off the computer and into the gym? Typically, the classroom is the place we teach about sport and physical activity. When we use the gymnasium or the out of doors as our place, how will we be challenged?

Negotiating Feminine and Athletic Identities: Former Athletes' Experience with Gender Role Conflict

Erin J. Reifsteck & Diane L. Gill, The University of North Carolina at Greensboro, ejreifst@uncg.edu

Research suggests that female athletes face the paradox of maintaining femininity while achieving athletic success. Societal heteronormative expectations of femininity often conflict with the "masculine" characteristics that are necessary for athletic prowess. Thus, it is argued that female athletes continually negotiate what it means to be feminine with what it means to be athletic. While research has focused on how current female athletes experience this gender role conflict, this issue has not been examined among female former athletes. The present study examined former athlete's perceptions of societal expectations surrounding femininity and athletics, as well as each individual's self-perceptions of her own identity as an athlete and a woman. Interviews were conducted with five female former collegiate athletes who had graduated within the past ten years. Participants identified very strongly as athletes while in college, but identified much less so presently. Most participants felt that they did not embody societal expectations of femininity while in college, but they identify themselves as feminine more so now. Participants reported that during college their appearance and athletic activities did conflict with other people's expectations of femininity, but they negotiated their athletic and feminine identities differently in college and in their present lives.

The effect of sports participation on personal trust, social trust, and governmental trust

Chanryong Kim, Dongeui University, cksfyd@deu.ac.kr, **Changbeom Park**, Sangji University, spopark@sangji.ac.kr, **Jaehyung Lee**, Korea Maritime University, jhlee3416@hhu.ac.kr

It was recognized that trust can positively solve the various social problems, and therefore many social researches were examined about the way to increase and extend trust among the people. Especially, the people who were to participate in regular sports activities and into the sports clubs can be positive thinking, aggressive attitude, more sociable among the people. In this perspective, this study will examine the effect of sports participation on personal trust, social trust, and governmental trust. In order to achieve the purpose of study, research method will be accepted a questionnaire. The sample of this study will be 450 people, who were participated in sports activities in Korea. The statistical method will be used an exploratory factor analysis, t-test, one-way ANOVA, and multiple regression, and the statistical significance will be $p < .05$.

Influence of human support on exercise self-efficacy of the Japanese elderly

Takeshi Nakayama, Osaka University of Health and Sport Sciences, Osaka, Japan, takeshin@ouhs.ac.jp

Human support and exercise self-efficacy have attracted attention in the interdisciplinary research field of physical activity and sports sciences, in order to increase participation in physical activity. The purpose of the present study was to clarify the influence of human support on the exercise self-efficacy of the elderly. Especially, this study focused on contents of support and subject of influence. The data were obtained from 459 men and women that are extracted at random from 65 years of age or older residing in Fuji City, Shizuoka Prefecture in November 2011. As a first step in analyses, a confirmatory factor analysis was performed to examine both the scale of human support concerning physical activity of the elderly and their exercise self-efficacy. At the same time, the Cronbach alpha coefficient was calculated for each scale and level of health awareness, in order to examine reliability. As a second step, a multiple regression analysis was performed to elucidate the effect of the human support factors (positive and negative) and demographic variables on the exercise self-efficacy of the elderly. As a result, the following points were clarified: 1) There were acceptable levels of factorial validity and reliability for both the scale of human support for physical activity of the elderly and exercise self-efficacy; 2) On multiple regression analysis, positive both formal and informal support and demographic variables indicated significant influences on dependent variable. The present results suggest the possibility of intervention for using human supports in order to encourage participation by the elderly. Finally, with regard to the possibility of physical activity and self-transformation of the elderly in the late modern, was investigated from the viewpoints of Foucault's word 'technologies of the self'. This work was supported by JSPS KAKENHI(21700633).

Do American College and University Students Endorse the Recruitment of International Student Athletes?

Cornell Foo, University of Florida, cfoo@hhp.ufl.edu, **Nefertiti Walker**, University of Massachusetts Amherst & **Janelle E. Wells**, Florida State University

The recruitment of international student athletes (ISAs) by American colleges and universities is at an all-time high (Popp, Love, Kim & Hums, 2010) with over 17,000 ISAs registered with the NCAA for the 2010-2011 season (NCAA, 2010). There are numerous reasons why ISAs are courted but the main reason seems to be to gain a competitive edge within respective conferences (Riley, 1997). However, the presence of foreign students on US campuses may elicit some negative behaviors from domestic students (Lee & Rice, 2007). Therefore, the purpose of this study is to capture the views of the wider American university student population about ISA recruitment. Supported by the neo-racism theory, study 1 explored the initial attitudes and perceptions of the American student population. Participants in study 2 were randomly assigned to one of three groups. Two of the groups were primed and asked to read one of two news articles that highlighted information on ISA recruitment. All three groups took the same 25-item questionnaire. A MANOVA was utilized to analyze differences in attitudes and perceptions based on race, national origin, gender, and athletic status in both study 1 and study 2. Results will be discussed at the presentation.

Academic Clustering In Athletics: A Re-Examination After 25 Years

Robert Case, Old Dominion University, rcase@odu.edu

In 1986, a paper was presented at the NASSS Conference on "academic clustering in college athletics" (Case, 1986) and the first published research article on the topic appeared in 1987 (Case, Greer & Brown, 1987). Over the years, a number of studies, thesis papers, and dissertations have examined the topic. Academic clustering or the grouping of a disproportionate number of college athletes into selected academic majors when compared to the general student population has become a commonly used term in today's world of college athletics. Although previous studies have successfully described academic clustering and confirmed that it exists, very limited attention has been directed at explaining the underlying reasons or causes for academic clustering in athletics. The purpose of this study was to examine the reasons or causes for academic clustering in college athletics with the hopes of identifying and proposing possible solutions. Reasons to be examined include the academic and athletic culture of college athletics, the student-athlete myth, the reality of NCAA academic progress rate (APR) policies, time management demands placed on college athletes, and ethical issues related to money, television revenues, and commercialization found in college athletics today. Proposed solutions to the practice of academic clustering will be presented.

Undermining Sport Media Income

Jarreau Brown, Grambling State University, jarreau.brown1@gmail.com

Internet piracy is the unlawful reduction and distribution of any copyright digital file that can be changed over the hands of the internet (Hill, 12). The growth in internet piracy has largely impacted the sport media industry as the large revenue received for paid programming and public telecast is being robbed from free internet access to sport. The abuse of these illegal links provided by the makers of these sites derives sporting organizations, television companies, stakeholders and athletes of millions of dollars yearly. (Mellis, 2008) Such practices are teaching poor values in society because of the acceptance of streaming sporting events for personal use. In other words, people are stealing. Hackers and numerous individuals with knowledge of computer information systems use online sites to provide links for the public. Some people are unaware that they are stealing. In addition, internet piracy negatively impacts the industry because for-pay programs are being viewed without the purchase. The purpose of this research is to gain an understanding on the impact that internet piracy in the sport industry has on general society. A critical review of academic journal articles and popular media will be analyzed to gain a greater understanding about the impact of piracy on people's values systems.

New Challenges to Media Relations in Professional Sport

Tung-Wei Wu & Kimberly Miloch (Advisor), Texas Woman's University

Due to the growth of communication technology, the media relations practice nowadays is not what it used to be. We outlined current media environment and media practice as well as the influence of new media and global media to identify new challenges to media relations in professional sport. Besides, the change in media consumption pattern and the evolution of traditional media practice are also introduced to depict a clearer picture on the complex of recent sport media relations practice. Finally, we offer constructive, applicable recommendations to help sport media relations professionals reach the media relations objectives in this dynamic, unpredictable media world.

Attitudes and Insights about PED use in Adolescent Track and Field Athletes

Lawrence W. Judge, Ball State University, ljudge@bsu.edu, David Bellar, University of Louisiana-Lafayette, Jeffrey Petersen & Rafer Lutz, Baylor University, Erin Gilreath, Indiana State University & Don Lee, Ball State University

Use of performance enhancing drugs (PEDs) is not just limited to adult athletes, but also includes adolescents. Recently the states of New Jersey and Texas enacted random drug testing of high school athletes. Athletes utilizing unhealthy doping habits at this crucial age may use the substances for longer periods of time raising the potential for negative health consequences. This study examined attitudes and perceptions about PED use in adolescent track and field athletes in the US. A 22-item survey based upon Ajzen's (1991) Theory of Planned Behavior (TBP) was administered to assess attitudes, subjective (injunctive and descriptive) norms, perceived behavioral control, PED use intention, and drug testing attitudes. Additional items designed to assess beliefs and moral convictions related to importance of PED use were also evaluated. The subjects included 268 track and field athletes (15.7 ± 1.4 yrs) participating in national-level competitive track and field. A 3-step hierarchical regression (Step 1: Gender, Step 2: Gender and Attitude Strength, Step 3: Gender, Attitude Strength and Moral Conviction) was employed to determine how study variables predicted intent to use PEDs. Result of the hierarchical regression revealed one significant model ($F = 23.370$, $p < .001$) that explained 16% of the variance in responses for intent to use PED ($r = .400$, $r^2 = .160$) and included in the model control for gender (Beta = .045, $p = .495$) and the significant predictor variable Attitude Strength (Beta = .389, $p < .001$). The third model generated did not improve upon the variance of intent to use that was explained, largely due to the addition of a non-significant predictor moral conviction (Beta = .005, $p = .942$). Results of this study partially support the TBP (Ajzen & Fishbein, 1988), namely that the level of intentions to perform a particular behavior depends on the individual's normative beliefs about the behavior (Ajzen, 1991). Moral beliefs are important determinants of intent as shown in other studies but those results were not concluded from this investigation.

Thursday, 8 November 4:30 – 6 pm

KEYNOTE "SPORT IN PLACE"

STORYVILLE

PANEL ON SPORT IN NEW ORLEANS, POST KATRINA

Organizer: Casey Knoettgen

Panelists: Vern Baxter, Casey Knoettgen & Brandon Haynes, University of New Orleans

If available the panel will also include representatives from the community and media

This first keynote celebrates the conference theme, *Sport in Place*, by grounding itself in New Orleans. The panel of University of New Orleans scholars will conduct a roundtable discussion around the topic of Sport in the City, focusing on the New Orleans Saints as a case study.

SESSION 6: Thursday, 8 November: 6 – 7:30 pm

Thurs 8 Nov 4:30 – 6 pm

PANEL & VIDEOS Action/Sports Videos

Organizer: Chris Cutri

Mahalia Jackson B

This panel will focus on how the surfing community, along with other action sports subcultures, use the medium of film/video via the internet to create meaning and understanding about themselves and how they project this meaning to others.

Panelists/Presenters: Becky Beal and Chris Cutri

Thurs 8 Nov 4:30 – 6 pm

Graduate Panel: Publishing in Academia – The Sociology of Sport and Beyond

Jelly Roll Morton

Organizers: Mark Norman & Emily Houghton, NASSS Graduate Student Representatives

Many grad students feel the pressure of the "publish or perish" mentality that pervades much of academia. This panel brings together two senior scholars and Editors of scholarly journals with two post-docs to discuss the challenges and opportunities facing graduate students with regard to publishing. We are thrilled to have an excellent panel with a tremendous amount of experience in publishing. The panelists will each discuss their experiences and field questions from the audience.

Panelists: Dr. Lawrence Wenner (Professor, Loyola Marymount University), Dr. Pirkko Markula (Professor, University of Alberta), Dr. Janelle Joseph (Post-Doc, University of Ontario Institute of Technology), and Dr. Brad Millington (Post-Doc, University of Toronto).

Thurs 8 Nov 4:30 – 6 pm

Public Policy and Sport Governance in Post-Colonial Nations

Sidney Bechet

Organizer: Jepkorir Rose Chepyator-Thomson

Sport and Solidarity in the Post-colonial Societies: Examining sport and development within Cuban/Zambian relations

Robert Huish, Dalhousie University, huish@dal.ca & Simon C. Darnell, Durham University, UK, simon.darnell@durham.ac.uk

Facilitated by a partnership between the governments of Cuba and Zambia, and subsidized by the Cuban state, several Zambian nationals have, in recent years, lived and studied in Havana at the Escuela Internacional de Educación Física y Deporte (EIEFD) and earned a degree in sport and physical education. In line with EIEFD's institutional norms, these graduates have since returned to Zambia to work in the sport system in various capacities. Drawing on fieldwork in both countries, in this paper we examine the experiences, both personal and professional, of EIEFD grads currently working in Zambia. Set against the institutionalization of sport-for-development (SFD) and the entrenchment of neo-liberal policy in Zambia, we describe the successes, challenges and ongoing tensions in facilitating sport development along these lines of south-south solidarity. The implications, from various stakeholder perspectives, for sport policy, development processes, and understandings of SFD, are discussed.

Sport and recreation policy for small and rural Canadian centres: Immigrant entrepreneurs' contribution

Matias I. Golob, University of Ottawa, mgolob@uottawa.ca

Immigrant entrepreneurs' socio-political impact in small and rural Canadian communities remains an underexplored research topic in the field of sport sociology, particularly sport and recreation policy. Using participant observation and semi-structured interviews, I investigated how 12 ethnic minority immigrant residents of Essex County, Ontario, through the establishment and operation of leisure-oriented ventures, affirm and resist dominant multiculturalism citizenship discourses. Guided by Foucauldian theory, my findings indicate that engagement in the provision of sport and recreation pursuits presents enhanced opportunities for ethnic minority immigrants to actively participate in, and contribute to the civic, social, and cultural spheres of their new communities. Through the establishment and operation of sport and recreation oriented ventures, study participants expressed and shared their cultural heritage, challenged the dominant groups' leisure values, behaviour and practices in their new communities, and fostered community engagement within and outside of their ethnic communities. In this presentation, I will discuss the findings' implications for Canadian sport and recreation policy.

Olympic Distant Running Performances in Postcolonial Kenya: A Critical Analysis

Kipchumba Chelimo Byron & Jepkorir Rose Chepyator-Thomson, University of Georgia, jcheypyat@uga.edu

Kenya's excellent demonstrations in distant running as shown in track and field, road races, marathon, and cross-country define the nation's global stature and prestige. The purpose of this study is to examine the trend of Kenya's Olympic performances starting from 1968 to 2012. Several factors affect track and field performances in post-colonial Kenya. First, the sheer dependency on distance running, as demonstrated at the 2012, London Olympics weakens Kenya's regional and international competitiveness. Second is the lack of coordinated, structured, and long-term developmental programs necessary to achieve consistent performances at the global competitions such as the Olympic games. Third factor is the absence of a written sport policy, which is considered cardinal to the realization of efficiency, competitiveness, and visionary management of sports organizations. Fourth factor concerns limited development and implementation of sport activities in school institutions due to unavailable opportunities for staff training and poor facilities. Implications for the development of sport policy in public and educational institutions, and practical and theoretical considerations for sport development in Kenya will be presented.

Sport in Post-Genocide Period in Rwanda: Policy Perspectives and Issues on Development

Ryan Turcott, University of Georgia

Public policy on sport development in reference to the youth of Rwanda has yet to capture a proper model for both fostering the public trust on positive ethnic relations thus mitigating genocide ideology. Tying in recent experiences of working with several different non-profit and domestic sport organizations on youth sport development across Rwanda and looking at research specifically pertaining to "post-genocidal Rwandan public policy towards sports (1994-present day)", I will discuss the social and cultural barriers facing the country in attaining prosperity for future generations. Much of the information is derived from a 4-month fieldwork study completed across the country and from working with both government and community leaders to assess the current structure of youth sports and its accessibility to the public. I examined the government's efforts and course of action related to youth sport both within the "club" system and also within the "school" system to build sustainable programs, revealing several factors that are hindering and also pioneering the Ministry of Sport's and Ministry of Education's initiatives to develop and maintain youth sports from the grassroots level up. The Rwandan government acknowledges that genocide ideology still exists in secondary schools. Sports activities are essential in bringing unity among Rwanda's youth, helping the country move past the history of violence and hatred among its diverse population.

SESSION 7: Friday, 9 November: 8:15 – 9:45 am

Friday 9 Nov 8:15 – 9:45 am Considering 'place' in how we do our research: Critical discussions on field research in sport Storyville I
Organizer: Dominique Falls|Simon Fraser University, Canada

Maintaining Heritage in Tiger Stadium: The Case for Historic Structure Reports

Patrick Tutka, Adam G. Pfleegor, apflee1@lsu.edu, Chad S. Seifried, Brian P. Soebbing & Kwame J. A. Agyemang, Louisiana State University Tiger Stadium, at the Louisiana State University (LSU), opened in 1924 well before the campus' grand opening in April of 1926. In 1932 and 1937, various expansion and renovation projects prompted by former Louisiana politician, Huey P. Long, emerged as part of a second wave of campus construction. Recently, further renovation and expansion efforts have begun in hopes to be completed before the 2013 – 2014 football season. When sacred sport places undergo renovation projects, it is vital that the preservation of the facility's heritage remains of the utmost importance. In order to accomplish this task, we advocate for the utilization of a Historic Structure Report (HSR). The purpose of this presentation is to propose the HSR as an important component to the maintaining of a sacred sport place by using Tiger Stadium as an illustration. This research methodology on heritage management allows scholars and researchers to understand the culture, social importance and history of sport venues.

Professional Football Players: Where Do I find these People and How do I interview them?

Deana Simonetto, McMaster University, simonede@mcmaster.ca

This paper begins with a discussion on gaining access to public figures, specifically professional athletes. Drawing on my dissertation I discuss the problems I encountered in gaining access to former players and members of the Canadian Football League. Next I discuss the different strategies used to find and access these people. However, gaining access to these individuals is only the first difficulty. The second part of the paper discusses the difficulties presented in interviewing individuals connected to the social world of Canadian football. Drawing on Spector (1980) I discuss the importance of investigating the careers, and lives of these individuals before conducting the interview and how to balance the different perspectives of players, coaches, and players' spouses. I conclude with an overall discussion of why it was necessary to change interview style according to each interview.

Think before you ask: Considerations when collecting data from people with physical disabilities

Joshua R. Pate, James Madison University, patejr@jmu.edu & Robin Hardin, University of Tennessee

Scholarly work in the area of sport and physical disability continues to grow, particularly in a Paralympic year like 2012 when adaptive sport programs receive added attention and spark interest. Data collection for adaptive sport studies, particularly using qualitative methodologies, often must occur in the place where the adaptive sport is conducted. The researcher, then, is presented with considerations of data collection from people with physical disabilities that encompass all aspects of the research process. Considerations begin with designing the Form B for IRB review as the researcher must know that some populations such as those with visual impairments or low vision may not be able to read consent forms. Therefore, IRB language that states participants will read and sign the consent form should be changed to reflect the possibility of the researcher explaining the consent form to individuals without the ability to read it at the time of the interview. Similarly, populations with physical disabilities may challenge the researcher to consider the means of data collection for people with hearing or speech impairments. Place presents researchers with a new set of considerations, as well, whether it be the mountainside for adaptive rock climbing or the court of the Paralympic sport of goalball—one of which may require strength and agility by the researcher, and the other which requires mandatory silence. Place, then, forces the researcher to possess greater awareness of the environment and to build adjustability into the research design. This presentation aims to shed light on the importance of forethought prior to data collection, particularly in studies that involve people with physical disabilities and the places they participate in sport.

Friday 9 Nov 8:15 – 9:45 am WORKSHOP/PANEL Teaching Sociology of Sport Online: Best Practices

Storyville II

Organizer: Erin Reilly, Auburn University Montgomery, ereilly@aum.edu

In this workshop/panel, we will look at best practices in teaching Sociology of Sport online. Teachers of online courses will share their best strategies for engaging students. Innovative technology, assignment ideas, and other strategies will be demonstrated and discussed.

Panellists: Fritz G. Polite, Heather Muir, Thomas Aicher, Kate Russell, Annette Hofmann

Peaymania.com: The local sports bar online

Caroline E. Sawyer, The University of Memphis, cesawyer@memphis.edu

The discussion of virtual communities has harbored much debate. Can a community exist online sans territorial boundaries? And specifically what defines a community? Rheingold (1993) defined an online community, from his experience in an online community, as "social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace" (pg. 5). Baym (1998) takes a more systematic approach to the analysis of an online community using three areas: sources of influence on CMC, appropriation, and emergent social meanings. Peaymania.com is a fan-based online forum, developed in 2005, that focuses on Austin Peay State University (APSU) athletic activities. This site is solely maintained by fans of APSU athletics with the primary purpose being to discuss APSU athletics (Peaymania, 2010). While online sports fan communities are commonplace, Peaymania.com is unique in its online/offline connection. This paper examines the use of place online and its offline connection in order to understand if this site is an online community and how it functions within the sport fandom context.

The Digital Self: Sport fan identity formation in the digital space

Naila Jinnah, Queen's University, Naila.Jinnah@queensu.ca

For younger generations who have grown up along with the development of social media tools, life has always had digital elements. Consequently, there has been a more natural merger of offline and online existence, which has sparked a slew of questions about the process of identity formation and presentation through the use of social networking services. Social media offer an opportunity for fans to decide which identity labels are meaningful to them, and then present only those to the digital fandom world. This possibility of selectivity in our presentation of our self affects the ways in which we think of ourselves and construct our identities. This selection process also allows us to take control of the ways in which we represent ourselves and are subsequently represented by others (boyd, 2007). In this presentation, I will explore how concepts of telecopresence (Zhao, 2005), Stuart Hall's representation theory, and Ervin Goffman's performance theory may affect fan identity formation. By accentuating the links between the offline applications of these theories and their application in the online environment, I will show how these concepts may be extended and adapted to the digital space.

The Language of Warcraft

Darcy C. Plymire, Western Illinois University, dc-plymire@wiu.edu

World of Warcraft, the most popular massively-multiple-online game brings together hundreds of simultaneous players who communicate with each other using multiple "chat" channels. Profanity and blatantly offensive words, like "bitch" and "nigger" are automatically scrambled in chat. However, offensive speech that is sexist, racist, homophobic, and so forth is not censored, in the name of free speech. This paper represents a preliminary content analysis of WOW chat for the purposes of creating a basis from which to theorize the "politics" of online speech.

Friday 9 Nov 8:15 – 9:45 am

WORKSHOP Sport, Islam & Muslim Communities

Mahalia Jackson A

A Workshop for Sport Practitioners/Coaches/Teachers/Educators **Organizer: Samaya Farooq, University of Derby, UK, Someyita@gmail.com**

Academic discussions of Muslims in the sporting context have been gathering momentum over the past two decades. There is now a small, but burgeoning literature that explores the many ways in which Islamic ideologies might impinge upon and affect the sporting participation of Muslim men and women. At a grassroots and elite sporting level, tensions remain, however, over how best to negotiate and reconcile issues of faith in sport. This is particularly true for Muslim communities who are often seen as erecting ideological, cultural and practical barriers to mass participation in sport, physical activity and leisure. This workshop invites practitioners, coaches, educators and researchers to share their experiences and expertise in working with what many continue to classify as a 'hard-to-reach' and 'invisible' population in mainstream sport.

Friday 9 Nov 8:15 – 9:45 am

PANEL Physical Cultural Studies (Debate/ Roundtable)

Organizer: Michael Friedman

Mahalia Jackson B

At the Crossroads in Cultural Studies Conference in Paris in July, 2012, John Sugden, Belinda Wheaton and Alan Tomlinson presented a paper, "Joining the Dialogue: Challenging the PCS Positioning within the Sociology of Sport," in which they responded to the 2011 *Sociology of Sport Journal* special edition on Physical Cultural Studies. They suggested that guest editors David Andrews and Michael Silk implied that the "PCS approach is new and distinctive and possibly superior to other traditions/approaches pre-existing within the Sociology of Sport canon" (p. 234). Additionally, they critiqued PCS as being North American-centric, jargon laden, and politically disengaged, despite its claim to foster political engagement and public intellectualism. As Andrews and Silk sought to engender "a productive dialogue" and Sugden, Wheaton & Tomlinson sought to join it, this panel will continue the conversation.

Panellists: David Andrews, Belinda Wheaton, Michael Giardina, Holly Thorpe, Richard Pringle

Friday 9 Nov 8:15 – 9:45 am

PANEL: Critical Coach Education

Jelly Roll Morton

Do Sociologists of Sport and Physical Cultural Studies Want a Place at the Table?

Organizer/ Moderator Brian Gearity

Prominent coach educators continue to use social and sociological theory to produce high quality research. The effect has been the creation of a new coach education discourse that is complex, highly contextual, and sensitive to ethics. Nonetheless, the coach education literature is lacking in issues related to race, class, gender, economics, disability, and social justice. How does race matter to coaches? Why would coaches be troubled by gender? What does a critical consciousness mean for coaches? In these areas, the sociology of sport and physical cultural studies literature is more robust. Thus, exciting opportunities exist for scholars in these fields to take the coach education turn. Since coaches are extremely influential in the coach-athlete relationship and in the leadership of sport teams and businesses, writing to this audience makes sense. Moreover, writing to coaches and coach educators offers one answer to the enduring question, "For whom do we write?" The time is ripe for more mainstream sport-body scholars to write to coaches. Therefore, the purpose of this panel is to bring together a distinguished group of scholars to explore how mainstream sociology of sport and physical cultural studies scholarship can inform ethical, socially desirable, and effective coaching practices.

Panellists: Jim Denison, Ryan King-White, Becky Beal

Friday 9 Nov 8:15 – 9:45 am

Active Embodiment II: Corporeality **Organizers: Joshua Newman & Michael Giardina Sidney Bechet**

Community and Intimacy through Pain: An Ethnographic Examination of the Mixed Martial Arts Gym

Kyle Green, University of Minnesota, green894@umn.edu

In this talk I examine the significance of pain within the increasingly popular practice of mixed martial arts. In doing so I draw on four years of observant participation in mixed martial arts 'schools' in Minnesota to try to understand the allure of sites where often-affluent men train their bodies in combat skills, learning to strike and grapple, sharing sweat, blood, and bruises. In particular I explore the frequent explanation that "you don't know who you are ... you don't feel alive ... until you get hit." I suggest that pain attracts participants through serving three purposes: (1) it provides confidence in the skills being learned; (2) it provides an avenue to encounter the body as united with clear limits and boundaries; (3) it establishes intimacy between participants, which enables the formation of community within the schools. I argue that an appreciation of these three functions of pain shifts focus away from the manner in which the active body expands outwards or is lost in movement and instead emphasizes the moment when the body retreats in upon itself, becoming a singular mass of flesh and nerves.

Pugilism: An Ethnographic Study of Habitus, Sport, and Ideology

Watoii Rabii, University at Buffalo, watoiira@buffalo.edu

The current project is an ethnographic study of a boxing gym. My hope is that this project will make a significant contribution to the literature and discipline by describing and explaining the relationship between practice, ideology, discourse and the body within sport. The methods of data collection employed include: participant observations and interviews. My data will include audio recordings, field notes, transcripts, photographs and videos. The group involved includes members of the gym and trainers. In this gym boxing is influenced by martial arts. Various aikido and mixed martial arts techniques and principles go into the ideology behind boxing. Redirections, strikes and submissions are integrated into the boxing technique and are taught in the boxing classes and personal training sessions. While this project will deal with boxing, it will also investigate how boxing as a practice is shaped by institutions, specifically what are the practical and ideological influences on boxing?. My focus will not only be on the specific norms of the gym but also how they generalize to other institutions and how the discourse and ideology transferable to everyday life. In other words does this ideology become part of member's habitus or how does this ideology become embodied?

The Body/Mind Place & Time of Actively-Embodied Consciousness as Decolonial Intervention

Kristy Ganoë, Independent Scholar, kganoe@bgsu.edu

This presentation will explore the philosophical and political implications of the martial art aikido's use of actively-embodied consciousness. This theory-work is inspired by an ethnographic study of long-term students of a martial art that explores physical tactics of non-violent conflict resolution. After an extensive period of preliminary research (including personal study of aikido and historiographical contextualization of aikido lore) fieldwork, observations, and interviews (n=15) were conducted at two aikido schools that featured a female owner/head-instructor and a mixed-sex student body. Resulting data was analyzed from a theoretical framework that blended decolonial feminist cultural studies and psychoanalytic linguistics. Study participants discussed engaging constructively with conflicts in interpersonal, political, and structural spheres of their lives by relying on philosophically and kinesthetically sophisticated understandings of links between the personal and the political. The current presentation describes the memetic alchemy through which aikido's transformation of conflict resolution strategies is achieved. Aikido is discussed as an example of meta-ideological reappropriation, a revolutionary tactic discussed by cultural theorist Chela Sandoval (2000). The martial art aikido uses actively-embodied consciousness as a meta-ideological intervention in the epistemological norms of Cartesian Dualism, the foundational folk-philosophy supporting colonial social systems.

SESSION 8: Friday, 9 November: 10 – 11:30 am

Sporting places and the bodies that haunt them I Organizers: Jason Laurendeau & Carly Adams Storyville I

A Generation (In/Ex)pired? Victims of Bhopal, Dow Chemical and Olympic Politics

Rachel Shields, Florida State University, rhs12@my.fsu.edu, Jason Laurendeau & Carly Adams, University of Lethbridge

The sponsorship by Dow Chemical Corporation (DCC), now-owner of Union Carbide Company (UCC), of the 2012 Summer Olympic Games has given rise to controversy over the absence of recognition by the London Organising Committee, the IOC and DCC of the environmental and human disasters that have occurred under DCC and UCC management. In particular, DCC has denied any responsibility for the Bhopal gas leak disaster of 1984; this denial provides an opportunity to explore the ghostly presences upon which sporting places are constructed, and to take up the social implications of the IOC's sponsorship practices and partnerships. The voices, faces, names and memories of those affected by this disaster, whose lives have been publicly disavowed by the perpetrators of their deaths, have been subject to disappearance from the public story of these Olympic games, but their disappearances, when encountered, tell us something about whose lives matter, and whose bodies figure meaning into sporting festivals and sporting relationships in "neoliberal times". In this paper, we draw upon Avery Gordon's work on haunting, bringing the stories of the victims of the Bhopal disaster into conversation with a present that denies their existence, but cannot be entirely reconciled with their loss.

Bike lanes are white lanes!: The role of haunting Black bodies in Portland's gentrifying bicycle infrastructure

Melody Hoffmann, University of Minnesota, hoffm794@umn.edu

Why would a neighborhood be unhappy with the promise on an upgraded bicycle lane? Why are bicycles the root of emerging discussions of gentrification and racism? When the City of Portland and bicycle advocates recently proposed to reconstruct a bicycle lane in the Albina neighborhood, Black residents responded in anger. The city stated vaguely that "safety issues" were the reason for reconstruction. Black residents pointed out pedestrian "safety issues" have plagued the neighborhood for decades. Not until white people began traversing the street on bicycles did "safety" become an issue. In this presentation I argue that the neighborhood's Black residents and its history rooted in Black culture is haunting the reconstruction of the North Williams Ave. bicycle lane. The haunting transpires through the abandoned lots of land that once housed Black businesses, community meetings about the bicycle lane, and the everyday living in Portland. Creating a "not quite right" feeling, the North Williams Ave. bicycle lane has complicated bicycle advocacy's role in urban spaces. More broadly, this case study suggests that bicycle infrastructure is an emerging tool in gentrifying neighborhoods. This presentation is supported by extensive ethnographic observations, historicizing of the Albina neighborhood, and theories on transportation racism and neoliberalism.

Racing Old Hilltop: In Rhythms of Ajection and Belonging at the Neoliberal Racecourse

Mark DiDonato, Florida State University, mad11j@my.fsu.edu

In this paper I examine the spatial practices of Baltimore's Pimlico Racecourse, particularly on Preakness Day. Building on the work of Harvey (1974, 1987, 2001), Andrews, Friedman, and Silk, (2004, 2006, 2011), and others, I first trace the changing demographic and socioeconomic profile of Northern Baltimore, with specifically focus on 'White Flight' out of Pimlico's surrounding neighborhoods. Linking critical historical and political economic theories to ethnographic experiences, I illustrate how governmental agencies and event organizers produce these sportingspaces through various systems of regulation, symbolization, and governance. I argue that in so doing, these intermediaries seek to reconstruct not only the sporting traditions of horse spectacles passed, but the dominant cultural and racial politics that once pervaded the track and its surrounding neighborhoods. Furthermore, I look into the ways in which these subjectifying spatial practices produce not only conditions of consumption, but also good consumer-subjects of the Preakness spectacle. I conclude by discussing how Pimlico-specific performances of middle-upper class whiteness project forward, haunt, and articulate with what others have referred to as Baltimore's neoliberal governmentality (Davies, 2011; Weber, 2002).

Fri 9 Nov 10 – 11:30am **ROUNDTABLE: Sport and Social Media: Inescapable, even in the classroom!** **Storyville II**
Organizers: Leigh Ann Danzey-Bussell, University of West Georgia, lbussell@westga.edu & Brenda Riemer, Eastern Michigan University
The Interchange Group (2006) described the millennial generation as those “born into the world of the internet, cell phones and video games, they are tech savvy with short attention spans.” They are natural multi-taskers and are filled with confidence. So, in order to meet their expectations, teachers, mentors and advisors must adapt and adopt. In an effort to gain insight into student expectations we need only consider the pervasiveness of social media. As a primary means of communicating with the millennial generation, social media has been coined “word of mouth on digital steroids.” And according to Allfacebook.com (2010), college-aged kids (18-24) made up the [fastest growing segment of users on Facebook](#) in 2010. Erik Qualman, author of *Socialnomics* contends, “We don’t have a choice on whether we do social media; the question is how well we do it.” Are you equipped to meet this challenge? What are the implications and expectations of faculty with regard for social media usage? This *roundtable* seeks to identify and discuss the pros and cons of incorporating social media into course expectations and how we embrace this paradigm shift.

Fri 9 Nov 10 – 11:30am **Sport and Gender** **Organizer: Maureen Smith** **Moderator: Annette Hofmann** **Storyville III**

Athletes in the Twittersphere: An Empirical Study of Implications for Traditional Gender Differences in Communication

Kent Kaiser, Northwestern College, kkaiser@nwc.edu

This study uses quantitative content analysis to test the gender-as-culture hypothesis and the social role theory in the cyberspace medium of Twitter combined with the context of sport. An analysis of male and female D-I hockey playoff participants' tweets provides support for the hypothesis and theory. Still, the findings, which variously confirm and contradict past research on communication differences by gender, suggest that the cyberspace medium and sport context might have gender-equalization properties. Females were found to tweet in greater volume; to link more often to videos; to boast more; and to use CAPS, emoticons, and exclamation points in more tweets. Males were found to use more sarcasm, to retweet fans' tweets more, and to express more gratitude. No significant differences were found in retweeting teammates' tweets, linking to photographs, engaging in trash talk, using foul language, or expressing personal emotions.

Women, sports and the blogosphere: Exploring expressions of fandom

Dunja Antunovic, dunja@psu.edu & **Marie Hardin**, mch208@psu.edu, The Pennsylvania State University

The notion of sports fandom is generally built on the ways men understand and relate to sports. In this research, we explore the ways women, who come together in an online place, define and understand sports with the goal of better understanding female fandom. Using Coakley's (2004) framework for conceptualizing sports as a lens, we analyzed the profiles of women bloggers who write about sports in two online communities, BlogHer and Women Talk Sports, to examine their relationship to sports from a feminist perspective. The analysis suggests that women's interest is predominantly reflected, not through consumption of sports as spectators, but through participation and physical activity. Women who are a part of these networks could also complicate dominant ideologies about the role of sports as for many of these bloggers -- some of whom identify as "fans" -- participation is associated with well-being, body maintenance, and self-improvement. This study suggests that women's relationship to sports may challenge the masculine understanding of performance-oriented institutionalized sports.

Not Necessarily “A Guy Thing:” Conversations with the National Football League’s Female Fans

Traci Yates, University of Tennessee, tyates@utk.edu

In 2006, National Football League (NFL) Commissioner Roger Goodell went on record as saying that the league wanted to court women viewers as a major source of new growth, but it was still working out the best strategy to attract them to a traditionally male-oriented competition (Gershberg, 2006). When ESPN launched its “sub-brand” called ESPN W” in the fall of 2010, Eleanor Barkhorn of The Atlantic suggested it would be “a tricky, potentially problematic task to determine what...women want” (Barkhorn, 2010). In similar fashion, Jones (2008) queried, “how is it possible to be both a woman and a fan?” (p.518). The purpose of this research, then, is to explore the experiences of those women who follow the game. Through a narrative analysis of in-depth interviews with self-identified fans of the NFL, I focus on two primary questions: What is the experience of being both female and fan? And further, how are these potentially incompatible identities negotiated?

Fri 9 Nov 10 – 11:30am **Examining Access and Issues in Intercollegiate Sport II** **Organizer: Amanda Paule-Koba** **Mahalia Jackson A**

The “ideal” athletic director: The influence of race, sex and gender role stereotyping on collegiate athletic director positions.

Jacqueline McDowell, University of Illinois, [jmc当地illinois.edu](mailto:jmc当地)

In collegiate athletic departments sex and gender role stereotyping and sex structuring is highly apparent. Managerial stereotypes continue to reproduce the dual notions of think athletic director – think masculine and think athletic director – think male (Burton et al, 2009; Powell, 2012). Leader stereotypes are very influential as the perceived incongruity between the leader role and the female sex and gender role may affect women's advancement into management positions— as a result of barriers imposed by others or women's own self-limiting behaviors (Powell, 2012). Using qualitative interview data obtained from NCAA Division I, II, and III Black women athletic directors, this presentation expounds on the perceived incongruity between Black women's sex, gender and race role/status and collegiate athletic director role, and the resultant displays of prejudicial attitudes, differential treatment, and imposed hurdles to them obtaining and/or succeeding in athletic leadership positions.

It's Magic Really: Title IX Got Rid of Teams But The Teams Didn't Disappear

Ellen Staurowsky, Drexel University, ejs95@drexel.edu

Just a few weeks after the 40th anniversary of Title IX of the Education Amendments of 1972 occurred, an American Sports Council blog posting rather dramatically queried, "When will the fabrications end?" The author was responding to an assertion on the part of Women's Sports Foundation advocacy director and Florida Coastal law professor, Nancy Hogshead-Makar, that "boys aren't being hurt by Title IX". This tension between "both sides" of the Title IX debate has made for good theater over the years. Outrage erupts when sport team cuts are attributed to the requirements of Title IX, whether Title IX was responsible or not. But after the initial impact of a message that injustice has been perpetrated by the demands of Title IX, what is left? What actually happens to sport opportunities for male athletes on college campuses after program cuts occur? Using three cases – James Madison University, Marquette University, and the Massachusetts Institute of Technology – men's programs that were thought to have disappeared from those campuses were found to still exist. The programs are not constituted as they once were as varsity teams, however, they do remain as club sports. Further, the vibrancy of the club sports programs on each of these campuses has expanded over time, suggesting that the perception of Title IX eliminating athletic opportunities for men is founded on an assumption that does not seem to be born out in reality (at least not within the limitations of these cases). Further, there are several aspects of this burgeoning club sport phenomenon that are worth considering within the context of Title IX's perceived threats to male sport experience. First, as athletic programs at the NCAA Division I level have expanded their commercial interest while trimming participation, club sports have filled the void once occupied by subvarsity programs. This is reflected in the fact that NCAA eligibility rules provide for these subvarsity experiences in Bylaw 14.2.3.7, recognizing that if an athlete competes in a club sport when a varsity team in that program is offered, an athlete loses a full year of eligibility. Second, the investment in the athletics infrastructure precludes the total elimination of some athletic teams on college and university campuses without the prospect of cavernous spaces going unfilled and unutilized. The athletic department may have as much of an investment in club sports succeeding on college and university campuses because they become place-holders to maintain athletic department control of space and territory. And finally, in an ironic twist, the Title IX magic wand may not be nearly as destructive as depicted in popular rhetoric. It's magic may lie in the "unintended consequence" of keeping alive a form of college sport that is the most connected to its origins by preserving a place on college and university campuses where students run their own athletic programs, serve as coaches in some cases, engage in entrepreneurship in their own interests, and have the latitude to determine for themselves the rules under which they play.

College sport social responsibility: Advancing gender equity through equitable marketing of athletes

Sally R. Ross, Grand Valley State University, ross1@gvsu.edu, **Vikki Krane & Katie S. Barak**, Bowling Green State University

Corporate social responsibility (CSR) has become increasingly important in organizations and professional sport teams have realized the benefit of engaging in socially responsible activities. Because of its unique position within higher education, we posit that college sport be held to an even higher standard of social responsibility and be a model of good citizenship. At a minimum, athletic departments have a responsibility to behave in ways consistent with university missions, which often promote diverse and equitable learning environments. We illustrate college sport social responsibility (CSSR) by critiquing the marketing of women's sport. Consistent with Smith and Westerbeek (2007), we believe socially responsible sport can minimize or eliminate harmful social effects, respond to societal and stakeholder demands, and embrace an ethical sporting culture. Promoting female athletes in ways that highlight their attractiveness not only is contrary to educational obligations, it belittles their legitimacy as elite athletes and is antithetical to CSSR. Equitable treatment of all college athletes, including responsible production of athletic images, will benefit all stakeholders: all athletes will be respected for their expertise; broader audiences, including young athletes, may be drawn to competitions; and universities will advance equity in sport.

Fri 9 Nov 10 – 11:30am **Sport and Nationalism II: Constructing Trans-National Identities**

Mahalia Jackson B

Organizer: Jeffrey Montez de Oca

Mythscapes, Memory, and Mythology in the Sportscape of Aotearoa New Zealand

Mark Falcous, University of Otago, mark.falcous@otago.ac.nz & **Joshua I. Newman**, Florida State University, jinewman@fsu.edu

As Stuart Hall (1992) has argued, national identities are contested, dialectic, and ambiguously placed between past and future. This paper explores sport as an evocative site through which national remembering(s) can be invoked and (re)entrenched in the present. Specifically, we are interested in how sporting pasts are mobilized in contemporary Aotearoa/New Zealand; particularly at the conjuncture of a faltering 'free-market' economy and (post)colonial identities of/in 'crisis'. We point to various cases that help reveal how the spectre of sporting pasts circulate within national mythologies in selective and politicized ways. Whereas Andrews (1999, 2005) has emphasized this sort of selective (sporting) historicizing as a consequence of contemporary accumulation needs we argue for a deeper understanding of representations of the sporting past as the product of intersecting cultural and political economies.

"They think it's all Dover!": The Sun's narratives and images about the English football team and (re)presentations of English national identity during Euro 2012

John Vincent, The University of Alabama & **Edward (Ted) M. Kian**, Oklahoma State University, edward.kian@okstate.edu

The 2012 UEFA European Football Championship, commonly referred to as Euro 2012, was a mega sporting event held in Poland and Ukraine, between June 8th and July 1st 2012. For the duration of the tournament the performances of the English men's national team generated exhaustive coverage in *The Sun*, England's best-selling popular newspaper. This coverage of the English team both reflects and shapes national consciousness about English national identity. Accordingly, this study examines the ways in which the (re)presentation of the England football team provides insights into the reimagining of Englishness and promotes a particular narrative of the nation. By focusing on *The Sun's* narratives about and images of the English team during the Euro 2012 tournament, this paper will consider the meaning and significance of English national identity at a time of seismic change in the country. The results will be shaped by an inductive textual analysis and key findings will be presented around emergent themes.

"Good Canadian boys": Don Cherry, hockey masculinity, and Canadian nationalism

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When examining Canadian nationalism it is difficult to avoid hockey as an identity marker, whether mythological or not. However, as Adams (2006) notes, hockey is a cultural institution in which certain men are valued more for their contributions than other Canadians. Within this national fabric, hockey commentator Don Cherry has been highlighted as an influential player in the construction of Canadian nationality and as a 'gatekeeper' of Canadian masculinity. 16 years ago Gillet, White and Young (1996) concluded that Cherry and his Coach's Corner segment, a staple of the iconic Hockey Night in Canada television program, represented a symbolic bulwark against the changes taking place in Canadian society. Today, Cherry remains influential within Canadian understandings of identity and culture; yet, few have explored his contemporary significance. Therefore, we explore Cherry's on-air persona through an analysis of all Coach's Corner segments from the 2010-11 NHL season. This research highlights how Cherry continues to construct an idealized hockey (and Canadian) masculinity based on aggressive play, ethnic heritage, and a romanticized concept of honour. It explores how Cherry uses this ideal to marginalize non-conforming players, and hence, non-conforming Canadian men. The implications are discussed in the context of Canadian identity and citizenship.

Right Place, Right Time: The Brooklyn Dodgers and Community Galvanization

Demetrius W. Pearson, University of Houston, Dpearson@Central.uh.edu & **Eddie T. C. Lam**, Cleveland State University, t.lam@csuohio.edu

In 1947 the borough of Brooklyn and its beloved baseball franchise, the Dodgers, became the most controversial sport team in American history when Jackie Robinson took the field. Referred to as the “side door” to the Statue of Liberty (Simon, 2002), Brooklyn’s ethnic diversity, franchise president’s savvy business acumen, and goading by the national black press (Austin, 1997) were instrumental in the integration of Major League Baseball. This landmark event, known as “Baseball’s Great Experiment” (Tygiel, 1983), was a salient moment in American sport and society. Social theorists and historians alike (Davies, 1994; Kahn, 1972) contend that Brooklyn’s heterogeneous amalgamation of clans, villages, and enclaves, comprised of diverse ethnic groups was a factor, as well as its national location, and post-war timing. The late Arthur Ashe (1993) maintained that baseball’s integration could not have occurred 20 years earlier. This socio-cultural and historical presentation will address some of the major factors related to the Brooklyn Dodgers’ success during the Robinson years (1947-1956), including key administrative decisions that both galvanized the community and later alienated fans.

Motivating the unmotivated: Reasoning towards minimal African-American baseball consumption

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Recent investigations have shown a regression in baseball consumption by the African American community (Ogden & Hilt, 2003; “Percentage of Black MLB players”, 2011). In an effort to understand the factors influencing African American baseball consumption, this study investigates the motivational factors African Americans perceive as being absent in the sport of baseball. Utilizing Armstrong’s (2002) Black Consumer Sport Motivation Scale (BCSMS) a sample of African Americans (n = 141) identified the motivational constructs they perceived as being embedded in three sport categories: ‘sport in general’, ‘a favorite sport’, and ‘baseball’. For if African Americans perceive ‘sport in general’ and ‘a favorite sport’ to embrace particular motivational constructs, and perceive ‘baseball’ to reject particular motivational constructs, then scholars can cater their efforts to these contrasting avenues. That is, in distinguishing the differences between these three categories the examination highlights the specific motivational constructs African Americans perceive as being absent from baseball. Using a multivariate analysis of variance (MANOVA), our examination revealed African Americans believe baseball fails to embrace the following motivational constructs: skill, drama, aesthetic value, group entertainment, family value, escape, and cultural affiliation.

Can You Remove the Concept of Dixie from Dixie Youth Baseball by Simply Changing the Name?

Dan Drane, University of Southern Mississippi, dan.drane@usm.edu

Dixie Youth Baseball is considering changing their name to eliminate the word “Dixie.” Officials of the organization believe this will help their marketing efforts as they attempt to grow to other regions of the country. Although this is a step in the right direction, will it really eliminate the racial stigma some associate with the youth baseball organization? After all, Dixie Youth had a racial segregation policy until the 1960’s and only removed the Confederate Flag from uniforms in 1994. Dixie Youth Baseball, then called Little Boys Baseball, was established in 1955 when league directors in South Carolina refused to allow their all-star teams to play against an all-black team from the Cannon Street YMCA in Charleston. It was during the days of legalized segregation, but 61 teams from South Carolina left the Little League organization and held their own state tournament so they would not have to compete against black players. Due to white opposition to integration, the new league spread rapidly throughout the Deep South. In just one year the organization had leagues in six southern states. Today, Dixie Youth Baseball is played in eleven southern states and the organization is looking to expand its reach further. Along with providing a historical review of the founding and growth of Dixie Youth Baseball, this presentation will utilize critical theory to examine the organization’s attempt to diminish racial ideology in their expansion efforts. The author will also critique the organization’s effort to change its image by simply removing Dixie.

Fri 9 Nov 10 – 11:30am Dancing Bodies and Organ Music: Deleuzoguattarian Thought in Sport and Physical Culture

Sidney Bechet

Organizer: Sean Smith **Moderator Brian Gearity**

(Im)Mobile Bodies: Contemporary Dancers' Experiences with Injury

Ariana Bahrer & Pirkko Markula, University of Alberta, pirkko.markula@ualberta.ca

While physical activity is often promoted for its health benefits, injuries are common among athletes, exercisers, and dancers. In this talk, we are particularly interested in how injuries are defined in relation to ‘health.’ We examine this connection using Gilles Deleuze’s work where ‘the concepts of health, illness and medicine are a persistent and recurring concern’ (Tynan, 2010, p. 153). To further analyze the connection between injured bodies and health, we draw from recently completed research that examined contemporary dancers’ understandings of pain and injury.

Can Repetition Make a Difference? A Case for Soccer Games

Alejandro Cerda, Universidad Iberoamericana, Mexico

With the introduction of instant replay since the early sixties, media technology has not only enhanced the value of competition, but it has also achieved a radical change in the way we conceive sports. Referees’ calls and final results have been submitted to it, while unsportsmanlike conduct has been monitored more closely. The focus of this paper will articulate the notion of repetition according to Deleuze and its relation to instant replay as a way of making a difference on such pivotal decisions in sports. However, we will focus on the failure of instant replay to enter the soccer field and take into account the duplication of referees, as FIFA has suggested, as a key to understanding soccer’s lack of this technology. Why has instant replay failed to be introduced in soccer games is not only a political question but also an ethical one. While World Cup games have been decided on failed calls made by referees, decisions which instant replay could have reverted, the results seem to honor the wrong team. This is why we must ask, can repetition make a difference for soccer or would it be stripped away from one of its core elements of enjoyment?

Preserving Spaces of Uncertainty: Bioremediation, Urbanism and the Sport Mega-Event

Amanda De Lisi, University of Toronto

If the urban condition, its architecture, landscape and design, can offer a text to examine, the text of cities is in constant flux. The staging of a sport mega-event will exacerbate this state in the construction of new, ultramodern sporting facilities. More often than not, as the literature will attest, event-related construction will demand the removal of infrastructure (whether natural or wo/man-made) from host cities. The site of a new stadium will be forced to become what McKee (2008) in his article on the local restoration of New Orleans, post-hurricane Katrina, would describe as an “ecological tabula rasa,” a return to the backside of heavily designed, controlled and scripted spaces of everyday life. Even the soil, the mineral foundation of the site, is often in need of careful bioremediation to erase the (so-called) impurities of the past. In their piece entitled, “1440: The smooth and the striated” (1987), Deleuze and Guattari describe striated space as that which is typical of the highly-organized urban environment we (in)voluntarily navigate daily – comprised of orderly, grid-like patterns of rectilinear, tall and grey buildings, networks of closed-circuit cameras, police patrols and private security guards (Malin, 2007). Nevertheless, as Deleuze and Guattari indicate, even the most striated of urban space can create opportunities for smoothness. Graffiti-writing, skateboarding, parkour, littering, pollution and decay: all constitute a rupture, a moment in which we bear witness to the fanatical maintenance of social order and realize our existence as both the steward and co-tenant. Mega-event-led urban renewal – and the barren, derelict and un(der)developed space it will (re)territorialize within our cities – can offer us a moment to envision the world outside the homogeneous and prescriptive nature of our urban environment. And within our current political economic state, it is this moment/space we need.

Three Simulations: Deleuzian Control Societies and Topologies of Temporary Enclosure

Sean Smith, European Graduate School, Department of Biological Flow, sean.smith@rogers.com

Sport scholars have for some time recognized the disciplinary apparatuses and techniques that govern modern sport and its athletic bodies (eg. Shogan, Bale, Smith). In the case of professional and quasi-amateur high performance sport, these enclosed, disciplinary sporting spaces have increasingly been permeated through with a variety of networked information and visualization technologies, both to improve productive efficiency on the field of play as well as to create more spectacular products to be sold on the entertainment markets. In this paper offering a case study of the Super Bowl football game, we explore Deleuze's notion of a "control society" emerging within a "crisis" of the disciplinary enclosure by engaging the concept of "simulation" seen in the works of three other thinkers: Foucault, Baudrillard and Virilio. Enclosure itself is understood as a topological form in the control society, in which regimes of the "visible" and "articulable" serve to govern the folds between outside and in.

SESSION 9: Friday, 9 November: 11:35 am – 1:05 pm

Fri 9 Nov 11:35 am – 1:05 pm

Sport and Space

Organizer: Michael Friedman

Storyville I

Action sport participation in post-natural disaster spaces: The case of Christchurch, Aotearoa/New Zealand

Holly Thorpe, University of Waikato (New Zealand) and Visiting Scholar, Georgetown University, hthorpe@waikato.ac.nz

Natural (and man-made) disasters force us to rethink some of our basic assumptions about space, place, movement, bodies, affect, emotion, identity, belonging, family and friends, and sport and physical culture. In this paper I consider how individuals everyday sport and physical cultural experiences are affected as a result of natural disasters that damage or destroy the spaces and places used for participation. More specifically, I examine the affects of earthquakes on the action sport experiences of local residents via the case of Christchurch, Aotearoa/New Zealand. With insights from interviews conducted with recreational skateboarders, surfers, climbers, mountain bikers and SUPers (stand-up paddle-boarders), I explain how committed 'lifestyle sport' participants (Wheaton, 2004) living in Christchurch before, during and after the 2010-2011 earthquakes adapted their action sport participation in the changing socio-cultural-economic-physical geography. Drawing theoretical and methodological inspiration from recent cultural geography and mobilities literature, I discuss the power of natural disasters for changing the ways we know our own bodies, our relationships with significant others, and the places and spaces of past, present and future sporting pleasures.

The "Bike Friendly City" – An analysis of the policy and popular discourses surrounding cycling in four American cities.

Oliver Rick, University of Maryland, orick@umd.edu

Velocipedal movement has existed for several centuries since the invention of the velocipede in the 19th century and has since developed sundry movements, spaces, and forms. In the 20th century, with the increasingly meticulous production of urban spaces, the creation and delineation of bicycling spaces and velocipedal movements have become widespread in cities (Pucher, Komanoff & Schimek, 1999). Since the turn of the century – and I would suggest with increasing intensity – this integration, production and delineation of cycling spaces and the movements conceived and practiced in these spaces have become more important politically, shaping relations of power and interactions among institutions and the subjects who engage with and populate these spaces. Amin and Thrift (2002) suggest, "Cities take shape through a plethora of 'fixed namings'. The challenge of reading the city thus also lies in the study of the devices through which cities are named". Therefore this presentation will build an understanding of the powerful intentions of the production of cycling space and movement in four North American cities, - Portland, Dallas, Boston & Baltimore – through an analysis on popular and policy discourse especially as they form around common theme's of the healthy city, environmental responsibility and monetary prudence. As such I will attempt to understand the representations of these cycling spaces (Lefebvre, 1991) and how they have come to be differentially intended and developed within and across these cities of such varying historical and contemporary contexts in regards to the bicycle.

The Right to Escape the City: Experimentation and Conflict in the Early Days of Mountain Biking

Sarah Rebolledo McCullough, University of California, Davis, smcc@ucdavis.edu

Mountain biking emerged as a new form of recreation during the mid 1970s in the hills of Marin county, California. Quickly, conflicts between trail users led to policing of the space and the emergence of rights-based rhetoric to justify bicyclists' access to trails. Rather than exercising a "right to the city" as described by Henri Lefebvre and practiced by both the Situationists and hippies of the Haight Ashbury scene, mountain bikers sought to flex their 'right to escape the city' and recreate in nature as they chose. The early mountain biking scene was directly connected with the counterculture of the Haight Ashbury, and the many forms of embodied experimentation that entailed. This presentation draws on interviews and fieldwork with early mountain bike riders, innovators, and advocates, along with their extensive private archives. Mountain bikers simultaneously reinforced and challenged the legacy of environmental privilege in Marin county through their mode of recreation. This study of how mountain biking reimagined spaces of nature opens up new ways of contextualizing histories of privilege embedded in outdoor adventure sport.

Spaces of Fear: Physical Cultural Studies and the Politics of Research Embodiment

Sam Bernstein, University of Maryland, samb Bernstein@gmail.com

Giardina and Newman (2011, p. 190) argue that qualitative research must begin "from the ground up". In this presentation I will discuss the various obstacles that my research partner and I traversed while studying the Baltimore Grand Prix. During the research experience I/we confronted many issues with(in) our own corporeal selves that helped/hindered the exploratory navigation through the political process governing the event. As such, this presentation hopes to reveal how our own bodies have a distinct presence that dramatically alter the findings that we gather, the bodies that we encounter, and the spaces which we construct. Mountain biking emerged as a new form of recreation during the mid 1970s in the hills of Marin county, California. Quickly, conflicts between trail users led to policing of the space and the emergence of rights-based rhetoric to justify bicyclists' access to trails. Rather than exercising a "right to the city" as described by Henri Lefebvre and practiced by both the Situationists and hippies of the Haight Ashbury scene, mountain bikers sought to flex their 'right to escape the city' and recreate in nature as they chose. The early mountain biking scene was directly connected with the counterculture of the Haight Ashbury, and the many forms of embodied experimentation that entailed. This presentation draws on interviews and fieldwork with early mountain bike riders, innovators, and advocates, along with their extensive private archives. Mountain bikers simultaneously reinforced and challenged the legacy of environmental privilege in Marin county through their mode of recreation. This study of how mountain biking reimagined spaces of nature opens up new ways of contextualizing histories of privilege embedded in outdoor adventure sport.

Tweeting Television Sports Journalists: The Continuation of a Fragmented Professional Identity Online

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This presentation investigates the digital sports media space, specifically, how television sports journalists microblog and negotiate the norms and day-to-day work of their profession as they adjust to a new media form. This research is a follow up to a previous study at the same regional sports network that examined how new media has affected participants' jobs, delegitimized their privileged position in the sports media, and contributed to the fragmentation of their professional identities. Through a content analysis of tweets on the microblog and social media service Twitter, this research offers insight into how social media is being incorporated into the daily production of sports television by those who work for a regional sports network in a major east coast market. Ultimately, the tweeting habits and practices of the television sports journalists in this study reveals that their negotiation of the struggle between professional and organizational identities continues into online space.

Skateboarding Women: Building Collective Identity in Cyberspace

Christine Dallaire, University of Ottawa, christine.dallaire@uottawa.ca & **Steph MacKay**, University of Ottawa, smackay@uottawa.ca

Our research of Skirtboarders.com heeds Wilson's (2007, 2008) invitation for sports scholars to explore how interactive media platforms, such as the Internet, affect sport cultures and sport identities. Feminist media scholars (e.g., Bury, 2005; Consalvo & Paasonen, 2002; Gajjala, 2004; Harcourt, 1999; Passonen, 2005) are also appealing for research that specifically explores the impact of the Internet on women's identities. Feminist sport scholars are beginning to examine how sportswomen negotiate individual gender identity constructions circulated in cyberspace (see Hardin, 2011; Jones, 2006; Plymire & Foreman, 2000). This paper reconsiders the Skirtboarders' blog, produced by a crew of female skateboarders, as a space where crew members reflexively start a movement and, in doing so, construct and circulate a wider collective identity (Taylor & Whittier, 1992). Through a discourse analysis of blog comments and user interviews, we attempt to understand how young women who visit the blog interpret its (re)presentations of female skateboarders and whether they become engaged in the movement to promote skateboarding among women. Do they adopt this collective subjectivity? While the analysis suggests that they do feel part of the movement, it raises the issue of blog user access to the more specific "Skirtboarder" identity.

Localizing place in a global space: Ratification of audience through place on Twitter

Fawn Draucker, University of Pittsburgh, ftd1@pitt.edu

Social media are touted for their ability to open up conversation to a global audience. Sports teams can now broadcast to, and interact with, fans all over the world through social platforms such as Twitter. Yet in this globally-reaching online space, local place can be constructed. Using Wortham's (1996) theory of deictic mapping, this paper investigates the language of place in a corpus of tweets from National Hockey League (NHL) teams, as this language works to constrict and expand the ratified audience. As Wortham notes, "deictics systematically index aspects of the context, and these forms often sketch the framework of the interactional event" (331). Concepts central to this paper include those of centering (placing individuals at the center of an interaction) and othering (placing individuals outside of the ratified audience for an interaction). This analysis, then, looks at deictics of place (e.g. 'here' versus 'there') and specific references to local space (e.g. a game venue) and brings to light their work in the 'centering' and 'othering' of the sports fan on Twitter.

College Sport Message Boards and Anti-Intellectual Discourse

Adam Love, Mississippi State University, ALove@colled.msstate.edu

Internet message boards devoted to college sports, such as those affiliated with the websites rivals.com and scout.com, attract millions of users each day. Although most of the discussion in these forums involves such topics as athletes, coaches, and recruiting, threads often include commentary on issues beyond athletics. Specifically, the purpose of this study is to examine discourse about university faculty. While many message board users are quite passionate in their support of a university's sports teams, discussion about the universities themselves, particularly faculty members, frequently takes a much different form. In particular, examining discourse from college sport message boards provides a means of exploring how anti-intellectualism is manifested in the context of college sport fandom.

The Winningest Coach that Lost it All: Paterno and the Penn State Scandal

Cheryl Cooky, Purdue University, ccookyc@purdue.edu, **Katie Esmonde**, Purdue University & **Shari L. Dworkin**, University of California, San Francisco

On November 5, 2011 former defensive coordinator for Penn State football, Jerry Sandusky, was arrested on charges of sexually abusing young boys over a 15-year period. This led to the firing of several senior level administrators, as well as Penn State's iconic football coach, Joe Paterno for their role in the institutional cover-up of Sandusky's ongoing involvement in incidents of sexual abuse and rape. This paper examines local, regional and national mainstream print news media coverage of the "Penn State Scandal." Using content and textual analysis, we discuss how the fallen hero narrative takes shape and changes over time in media coverage. We focus our timeline on Paterno's firing, his death from cancer, the Sandusky trial and verdict, and the National Collegiate Athletic Association's (NCAA) announcement of the sanctions against Penn State Football. Preliminary analyses indicate that dominant media frames center on Paterno, and by extension Penn State football, to the detriment of other issues pertaining to the case, including critical reflections on the institutional and cultural aspects of football on college campuses in the U.S., or an examination of the impact of sexual abuse on the victims and its prevalence in sport and in society.

Tearing Down Legends and Erasing the Past: The Joe Paterno Statue as Symbol of Shame

Maureen Smith, California State University, Sacramento, smithmm@csus.edu

This paper discusses the recent decision to remove the statue of former Penn State football coach Joe Paterno as a result of the Freeh report findings. The weekend after the release of the Freeh report and only a day before the NCAA ruling on Penn State's future in college athletics, Penn State President Rodney Erickson decided to take the Paterno statue down, preempting any further discussion or debate among campus constituents and community members. This paper will briefly discuss the construction of the statue, the mediated debate concerning the statue's future, and the subsequent reactions within a framework of contemporary studies on monuments and memory. I rely on the works of American Studies scholars Erika Doss and Kirk Savage (and their respective works on monuments and memory) and sociologist Gary Fine (and his work on difficult reputations), to help explain the function of the Paterno statue as well as the dialogue surrounding the statue's place on Penn State's campus.

Tebowmania: A Framing Analysis of The Denver Post

Timothy Mirabito, tmirabito@utk.edu, Landon Huffman & Robin Hardin, University of Tennessee

The National Football League's Denver Broncos had an exceptional 2011-12 season, in large part because of quarterback Tim Tebow. The manner in which the Broncos were able to revive their season and win a playoff game after a 1-4 start was remarkable. As the quarterback, Tebow received much of the praise when the team won and suffered most of the blame when they lost. Covering, and subsequently adding to this conversation, was the Bronco's hometown newspaper, The Denver Post, whose sports staff received an EPPY Award in 2011 for their coverage of the team, was integral in providing insight and commentary about Tebow and the Broncos. The purpose of this study was to examine each article written during the 2011-12 season about the Broncos and analyze the frames through which the Post projected Tebow to the reading public. Nearly 260 articles were examined using a frame analysis, which produced five frames: religiosity, Tebowmania, football aptitude, polarization, and mystique. Each frame was interrelated through projections of Tebow's faith and the results demonstrated an important intersection of sport, religion, and media. This presentation will discuss the depiction of the frames and how they contributed to a perceived understanding of Tebow.

Saint Timothy: Representations of Tim Tebow, Whiteness and the Cultural Politics of Morality

Matt Hawzen, Queen's University, m.hawzen@queensu.ca

As Quarterback of the Denver Broncos in 2011, Tim Tebow became one of the most popular figures in sports. I am interested in the representations of Tim Tebow because it is an important site of cultural and political power. The purpose of this paper is to critically examine his representations as a sports "hero" in order to delineate the ways in which his whiteness is discursively constructed, offer some understanding as to how subjectivities are formed in relation to his body, and to contextualize the constitutive discourses within the mainstream politics of the day. Throughout, I argue that Tebow's whiteness is formed through morally charged, heteronormative and masculine discourses that help fuse a conflicted and oft contradictory Right, push a shifting political center, and help mobilize conservative collectivities such as the Tea Party Movement.

Fri 9 Nov 11:35 am – 1:05 pm

Challenging the Gender Binary in Sport II Organizer: Ann Travers

Mahalia Jackson A

(Un)challenging the gender binary? Examining the media coverage of France's women's national soccer team at the 2011 World Cup and the London 2012 Olympic Games

Barbara Ravel, Laurentian University, bravel@laurentian.ca

As reflected by the London 2012 Olympic Games, women's global participation in sports seems to currently be at its highest level ever. However, equality between men and women has not yet been reached when one examines how men and women involved in sports are represented in the media. Sportswomen have typically been portrayed as women first and not systematically referred to as "just athletes" (MacKay & Dallaire, 2009). Team France was followed during the 2011 World Cup and the 2012 Olympic Games through two different French websites: the official website of the national soccer federation (FFF.FR) and a website devoted to sports news (L'EQUIPE.FR). Using a feminist textual analysis, this paper will present how the media in France portrayed the national team and its players during two international competitions, oscillating between gendered individuals and legitimate athletes. It will also highlight how cultural context and nationalism contributed to such (re)presentations of Team France.

Women's Running Road Races: Equality and Equity or Reinforcement of Stereotypes?

Sarah Gray, University of Toronto, sarahk.gray@utoronto.ca

The growth of recreational runners has been marked by an increase in the number of charity road races, which occur in cities around the world. Major city marathons and international running events have started to change the perception of distance running among the general public from an idea of an elitist event to an event in which anyone could participate. There has been significant growth in the number of women participants as well as number of running events which are designed to specifically target women. This growth could be thought of as another example of their fight for inclusion in the male world of sport. However, the creation of running events restricted to women does not necessarily imply that equity and equality have been reached in this field. In fact, these types of events may actually reinforce gender stereotypes and the current sport ideology as well as over emphasizing sex differences. This presentation will explore the intersection of sex and gender within women's running road races.

Mind the Gap: A critical exploration of the IOC's transgender policy and its impact in the global governance of sport

Emily Schmit & Lara Killick, University of the Pacific, eschmit@pacific.edu

Through the Olympic Charter, the International Olympic Committee (IOC) (2011) "governs the organization, action and operation of the Olympic Movement and sets forth the conditions for the celebration of the Olympic Games" (p 8). Within this document, seven fundamental principles of Olympism are identified (IOC, 2011). The identification of sport as a "human right", the belief that "each individual must have the possibility of practicing sport, without discrimination of any kind" and notions of "fair play", "ethical principles" and "harmonious development" sit at the heart of the Charter (IOC, 2011: 10). However, sociological literature (see Horne & Whannel, 2011) suggests that a disconnect between the Charter's principles, policy and practice exists. Drawing on secondary data, this paper critically examines whether the policies enacted by the IOC to 'protect' the spirit of Olympism are congruent with these fundamental principles. More specifically, we explore and evaluate the IOC's treatment and handling of issues relating to transgender individuals, that is, athletes who currently do not fall within the 'traditional' gender binary, per IOC policy. In so doing, we identify a gap between the rhetoric and lived reality of the Olympic Charter and question the philosophy underpinning gender segregation in sport. Furthermore, we recognize the central position held by the IOC and the Olympic Movement in the global governance of sport and the reproduction of gendered ideologies beyond the Olympic Games. Given this powerful position, we conclude with an examination of the impact of IOC policy in framing discussions around transgender athletes in US collegiate sport and the legal implications of these discussions.

Wrestling With the Gender Binary: Are Perceptions of Coaching Female Wrestlers Changing?

Dana Massengale, Texas Tech University, dana.massengale@ttu.edu

According to the National Federation of State High School Associations 6,134 girls wrestled on high school teams during the 2009-2010 school year, most on integrated teams. Further, many girls wrestle only freestyle in national competitions. According to USA Wrestling it is estimated that there are an additional 3,800 female wrestlers in the United States. With this rise in participation many interscholastic and intercollegiate wrestling coaches who traditionally coached all-male wrestling teams have now begun to coach females as well. The purpose of this study was to examine the effects of an integrated coaching experience on coaching attitudes towards female wrestlers and females wrestling against males. This qualitative study was grounded in gender binary theory in which sport is viewed as a hierarchy with all males superior to all females in a sport context. Research has shown that in sport men's dominant status is continually reinforced while women are seen as inferior and not as exciting (Lebel & Danylchuk, 2009). Previous research has identified that with authentic experience perceptions often change, and that sport can be a powerful arena for transformation and renegotiation of gender norms (Birrell & Theberge, 1994; Kane, 1995; Theberge, 2000). This presentation advances understanding of the gender binary by examining the change of perceptions with gender integrated athletic coaching experiences.

The Liquid Life of an Elite level Disabled Student Athlete

Natalie Campbell, University of East London, UK, n.j.campbell@uel.ac.uk

The proposed presentation would present an empirical study currently being conducted for a PhD concerning the athletic, academic and social experiences of elite level disabled student athletes studying full time at universities in the UK. In relation to the theme of the NASSS conference, the presentation addresses the issues of space two fold. Firstly it assess the space of UK Universities as incubators (or not) of talent for elite level disabled student athletes. Secondly the study assumes the living of these lives in the theoretical space of Liquid Modernity. The use of the Postmodern to conceptually frame research within the sociology of sport has been present since the early 1970's. Forty years on however, the use of the Postmodern is common and abundant. Work pertaining to 'the body', 'embodiment' and postmodern concepts of 'power' are saturating the academic area of disability sport. Liquid Modernity, introduced by Polish born philosopher Zygmunt Bauman, concerns itself with the juxtaposition of increased freedom and mobility with accelerated anxiety in an era of deregulated consumption. Bauman's metaphor of Liquid Modernity is well received on the continent; however it has so far failed to position Bauman amongst the key contemporary sociological thinkers in the UK. Whilst a small number of UK academics have written around Bauman's arrival at Liquid Modernity, there remains almost no primary, empirical studies which employ Bauman as a theoretical concept, especially within sport. Bauman's work is exceptionally malleable and current, providing alarmingly accurate comments on contemporary western society. For research within the domain of identity, culture, otherness, freedom, consumerism or globalisation, the use of Liquid Modernity as a progressive and unconventional theoretical concept would advance the field greatly. The presentation would introduce the two aforementioned 'spaces' and present the analysis of the results to date, framed in the social context of the crossover in the UK of Higher Education and High Performance Sport.

A lasting impression: Examining "inspiration" as it is used in disability sport

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It is common to hear the term "inspiration" when individuals refer to disability sport (Schantz & Gilbert, 2001). Spectators feel that watching people with disabilities participate in sport is inspiring to them (Cottingham, Carroll, Phillips, Gearity, & Drane, 2012), but the appropriateness of the term inspiration may be in question. Hardin and Hardin (2004) and Hargreaves and Hardin (2009) found that wheelchair basketball players were aware that they were perceived as inspirational but had reservations of being perceived as such. To further advance this area of research, the purpose of this study was to explore the concept of inspiration as it relates to a population with less physiological function than the subjects of the Hardin and Hargreaves studies. A case study of power soccer stakeholders (e.g., athletes, spectators, and event organizers) was conducted, seeking their perspectives on whether inspiration was an appropriate way to describe the sport and its athletes. Interviews were conducted with power soccer stakeholders and document analysis was conducted on three power soccer websites at the league, national, and international levels. Findings revealed that spectators, including parents, believed it was appropriate to describe power soccer and its athletes as inspirational whereas most athletes and event organizers felt it was not appropriate. This study places emphasis on the importance of understanding the preferences of people with disabilities and can be made applicable both in disability sport and inclusive sporting environments. While athletes with disabilities may not believe they are inspirational and have reservations to be labeled as such, inspiration can be a tool for reaching new audiences in disability sport because it emotionally connects people to a previously unknown event. Such an emotional connection may generate support for disability sport beyond those stakeholders who already are invested due to existing relationships with athletes. Yet, the preferences of athletes should not be overlooked as they work to create (or re-create) their self-image.

Comparing Injury in Youth Ice Hockey with and without the "Head-shot Rule"

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The issue of head injury in ice hockey has become a growing concern in North America over the past decade. The apparent increase in head injury has prompted a series of studies seeking to understand the frequency and severity of head injuries. The majority are retrospective based, using large data banks, primarily hospital and insurance records, to determine injury rates. While these studies do provide valuable information about rates of injury they provide little in the way of how and why youth are getting injured. In this study, a voluntary and involuntary observation design was utilized to provide better insight into mechanisms of injury through the examination of in game situational factors. Through video analysis and with the help of observation grids and field notes, instances of head injury and discomfort were documented to better understand 'how and why' head injuries occur in minor hockey. More specifically, the study documented injuries in situations over two full seasons, one without a 'head shot' rule, the other where a head shot rule was introduced. The study looked at one Peewee-aged team in Ontario in 2009-10 (no head shot rule) and two teams from PeeWee and Bantam in Ontario and Quebec (with head shot rule in place) in 2011-12. The results indicate no significant difference in head injuries over the two seasons, but a significant reduction in overall injuries for 2011-12 season where the head shot rule was in place. In this presentation we discuss these results and factors that might have contributed to the general decline in injuries.

Dispositions to Racism in Cyberspace

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An online Yahoo! article on Tiger Woods in 2011 provides the contextual background for this study. At a caddies' dinner in Shanghai Steve Williams, Wood's recently sacked caddie, is alleged to have made a racial slur against Tiger in the presence of guests and the international media. In this article, entitled "By Not Acting, Golf Flunks Own Test", the author argues that the failure to take action against Steve Williams for his racially motivated utterances makes a mockery of the golf administration's claims that the sport promotes zero tolerance to racism. The focus of this research is less the article but more significantly the findings from the analysis of the seventy disembodied anonymous Yahoo! blog responses. The responses reflect a range of contradictory perspectives that arguably draw on radicalized discourses less prevalent in offline debates where identities are more embodied. The ambiguous online identities are identifiable only through their arbitrary user names and do not provide any further socio-biographic attributes that could help to locate them more, and begin to offer the comments more context, authority, and gravitas; i.e. real names, gender, age, place of residence, ethnicity, and so on. Notwithstanding this unavoidable challenge, the study analyses the dispositions and politics portrayed by online respondents to racism in sport and considers the methodological, political and philosophical issues of using their text as the only unit of analysis. Drawing on Nakamura (2000, 2002) and Leung's (2005) critiques of [disembodied] virtual identities, the study explores how 'race' is played out in a way that a) would not be generally acceptable offline where mores and taboos are acknowledged more readily b) highlights the broader social fractures in dispositions toward 'race' and racism and c) reinforces the implicit whiteness of cyberspace.

Racial neoliberalism, colour-blind ideology and the 'rules of racial standing': Understanding responses to the Suárez-Evra and Terry-Ferdinand episodes

Daniel Burdsey, University of Brighton, UK, D.C.Burdsey@brighton.ac.uk

In many respects the 2011-12 English Premier League football season will be remembered for two high-profile race-related incidents on the field of play and the respective trials of the players involved. In the first, Liverpool FC's Luis Suárez was found guilty by an independent (English) Football Association panel of racially abusing Patrice Evra of Manchester United FC. In the second, John Terry of Chelsea FC was found not guilty in a criminal court of using a racial slur towards the Queens Park Rangers FC player Anton Ferdinand. Rather than focusing explicitly on the content of these episodes, and the subsequent investigations and verdicts, this paper contextualises and analyses the range of reactions and responses that were articulated within the football industry: by players, managers, club owners, campaigners and, perhaps most infamously, FIFA President, Sepp Blatter. Specifically the paper highlights a number of features pertaining to the relationship between race and English football: a failure to appreciate the structural or systemic components of contemporary racisms; an increasingly neoliberal approach that seeks to privatisate, individualise and silence issues of racial prejudice; and the presence of a colour-blind ideology that, despite publicly-pronounced commitments to anti-racism, enables racial inequality to remain embedded. Drawing on the seminal work of Critical Race Theorist Derrick Bell, it also addresses the respective racial standing awarded to players who speak out against racism and those that underplay its repercussions. Broadly the paper argues that these global concerns also need to be placed and understood within the particular localised contexts and racialised social systems in which they took place.

Examining culture in the Canadian Red Cross' Swimming and Water Safety Program

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Annually, over one million people, mostly children, participate in the Canadian Red Cross' Swimming and Water Safety Program, which makes it one of the largest sport and recreation programs in the country. In this presentation we utilize a critical whiteness lens and critical discourse analysis to examine the program's instructor manuals. We found that due to a failure to directly address the issue of exclusion, provocatively suggesting assimilative approaches to water safety education, and idealizing EuroCanadian approaches to leadership and water safety, the program's content, structure, and implementation proliferate the discursive production of the superiority of EuroCanadian norms, and knowledges, attitudes, and beliefs and the concomitant inferiority of other understandings of and approaches to water safety. This paper thus extends the application of critical whiteness studies from elite level sport (McDonald, 2002) to grassroots sport and recreation programming.

Dancing with Whiteness: African Americans, Sport and "The Illegal Use of Black Culture"

Vernon L. Andrews, San Jose State University, Vernon.andrews76@gmail.com

Black individuality and expression in sport and society challenge behavioral rules centered on traditional white codes of sportsmanship and inconspicuous social conduct. Where humility and mild-mannered celebratory decorum (and clothing) are the norm, black – and some white athletes – have chosen to cross the social boundary and express individuality on the fields and places of play. In this paper I compare and contrast black male and female athletes and their choices of bodily artifacts – hairstyles, clothing and otherwise expressive acts – as a form of control over personal space and the bodily "place." Athletes have no control over where they are told to compete, the stadia/places where they "work," or their choice of teammates or mandatory uniforms. The one area of athlete entrepreneurship in their work-place is the space of their bodies; some men and women choose to use their personal space to promote their own brand of uniqueness and individuality – which I contend has racial/cultural/gender differences, complexities, contradictions and public contestations.

Fri 9 Nov 11:35 am – 1:05 pm

Teaching the Sociology of Sport

Organizer: Michael Malec

Sidney Bechet

Sociology of sport in North America and its relationship with Latin America: Preliminary results of a historical-analytic study

Wanderley Marchi Júnior, Universidade Federal do Paraná/CAPES, Brasil & West Virginia University, USA marchijr@ufpr.br, Gonzalo Bravo, West Virginia University Gonzalo.bravo@mail.wvu.edu, Katia Marchi, Universidade Federal do Paraná/CAPES, Brasil, ka.marchi@hotmail.com & Jay Coakley, University of Colorado, Colorado Springs, USA jcoakley@uccs.edu

Recent research in Brazil shows that social science studies of sport have increased. Similarly, there has been a qualitative and quantitative increase in sociology of sport research. Most of the sociological research focuses on problematic aspects of the Brazilian reality. Many, but not all of them are based on theoretical, methodological and analytical references from a variety of sources. After analyzing this research in Brazil, we developed a project to study the history and focus of the sociology of sport in North America. Our goal is to identify possible connections between research in North America and Brazil and determine the extent of dependency and autonomy that characterizes the sociology of the sport in Brazil. The project involves four phases, two of which are fully underway. These two phases focus on identifying major bibliographic sources and centers of research in North American sociology of sport and completing semi-structured interviews with a purposive sample of scholars who have been or are currently significant people in the field. The senior author, with the assistance of a media support person, conducted and recorded the interviews, which covered a range of topics related to the history, substantive content, and dominant theoretical and methodological approaches used in the sociology of sport as it has been socially constructed in North America. In this paper we present preliminary results for these two phases of the project.

Cinderella didn't just go to the ball, she played ball!

Leigh Ann Danzey-Bussell, University of West Georgia, lbussell@westga.edu

The marriage of active learning with collaborative learning in sport studies can be likened to Cinderella's glass slipper...a perfect fit! Faust and Paulson (1998) defined active learning as any "learning activity engaged in by students other than listening passively to an instructor's lecture" (p. 4), and consists of dialog, debating, writing and problem solving along with critical thinking (Bonwell & Eison, 1991). Add to that the idea of interdependent groups working to accomplish a specific goal and you have collaborative learning as defined by Gokhale (1995). It is contended that it isn't only "Sport in Place," but rather "Sport in Places" that affords our students the practical application of theories and processes that enhance their experiences and subsequent employability. This presentation will trace the utilization of active and collaborative learning in an event management class, paying specific attention to the affect of the experience for the students.

SESSION 10: Friday 9 November: 2:30 - 4 pm

Fri 9 Nov, 2:30 – 4 pm Sporting places and the bodies that haunt them II Organizers: Jason Laurendeau & Carly Adams Storyville I

Queer hockey breasts and colonial hauntings

Judy Davidson, judy.davidson@ualberta.ca & Michelle Helstein, University of Alberta & University of Lethbridge

In April 2007, at the Western Cup/Outgames held in Calgary, Alberta, Canada, several women on and off the ice, flashed their breasts to bystanders and each other at this lesbian hockey tournament. Haunted most obviously by the flashings on Calgary's Red Mile during the NHL Stanley Cup Run in 2006 and (third wave) feminist hails of women's autonomy, there is another eerie presence permeating the condition of possibility of this event. Following Avery Gordon's important and provocative claim that there are ghostly matters, we consider the racialized imperial privileges and colonial gazes which haunt this occurrence, which arguably make possible the baring of white breasts with their visible claims for a freer queer sexuality. Drawing on insights from settler colonialism/homonationalism (Morgenson, 2011; Smith, 2011), we sketch an analytic reading that not only asks after the historicity of place of the flashing (Treaty Seven territory) but "negotiates the always unsettled relationship between what we see and what we know...producing case studies of haunting and adjudicating their consequences" (Gordon, 1997, p. 24).

An Eerie Silence in the Once-imaginary Future: The Warner Hockey School and Women's Hockey in the 1920s

Carly Adams, University of Lethbridge, carly.adams@uleth.ca & Rachel Shields, Florida State University

For the town of Warner, a Southern Alberta agricultural community of approximately 380 persons, the unique strategy of creating a women's high performance hockey school in order to "save the school" was a way for residents to remain 'in place' (Epp and Whitson, 2001). In this paper, we focus on an eerie silence that perpetuates in the promotional material for the school, in discourses of the team, and in constructions of the imagined Warner community. Discursive constructions of contemporary moments in Canadian women's ice hockey often render invisible historical legacies of the game. Drawing on the work of Avery Gordon and Wendy Brown, we examine discourses of the Warner Hockey School and women's hockey in Alberta in the 1920s in an attempt to disrupt normative notions of history as linear. It is through an examination of what, we argue, is not not-there that we can begin to consider the ways in which the past haunts the present; by conceiving of the contemporary Warner Hockey School as one possible constituent of the once-imaginary future that "came back" in spectral form to women's hockey teams, organizers, and promoters of the 1920s, we may disrupt discourses of women's sports and sporting communities and enrich present moments.

"You have the right to participate in a facility which is clean and safe!": Janitors, dirty responsibilities and the taking-care of neo-liberal sporting spaces and bodies

Caroline Fusco, University of Toronto, c.fusco@utoronto.ca

Most people who have played sport and engaged in physical activity have experienced changing in a locker room. Locker rooms have the potential to expose users to undesirable conditions. For example, locker rooms are sometimes an environment of high traffic, high moisture and unacceptable sanitary conditions which can give rise to several types of safety issues pertaining to hygiene and the body. In this paper, specifically, I want to interrogate how a place such as this is produced and haunted by the bodies of the janitors/caretakers. Drawing from interviews with janitors/cleaners and their supervisors, I will ask: what does it mean to 'inhabit' and care-take/take care of such a place? And, how, through, that care-taking does a mundane place become a space of power and governmentality? We know that it has been the role of racialized domestic workers, and often women, to maintain the virtues of healthy and hygienic space. In this paper, I will show how janitors/caretakers, who are working class and non-Anglo, are disrespected, subjected to unrelenting neoliberal discourses, such as "total quality management" and "internal responsibility", and expected to make the excretions of others invisible, while remaining (in)visible themselves in the cultivation of healthiest space and bodies.

Fri 9 Nov, 2:30 – 4 pm Who's fighting the power: Advocating for Blacks in sport in higher education

Storyville II

Akilah Carter-Francique, Emmett Gill & Billy Hawkins

A Critical Examination of Resource Deprivation in Historically Black Colleges and University Athletics

Jeremy Cheeks, gcheeks@hlkn.tamu.edu & Dr. Akilah Carter-Francique (Advisor), afrancique@hlkn.tamu.edu, Texas A&M University

Throughout history, Black Americans have struggled to obtain equality in the midst of the systemic practice of racism in the United States (Feagin, 2006). In light of systemic racism, Historically Black Colleges and Universities (HBCUs) have served as spaces and platforms for social uplift and opportunity in the Black community since their inception; and, consequently have also been deeply impacted by the unequal distribution of resources (e.g., human, land, financial) (see Albritton, 2012; Jenkins, 1991; Redd, 1998). The unequal distribution of resources has thus impacted the dynamics of HBCU academics and athletics (McClelland, 2011). Previous literature has cited the disparity between the financial backing of HBCUs and their predominantly White counterparts which subsequently creates a barrier for equitable institutional growth and opportunity (Albritton, 2012; Gasman, Baez, & Turner, 2008; Gasman & Bowman III, 2012; Gasman & Tudico, 2008; Jenkins, 1991; Redd, 1998). Therefore utilizing critical race theory as a theoretical lens, the purpose of this conceptual paper is to critically examine the relationship between resource deprivation of HBCUs and low revenue generation in HBCU athletics. More specifically, to understand a) the historical and current state of HBCU and their athletic departments, b) the significance of economic equality, and c) to recognize the importance of the sustainability and advancement of HBCUs, their athletic departments, and its stakeholders.

The Power of Two: Examining the Socio-ecological Factors that Shape the Dyad Between African-American Student -Athletes and Mentors

Joyce Olushola, The University of Texas at Austin, Toyin.Olushola@utexas.edu

Mentoring is key to the success of African-American student-athletes (Carter, 2010; Comeaux, 2010; Edwards, 1989; Sellers, 2000). Student-athletes are not only encouraged to seek mentors on campus and in the community, but also have mentors built into their academic structures. Mentors are charged with helping student-athletes balance their academic and athletic pursuits while providing them the tools and resources to do so. Yet, preparing mentors for the needs of this population is lacking. To remedy this issue, the recruitment of African-American mentors who understand the student-athletes' cultural and structural environments has been strongly endorsed (Harrison & Lawrence, 2003; Singer, 2005). If the literature calling for more African-American mentors is taken seriously (Howard-Hamilton, 1997; Person & LeNoir, 2002), then the diminutive number of African-American mentors within collegiate athletics requires further investigation. For African-American mentors currently serving as mentors to student-athletes, their voices are needed to understand the challenges and enablers to gaining mentor positions and navigating intercollegiate athletic environments to foster the personal development of student-athletes. Thus, the purpose of this presentation is to create awareness of the issues surrounding African-American mentors and provided practical implications for their recruitment and retention. Employing Collins (2000) "outsider- within" perspective and the social ecological model (Brofenbrenner, 1979), this qualitative study paper explores the role of African-American mentors in promoting the personal needs of African-American student-athletes while operating under the regulations of Intercollegiate Athletics. Implications will focus on challenges and enablers to becoming a mentor, mentor-mentee dyad, and environmental factors affecting the dyad.

A Macro-Level Analysis of Black Male Athletes' Experiences at Predominantly White Institutions in the United States

Joseph N. Cooper, University of Georgia, joeycoop@uga.edu

Historically, Blacks in the United States (U.S.) have faced unique challenges due to the pervasive practice of racism. More specifically, sports serve as social contexts, which reproduce the dominant ideologies of a society. Using a sociological imagination conceptual framework, the purpose of this paper was to examine the relationship between the experiences of Black athletes at predominantly White institutions (PWIs) and Blacks within the broader U.S. society. A review of scholarly literature on both phenomena revealed the following emergent themes: 1) racial discrimination/social isolation, 2) academic neglect, 3) economic deprivation, and 4) limited leadership opportunities. Recommendations for structural reform are discussed.

Disparate Impact: Black Male Student-Athletes and NCAA Infractions

Charles Crowley, California University of Pennsylvania, crowley@calu.edu, Emmett Gill, Jr., North Carolina Central University, egill1@nccu.edu &

Algerian Hart, Western Illinois University , A-hart2@wiu.edu

This session will explore the impact of NCAA enforcement on Black male student-athletes. Over the last two years the NCAA investigated 10 high-profile Division One athletic programs due to academic and amateurism bylaw violations. One hundred percent of the student-athletes involved in the investigations were Black and were ruled temporarily or permanently ineligible. In a second scan of 45 different NCAA enforcement cases, all 45 male student-athletes were Black. An NCAA investigation, and subsequent penalties, can impact Black male student-athletes current and future psychological, social, educational, and financial well-being. Oftentimes, student-athlete's accused of NCAA wrongdoing are criminalized. The first segment will review select NCAA investigations and reveal the racial demographics of the third and most recent scan of NCAA enforcement cases. The second segment will focus the theoretical explanations for why Black males are the target of NCAA investigations with an emphasis on white privilege, racialized bodies, and civil rights. Next, the panel will hypothesize how investigations impact Black student-athlete well-being with a focus on the psycho-social implications. Lastly, the participants will discuss how scholars can transform their work on Black males into real-time activism.

Fri 9 Nov, 2:30 – 4 pm Placing the Sport Hero and Celebrity III: Exploring the Hero Pastiche Organizer: Lawrence Wenner Storyville III

The San Francisco Treat: Tim Lincecum, Whiteness and the Normalization of Marijuana Use

Nik Dickerson, University of Iowa, nikolas-dickerson@uiowa.edu

The athletic body often connotes images of strength, health, vitality, and productiveness. The antithesis of the athlete might be the marijuana user a corporeality, which is often believed to be a threat to society, given its connotations of apathy and its perception as a barrier to productivity. This paper examines mediated coverage of the sport star Tim Lincecum in order to gain insight into cultural representations of the marijuana-using athlete. The paper uses the sporting body of Lincecum to discuss the ways in which he is used as a representation of the normalized practice of marijuana smoking within the San Francisco community. The second half of this paper uses auto-ethnography to detail the normalization of marijuana use by fans of the rock band Phish. By analyzing these two spaces I outline how Tim Lincecum and Phish fans are situated within cultural spaces where marijuana use is normalized and accepted. I do this in order to challenge preconceived notions of the inherent danger of this plant, particularly in connection to the growing medical marijuana movement and the Global Commission on Drugs, 2011 declaration that the War on Drugs is a failure. In the process I highlight how the War on Drugs is both raced and classed. More specifically, this paper uses the analysis of Tim Lincecum and Phish fans to detail how the war on drugs has a larger and more dangerous effect on people who do not look like Lincecum or the majority of those attending a Phish concert.

Narrating Clara Hughes, or Imagining Mental Health in Canada

Andrea Phillipson, Queen's University, a.phillipson@queensu.ca

Clara Hughes, portrayed as Canada's "national sweetheart" (National Post, 2011) and "The greatest female Olympian ever" (Globe & Mail, 2012) for her multiple medals in both the summer and winter Olympic Games, has also become recognized for "put[ting] a familiar face onto the stigma of mental illness" (Winnipeg Free Press, 2011) through a recovery narrative that traces her decent into, and ascension from, a deep depression following two bronze medal wins in 1996 (e.g., CBC Sports, 2011). I investigate the media construction of "mental illness" via this celebrity athlete's body (with her unmistakable smile) and her determination (with her unquenchable drive). Inextricably intertwined with Bell Canada and its "Let's Talk" anti-stigma campaign unveiled in 2010, the Olympic flag bearer and Order of Canada recipient becomes a paradigm for what mental health in Canada can look like. I am not interested in Hughes' own characterization of depression and its relation to sports, but rather how her mediated image effects displacements, acting to delimit a national community that paradoxically acknowledges a ubiquity of mental distress while creating "distant others" (Ponte et al., 2009) on Canadian soil.

Men of Steel: Social Class, Masculinity, and Cultural Citizenship in Post-Industrial Pittsburgh

Adam S. Beissel, University of Maryland, Abeissel@umd.edu

Michael D. Giardina, Florida State University & Joshua I. Newman, Florida State University

The Pittsburgh Steelers serve as a meaningful space for the celebration of masculinity and working-class identity in the context [post]-industrial America. Within this article, the authors chronicle the transformation of a city, a region, and a people, at once steeped in the hard life of steel production and factory work, now replaced by the nonphysical work and suburban lifestyle of the service economy. As in the decades before, today's Steelers certainly operate as a symbolic reminder of the region's identity, framed around the hard work of factory life and industrial manufacturing. We investigate the mediated celebrity identities of three contemporary Pittsburgh Steelers — Ben Roethlisberger, James "The Hitman" Harrison, and Troy Polamalu — who each, in his own way, perform a masculinity and class politics which signifies how 'men are men' in the context of 'think work' and the demise of the factory. We conclude by suggesting that the violence and physicality propagated by their bodies on (and sometimes off) the football field, symbolically articulate to/from the 'hard men' and working-class life of Pittsburgh's past.

Placing the Sports Hero in the Age of Mediated Celebrityhood

Lawrence A. Wenner, Loyola Marymount University, lwenner@lmu.edu

This paper considers the evolution and place of the sports hero in an age of mediated celebrityhood where stars often shine brightly and then are tarnished in the public sphere. In assessing the social and moral meanings that are associated with the modern hero, the analysis first interrogates our "hero conundrum" by examining what we are looking for in contemporary heroes and why we find so few authentic heroes in heroes in our hypercommodified age. The second part of the analysis considers the "sports hero conundrum" by placing the sports hero within our hunt for heroes and assessing the uniqueness of the athlete-hero. Here it argued that what Harris (1994) has called the "athlete-hero dilemma" may be better understood by considering the competence to conscience continuum in heroic attributes and distinctions between the "prowess hero" and the "ethical hero." The third part of the analysis assesses why the athlete-hero is particularly prone to failing because prowess rather than ethical strength drives the archetype and is cultivated in elite athlete socialization. The conclusion of the paper reflects on why fallen sports heroes matter and how they pose opportunities for moral lessons and why these are often missed by the sports press because of narrative reliance on explanations based in individual failings rather than structural flaws in the sport socialization system.

Organizers: Thomas Aicher & Janelle Wells**Cultured Places....Gendered Spaces (Preliminary Insights into the Experiences of Women in Sport Management)****Ketra L. Armstrong**, University of Michigan, ketra@umich.edu

Sport is a salient institution and has been aptly depicted as a repository for the maintenance and reproduction of hegemonic masculinity (Hall, 1996) such that positions and experiences in sport have become 'gendered'. Shaw and Hoeber (2003) insisted that there is a perceived 'naturalness' of men occupying senior management positions in sport organizations. Consequently, the gendered discursive field in sport creates structural and power relations that exert a profound influence on the leadership opportunities and experiences of the women employed therein. Thus, as Theberg (1993) stated, "One of the cultural practices most significant in the construction of gender is sport" (p. 301). This presentation is based on research that sought to examine women's behaviors and experiences in sport management, noting the effect of sport's organizational culture on women's identity, self-efficacy, consciousness, and overall leadership experiences. The results were based on in-depth qualitative semi-structured interviews with a case study of top level/executive women who were employed in amateur, intercollegiate, and professional sport. The preliminary results elucidated gendered nuances of sport leadership, and affirmed the nature of sport management as a cultured 'place' and a 'gendered' space.

Preliminary results from a longitudinal study of career paths of men and women in sport industry**Todd Crossett**, tcrossett@isenberg.umass.edu & **Nefertiti Walker**, University of Massachusetts Amherst

This project employs both qualitative and quantitative methods to explore how gender impacts the career trajectory of women managers within the sport industry. Although, women's participation in sport has expanded dramatically over the past thirty years, sport remains a male dominated profession (Carpenter and Acosta, 2010). Similar to the broader labor market, the gender revolution in the sport industry appears to be stalled and uneven (England, 2010). The management of sport represents a unique opportunity to explore the gendered workplace and gender-fit and "misfits" within a male profession (Kmec et al., 2010). Our first objective is to describe women's "place" within the sport industry. Have women made inroads into the management of sport? If so, where? The next objective of this research is to explore women's experience within the sport industry. The final objective is to examine the impact of gender on career trajectory. Following from England (2010), we anticipate that women who leave the field of sport will take similar positions outside of sport where they experience more "gender fit". Following from Kmec et al. (2010) we anticipate that non-recruited job changes within the industry result in more gender segregation than do formal or informal searches.

Using Career Development Theory to Understand Impacts of Organizational Structures on Women in the Sport Industry**Meg G. Hancock**, University of Louisville, meg.hancock@louisville.edu

Women seeking careers in management often contend with deeply entrenched perceptions and notions about social, work, and familial roles. Studies in sport management have attributed low numbers of women in managerial positions to male-dominated organizational structures and the gender stereotypes they perpetuate. While organizational structures and stereotypes affect women's work experiences, perhaps the experiences of women in sport administration warrant a more holistic perspective to better explain the underrepresentation of women in senior management positions. The purpose of this presentation is to explore theories of career choice and development as helpful frameworks for understanding how entrenched perceptions, social roles, and organizational structures affect the career experiences and mobility of women in the sport industry. Further, this presentation will offer suggestions to academics and practitioners seeking to change organizational structures in the sport industry.

Career Strategies of Millennial Generation Female Assistant Coaches**Erin Morris**, University of Illinois, Elmorri2@illinois.edu **Skye Arthur-Banning** (Advisor), Clemson University, sarthur@clemson.edu & **Jacqueline McDowell** (Advisor), University of Illinois, jmcld@illinois.edu

Title IX led to a dramatic increase in athletic opportunities for girls; however, the rate of women coaching has declined dramatically since the passage of the amendment. While there has been substantial research on the barriers that may prevent women from coaching, there has been limited work on what helps the women who do coach to succeed. This study looked at 10 millennial generation female assistant coaches at the Division I level. Qualitative interviews were conducted to discover what strategies the coaches believed to be useful in advancing their careers and what would help them become head coaches. Findings suggest that leadership as athletes, appropriate education, and connecting with other coaches, particularly other female coaches, are key strategies in becoming a successful coach. The findings may help leaders in athletic departments and sport organizations create initiatives and supportive work environments that help alter the demographic profile of coaching positions by encouraging women to become and stay coaches.

Organizers: Courtney Mason & Michael Robidoux**Cultural Safety in Sport and Recreation: Challenges and Possibilities****Audrey R. Giles**, University of Ottawa, agiles@uottawa.ca

Attempts to provide culturally safe healthcare, that is, "what is felt or experienced by a client when a healthcare provider communicates with the client in a respectful, inclusive way, empowers the client in decision making, and builds a healthcare relationship in which the client and provider work together as a team to ensure maximum effectiveness of care" (Jull & Giles, 2012, p. 72), are growing in prevalence, especially with Indigenous populations in Canada (National Aboriginal Health Organization, 2008) and New Zealand (Papps & Ramsden, 1996). Viewing cultural safety as a concept that is useful only within healthcare setting is, however, limiting. In this presentation, I discuss the challenges and possibilities of moving beyond attempts at culturally sensitive sport and recreation and argue for the need to develop culturally safe sport and recreation programs with Aboriginal communities in Canada. Such an approach requires those who provide sport and recreation opportunities to/for/with Aboriginal peoples to examine the assumptions and beliefs that they bring with them to every cross-cultural encounter (Baker & Giles, in press), to reflect upon these assumptions and beliefs, and then to act in a way that would enhance the likelihood of participants feeling respected, included, empowered, and part of a relationship that maximizes effective program delivery. I posit that such an approach represents a profound departure from current sport and recreation programs and practices that are built on the apparent inherent superiority of Eurocanadians beliefs, practices, and ways of life.

Hope and Strength(s) through Physical Activity for Canada's Aboriginal Peoples**Victoria Paraschak**, University of Windsor, parasch@uwindsor.ca

The identification of barriers to physical activity and to health more broadly for Aboriginal peoples in Canada (i.e., a Deficit Perspective) has dominated studies completed on this important issue thus far. The Strengths Perspective provides an alternative approach that begins by highlighting current strengths of the Aboriginal individual/community (i.e., being holistically-balanced; family and community oriented; able to draw on cultural and mainstream approaches; and committed to developing their own, preferred approach towards enhancing their lives through physical activity). Resources in their environment are then identified that can further such strengths. The process throughout focuses on working with (rather than on) those individuals as they further strengthen their capabilities. In this presentation, I draw on research tied to a Pedagogy of Hope (e.g., Freire, 1992; hooks, 2003; Jacob, 2005) to argue that a Framework of Hope can help to elucidate the process required in a Strengths Perspective, as it places particular attention on 'hope in' a shared community where all individuals are transformed. This alternative approach prompts Aboriginal and non-Aboriginal individuals to collectively work to reduce health inequities by drawing on their collective strengths and actively seeking to reshape unequal power relations in keeping with the principle of Aboriginal self-determination.

Paddling through Post-Colonial Aotearoa/New Zealand

Renee Wikaire, Florida State University, rkw12c@my.fsu.edu

This research project offers an investigation of the sport of waka ama and Māori cultural identity in Aotearoa/New Zealand. With its large indigenous presence—both in terms of spectatorship and participation—I argue that waka ama is a unique site for the production and negotiation of tikanga Māori (Māori culture) within "post-colonial" Aotearoa/New Zealand. In this presentation I discuss how and why waka ama has evolved from the grass roots level through to an international competition. I then report on an ethnographic journey that sought to explicate waka ama not only as an "emerging" watersport, but also as an important space for understanding performances and politics of Māori identity with and against confluent flows of neocolonialism and neoliberalism. Through the examination of my role as a member of a team competing in the Aotearoa/New Zealand 2011 waka ama national competition, I give particular emphasis to the ways in which these meanings and identities are constructed not in isolation from, but in complex dialogue with, these broader contextual formations. I conclude by arguing that waka ama can be seen as a place in which Euro-centric hegemony can be challenged and a uniquely indigenous sport reinstated within indigenous communities in Aotearoa/New Zealand.

Barriers to Healthy Lifestyles in Northern First Nations Communities.

Courtney Mason, cmaso2@uottawa.ca & Michael Robidoux, robidoux@uottawa.ca, University of Ottawa

In Northern Ontario's Nishnawbe Aski region, Oji-Cree populations have undergone dietary and lifestyle transitions throughout the second half of the twentieth century that have resulted in very high rates of obesity and obesity related diseases. Severely limited access to healthy foods and barriers to participation in physical activity have contributed to levels of obesity. In some communities throughout this subarctic region, there has been a resurgence of traditional methods of food procurement—which in northern Canada primarily involves hunting, fishing and gathering. While it is clear that there are important health and cultural benefits associated with these practices, our research has revealed critical socio-economic, cultural and environmental factors that require further examination. This paper is based on four years of collaborative research with three remote First Nations. Specifically programs will be discussed that have centered on enhancing local food procurement to improve food access, levels of physical activity and community health. While highlighting collaboratively generated initiatives that have stemmed from this partnership, we also emphasize the remaining barriers that persist for community members. In addition to problematizing acting constraints, we consider how colonial policies and power relations inform the contemporary challenges that these communities encounter.

Fri 9 Nov, 2:30 – 4 pm Media: New Media Theories & Methodologies

Jelly Roll Morton

Organizer: Jeffrey Montez de Oca Moderator: Michela Musto

Gatekeeping and Facebook 'friending' athletes in 21st-century sports journalism

Sada Reed, University of North Carolina at Chapel Hill, sjreed@live.unc.edu

Sports writers' use of social media as a newsgathering tool has influenced journalism practice, particularly gatekeeping and relationships with athletes. This study builds off a pilot study published in the fall 2011 issue of Journal of Sports Media that examined print sports journalists' use of social media. In the current study, a survey was administered to 77 print sports journalists who cover professional sports. Cross tabulations and chi-square tests were used to test hypotheses. Results suggest the relationship between circulation size and being Facebook "friends" with athletes is not significant. Results also suggest sports journalists who cover professional sports do not believe social media have changed their definition of gatekeeping.

Social Media, Athletes' Rights and the Olympic Digital Economy

Margaret MacNeill, University of Toronto, margaret.macneill@utoronto.ca

150 million microblogs by athletes, fans, media, and citizens of the world were generated during the 2012 London Olympics (Twitter.com, 2012). Media coverage of major sporting events is no longer limited to stories told by print and broadcast media. Athletes have become multimedia artists creatively spinning identity, documenting performance, and raising political issues via engagement with social media. Questions about athletes' rights to expression, privacy, commodification of online athlete representations, and the engagement of athletes within the transnational media-sport-sponsor nexus require attention. This paper offers preliminary insights from Canadian athletes involved in a participatory action research project following the 2012 London Olympic Games. This research aims to deepen our understanding of the development of the transnational sporting digital economy – in terms of the particular financial, physical and cultural capital implications - and the impact of new social media on athletes' rights to expression and engagement with media.

What's New About New Media?: Re-Examining Methodologies for Reading Sport Critically in the Digital Age

John Lisec, University of Minnesota, lisec001@umn.edu & Dunja Antunovic, Pennsylvania State University, dunja@psu.edu

The emergence of sport bloggers, comment boards, and online sports networks presents a new challenge for sports media scholars who strive to understand the ideologies circulating in online discourse. In this paper, a cross-media platform methodology is proposed that intends to reflect the complex and interconnected relationship between online sport media content generated by news media outlets, independent bloggers and fan commenters. To illustrate these changing dynamics, we analyze the online media narratives surrounding Shannon Eastin, the first female official within the National Football League (NFL). In this context, the paper is conceptualized in two ways. First, we discuss the multiple narratives across various platforms surrounding Eastin's perceived violation of gender appropriateness. Second, we propose a much-needed update of theoretical frameworks used by critical sport scholars to not only examine stories as online media representations, but also to consider the flow of new media consumption by audiences who simultaneously interact with technology that shapes and disseminates online sport media content.

The Time of Fandom: Sport Fans, New Media, and Immaterial Labor

Andrew McKinney, City University of New York Graduate Center, andrewgmckinney@gmail.com

In contemporary sports media, the space and time of sport and sport fandom has been seemingly infinitely expanded. The role of the media in sport broadcast and coverage has always been to expand the spatial dimensions and temporal moments of the sporting event, however, in the era of new media and particularly with the increasing dominance of web-based media, the actors involved in this expansion have both proliferated and drastically shifted in kind. What was once a field dominated by experts of a variety of shades (ex-players, professional broadcasters, professional journalists, gambling gurus) has now come to be dominated by amateurs of an equal variety (Youtube posters, bloggers, fantasy sport advisors, etc). This presentation is an attempt to grapple with the new practices that new media technologies have made possible, how their expansion of space, time, and participation have changed the sports media landscape, and what this means generally for the political economy of sport fandom. This presentation argues that new theoretical models are required to engage both the particularities of the sport fan experience through new media and the generalities of a post-Fordist economy that searches for surplus value beyond material commodities bound in physical space and finite time.

Fri 9 Nov, 2:30 – 4 pm Media: Gendered Constructions Organizer: Jeffrey Montez de Oca Moderator: Chelsea Johnson Sidney Bechet

"If 'She' Can Do It, Why Can't You?" A Textual Analysis of Ironman Triathlon Television Broadcasts from 1991 to 2011

William Bridel, University of Alberta, bridel@ualberta.ca

Socio-cultural scholars have turned their attention to the sport of triathlon since the early 1990s, primarily using interviews and other ethnographic methods to interrogate participants' experiences in the sport. As a way to augment the existing literature by exploring the ways the sport of triathlon is popularly portrayed, I undertook a textual analysis (Markula & Silk, 2011) of television broadcasts of the Ironman World Championships from 1991 to 2011, produced by and shown on NBC. Given that the actual race lasts up to 17 hours but broadcasts are reduced to 60 or 90-minute programs, broadcast producers make quite significant decisions about who and what to include. In this paper I will focus on two themes that emerged from my analysis: representations of female participants and "transformation" narratives. I discuss these two (sometimes interconnected) themes in relation to the broader socio-historical context, considering — following Foucault — how these broadcasts produce a particular way of knowing about things like gender and health inside and outside of sporting spaces.

"The United States and Canada are the Superpowers of Women's Hockey": A Study of the Construction of Echelon's in Women's Olympic Hockey 2002-2010

Kelly Poniatowski, Elizabethtown College, poniatowskik@etown.edu & **Kelly Frace**, Elizabethtown College

Since the introduction of women's ice hockey into the Olympics in 1998, Canada and the United States have dominated the sport. The IOC threatened to eliminate women's hockey from the Olympics if other teams did not improve. Hockey has traditionally been considered a sex-appropriate sport for men thus creating sexual difference. Nationalistic hegemonies in the media serve to reinforce the superiority of some countries over others, particularly in international sporting events. This study aims to track the progress of NBC's media construction of female athletes in a highly masculine sport over a period of three Olympics (2006-2010). Thematic textual analysis and open coding were used to analyze the games. Results indicate that the construction of women athletes during each of the three Olympics serves to reinforce the echelons in women's hockey. Three major areas of discourse emerged: 1) attributes of success 2) physicality 3) lopsided games and 4) the Swedish upset.

Differences in newspaper coverage of the Men's and Women's World Cups

Steve Bien-Aime, The Pennsylvania State University, SLB333@psu.edu

Little research has been done examining differences in news media coverage between the U.S. Men's and Women's World Cup soccer teams. The U.S. men's team is far less successful than the women and it could be argued that the players on the U.S. women's team are more famous than their male counterparts. That said a content analysis of newspaper coverage of the 2010 U.S. Men's and 2011 U.S. Women's World Cup teams during their respective competitions found that the men were covered much more than the women in terms of number of articles written. Also, local news sources wrote significantly more about the men's team than they did the women's team. Additionally, the findings of this paper suggest that gender typecasting might occur among journalists as the women's team was more likely to be covered by female authors than was the men's team.

"Hooligans: Nice guys or the last alpha males? A study of Swedish football supporters' self-image."

Aage Radmann, Malmö University, Aage.radmann@mah.se

There are several problems with using the terms hooligan and hooliganism, as these are not emotionally neutral. The media as well as other parties use these terms uncritically to indicate a number of different phenomena. I will argue about the importance of understanding the complexity of the various aspects of supportership. This includes an understanding of the many facets of supportership as well as the numerous different contexts in which the people involved are acting. The article clarify how Swedish football supporters – labeled hooligans by the media, sports clubs and the general public – describe themselves, their background, how they regard hooliganism, violence and why they engage in it. The study is based on interviews, and the informants' self-image and opinions about hooligans and hooliganism will be analyzed using the concept of identity as well as masculinity theory.

Friday, 9 November 4:15 – 6 PM

ALAN INGHAM KEYNOTE

STORYVILLE

NASSS and the Evolution of Feminist Scholarship: Early Beginnings and Frontiers

Organizers: Brenda Riemer & Mary Jo Kane

Moderator: Mary Jo Kane

Panellists

Susan Greendorfer, Professor Emerita, Department of Kinesiology, University of Illinois

Susan Birrell, Professor, Departments of American Studies and Gender, Women's, and Sexuality Studies, University of Iowa

M. Ann Hall, Professor Emerita, Faculty of Physical Education and Recreation, University of Alberta

Nancy Theberge, Professor, Departments of Kinesiology and Sociology, University of Waterloo

The first NASSS conference in 1980 was not only a defining moment in the development of sociology of sport but played a pivotal role in the development of feminist scholarship within the sub-discipline. Scholars who were thinking and writing about women, sport and gender in the relative isolation of their individual institutions met one another, in many cases for the first time, and formed connections that enriched their work and built a foundation for the growth of feminist scholarship for the future. From the perspective of 30 years in the field, the scholars on this panel – all of whom were present at that 1980 meeting – will share their perceptions of the development of feminist scholarship from its beginnings before NASSS to the present day. They will also reflect on the contributions of early scholars and leaders, influential early publications, the role of NASSS, the impact of developments from outside the field, and trends in recent scholarship. Considerable time for discussion will be included so that audience members can join the conversation.

6.15-7:45pm

NASSS Business Meeting and Awards/Presentations

FOLLOWED BY PRESIDENTIAL RECEPTION

SATURDAY 10 NOVEMBER

Saturday, 10 November 8:15-945

PRESIDENTIAL ADDRESS

STORYVILLE

FAYE LINDA WACHS

The Body Politic: A Call to Arms

SESSION 11 Sat 10 Nov 10:15 – 11:45 am

Sat 10 Nov 10:15 – 11:45 am

Sport and Gender

Organizer: Maureen Smith

Storyville I

Where the Boys and Girls Are; Where the Boys and Girls “Should” Be: Attitudes about Sport Gender-Typing

Andrew C. Billings, acbillings@ua.edu, University of Alabama, Kim Bissell, University of Alabama, Lauren Reichart Smith, Auburn University & Natalie Brown, University of Alabama

The issue of sport gender-typing has percolated within conversations about communication, sport, and gender for many decades. Building on the work of Kane (1989), Koivula (2001) and Hardin and Greig (2009), this study explores what modern conceptions persist regarding gender-appropriate sports. A total of 257 respondents were asked to rate 30 sports based on their perceived masculinity and femininity, with five sports (softball, figure skating, gymnastics, volleyball, and beach volleyball) classified as “feminine,” seven sports (football, boxing, wrestling, ice hockey, rugby, baseball, and auto racing) classified as “masculine,” and the remaining 18 sports that occupy the space in between, which could be classified as androgynous. Whether the respondent endorsed traditional gender divisions outside of sport was also found to significantly influence results, as was whether the respondent was an athlete or non-athlete.

Makeup and Muscles: Negotiating Gender Identity in Roller Derby

Jenn Bruce, Michael L. Naraine, narainem@uwindsor.ca, Amanda Morrison & Bethany-Marie Tovell, University of Windsor

The re-emergence of roller derby over the past decade has increased the opportunity for sport participation, especially from females. Research on female participation in roller derby suggests that participation is partly the result of the empowering qualities inherent in the sport and the fact that women can adopt a “derby persona” (Carlson, 2010). The derby person enables participants to create an identity, which differs from their everyday life, and other circumstances (Pavlidis, 2011). Semi-structured interviews ($n = 3$) and one focus group ($n = 7$) were conducted with current roller derby athletes who had participated in at least one bout in their careers. Participant’s gender identities were assessed in non-sport situations and within roller derby by scoring on a modified version of the Bem Sex Role Inventory (Bem, 1977). Results of the data collection indicate that the derby persona takes the form of a new identity or an emphasized version of their everyday life identity, enabling athletes to exhibit more stereotypically masculine traits in sport and non-sport contexts. The results also indicate that roller derby athletes are challenging societal norms and that the inclusive nature of derby allows for increased female participation in sport.

An Analysis of Dance Teams at Women’s Basketball Games

Sarah Barnes, Queen’s University, sarahbarnes049@gmail.com

This paper examines what happens when different femininities mingle side-by-side on the basketball court, a cultural space that has, historically, been seen as masculine. I share excerpts of a sociological personal narrative based on my observations, as a basketball player, of the dance teams that perform at inter-university women’s and men’s basketball game in Canada. I layer second-and third-wave feminist theory to analyse my experience. This ‘snapshot’ reveals a subtext where different performances of femininity struggle for legitimacy. I discuss the complicated way that homophobia and the “feminine apologetic” (Felshin, 1974) often co-exist in women’s sport. I conclude by considering the implications for women involved in competitive sport and connect these ideas to the wider struggle for social and gender justice in Canadian society.

Sat 10 Nov 10:15 – 11:45 am

Gendered Sport in Space and Place

Organizer: Giovanna Follo

Storyville II

The coed sport contact model: A conceptual framework for identifying impact of coed sport participation

Nicole Melton, Seattle University, nicolemelton@gmail.com, Adam Cohen & Jami Lobprise Texas A&M University

The purpose of this research is to examine coed sport participation and coed organizational structure and programming. Specifically, the authors develop the Coed Sport Contact Model (CSCM) by drawing on previous theoretical work within the sport industry and outside, along with additional empirical research on the subject. Based on the four tenants of intergroup contact: (1) support of authorities, (2) equal status, (3) common goals, and (4) acquaintance potential, the CSCM offers a model that suggests the following impacts of coed sport participation: (1) positive coed experience, (2) stereotype reduction, (3) increased desire for inclusivity and equality, and (4) increased self-confidence and pride in female participants. The final presentation will expand on the benefits of coed sport participation, debate suitable places and environments for initiatives of this nature, discuss how the model can be examined empirically (or empirically tested), and discuss avenues for future research.

An analysis of the how a gendered sport space or a “fixed geography of gender” can mediate attempts at increasing physical activity at recess

Nicole Willms, willms@gonzaga.edu, Andrea Bertotti-Metoyer, Paige Teichmann & Sinead Christensen, Gonzaga University

In a time of great interest in encouraging physical activity among children, even as physical education budgets are regularly being cut, children’s activity at recess has emerged as a popular site for intervention and research. However, many questions deserve further inquiry: Why do particular interventions work (or not)? And how might gendered spatial control of the playground, or a “fixed geography of gender” (Thorne, 1993), affect the experience and outcomes for boys versus girls? This presentation will discuss preliminary findings from a project that evaluated a grant-funded program intended to increase activity during recess. The research included both qualitative and quantitative inquiry over two stages of interventions to evaluate patterns of physical activity and gendered behavior (subjects: fifth through eighth graders). Findings suggest that many of the interventions promoted greater levels of physical activity, with a larger sustained effect on girls’ participation. The changes facilitated more play space for girls, although predominately at the margins, and also led to more coed play. Capitalizing on the destabilization brought about by the interventions, the girls on the playground seemed emboldened to claim new and previously male-dominated spaces and contest aspects of the gender regime on the playground.

Rx'd and Shirtless: A Qualitative Analysis of Gender in a CrossFit Box

Bobbi Knapp, Southern Illinois University, bknapp@siu.edu

Scholars have examined the ways in which gender is reproduced and resisted in various physical activities and their designated spaces such as aerobics (Markula, 2003), weight training (Dworkin, 2001), and fitness training (Ginsberg, 2000). CrossFit, a relatively new entrant on the fitness scene, has seen an increase in popularity and popular media coverage in the past few years. One of the core tenets of CrossFit is the belief that it is accessible to everyone through scaling. Using a critical feminist approach, the purpose of this research was to examine the ways in which gender was reproduced and resisted in one CrossFit box. The methodology used was that of participant observation and semi-structured, in-depth interviews. The themes that emerged included sense of community, pushing through physical limits, co-ed workouts, beat by a girl, and spatial influence. The researcher found that even though there are ways in which gender norms are reinforced in this space there were also multiple ways in which ideal femininity and hegemonic masculinity were resisted.

Sat 10 Nov 10:15 – 11:45 am**Sport, Pleasure and the Social Significance of Movement****Storyville III****Organizer:** Becky Beal **Moderator:** Robert Rinehart**Theorizing embodied sport pleasures: A tentative turn to affect****Richard Pringle**, University of Auckland, New Zealand, r.pringle@auckland.ac.nz

Although studies of emotion are not uncommon in the sociology of sport, few critical researchers have drawn on affect theory to study embodied sporting pleasures. In this paper I introduce the tenets of affect theory as articulated by Brian Massumi, Nigel Thrift and Eve Sedgwick. Affect theory can be considered as a critical response to the dominance of social constructionist ideas (or 'discursive essentialism') and the marginalization of the fleshed body within socio-cultural studies. As such, it attempts to draw on scientific understandings of the production of emotions within the body to critically examine the socio-cultural impact of affects. Yet affect theory does not suffer from biological determinism as the body is viewed as a creative space and site of potentiality. The turn to affect has allegedly destabilized the relationship between science and cultural theory. Mike Featherstone (2010) further claims that affect theory has returned the body to sociocultural study in a manner that goes beyond constructionism. Nevertheless, the rules of engagement for undertaking cross-disciplinary research are in its infancy and the ability to borrow form the sciences is fraught with difficulties. I conclude by considering the strengths and weaknesses of drawing on affect theory for the examination of embodied sporting pleasures.

Running for Pleasures**Jayne Caudwell**, University of Brighton, UK, j.caudwell@brighton.ac.uk

It is apparent that distance running is contingent on socio-cultural location and there are valuable scholarly contributions that demonstrate the ways class, gender, sexuality, age and ability (Abbas, 2004; Allen-Collinson, 2011; Atkinson, 2008; Leedy, 2009; Smith, 2000; Tulle, 2007; van Ingen, 2003) impact running, and are re-inscribed through running. Feelings of pleasure do feature in some of these studies. However, runners' pleasures are often connected to achieving and recording times and distance. Capturing the emotion and affect of running—the intangible dimension of human movement—and relating running to feelings of embodied pleasures is not achieved easily via traditional academic approaches. Many sport scholars are prone to objectify and make scientific the body's motion. Referring to sport studies, Markula and Denison (2000) explore how it is possible to research and write about the motion of the body (running and dance) without turning human movement in to a disembodied practice. Through reference to Rinehart's (1998) work on skateboarding, they make an important turn to the aesthetic, sensate and visceral of moving bodies. In this paper, I draw on fiction, existing academic literatures and my own experiences to offer a socio-cultural analysis of running pleasures. Overall, I aim to challenge running cultures of achievement and running discourses of success. Importantly, I seek to move beyond pleasure as fixed to work ethic because too often, as Ahmed (2004) points out: 'Pleasure becomes an imperative only as an incentive and reward for good conduct, or as an 'appropriate outlet' for bodies that are busy being productive ('work hard play hard')(p. 163).

Ageing Bod(ies) and Pleasure: Reading the Past Poetically**Robert E. Rinehart**, University of Waikato, New Zealand, rinehart@waikato.ac.nz

Discourses are produced and reproduced at many cultural sites, but nowhere as omnipresent and insistent as in popular culture. Film, television, YouTube®, and Vimeo® help to shape how we view such inevitable life processes as ageing. I look at portrayals of active, pleasurable, ageing bodies through a juxtaposition of a set of sport-related advertisements, films, and extant texts with an autoethnographic series of poetics. I examine a few of the salient ideological lenses by which contemporary society may shape and cement perceptions and views of the affective pleasures regarding ageing, the ageing body, and matter in society.

Sat 10 Nov 10:15 – 11:45 am**Animals and Sport: Exploring Use, Abuse, and Oppression****Mahalia Jackson A****Organizer:** Melanie Sartore-Baldwin **Moderator:** Michelle Gilbert**"Master" Breeds: Exposing Mixed-Breed Discrimination Within Dog Sports****Guilherme Reis Nothen**, University of Toronto, g.reisnothen@mail.utoronto.ca

Since the publication of the groundbreaking works of Donna Haraway (2003, 2008), increasing attention has been driven to the new types of dog sports – among them dog agility – that have flourished during the last four decades and their alleged capacity to strengthen dog-human partnerships (Potts & Haraway, 2010; Carlson, 2011). Notwithstanding, systematic and institutional acts of discrimination against mixed-breed dogs seem to persist within similar sports, which are likely to be some of the very last social spaces where exclusionary policies targeting a specific group of participants can be legally professed, at least in North America. Although many activists have sought to challenge some of the discriminatory practices encountered in dog sports by the creation of alternative associations and leagues, a substantial number of events – including some of the most prestigious competitions – are still organized and regulated by Kennel Clubs and their respective purebred ideologies. As I shall seek to demonstrate, largely drawing from institutional documents and promotional materials, such practices of discrimination seem to carry some intriguing similarities with historical manifestations of "scientific racism" (Schafft, 2002), and may be perniciously aligned with widespread discourses legitimating projects of eugenics, sterilization and mass killing of undesired dogs in society at large.

Attitudes Toward Animals Amongst Sport Fans**Melanie L. Sartore-Baldwin**, East Carolina University, SARTOREM@ecu.edu

Whereas a great deal of literature has examined the various manifestations of prejudice within sport, prejudice that may indeed take root in attitudes held toward animals, there are no works that examine the attitudes held toward animals within the sport setting. This gap in the literature is addressed here. Specifically, against the backdrop of increasingly visible animal blood sports (i.e., dogfighting) and in response to mounting pressures to end animal abuse, this study investigates the extent to which ideological belief systems amongst sport fans predict their attitudes toward animals. Findings suggest that a strong belief in the presence and maintenance of societal hierarchies informs sport fans' attitudes toward animals as exploitable and expendable.

Sport, Spectacle And The Hyper-Consumption Of Food

The growing body of literature on sport spectacle and consumption has largely been anthropocentric despite the fact that sport, historically, is heavily entrenched with human-nature dichotomies, thus undermining a significant history of human and non-human relations in sport. Increasingly research in feminist studies, postcolonial scholarship, philosophy, geography, law and bioethics have examined interspecies relations and indicate a need for further interdisciplinary research of animal rights, welfare and abuses. Given the longstanding interrelationships between hunting and sport, sport scholars have largely neglected the hyper-consumption of animals as symbolic images as well as food at major sporting spectacles. Drawing upon North American sports events, including the Stanley Cup, Superbowl and the Calgary Stampede, this paper will consider the socio-historical constructions of interspecies relations and human-animal categories in sport. Further, we will critically examine the ways in which sporting spectacles create spaces for the hyper-consumption of animals and equally resource the concepts of animality to reproduce notions of civility and savagery and hierarchies of (non)humanness.

Sat 10 Nov 10:15 – 11:45 am PANEL Organizer: Richard Southall Mahalia Jackson B

Plantation, Migrant-labor camp, Brothel, or Company Town? A Critical Examination of Several Big-time College-Sport-Exploitation Metaphors

Several controversial models/metaphors have been proposed to describe the cultural context within which big-time U.S. college sport occurs. These metaphors have alternately described a National Collegiate Athletic Association (NCAA) "Collegiate Model" whose athletic departments are viewed as either: (a) a series of neo-colonial plantations, which support an oscillating migrant-labor system, (b) brothels in which pimpin' coaches control player-prostitutes, or (c) company towns that have forestalled player-unionization efforts by mollifying workers with Student Athlete Advisory Committees (SAAC) that function as employee representation plans or "company unions" (Hawkins, 2009; Southall, Hawkins & Polite, 2010; Southall & Weiler, 2012). This session presents an opportunity for attendees and panelists to critical analyze these metaphors' efficacy as descriptive lenses through which to view big-time NCAA college sport in the United States. The session will include a discussion of various theoretical frameworks upon which each metaphor is based, and an open discussion of critiques leveled against each metaphor.

Panellists: **Billy J. Hawkins & Fritz Polite**

Sat 10 Nov 10:15 – 11:45 am PANEL Organizer/Moderator Mark Schuster Jelly Roll Morton

Silence, Megatext and Beyond Sudden Death: JoePa, Rene Portland and Jerry Sandusky at "Happy Valley"

Is the media culpable in its reinforcement of hetero, sexist, and hegemonic assumptions of sexual identities in intercollegiate sport? At what cost are safety, respect, inclusion, social justice, and well-being compromised at the expense of sport legacies? Bakhtin's terms "heteroglossia" and "polyphony" will be used as a theoretical framework for the discussion where a "megatext" is a media manic disorder catapulted by the Internet, hypertexts, smart phones, social media, YouTube, Twitter, and Tumblr. Within days, sometimes minutes, private dyads become a national or international frenzied performance of embedded biases. Birrell and McDonald define articulation in sport as a barometer of our culture and who we are as social beings. While Renee Portland blatantly practiced "no lesbians allowed policies" for decades Joe Paterno was football coach at Penn State, and for a short period, athletic director. Portland's actions were practically ignored by the media, while the most recent scandal became an uber Megatext. The session explores the arch of cultural complacency at Penn State and society in general. Participants will discuss what megatexts tell us about society and culture. More critically, is the media driven by ratings, sensationalism, emotion, and hegemony - until a bigger Cerberus megatext rears its sporting head?

Panellists: **Cheryl Cooky, Tamar Semerjian, Jane Stangl & Sophia Demuyncck**

Sat 10 Nov 10:15 – 11:45 am Active Embodiment III: Active Bodies and Biologies Sidney Bechet

Organizers: Joshua I. Newman & Michael D. Giardina

Biological Fandom

Munene Mwaniki, University of Illinois, munenefm@gmail.com

In the last few decades our exposure and access to sport has increased dramatically through advancements in television, internet, and phone technologies. I argue that this rise in accessibility has increased biological knowledge and information among "fans," a term I use broadly, and complicated our relationship with sport. Through the use of Foucault's concepts of biopolitics and biopower, together with those of Rose and Novas' notion of biological citizenship, I introduce the concept of "biological fandom" as a way to think and talk about the intensification of biological knowledge in and around sport. As a problem space where various relationships of power intersect, biological fandom is where new advances in and levels of access to biological information continually forces us to renegotiate established boundaries, thresholds, and ethics. These debates concern issues and dichotomies such as human athletic capability, human and non-human, biology and technology, race and genetics, and gender/sex, among many others. With processes that are both top-down and bottom-up, biological fandom creates new forms and ways of valuing the biological. Through specific and general examples I argue that biological fandom continues to change our relationship, in the broad sense of being a fan, to sport, athletes, and ourselves.

Amusing Ourselves to Life: Video Games, the Body, and the Politics of Fitness Promotion

Brad Millington, University of Toronto, brad.millington@utoronto.ca

This presentation examines a popular, though still relatively understudied, trend: the promotion of bodily and cognitive exercise through video games like Nintendo's Wii Fit. In recent years, the video game sector has placed the active body at the centre of its game development agenda—a move that seemingly disrupts the commonly held view that 'screen time' and inactivity are necessarily intertwined. Drawing from research into the production, marketing, and consumption of exercise-themed games, the specific purposes of this presentation are twofold. First, the presentation offers the terms 'bio-play' and 'bio-games' as contributions to the literature on governmentality and the (sporting) body. The former term refers to the conflation of (consumption-based) self-care and entertainment in games like Wii Fit, while the latter signifies the technological genre in general that is characterized by this self-care/entertainment pairing. Second, the presentation considers the enabling and constraining tendencies accompanying the arrival of bio-games. That is to say, after highlighting examples of media 'audiences' utilizing these technologies in productive (or enabling) ways, the presentation outlines concerns associated with the gaming sector's newfound fitness imperative. These concerns include bio-games' representational politics, their implicit conjoining of health and spending power, and the material relations underlying technology production.

With the 'Aesthetic Regime of Art': Active Embodiment in Toesock Advertisements

Pirkko Markula, University of Alberta, pirkko.markula@ualberta.ca

In this performance ethnography, I examine the sensible order (Ranciere, 2004) that assembles photography, the moving body, and inanimate objects in Toesock advertisements. Drawing from Jacques Ranciere's (2004) concept of the aesthetic regime of arts and Bruno Latour's (2005) actor network theory, I map the possibilities for 'catching up' with the matters of concern (Latour, 2005) through micropolitics of the fit body.

SESSION 12: Saturday 10 November: 11:50 am – 1:20 pm

Sat 10 Nov, 11:50 am – 1:20 pm Sport and Space Organizer: Michael Friedman Storyville I

In Rhythm with the Neoliberal Public: Toward a Physical Cultural Studies of the Street

Joshua I. Newman, Florida State, jnewman@admin.fsu.edu

In this presentation I offer commentary on moving bodies and the spaces they simultaneously inhabit and produce, pointing specifically to dominant rhythmologies of our market society. I offer as the presentation's core thrust the pedagogical, political, and performative exigencies of the street; its traversal and occupation, its flow and stasis. I utilize the theories of Jean-Luc Nancy, Roberto Esposito, and Paul Virilio to build an argument around the ways that we might benefit by moving away from bedrocked disciplinary notions of "hegemony" and "discursivity"—not necessarily due to lack of ontological cogency but rather praxical impotency—and instead turn toward dimensions of pace and space. In so doing, I encourage attendees to look beyond the dynamic texts or fixed environs and toward the sensual and sensory; postulating a [re]location of the flesh and bones that has often been missing from the thinking(s) and doing(s) of Sport Sociology and Physical Cultural Studies. It is my hope that by doing so, we can explore strategies for disrupting the rhythms of capital, of colonialism, of patriarchy, of heterosexism, of ableism, and of racism with which our research is too often made to march in step.

Staging Rio 2016: The politics of spatial reformation

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Preparation for the 2014 World Cup and the 2016 Olympic Games provides an occasion for both urban regeneration and a recasting of Rio de Janeiro's conflicted perception for an international audience (Canales, 2011). Entering into a period of spatial transformation in Latin America characterized by Lequia (2011) as at a crossroads, on the one hand, the present moment is pivotal for reclaiming architectural and spatial planning in Latin American from the century long Euro-centric dominance. On the other hand, Rio de Janeiro simultaneously intends to develop touristically and consumptively based global imagery (Gaffney, 2010). Attempting to build in seven years more infrastructure than has been constructed in the past 50, the Cup and Games narratives provide new modalities for the construction of a civilized city as representing both "a symbol of the desire and promise to rewrite the social and urban history of Rio" (Canales, 2011, p. 57). Mobilized in large part by public monies instead of private interests, and physically cleared through militarized pacification—what Rio Governor Sergio Cabral has labeled a "shock of peace," the sites for the Games are scattered across the city resembling four islands. Bringing together local, national, and international public and private involvement in myriad political, economic, and social investment, the Games sites present an archipelagic imagery (Foucault, 1977) across the face of Rio eliciting an intensity of spatial reformation resonating outward from games venues to the city as a whole: the entire city becomes a stage. This narrative and performative imagery suggests that the landscape of Rio may experience only "short-term theatre" intended to accentuate the medium term drama associated with the World Cup and Olympic Games (Kerlin, 2011). The Games, in as much as they represent a strategic engagement of the local for global aspiration, serve also to foster a citizenry capable of supporting such a global political economic agenda capable of resonating with global capitalism. Local space, as an integral mechanism in the formation of global capital, then also becomes integral to the establishment of the normalized global citizen.

Partnerships and (Active Urban) Places: Rethinking 'Public' Recreation in Baltimore City

Jacob J. Bustad, jbustad@umd.edu & **David L. Andrews**, dla@umd.edu, University of Maryland, College Park

Urban reformers of the early 20th century declared the need for particular spaces built by and for the denizens of the city, and the construction and maintenance of public spaces for purposes of health, sport, recreation and leisure continues to be a key aspect of contemporary urban governance. This project explores current shifts in urban recreation policy in order to both interrogate the ways in which the nature of 'public space' is being developed and implemented, and to analyze the various spaces created and inhabited through the assemblage of discourses, institutions and actors that constitute public recreation in Baltimore City. As public-private (and other) partnerships have become common priorities for urban governments – and have oftentimes wrought profound effects on the lives of urban citizens – this critical examination of the policies, practices, and places of urban recreation problematizes both the re-conceptualized 'public' within 'public recreation', and the spaces of the city involved in the actualization of public-private policies and processes.

Edilia Field -- A Utopian Baseball Future

Michael Friedman, University of Maryland, College Park, mtfried@umd.edu

In Spaces of Hope, David Harvey (2000) advocated that scholars engage in utopian thinking as a way to imagine alternative possibilities towards which progressive praxis can be directed. While warning of the potentially authoritarian nature of utopian thinking, Harvey offered one such progressive vision, which he called Edilia, in which the exploitative and destructive social relations of capital were replaced by localized governance and humanistic ideals. Inspired by Harvey's vision of a utopian future, in this presentation, I suggest an alternative to the current generation of baseball stadiums in the United States. Within these spaces of hyper-consumption, the primary concern of team management, architects, and urban planners is to maximize capital return, which is accomplished through teams demanding (and usually receiving) millions of dollars in public subsidies and by designs that commodify virtually every aspect of attendance. Despite public investment, this extreme commodification of the game experience has created stadiums that are highly-exclusionary and economically stratified, in which money determines the kinds of access and amenities available to consumers. In imagining an alternative, this presentation offers a vision of baseball and sport generally, in which economic interests are no longer of primary importance, but have been superseded by the social and emotional investments of team supporters and other members of the community.

Sat 10 Nov, 11:50 am – 1:20 pm

Post Humanism and Sport Studies

Organizers: Carolyn Prouse & James Gillett

Storyville II

Branding boundaries: Negotiating animality, branding, and the sporting body

Rob Millington, Queen's University, r.millington@queensu.ca, **Scott Carey**, Queen's University, 0rsc2@queensu.ca & **Carolyn Prouse**, University of British Columbia, carolyn.prouse@geog.ubc.ca

Apart from those sports in which the physical existence of animals is explicitly clear (e.g. equestrianism, bullfighting, fox hunting, etc.) there rests a contemporary sporting landscape that has seemingly naturalized the symbolic presence of animals. Multinational corporations, sport organizations, fans, athletes, and commentators alike call upon animalistic imagery and metaphor as a way to ascribe meaning to identities, bodies, gestures, companies and products. Indeed, 21st century consumptive experiences of sport appear to be inescapably mediated through the semioticity and discursivity of animals (e.g. team names, logos, mascots, nicknames, advertisements, etc.) as distinctions between nature/culture and animal/human are put into constant negotiation. Using a posthuman lens to further explore these negotiations, we argue that a critical appreciation for symbolic animality contributes to our understanding of "sport as a racial project" (Carrington, 2010). To explore this topic, we turn to the practice of branding. Originally a physical inscription into the flesh of the "natural" (e.g. animal bodies, colonized bodies), branding – in its contemporary context – seeks to symbolically inscribe meanings to (sporting) bodies and cultural identities that often draw on animal/animalized/post-human discourses. Branding, therefore, represents a useful site to interrogate the complex set of politics that undergird sport, animals, race and production/consumption.

From Fleshwork to Network: Confronting a Hierarchy of Humanity in High-Performance Sport

Stephanie J. Cork, Independent Scholar, stephaniejcork@gmail.com

The ubiquity of consumer technologies has transformed human machine interface from spectacular to mundane. This is not merely a superficial interface, but the intimate merger of wetware with hardware. Bodies are both repaired and augmented via the infiltration of new technological innovations from phones to prosthetics. The emergence of machine-human hybrids has created a fascinating conundrum, which questions the moral and physiological validity of so-called "disabled" bodies in high-performance sport. The inclusion of Oscar Pistorius during the Olympic Games in London this past summer has fostered heated discussion surrounding his "enhanced" abilities. Even though Pistorius was unable to reach the podium, his competitors, the media and his countrymen regard him as a hero. This paper discusses the multiple sites of embodiment that this South African athlete inhabits: the superhuman, the human and the subhuman. This hierarchy of humanity can be utilized as a model to confront the myths and realities that surround our posthuman future. As technological innovation enables the "dis"-abled we are forced to engage with both the liberating and oppressive potential of cyborgification; and contemplate what this fleshwork means for the future of sport.

This Body Which is One: Pre-Humanism, Sport and Unlearned Aspects of Physical Culture

James Gillett, McMaster University, james.b.gillett@gmail.com & **Michael Atkinson**, University of Toronto, michael.atkinson@utoronto.ca

Whilst the vast majority of post-humanist theory in the social sciences and elsewhere focuses on the degree to which people are transitioning into super or beyond-human entities, such lines of analysis fail to appreciate how, as embodied beings, athletes and sports participants more broadly continue to experience movement in combined learned and unlearned manners. Stated differently, and drawing from Elias (1987), theorists of post-humanism have failed to adequately recognize and account for the degree to which human expression, movement, emotion, and behavior is partially shaped by unlearned (read unsocialised, uninhabited) psycho-biological influences and factors. In this paper, I reflect upon three ethnographic research efforts conducted in the past decade (Parkour, fell running and Ashtanga yoga respectively) in the spirit of unpacking the significance of Elias's (1987, 1991) notion of the hinge for sport and physical cultural studies. Specifically, I analyse how alternative sport/physical cultures in North America increasingly seek to embrace and encounter the unlearned/unmediated/luddite body; here, the pleasure of movement is located by participants through primordial and non-discursively constructed flows. In the end, post-humanist discourses are critiqued as neo-Enlightenment, Western inhumanist doctrines, and for their relative lack of attention to a range of embodied performances and realities.

A Bird in the Hand....: The Economics of Birding

Peter Donnelly, University of Toronto

This paper follows up on my earlier work on birding and addresses what I believe to be a gap in studies of human animal relations. The work of Bishop and Hoggett, and that of Richard Butsch, carried out mainly in the 1980s and early 1990s raise important issues about the political economy of leisure, especially hobbies – issues that have not been fully explored in the sociology of sport and leisure and the turn to post-humanist frameworks in the social sciences. In addition to the cash/credit economy of birding – now an extensive leisure industry involving equipment (cameras, binoculars, telescopes, recording equipment, and so on), clothing, travel and guiding services, books, and so on, there are several informal economies. Perhaps most connected to my previous work is the moral economy of birding – a sport-like activity in which it is sometimes necessary to trust an individual's claimed achievements without any objective evidence. In addition, there are at least three layers of information economy: first, the shared information regarding the location of rare species – information that may not always be shared equitably; second, the sharing of educational information from more experienced to less experienced birders – especially location and recognition skills; and third, the generation of scientific data – particularly species counts, environmental data, and taxonomic data.

Sat 10 Nov, 11:50 am – 1:20 pm Examining Access and Issues in Intercollegiate Sport III Storyville III

Organizer: Amanda L. Paule-Koba Moderator: Jordan Bass

Spirituality: Considering a Fourth Dimension of Intercollegiate Athlete Development

Calvin Nite, Texas Tech University, calvin.nite@ttu.edu & John N. Singer, Texas A&M University

The spiritual development of college students has received moderate attention in the higher education literature; however, the spiritual development of college athletes has yet to be adequately examined in the sport literature. Research concerning the overall development of intercollegiate athletes has routinely suggested that athletes develop in three key areas of their lives: physical, educational, and social (Adler & Adler, 1991; Killeya-Jones, 2005; Miller & Kerr, 2003; Settles, et al., 2002; Yopyk & Prentice, 2005). The purpose of this presentation is to discuss the inclusion of spiritual development into the dialogue of college athlete development. Studies of religion and spirituality in college athletics have suggested that the spiritual development of athletes is an important part of their overall development. For instance, research has suggested that prayer activities may be instrumental in building cohesive teams (Murray, Joyner, Burke, Wilson, & Zwald, 2005). Other research has suggested that athletes' spirituality may influence their ability to cope with the demands of athletic competition (Ridnour & Hammermeister, 2008) and compete at high levels more frequently (Dillon & Tait, 2000). Thus, it is important for sport sociologists and sport managers to consider more robust investigations into the spiritual development of athletes. This presentation will discuss implications for future research and inquiry into this topic.

“Doing Time”: The Effects of CIS Athletic Eligibility on the Experiences of Canadian Student-Athletes

Arlinda Ruco, Queen's University, 6ar25@queensu.ca

There is a cornucopia of research on university sport and the experiences of student-athletes (Duderstadt, 2000; Miller & Kerr, 2002; Paskey, 2000; Shulman & Bowen, 2001). Most of this research focuses on the experiences of athletes in the United States, with fewer studies conducted on Canadian student-athletes. Of these, no articles have strictly explored the implications of the Canadian Interuniversity Sport (CIS) policy, which allows athletic eligibility for five years.

This study explores what I call “doing time” - the effects of a CIS athletic eligibility on the experiences of Canadian student-athletes who are enrolled in standard four year undergraduate degree programs. I conducted in-depth, semi-structured interviews with student-athletes currently enrolled at a Canadian post-secondary institution. The findings revealed that an extra year of eligibility, unlike the United States’ National Collegiate Athletic Association (NCAA) four year rule, meant having more experienced teammates and the opportunity to play throughout an entire undergraduate career and/or part of a graduate program. Some participants set out with a concrete plan to graduate in five years while others were reluctant to use up a fifth year of eligibility. My analysis is framed within the CIS eligibility rules, and the factors that shape the experiences of student-athletes at large.

Examining the Underrepresentation of Deaf Coaches and Administrators in Intercollegiate Sport

Tiffany Hooks, Texas A&M, t42hooks@hlkn.tamu.edu

Individuals who are Deaf face multiple forms of discrimination as they are often stigmatized as disabled, while their various placements in society often fail to accommodate their method of communication—American Sign Language (ASL). While facing the dilemma of accepting their protection of civil rights under the Americans with Disabilities Act (ADA), individuals who are Deaf must prove that there is in fact no disability in their way of being but that they are part of a linguistic and cultural minority (Lane Hoffmeister & Bahan, 1996). Participation in Deaf sport is a major means of socialization in the Deaf community (Stewart & Ellis, 2005). It provides physical and psychological benefits (Stewart & Ellis, 2005), as well as provides opportunities for Deaf managers to further their leadership abilities (Lane et al., 1996). Given the importance of sport participation, and the prominence of Deaf sport organizations, it is incongruous that there is an underrepresentation of coaches and administrators who are Deaf in intercollegiate sport. This presentation will be based on the presenter's preliminary dissertation work and will be examined from a critical disability and access discrimination framework.

Deep Inside the Corporate University: Fundraising, Boosters, and Intercollegiate Athletics

Jordan Bass, Florida State University, jbass@fsu.edu

Today, the importance of boosters and booster departments to college and university athletic programs cannot be understated. As sources and amounts of public funding to higher education have become proverbial lightning rods within many current political and ideological debates, athletic programs are under increased pressure to exhibit their financial independence from the parent university. To mitigate these deficits and quell this growing disquiet, universities are relying on external grant dollars, eliminating academic majors or entire departments, and freezing or cutting employee salaries and benefits. This presentation offers an organizational ethnography of a major NCAA Division 1 boosters program I performed throughout the summer of 2012. Through this ethnography, I was able to observe and participate in the complex daily operations of a boosters department tasked with raising over \$20 million a year. In this presentation, I will detail my experiences within the department and highlight themes that emerged during the fieldwork. For example, the interpersonal and intra-organizational tensions that existed between the alumni association, the athletic department, and the boosters department will be presented and contextualized based on the unique space in which all three entities reside. Lastly, through ethnographic engagement I have been able to explore the multifarious and oftentimes complicated ways in which the pressures of the corporate university influence organization behavior in this booster setting.

Sat 10 Nov, 11:50 am – 1:20 pm

Education, Sport & Inclusion

Organizer: Becky Beal

Mahalia Jackson A

Exploring Status as it Relates to Bullying in Visually Impaired Populations

Emily Dane-Staples, St. John Fisher College, edane@sjfc.edu

In bullying research, status plays a key role in who is the instigator and who is the recipient of bullying. Athletes are often considered a high status individual and have been accused of engaging in bullying behaviors. Individuals with disabilities are seen as possessing lower status and are often the victims of bullying. What is unclear is if athletes who have a disability are instigators of bullying or are victims themselves. This study explored implications of status as it relates to bullying experiences by athletes and non-athletes with visual impairments. Specific attention was paid to uncovering similarities and differences between the two groups. Results indicate that athletes with visual impairments are both the victim and instigator of bullying activities. The hypothesis of status as a factor in bullying was supported within both populations.

Measuring the Impact of a Wellness Course on Student Athletes

Rebecca Allen, Indiana University, reballen@indiana.edu

In 1994 the NCAA foundation and the NCAA Division I-A Athletic Directors Association created a life skills course to help student athletes transition to collegiate life. This program is also referred to as CHAMPS (Challenging Athletes' Mind for Personal Success) and there are a growing number of individuals pushing for the implementation of CHAMPS courses on college campuses. While colleges and universities call them different names the goal is to help student athletes integrate into collegiate life. This presentation takes a closer look at the benefits of a wellness course offered at a large Division I institution. Whether or not the course was able to provide nutritional benefits, stress and time management techniques, and improvement in overall wellness pertaining to the "6 dimensions of wellness" will be discussed.

The Color of Playbooks and Textbooks: how young men experience high school sports across race and class

Jeffrey O. Sacha, University of Southern California, sacha@usc.edu

This research project seeks to understand the impact of organized high school athletics in the lives of low-income males as they transition into young adulthood. Educational research conducted over the past two decades has noticed significant and even growing disparities among adolescent men and women in educational outcomes, employment success, and levels of civic engagement while in high school. These gaps are all the more pronounced within educational contexts consisting primarily of low-income students of color. However, the one area where low-income high school males have maintained parity or a slight advantage over young women is within the context of organized athletic participation. Data for this project comes from the California Young Adult Study (CYAS), a 2011 research project funded by the Bill and Melinda Gates Foundation that focuses on 18 to 26 year-old Californians. This paper will present and analyze the survey data on over 2000 random digit-dial telephone surveys to show the racial, class, and gender breakdowns of high school sports participation in California, as well as the post-high school outcomes for both athletes and non-athletes. Three key outcomes are tested: high school graduation, experiences with suspension or expulsion during high school, and enrollment in post-secondary education. Qualitative data from 35 follow-up interviews, conducted with young men drawn from the phone survey, will also be presented. These data explore the high school and post-high school experiences of athletes and non-athletes across race (White, Black, Latino) and class (low-income and non-low-income). Through the interviews, the processes are explored through which sports impact or fail to impact the high school experiences of young men. The meanings, memories, and influences of high school sports involvement are not universal for these young adult males, and this paper seeks to illuminate how these differences are shaped simultaneously by race, class, and gender.

Evaluating Impact of a Non-Traditional, Grassroots Sport

Adam Cohen, ascohen@hlkn.tamu.edu & **Jon Welty Peachey**, Texas A&M University

This study examines the authentic sport of quidditch, based off the Harry Potter franchise, a non-traditional sport growing in popularity in places around the world such as high schools, colleges and local communities. The purpose of this research, through a grounded theory study, was to examine the impact and benefits participants of this grassroots sporting endeavor received and determine similarities and differences to traditional sport activities. Findings suggest that involvement with quidditch provided increased leadership skills, social gains, increased health and fitness, increased self-confidence and pride, along with a positive sporting experience, all of which has been recognized in more traditional sports. Further analysis revealed the grassroots component of the sport provided leadership opportunities that organized traditional sport often cannot provide. Considering the need for original, inventive, and fiscally viable sports programs due to shrinking budgets and increased levels of burnout and dropout, this study advocates the value of grassroots and community sport initiatives and the benefit of their implementation in places throughout society.

Sat 10 Nov, 11:50 am – 1:20 pm The Ponzi Scheme of Sport & the African American Athlete:

Mis-integration, Mis-education, and Mis-identification

Mahalia Jackson B

Organizer: Louis Harrison

Reviving Black Male Athletes' Voices

Nameka R. Bates, University of Illinois at Urbana-Champaign, namekabates@gmail.com

How prominent are athletic voices in sports studies examination of the black male athlete experience? The dominate discourse in sport studies articulates a narrative of the black male student and professional athletes that is mired in discrimination, exploitation, academic under-achievement, identity development, and career aspiration. For this reason, the social justice movement toward racial equality in athletics continues to be critical in sport studies as many questions, challenges, and injustices persist (Althouse and Brooks, 2009). This study examines athletic voices as contributors to historical, theoretical, and empirical studies of black male athletes. Special attention is devoted in this presentation to identifying significant works that have developed academic and mainstream ideologies of the black male athlete experience. The goal of this research project is to uncover the black male athletes' voices that offer evidence to the scholarly claims of institutional neglect toward their holistic athletic experience.

Understanding the academic, athletic, and psychosocial experiences of African American male student-athletes transitioning into a large, predominantly White university

Darren Kelly, darren.kelly@austin.utexas.edu & Marlene Dixon (Advisor), The University of

The most talented and highly recruited African American high school football players regularly look to large, predominately White universities across the country for the opportunity to play the sport at its highest level. They often seek out these universities because they provide the most specialized coaching, training, resources, and media exposure that they feel will best prepare them for a professional football career. Yet, despite knowing that their new university is predominantly White, many student-athletes are surprised to learn how dominant the majority culture is and have a hard time adjusting to their new environment. This study utilized Critical Race Theory (CRT) and culture shock theory to understand the academic, athletic, and psychosocial experiences of African American male student-athletes transitioning into a large, predominantly White university. This qualitative study included semi-structured interviews with first-year, African American male football players in a major college sport program at a predominantly White institution (PWI) in the Southern United States, in addition to other key stakeholders which included upperclassmen African American male student-athletes, former African American male student-athletes and faculty and staff members. Results indicated that participants experienced a sense of culture shock due to not only the large amount of White students, but also the dominant White culture and the lack of other African American students on campus. This often resulted in a struggle to adjust to their new environment, racial stereotyping, and other negative experiences when interacting with other members of the campus communities. These results not only have implications for the student-athletes themselves, but also for administrators, coaches, faculty, and student support services personnel at these large institutions.

Black Student Athlete Development: Voices From the Bottom of the Symbolically Inclusive Well of Intercollegiate Sport

Albert Y. Bimper Jr., Kansas State University, abimper@ksu.edu

The aim of this study was to gain greater understanding of a uniquely germane facet of Black student athlete development, namely Black racial identity. The present research utilized a mixed-methods approach to explore elite-level NCAA Division 1-FBS Black student athletes' racial identity attitude perceptions and influential factors impacting their identity development. Drawing upon both Nigrescence Theory and tenets of Critical Race Theory, this research investigated how race beliefs impact the identity development of current football players attending predominately White institutions of higher education. Survey findings indicate that participants in this study subscribed to two pre-encounter identity attitudes, namely assimilation and miseducation, to greater extents than other nigrescence attitudes. Additionally, participant qualitative data revealed how sociocultural forces with regard to race and the culture of elite intercollegiate sport significantly influence a continuum of race beliefs and offer plausible reasoning to the preponderance of participant pre-encounter attitudes. Based on findings, implications of this study provide a more nuanced perspective of the uniqueness of Black student athlete development. Furthermore, this study is significant for elevating a necessary consciousness of Black student athlete needs and experiences for practitioners working with these student athletes in academic, advising and counseling settings.

Understanding the Educational Plight of African American Male Athletes in K-12 Urban Contexts: A Multilevel Framework

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For several decades now scholars have discussed the disparities in educational resources and student performance that distinguish schools in urban settings and suburban settings (see Conant, 1961; Kozol, 1991, 2005; Rury & Mirel, 1997). In particular, there has been a keen interest in the educational plight of African American males in urban schools, with many of them being labeled as "at-risk" students who are at the very bottom with respect to educational attainment and most indicators of academic performance (see Howard, 2008; Jackson & Moore, 2006, 2008; Jenkins, 2006; Noguera, 2005). Moreover, given the prevalence of African American males as athletes in these schools many of these issues can be even further pronounced for this unique sub-population of African American male students (see Hodge, Harrison, Burden, & Dixson, 2008; May, 2008). Therefore, the purpose of this paper is to draw from several bodies of literature and conceptual frameworks to create a multi-level framework designed to give us a more robust picture into the social/political, organizational, and individual factors associated with the (mis)education of this student population. Implications for research, policy, and practice will be discussed.

Sat 10 Nov, 11:50 am – 1:20 pm

Endurance

Organizers: Jim Denison & Pirkko Markula

Jelly Roll Morton

Enduring pain: Prescription opioids and the NFL

Samantha King, Queen's University, sammiking70@gmail.com

This paper considers the relationship between prescription opioid use and endurance in professional football. I am especially interested in the multiple ways painkillers materialize in narratives about injury, endurance, and drug dependency among current players versus those who are retired: What do painkillers enable athletes to endure in these respective contexts? How are notions of addiction articulated or obscured by institutional and personal stories? What discourses facilitate the transformation of the prescription opioid from the thing that allows endurance to the thing that is to be endured? Drawing on previous work (Ventresca et al., 2011), popular media texts, policy documents from the National Football League (NFL), and legal papers pertaining to the recent slew of lawsuits brought by former players, my goal is to theorize endurance and painkilling together, in ways that illuminate both processes and highlight their inextricability in contemporary elite sport cultures.

From the couch to a marathon: An auto-ethnography of becoming a runner

Thomas Aicher, University of Cincinnati, Thomas.aicher@uc.edu

Social identities provide individuals with a sense of belongingness or membership to a wider social group, a place within that environment, and the subsequent opportunity to use membership of that group. Shipway and Jones (2007) found runners who participated in marathons wore clothing and other running paraphernalia to designate themselves as part of the "runners culture," and further argued, that in doing so, this improved their own self-image. As someone who is considered a runner, this became an interesting thought and one I wanted to reflect upon. Following will be a discussion about how I transformed from "only running from something" to having a life goal of running a marathon in all 50 states. I outline the various markers I have that reflect my identity, as well as the impact on my social groups and identification.

Playing soldier: An ethnographic exploration of bootcamp training in Toronto

Paloma Holmes, University of Toronto, paloma.n.holmes@gmail.com

Sport sociologists have highlighted the ways in which military symbols and practices pervade sporting spaces, however there has been little research of people's visceral experience of militarized fitness beyond the Foucauldian notion of docile subjects. This presentation will examine the everyday practices of bootcamp training in a military-style fitness gym in Toronto to consider how participants shape meaning, identities and community through shared suffering, edgework and military-themed role-play. Edgework in bootcamp fitness is predicated on exercising the body through a safe highly structured environment of strenuous play where military roles are adopted in order to explore and extend one's physical and mental limits. This ethnography is framed within sociological theories of performance and literature on BDSM to consider the ways in which bondage, discipline and pain-pleasure relationships are reconfigured in everyday fitness practices. I elucidate how bootcamp participants derive pleasure and a sense of empowerment from this process of discipline. Furthermore BDSM theory can serve as a sociological lens to unpack polarized distinctions between desire and domination in order to develop a more complex and nuanced understanding of the politics of affect, power and performance in sporting contexts more generally.

Tough Mudder endurance events as Burlesque for the burly
Gavin Weedon, University of British Columbia, gweedon@interchange.ubc.ca

Across and beyond North America a series of endurance races interspersed with physical and psychological obstacles have captured the imaginations of sport and exercise enthusiasts. Perhaps most popular among these is Tough Mudder, the self-described ‘toughest event on the planet,’ in which participants traverse 19 kilometers of rural terrain punctuated by ‘Berlin’ walls, icy ‘Arctic’ waters, mud ‘trenches,’ electrified ropes and other (comically?) hazardous hindrances. This paper explores how the promotional bravado of these events and their billing as militarized topographies reserved for thrill-seeking, masculine, ‘tough’ runners is inverted by an ethos of fun, camaraderie, humor, benevolence and ludic irony; in short, a carnivalesque (Bakhtin, [1965]1984) atmosphere paradoxically engendered by organizers and embraced and embodied by many participants.

Sat 10 Nov, 11:50 am – 1:20 pm Risky Spaces?: Sport, Health, Risk and the Body Organizer: Lara Killick Sidney Bechet

“Prevention” for whom?: Governing (in)active young bodies through ‘healthy’ metanarratives assembling (and assembled by) youth development programs

Amber L. Wiest, University of Maryland, amberwiest@gmail.com

If we think about “health” as a discursive field, drawing upon Michel Foucault’s concept to contemplate how meaning is constructed and organizes social power (Weedon, 1997), we can work to better understand how (competing) discourses about health are being assembled, disseminated, privileged, interpreted, used, and conceivably reproduced. In doing so, we must question what is *sayable* regarding health in late-capitalist America—whose idea of health counts, and who gets to define “healthy” and “healthiness”. Further, how do dominant discourses surrounding health, the body, and physical activity serve particular interests and values, and thus marginalize other ways of thinking that can empower persons who experience less fortunate conditions? This is important to explore and deconstruct because such a project can help give voice to resisting and alternate discourses, thereby transcending metanarratives regarding health that (re)produce oppressive/ing power relations. To do so, I have identified a site for examining and problematizing conceptualizations of ‘health’ that can help to illuminate the intricate power relations entangled in and experienced through discursive constructions *concerning* healthiness and corporeality. Therefore, I am working with a non-profit, “positive youth development (after-school) program” (see: GOTR International), Girls On The Run, to understand how young girls are negotiating, practicing, and perhaps challenging the available (conflicting) subject positions that govern how they can (or *should*) experience and give meaning to healthiness and their bodies. In a late-capitalist moment entrenched with neoliberal *rationale*, we must investigate why (and how) schools are being inspected as “measurement sites of health risks” (Webb & Quennerstedt, 2010, p. 785) and young bodies are surveyed as sites and sources for preventing risky behavior. Thus, it is worth interrogating what constitutes “risky behavior” and who benefits from these ideas in this context where sport and physical activity are being used to implement ‘development’ for youth.

Livestrong and Movember: Sport, Health and Charity in the Global Culture Industry

Matt Ventresca, Queen's University, m.ventresca@queensu.ca

This paper engages with the “biographies” of two global cultural symbols that construct sport as a means to promote health: the Livestrong bracelet and the Movember moustache. Following the work of Lash and Lury (2007), I investigate how these cultural artefacts materialize through sport as symbols that move across national borders and populate a number of physical and virtual spaces. By wearing a yellow bracelet or growing a moustache in November, individuals are understood as embodying particular attitudes toward health that emerge through the mediated images of Lance Armstrong (and a number of other celebrity athletes) and the moustache-wearing National Hockey League player. This paper concerns the ways in which Livestrong and Movember are informed by the multiple, intersecting constructions of these public figures, and how the materialities of the bracelet and moustache enable certain transformations or “becomings” that are distinct to their respective charitable cause. I am especially interested in situating these “things” within a consumer society that increasingly blurs the distinction between subject and object, and considering how the “thingification” of charitable initiatives like Livestrong and Movember impact broader conceptions of the sport-health nexus.

Babes, Booby Traps and the Breastfeeding ‘Thon’: Embodying the ‘In it to win it’ postnatal paradigm

Victoria Millious, Queen's University, 2vnm@queensu.ca

This paper performs a discourse analysis of an emerging lactivist (lactation-activist) organization ‘Best for Babes’ or BFB and examines the political economy of movement of ‘endurance breastfeeding’ as a risk avoidance strategy. Breastfeeding might be everywhere, but it is not everywhere in the same way. BFB mobilizes sporting tropes such as ‘training’, ‘goal setting’ and ‘winning’ to position sustained, exclusive breastfeeding as a health and fitness technology that will engineer better health for both the mother-babe and the infant-babe. Here breastfeeding, an infant feeding strategy that is already unequally available to all parents, is problematically organized as an elite lifestyle and breast milk a vaccine and super-food, leaving mothers who cannot conform to BFB’s svelte and sporty ‘mother-babe’ identity on the sidelines.

SESSION 13: Saturday 10 November: 2:30 – 4 pm

Sat 10 Nov, 2:30 – 4 pm Sport and Sporting Bodies on Film: History, Identity & Politics Organizer Jeffrey Montez de Oca Storyville I

“Grow up and get a life!”: Fandom, race, and masculinity in Big Fan

Thomas P. Oates, University of Iowa, thomas-oates@uiowa.edu

This paper considers the 2009 film *Big Fan* as an expression of popular anxieties about the “modern athlete” – what Daniel Grano (2009) calls “a coded, pejorative term often used to criticize self-promoting African-American (and sometimes White) athletes who are indifferent to authority” (p. 192). This “modern athlete” is understood to have a changing and increasingly problematic relationship with mainstream fans. This reading places the film in the context of popular media narratives about perceived changes in the culture of fandom, interpreting them as part of a complex renegotiation of racialized masculinity in the post-September 11th era.

The “White Savior” in Civil Rights Sport Films: From *The Jackie Robinson Story* to *Glory Road*

Jaime Schultz, Penn State University, jls1024@psu.edu

This paper addresses the ways that producers have shaped the “sincere fiction” of the “white savior” character in sport films set during the civil rights era (Vera and Gordon, 2003, pp. 15-16). Specifically, I argue that in several historical films about racial desegregation and integration, filmmakers foreground the actions of a white coach or administrator, thereby attenuating the agency of racial and ethnic minorities. As a result, athletes of color are marginalized in movies that purport to be about their struggles for equality. There are a significant number of pictures in which the sporting past has been redefined, re-imagined, or rearranged to create “a new collective memory in which whites become the heroes of the Civil Rights Movement, the leaders in the historic fight for racial justice” (Moore and Pierce, 2007, p. 172). Here, I focus on two, produced more than fifty years apart – *The Jackie Robinson Story* (1950) and *Glory Road* (2006) – to consider the tenacity of the white savior figure in sport films, even in spite of shifting historical contexts.

City vs. Country: Tropes and Contradictions in *The Natural*

LeQuez Spearman, University of Tennessee-Knoxville, lspearman2@utk.edu

The *Natural* (1984) was a film that chronicled the career of Roy Hobbs, a prolific hitter for the fictional New York Knights. The film was mildly successful, garnering several nominations by the Academy of Motion Picture Arts (Oscar) and Sciences and the Hollywood Foreign Press Association (Golden Globe). The purpose of this paper is tease out the tropes and contradictions of this award-winning film. Hobbs begins at his country-home before departing for the city, where he would endure pain and failure. The journey resembles the baseball diamond, where players start at home plate, only returning after they overcome the defense of the opposing team. At the beginning of the film he plays baseball with his father in the country, a place where he would return with his son at the conclusion of the film. The film invokes familiar tropes about the pastoral origins of baseball, while also rendering an indictment of the city, where some scholars have argued the game was originated. In interrogating this film, the researcher will explore some of the inconsistencies of one of America's most venerable sporting narratives: the decadent city versus the pristine country.

The Biker Icon and Negotiation of Masculinity Crises

Jeffrey Montez de Oca, University of Colorado, Colorado Springs, jmontezd@uccs.edu

Individualism and autonomy are historically central to the construction of U.S. masculinities. At the same time, no man is an island. This is especially true with the rise of industrial capitalism and wage labor. In the postwar era, movies often used motorcycles as symbols of freedom in opposition to the alienating and homogenizing conditions of contemporary life. In *The Wild One* (1953) Marlon Brando's Triumph Thunderbird symbolizes his refusal to conform to postwar normativity. In *Easy Rider* (1969) the "Captain America" Harley Davidson symbolizes both appropriation and rejection of the dehumanizing commodities of consumer capitalism. In *Electra Glide in Blue* (1973) the police issue Electra Glide symbolizes resistance to the illusions of a corrupt society. The film *Black Rain* (1989) coming in the post-cold war trade struggles between the U.S. and Japan reappropriates the Harley Davidson as a reactionary masculine symbol of the nation. Motorcycles create a national allegory that re-imagines Cold War allies as nations at war in the new political economic context. In each iteration, the biker icon allows for negotiations of moments of masculinity crisis.

Sat 10 Nov, 2:30 – 4 pm Commodified Sport Development Organizer: Becky Beal Storyville II

Democratic Deficits and a Local Arena Development: The People Versus The Power-Bloc?

Lynn Carusi, lynn3@ualberta.ca, **Jay Scherer & Jordan Koch**, University of Alberta

This presentation examines the power relations and tensions that informed the public consultation process over the construction of a new, publicly funded, CAD\$ 450 million 'world-class' hockey arena and entertainment district in downtown Edmonton, Canada. We attended four public consultation sessions that took place in November 2010 that were designed by city officials and private consultants to both inform citizens about the proposed development while also 'calculating' public opinion on a host of controversial issues—including potential funding mechanisms—to formulate civic policy. Our observations are further enhanced by interviews conducted with key stakeholder groups: engaged citizens who attended the consultation sessions, city officials, and employees of the *private* consulting company hired to 'facilitate' the consultation process surrounding a *public* issue. Following Scherer and Sam's (2010) framework, our analysis focuses on a number of issues surrounding the timing and structure of the sessions as well as the bureaucratic and political power relations that set decisive limits on public participation and ultimately skewed the process in favour of the developmental agenda of local business and civic elites. In so doing, though, we also highlight the broader material, institutional, and cultural barriers that continue to preclude the realization of an educated and truly participatory democracy—the ultimate aim of Raymond Williams' (1961) long revolution—in the urban entrepreneurial policy-making context.

Examining Resident Perceptions of Small-Scale Sport Event Impacts and Quality Of Life

Kostas Karadakis, Southern New Hampshire University, k.karadakis@snhu.edu & **Kiki Kaplanidou** (Advisor), University of Florida

The majority of small-scale event research has examined economic impacts (Crompton, 1999) while other potential impacts that influence resident support toward sport events are rarely examined. This study examined residents' perceptions of hosting small-scale sport events utilizing social exchange theory. Respondents were asked to rate the level of importance and satisfaction with event impacts (economic, environmental, psychological, infrastructure, socio-cultural, knowledge development, political and tourism); satisfaction with their community's and their personal quality of life; and their level of support for hosting small-scale sport events in their community. Data were collected using intercept surveys from a sample of spectators attending two youth soccer events in South East Florida. Results indicated respondents felt all impacts were important and they were satisfied with the impacts they experienced. Infrastructure ranked the highest in terms of importance, while Psychological impacts were ranked highest for satisfaction. A new variable was created (importance + satisfaction mean scores), and results revealed that the overall perceptions of impacts were important and performed to respondents' satisfaction. Psychological and Infrastructure impacts were ranked highest, suggesting that these impacts were the most important and performed to the respondents' satisfaction. Respondents also indicated they were satisfied with their quality of life and that they would support hosting future events in their communities.

Scrumming for Change: Community Building Through Strategic South-North Rugby Partnerships

David Marchesseault, University of Toronto, david.marchesseault@mail.utoronto.ca

Gainline Africa (GA) is a Canadian sports-for-development (SDP) organization that utilizes rugby as a tool for development in Africa's post-conflict communities. GA has taken a non-traditional approach to development by seeking sustainable solutions through meaningful partnerships based around the sport of rugby. With the Gulu Elephants Rugby Club (GRFC) of Gulu, northern Uganda, GA has been able to evaluate their potential for impact, establish clear lines of communication, and define their role as partners in an SDP context. This has enabled the establishment and sustainability of various programs for students at eight high schools in the region. Through the provision of guidance, training, equipment, transportation costs, facilities, networking and capacity building GA seeks to *enhance – not replace* – the Elephants ability to achieve the goals that they have set as an organization. This presentation unpacks auto-ethnographic and photo-elicitation data gathered through the ongoing study of the elusive process and relationship building that occurs in a development saturated post-conflict community such as Gulu. Drawing from personal experiences, the need for increased recognition, awareness, and critically constructed SDP projects is emphasized. Concepts of inclusivity, accountability, impact, sustainability and governance are discussed to demonstrate how the power of sport is only as powerful as the structure, persons and process it's applied to. This is described by an athlete's ongoing pursuit to create positive social change, not defined by him but by the communities themselves.

A Narrative Inquiry of a Sport-For-Homeless Initiative's Success Story

Jon Welty Peachey, Texas A&M University, jweltypeachey@hlkn.tamu.edu

The purpose of this study is to examine the impact of Street Soccer USA (SSUSA) on one of its most successful participants, in order to understand her experiences, expectations, and motivations to continue her activism. Lisa Wrightsman, a formerly homeless woman, went from star college athlete, to recovering addict, to community activist. Lisa's journey was facilitated by her involvement in SSUSA, a sport-for-homeless initiative using soccer to help homeless persons make life changes. The social capital and social entrepreneurship literature grounds this study. Utilizing narrative inquiry for this two-year study, interviews and focus groups are being conducted with Lisa, homeless women on the team she coaches, other coaches, and Lisa's co-workers. Direct observations of team practices are also being employed. Preliminary data suggest SSUSA had a positive impact on Lisa because of her past athletic background and relationship with SSUSA coaches, and that this significant impact fostered her desire for activism to become a social entrepreneur and give back to the community through starting a women's team. Lisa's role as cause champion provides insights for how sport-for-homeless initiatives can encourage participants to be activists in community spaces and places.

Acquiring Bodily Capital and Navigating Masculinity as Distance Runners**Nicholas Szczech:** University of Texas at Austin nicholas.szczech@gmail.com

Many sociological studies of bodily capital have analyzed athletes' bodies, which conform to societal expectations for hegemonic masculinity's conception of the male athlete's body, leaving gender out of the discussion. Since competitive male distance runners' bodies do not conform to many of the physical standards for hegemonic masculinity concerning male athletes, distance running provides an interesting site in which to examine bodily capital. My research on distance runners, then, raises questions about the nature of "bodily capital." Under what conditions is it transferable to other fields and different forms of capital? While sports are not the only place to consider bodily capital, they are a good place to see how it is gendered. The sport of distance running reveals that bodily capital is not simply a product of certain kinds of athletics training; rather, if bodily capital does not conform to hegemonic gender expectations, it might not be a form of capital at all. Using participant observation over two three month periods and qualitative interviewing of twenty-five collegiate distance runners, I argue that a body can only be capital if it conforms to hegemonic gender expectations as demonstrated through the male distance runners' experiences in public view and in the weight room.

I Don't "Look Gay": Sexual Identity Disclosure Differences in Men's, Women's, and Co-ed Sport**Elizabeth Cavalier**, Georgia Gwinnett College, ecavalie@ggc.edu

Research has demonstrated mixed narratives about the experiences of sexual minorities in sport, with most recent evidence suggesting that the atmosphere is improving (Anderson, 2011). While much of the research focuses on the experiences of athletes, there has also been some focus on the experiences of employees (Anderson 2009b; Cavalier, 2011; Griffin, 1998; Kauer 2009; Mauer-Starks, Clemons and Whalen, 2008). This paper compares the experiences of sexual minority employees working in men's, women's and co-ed sport, before focusing specifically on the gender-conforming strategies that employees in men's sport use as they negotiate their coming out decision-making at work. Employees who worked in men's sport relied upon traditionally hegemonic representations of gender, specifically appearance, to deflect suspicion about their sexual identity. There was substantially less reliance on gendered norms for employees who worked in co-ed or women's sport.

Constructing Legitimacy: Lingerie versus "Real" Women's Football in Canada**Katrina Krawec**, University of Windsor, krawec@uwindsor.ca

Sport is historically considered a male preserve, and this is especially true for rough "masculine" sports like football. Women's tackle football, however, is an increasingly popular sport in North America, as evidenced by the growing number of leagues, including the Lingerie Football League (LFL) in which participants wear uniforms consisting of bras and panties. The LFL originated in the United States, but a Canadian league will premiere in fall 2012. Women's participation in football can be portrayed by the media as challenging or reinforcing 'legitimate' sport for females and/or traditional gender ideologies. I explore the ways that the Canadian media have socially constructed both lingerie and 'real' tackle football to either defend or demean women's football as a legitimate sport. Newspaper articles were accessed with the Canadian Newsstand database using the search terms "Lingerie Football", "Western Women's Canadian Football League", and "Maritime Women's Football League", and a content analysis was conducted using the resultant 889 articles. The media constructed both versions of football using the characteristics of the sport, players, and uniforms, often differentiating the two based on the uniforms. This led to the common construction of the LFL as illegitimate and the other leagues as legitimate sport.

Gender, Race, and Sports: Intersections**Lady Anima Adjepong**, University of Texas at Austin, adjepong@utexas.edu

Although sports are often theorized and analyzed as a masculine space, women's participation in contact sports such as rugby resists the exclusivity of such sports as male preserves. Using data from in-depth interviews conducted with women's rugby players, I explore the ways in which race and gender inform the experiences of U.S. women who play rugby. Through my interviews I examine the way in which sport is not only a contested terrain for the construction of racialized identities, but also allows for the possibility of multiple femininities and masculinities to emerge. Furthermore, I reassess the notion of a gendered unapologetic (Broad 2001), explore players' relationship to violence on and off the field, and identify how sexualities are articulated through women's participation in rugby.

Mahalia Jackson A: No session in this room**Views from the Student Section: College Students' Opinions on Racial Stacking in Sports****Patrick Norwood**, University of Alabama, panorwood@crimson.ua.edu

The majority of discussions surrounding race in sport tend to be about media portrayals of athletes, focusing on false dichotomies between "natural" abilities and hard work among athletes of different races. Such investigations can be fruitful for advancing media understanding, but fail to pinpoint the degree to which the general population supports or rejects athletic assumptions based on race. This study involves the conducting of focus groups of college students to determine the degree of progress (or lack thereof) that has been made in regard to issues such as presumed athleticism and racial stacking of particular sports. This qualitative approach helps to determine what stereotypes and biases may remain and, if so, whether there are certain sports in which the biases are most likely to manifest.

The Influential Factors that Contribute to Black and Hispanic Collegiate Golfers' Participation and Success in Golf**Tony Rosselli & John N. Singer** (Advisor), Texas A&M University, trosselli@hlkn.tamu.edu

The purpose of this paper is to examine the social, cultural, and structural influences that contribute to Black and Hispanic collegiate golfers taking up the sport and competing at a high level. Utilizing a grounded theory and emergent design approach, semi-structured interviews with Hispanic males and females, and Black males and Black females who are collegiate golfers will be conducted. Questions regarding how the participants became involved in golf, what barriers they faced to progress in the game, and what influential factors contributed to both their interest and success in the game will be asked. The interviews will be transcribed, coded, analyzed, and interpreted to create overarching themes to help examine the factors that contribute to Black and Hispanic collegiate golfers in taking up and succeeding in the sport. Because this study is a work in progress, we will discuss our tentative findings and offer some initial implications pertaining access to golf participation opportunities for racial minority groups; we will also discuss future research implications.

Exposure vs. Exploitation

Cedric Utley, Justin Wilson, Vincent Wilson, Algerian Hart (Advisor), Western Illinois University & Charles Crowley, California University of Pennsylvania
The 2012 Olympic Summer Games hosted by Great Britain included more nations, participants, and media coverage than any other Olympic games in history. The media coverage shed an inclusive vision on the contribution of diverse populations within participating countries. Even though the world's media was exploring the globalization of Olympic competition, the United States media focus was arguably solely concerned with American dominance. For example, despite some disapproval concerning taped coverage in prime time and the occasional glitches during live streaming U.S. Networks such as NBC boast a viewership that increased by 12% from the Beijing Games. As described by Shannon Owens of All Access, "we lived in a media utopia for two blissful weeks during the games championing American sports and celebrating the human spirit exemplified through competition". In this utopia, the feats of a 16-year-old gymnast were equally as important as LeBron James' triple-double. This session will discuss a content analysis of print media, and social media coverage vis-à-vis the U.S. black athletes' Olympic participation.

Second Lines and the Saints: Now that's a Sunday in New Orleans

Marita Gilbert, Allegheny College, mgilbert@allegheny.edu

Five years after Hurricane Katrina, the New Orleans Saints' Super Bowl winning season was instrumental in the post-Katrina recovery of "home." But, was this franchise's unlikely move from the NFL's worst to first a symbol of the recovery of the city? Indeed, sport offers a unique framework for understanding the politics of home, home-lessness/displacement, and recovery in post-Katrina New Orleans. However, black women's experiences within the institution of sport as well as in the larger Katrina recovery project remain undetected. Using a black feminist epistemological approach, this paper explores the meaning of the Saints' Super Bowl success to black women's post-Katrina recovery of home. This paper not only *includes* black women's narratives, it centers black women's excluded narratives to explore the meaning of the Saints to the recovery of home. To be sure, black women have a unique knowledge of sport, physical activity, and disaster recovery in New Orleans. Narrative and visual analysis reframe the Saints as a contributor to the cultural rites of celebratory memorialization.

Celebrating the Saints extended New Orleans' cultural transmission of *re-memoried* transcendence—a visual, kinetic, emotional fusing of narrative, music, dance, and experience. It is through these traditions, not the success of the Saints, that the work of recovering home is possible.

Sat 10 Nov, 2:30 – 4 pm

Gender, Race and Sport: Intersections II

Jelly Roll Morton

Session Organizers: Robert Pitter, Acadia University, and Ann Travers

"Chalked Up": An Intersectional Approach to the US Gymnastic Olympic Stage

Letisha Brown, University of Texas at Austin, Letisha12@utexas.edu

In the late 80s and early 90s, sports sociologist Susan Birrell (1989, 1990) argued for a widening of the theoretical frameworks when it comes to analyses of gender and sport. In 2001, however, Shelia Scranton argued that when it comes to the "complex relationships between race, gender and class," few feminist sport theorists had risen to the challenge (170). That said the goal of this project is to take an intersectional approach to the examination of female Olympic gymnasts in the US. Historically, the ideal female gymnastic body has been constructed along the lines of the Anglo-Saxon bourgeois (Chisholm 2002). However, in light of the racialized discussion that emerged out of the 1996 Olympic Games, as well as the crowning of the first African American women's all-around gold medal champion Gabby Douglas a discussion of the role of race and representation in this field of sport is relevant. Thus, this paper intends to highlight the ways in which the bodies of black female gymnasts operate as "bodies out of place" (Puwar 2004), and complicate notions of femininity, masculinity and sexuality in sport.

"Why I Look Younger": The Racialized Infantilization and Sexualization of Michelle Kwan

Jae Chul Seo, University of Iowa, jaechul-seo@uiowa.edu

On November 9, 2006, Secretary of State Condoleezza Rice announced that American figure skater Michelle Kwan was appointed as America's first 'Public Diplomacy Envoy,' stating that "Kwan's personal story is deeply an American story." In 1996 season, Michelle Kwan became the youngest U.S. female champion and the third youngest world champion at the age of 15. From this point, Kwan earned forty three championships, including nine U.S. championships, five world championships, and two Olympic medals, silver at the 1998 Olympics and bronze at the 2002 Olympics. However, I will tell another story of Kwan, "a deeply Asian American story" composed of two incidents, Kwan's unfortunate result at the 1995 World Championships, and her striking transformation in the 1996 season. My reading of Kwan will be focused on two contexts. First, I will examine a discourse of what I call "Girl Skater Prodigy" in women's figure skating. Second, I will deploy two stereotypes about Asian American women: 1) Asian American women are often hyper-feminized as exotic, submissive, and docile; 2) Asian American women look much younger than their actual ages. Within this framework, I will discuss how Kwan's image was racially sexualized and infantilized in the media.

Civilizing the child: The racial vilification of James Harrison and the individuation of violence

Adam Rugg, University of Iowa, Adam-Rugg@uiowa.edu

When Pittsburgh Steelers linebacker James Harrison's now infamous interview with Men's Health magazine was published in August 2011, media reaction was immediate. Harrison's interview, in which he severely criticized the NFL (and commissioner Roger Goodell) for its recent effort to curb the more violent elements of the game, became a launching pad for many media outlets to openly question and criticize Harrison as a player and a person. However, Harrison's comments and on-field play reflected a performance of violent masculinity that the NFL, and contact sports in general, have long favored. It is only with the recent emphasis on safety, brought about by increased awareness of brain damage in football players, that the acceptable markers of masculinity for football players have changed. Thus, Harrison's actions and words, previously celebrated, came to be reinterpreted as an unhinged, criminal masculinity. Further, this reinterpretation frequently invoked racially coded language that infantilized and idiotized Harrison. Thus, the media narrative that served to interpret Harrison within historically racialized discourses did so within a larger project of individualizing the potential danger of playing football within the "othered" black body while simultaneously inscribing safety within the authorized, unmarked "whiteness" of Roger Goodell and the NFL owners.

Harnessing the Hijab: FIFA and Colonized Constitutions of the Muslim Female Football Player

Carolyn Prouse, University of British Columbia, carolyn.prouse@geog.ubc.ca

In June, 2011, the Iranian Women's Football Team was unable to take to the pitch. Their London 2012 Olympic hopes were dashed for one reason: the women would not remove their hijab. After a considerable lobby campaign, the International Football Association Board (IFAB) and the Federation Internationale de Football Association (FIFA) now allow 'safe' headscarves to be worn. While touted as a victory by many, I am particularly interested in how women's bodies are materialized, regulated, and made known through such actions. I interrogate, specifically, how activism is structured and negotiated by various actors, as hegemonic discourses become articulated with specific histories and spaces of agency and colonialism. To engage with this question I analyze FIFA policies, popular news media, and online activist websites. Drawing on critical race feminists such as Sunera Thobani (2010) and Sherene Razack (2010), I argue that IFAB and FIFA's regulation of women who wear the hijab is a technology of power that frames FIFA as a benevolent actor operating within the 'best interests' of female footballers; science and security are appealed to as sites of 'truth,' while racializations and patriarchal structures are naturalized through colonialist institutional workings, albeit in a negotiated and contested manner.

No-Bodies Right When Every-Body's Wrong: Praxicality and Social Justice

Ryan King-White, Towson University, ryan198@gmail.com

NASSS members have long labored to critique the (un)popular (sub)cultures we focus on. Over the years these studies have focused on the various failings and occasional successes that members have encountered in various empirical, theoretical, and methodological settings. However, and with due deference to this particular session, few have touched on the multivariate ways that our bodies and the bodies we have engaged with can be read and understood at the experiential level. Specifically, I aim to suggest that while some of our more praxical engagements with the world around us can certainly be critiqued at a number of levels – for no attempt at social justice is without faults – something(s) are happening when one of us tries. Focusing on my recent work building a house with a Haitian and Dominican population in La Piedra, DR I hope to explicate the various ways my students and myself engaged with and were engaged by members of the community in an act of communal collaboration. In so doing this presentation will offer the type of bottom-up critique advocated by the organizers of this session elsewhere (2011), whereby there exists multiple and varied ways our/my corporeal engagements can be simultaneously critiqued and proffer social justice.

"Beautiful You": Empowering Students to be Active Agents of Social Change

Jennifer L. Fisette & Theresa A. Walton, Kent State University, jfisette@kent.edu

In this presentation, we will argue for the importance of creating a space within education where teachers can utilize critical pedagogical practices to explicate the hidden curriculum (Bain, 1990), explore students' sense of self and embodied identities, and empower students to speak up and take action about issues of embodiment and their understanding of social inequalities within schools. Students, specifically the adolescent girls in this study, continuously navigate power structures and social inequalities within physical culture, causing many to buy into or reproduce these inequalities, which ultimately influence their socially constructed embodied identities. In institutions such as schools and in particular the public domain of physical education, Kirk (1999) argues for physical education teachers to utilize critical pedagogy to create moving and social spaces that allow students to make sense of their active bodies and embodied identities within this public context. We will specifically explore how high school girls' mediated and embodied identities were 'translated' (Cook-Sather, 2006, 2007) based on discourse with us, their understanding of the 'active body' and their engagement in participatory activist research by becoming co-meaning makers and co-interpreters during the research process. During the first phase of the study, data were collected from focus group interviews and descriptive field notes from observations. In the second phase, participants created their own activist-based project. Participants shed light on the social issues they encountered within their active and moving bodies in a dance class as well as the more comprehensive space of high school and how these experiences influenced their embodied identities, which led them to develop an after school program entitled, 'Beautiful You'. The girls' ultimate purpose for the 'Beautiful You' program was for girls to have a safe space to 'find their inner self', 'find their inner peace', and learn ways 'to deal with society.' Through this process, the girls become active agents of social change. As a collective unit in education, we all have the ability and power to be active agents of change and through this process, our embodied identities will also be translated.

Water for Sport: Charity: Water's (Re)Production of Crisis

Kyle S. Bunds, Florida State University, kbunds@fsu.edu

Providing aid to those in developing countries has taken a dramatic shift since the neoliberal ideologies emphasized by Ronald Reagan (King, 2000). Instead of social welfare systems controlled by the government, the private sector has become instrumental in developing and implementing programs for aid worldwide. This new understanding of providing to those in need has come from the private sector working together with government agencies and not-for-profit organizations. The result of the linkage between government agencies, not-for-profit organizations, and the private sector has been a rise in the prominence of social marketing (Kottler & Lee, 2009). Sport has become a major site through which social marketing groups have proselytized their missions for behavioral change. This study is an attempt at problematizing this usage of sport and the body as physical sites in the "circulation of culture" (Hall, 1980) – where the physical body is implicated within the production of bodies needing aid, consumed through mediated images and narratives, and reproduced by disciplined bodies acting as volunteers or donators. Through this critical interpretivist analysis, I uncover how the most recognizable water charity, Charity: Water, works within the circulation of culture to both aid and dispossess those in developing countries by obfuscating the power imbalances of the past.

Toward an Embodied Ethics within Sociology of Sport and Physical Cultural Studies

Hamish Crockett, University of Waikato, New Zealand, hamishc@waikato.ac.nz

In this presentation I argue that embodied ethics offer productive and, as yet, under-acknowledged insights for scholars of sport and physical culture. Drawing on the ethical turn of postmodern theorists such as Foucault and Derrida, I outline an interpretation of ethics which focuses on bodily practices through which individuals might live specific concerns for self and others into existence. Subsequently, my reading of ethics involves a radical departure from the abstract metaphysics of modernist ethics. My analysis works within and seeks to critique divisions between self and society, self-concept and praxis, and ethics and aesthetics.

SESSION 14: Saturday 10 November: 4:15 – 5:45 pm

"Jesus, Stamford Bridge, and the Money Lenders: 'Impurities' in Football and the Crisis of Faith among Fans"

Katharine Jones, Philadelphia University, jonesk@philau.edu & Sean Brown, Northeastern University, sean.f.brown@gmail.com

Football/soccer as a religion has long been a useful heuristic device. Here, we extend the heuristic to include the parable of Jesus and the money lenders by examining fans' reactions to perceived impurities in the game, because of commercialism, media saturation, and player scandals. Using in-depth interviews with disenchanted English football fans and journalists, we explore the notion of football atheism. The formation of alternative clubs can be likened to the Protestant Reformation when protests over Church finances led to new religions. Many of our interviewees are angry that clubs now buy their way to win the league or a cup; hence, some have turned to smaller, less commercial clubs with transparent finances as an antidote to this perceived impurity. Others have lost their "faith" in football, abandoning ties with a club or giving up football completely. As the 2012-3 season begins, the media is using London 2012 to contrast the purity and success of Olympic athletes with the scandal-ridden and over-hyped English Premier League. We ask, what theories help to explain football atheists and agnostics, and how do they justify the move from fan to non-fan or even anti-fan?

Russell Field, University of Manitoba, Russell.Field@ad.umanitoba.ca

In May 2010, men's soccer players from six internationally unrecognized regions gathered on Gozo, the northernmost island in the Maltese archipelago, for the fourth VIVA World Cup – a competition intended to offer soccer playing opportunities and cultural recognition to these and other member groups of the tournament's organizers, the N-F Board. A consideration of this event raises, among other things, questions of national identity among what Monserrat Guiberneau has called "nations without states." Beyond conducting interviews and gathering field notes, I also shot over 16 hours of film footage during the five-day event, with an eye to producing a short, commercially accessible documentary film. While this presentation considers the contextual issues raised by the VIVA World Cup, it is centered on the creation and dissemination of scholarly research in both written and cinematic forms, and includes the screening of film footage and a reflection on the issues associated with representing research as both scholarly publication and cinematic text. It highlights questions of knowledge translation: How are filmic texts different from scholarly ones? In what ways does the market imperative to create accessible and entertaining content impact upon the translation of scholarly research? How does engaging with visual media impact the research process?

: No session in this room

Sat 10 Nov, 4:15- 5:45 pm Creative Representations of Lived Experiences in Sport and Physical Culture Organizer: Holly Thorpe Storyville II

The Physical and the Virtual: Gender, Power, and Participation in an Adult Coed Soccer League

M. Katie Flanagan, Florida State University, kflanagan@fsu.edu

This presentation examines the lived experiences of women in an adult coed soccer league, especially as it relates to gender, power, and barriers to participation. More specifically, and grounded in a feminist-informed understanding of physical cultural studies (Giardina & Newman, 2011), I discuss my self-reflexive, embodied immersion within the league as a participant-observer—from the pitch to the sidelines, from pre-game chats to post-game socializing, from virtual spaces to private moments. I also draw upon interviews and focus groups conducted with current and former players in the league to exchange ideas about creative modes of challenging dominant ways of thinking about the multiple dimensions of the active moving body.

Technology, Art and the Body: Digital Storytelling as Research Methodology for Physical Cultural Studies

Karima Dorney, University of Guelph, kdorney@uoguelph.ca

Digital storytelling (producing short videos, using low-cost computer software that combines still photographs and spoken narrative) is an innovative arts-based research medium that aids in revealing new meanings and ways of understanding relationships between individuals and discourses on bodies. Project Re•Vision, uses digital storytelling to explore diverse women's images and narratives of body and identity by encouraging women with disabilities and differences to use their creative capacities to envision new meanings of physical embodiment. Individuals represent themselves creatively using their own words and images in digital storytelling. Digital storytelling not only prioritizes the power of individual voices but is known to shift social attitudes through multimedia exhibits, websites and workshops. "Digital storytellers believe that in telling stories, communities and individuals assert their identity and escape from the confines of dominant images generated by the mass media..." (Meadows, 2003, p. 193). In this presentation, I will describe digital storytelling methodology and show examples from Project Re•Vision that deal with physical embodiment. I will discuss the potential for digital storytelling to empower athletes and explore how digital storytelling might be applied to physical cultural studies more broadly.

Sat 10 Nov, 4:15- 5:45 pm

Sport & Family Dynamics

Organizer: Becky Beal

Storyville III

Life and Marriage of a Boxer's Wife

Changbeom Park, Sangji University, **Jungil Lee**, Sangji University, **Chanryong Kim**, Dongeui University & **Mi Ae Lee**, The University of Iowa, miae-lee@uiowa.edu

Boxing was a popular sport in Korea in the 1980s. Since 1966, there have been more than 50 boxers who have held the title of world champion and who have won many medals in the Olympic Games (Kim, 2005). Recently, boxing has declined in popularity because of changes in leisure patterns, including the introduction of a variety of professional sports. As a sport, boxing has suffered from financial hardships and adverse social conditions. This study aims to examine the meanings of marriage and family from the perspective of a boxer's wife. Scholarly works have explored the role of the family from the perspective of the athlete and the impact participation in sports activities has on marital satisfaction. However, there has been little attention paid to the experiences of an athlete's family, as well as the possible conflicts between the couple. Grounded in a narrative approach, in-depth interviews were conducted to understand the meanings produced and reproduced in the marriage and family of a boxer's wife. Also examined was the way in which a boxer's wife constructs the role of a woman in relation to family life.

'What a difference my mate's dad made': a historico-sociological investigation of some roads to achieving sporting fulfilment for working-class men in Northern England between and after the two world wars

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Since the dawn of the internet age it has become the custom to claim that social networking—email, Facebook, Twitter, Skype etc—is the defining form of social interaction. Yet social networking is nothing new. In fact the universal human need to reach out and connect is an end in itself, which signifies the important link between connection, identity and personal fulfilment. Drawing on the author's life history research with people of working-class origin in a northern English city, this paper focuses its attention on the multiplicity of social networks that occur in place and how historically these were utilized and modified in order to achieve individual sporting goals in the era when the facility to play full time professional sport was for the majority of working-class men (and women) only a dream. In order to achieve its core aim of elucidating how social networks were formed and operated the paper draws on some key 'units of analysis' from social network analysis—namely strong ties, weak ties, network of networks, network density and social capital—as well offering some key sensitizing concepts of its own, which suggest that all social networking is best understood as performativity.

Iron Dads: Negotiating Work, Family, and Sporting Identities

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Ironman triathlon is arguably the hardest athletic endeavor that one can undertake. The event is comprised of a 2.4 mile swim, 112 mile bike, and 26.2 mile run, all performed consecutively. An interesting sociological puzzle is how fathers with families, full-time jobs, and other responsibilities fit this level of training into their lives. What happens at this nexus of work, family, and sport? Based on semi-structured in-depth interviews with forty-eight current Ironman triathlon competitors, as well as content analysis of triathlon blog postings made by Iron Dads, this paper sheds light on how these men construct a fathering identity within a sporting context. Four key themes are discussed: family involvement, compromising with family, compromising with work, and managing guilt.

Mahalia Jackson A: No session in this room

Sat 10 Nov, 4:15: 5:45 pm

Organizer: Jeffrey Montez de Oca

Sport & Media: How do Fans See Athletes

Moderator: Katherine Jamieson

Mahalia Jackson B

Sociology of Media, Fame & Infamy in Sports

Wib Leonard, wleonard@ilstu.edu

(Dis)abling the body: Discourses of Paralympians in North American Advertising

Stacey Leavitt, University: University of Lethbridge, stacey.leavitt@uleth.ca

In this paper, I explore the discursive effects of North American Paralympian adverts, produced by sponsors like Nike and Visa, and investigate how "disability" is presented within the emerging discourses of Paralympic sport and advertising. Borrowing from critical disability studies and poststructural theories of the body, the paper examines how "disability" as "difference" is celebrated, contained and articulated in relation to other identity categories. The advertisements are read within and against neoliberal discourse as a set of ideological assumptions linked rather intimately to late capitalism. This is most apparent in the "supercrip" narrative, which celebrates the achievements of individuals to "overcome" their disabilities. While the "supercrip" narrative can be read in a variety of ways it is perhaps most relevant and potentially problematic as a neoliberal ideology. In other words, it privileges personal responsibility, self-management, and liberal individualism in ways that lionize the Paralympian but pathologize disabled persons unable to "overcome" their own social and economic marginalization. This is especially troubling in relation to advertising and the discussion of the disabled subject as consumer.

Expectations and surprises in the analysis of sport themes in print media: The 2011 International Sport Press Survey (Canada) and the 2012 London Paralympic Games

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This paper outlines and critiques Canadian data collected as part of the 22-country 2011 International Sport Press Survey headed by Dr. Tom Horky and Dr. Jöerg-Uwe Nieland of Germany. The analysis is of national, regional and local papers over the period from April to July 2011. With the right to participate established in law, girls and women have increasingly taking a larger role in all aspects of Canadian society, including sport. It might be expected that this increasing inclusion, reflected in the larger numbers of participants and diversity of sports, would be reflected in the print media. At the same time it might be assumed that the increasingly high profile of disability in sport would also be reflected in the print media. This proved not to be the case. However the initial analysis of print coverage in the UK during the 2012 London Paralympic Games provides a contrasting difference.

Sat 10 Nov, 4:15: 5:45 pm Media: Nation in Narration Organizer: Jeffrey Montez de Oca Moderator: Kyoung-yim Kim Jelly Roll Morton

"The Pride of the Caribbean:" Papers serving the Afro-Caribbean Diaspora in Toronto and Narratives of West Indian Athletes at the London 2012 Games"

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Numerous studies have documented representational narratives and discourses of the Olympics, the athletes who participate in them, and the nationalisms associated with competing countries in mainstream newspapers (see: Denham, 2004; Heinz Housel, 2007; Tomlinson & Young, 2006). Often, ethnic or alternative press publications that document such events of sporting spectacle alongside their mainstream counterparts are considered 'papers of record' for their limited but target readership. This paper focuses on the representations of London 2012 in two Toronto-based, Afro-Caribbean targeted ethnic newspapers. The two weeklies, Share and The Caribbean Camera, provided coverage of notable Caribbean athletes such as Usain Bolt, Yohan Blake, Felix Sanchez, and Shelly-Ann Fraser-Pryce. While examining the narratives and discourses associated with Caribbean nationalisms, 'ethnic pride,' and medal-earning Caribbean athletes, this paper documents how each publication articulated notions of 'homeland' within and beyond Canadian borders.

Team of destiny? US and German print media representations of Japan's victory in the 2011 FIFA Women's World Cup tournament

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The 2011 FIFA Women's World Cup soccer tournament, hosted by Germany, consisted of 16 teams, with the US and German teams listed among the favorites to win. Both teams, however, lost to eventual champion Japan. This study examines the ways in which German and US print media presented the tournament, teams, and athletes to their national audiences. Our examination is informed by the sociological literature on framing which considers both how frames produce meaning and organize experience and also how larger ideological and structural forces shape journalists, their sources, and the news organizations for which they work. In a nation-wide survey conducted in the US, the US's quarterfinal win over Brazil was voted "the single best sports accomplishment of 2011" in all of sports. Rather than criticizing the subsequent loss to (underdog) Japan, the US print media framed the Japanese as a "team of destiny" that through hard work and determination offered inspiration to a homeland suffering from recent tsunami and nuclear disasters. How was Germany's loss and Japan's championship presented in the German print media? To what extent, if any, did journalists draw upon differing historical relationships between the German, US, and Japanese nations to construct media frames?

Working Women in Transnational Spaces and Reconstruction of Gender: Korean Media Representations of Women Golfers in the LPGA Tour

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Media representations of women athletes in a transnational context differ from their depiction in national contexts. To Korean media, Korean golfers on the LPGA tour are newly emerged women subjects who are independent and productive. This article interrogates how Korean media represent the new women subjects within transnational contexts. Specifically, this article analyzes Korean male journalism's story-telling about the women golfers and their rise to transnational stardom as women athletes within conservative Korean cultural norms and values. This article also addresses the methodological concerns on language translation and interpretation that are emerging and inevitable in any transnational research setting.

Vital Biopolitics: Physical Culture as Life and Death

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In this presentation we (re)turn to the theories of Michel Foucault, Giorgio Agamben and Nikolas Rose, as providing innovative ways of understanding the active, moving body and its cultural politics. Specifically, we focus on those concepts and ideas that relate to and inform each author's respective understanding of biopolitics. Their varying, contrasting, and sometimes complimentary approaches are synthesized and developed in a way that we hope offers new heuristic pathways toward a physical, performative, kinesthetic and potentially active, vital body. We use this framework to analyze the vital politics (and thanatopolitics) of contemporary physical culture. In the age of kinesiogenomics, molecular athletes, and population control against isokinetic diseases, we look to these theorists of the body for answers to questions such as: what systems of corporeal governance, disciplinarity, and control are now set against the body as it moves? What purposes and whose interests do they serve? Where do notions of performance, potential, and embodiment 'stand' (or move) in this system? And, how might praxes of resistance be mobilized against these biopolitical formations?

The Aging Cyborg Collective: A Focus Group Examination of Senior Exercisers' Perceptions and Experiences of the Body and Technology

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One societal aspect of aging relates to the move towards what scholars have termed a cyborg society, in which technology becomes inseparable not only from our daily lives, but from our bodies and identities (Gray, 2001; Haraway, 2004). While mainstream sociology and cultural studies scholars have examined aging from many perspectives, minimal research in sport studies has been conducted on aging populations and the social psychological implications of an aging population on sport, exercise, and public health (Dionigi & O'Flynn, 2007). More specifically, while some work has touched on the relationship between technology and the aging body (e.g., Gilleard & Higgs, 2000), virtually no work has examined how older adults make sense of technology, including technologies of the body, exercise technologies, and technologized exercise spaces. Therefore, the purpose of this preliminary study was to qualitatively investigate, via focus groups, older adults' perceptions and experiences of exercise technologies and the body, especially as it relates to exercise adherence. Three focus groups of 4-8 older adults were conducted. Inductive analysis yielded three interconnected themes related to: conceptualizations of technology, diverse forms of cyborg embodiment, and use/refusal of exercise technologies.

Closing Time at the Sad Café: The Ageing Body

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The failure of sport sociology and social gerontology to formulate a compelling framework for discussing the ageing body has resulted in a limited engagement with ageing beyond looking at either the biological markers of ageing, or the psychological impetus for choices made to explain bodily movement among older adults to challenge, or accept, the individual's inevitable decline. The meaning of ageing produced through available framing is impoverished through a limited and limiting assessment of the dialectics of the body and society. For it is an essential fact that, unless one ceases to live before one gets old, one will get old. And while it is true that there are wide cultural differences in the acceptance and appreciation of ageing, there has been no significant contribution to understanding the phenomenology of ageing or the social location of the ageing body in almost three decades. This paper posits a missed set of meanings, draw from the "dialectics of body and society, of text and flesh, subjugation and jouissance" to expose the paralyzing fear at the core of the examination of the ageing body that creates alterity in the midst of the most cohesive groups and that, without a deeper understanding of the theoretical barriers and why they hold us back, we will not have useful tools to consider the mixed politics and the potentials for praxis.