

# NASSS

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PROGRAM

# ABSTRACTS

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## Conference Abstracts – 2014

**Adams, Mary Louise**, Queen's University (mla1@queensu.ca)

*Looking beyond participation: Notes on sport as a second wave feminist project*

The huge increase in the sport participation of women and girls over the past four decades is one of the more visible legacies of second wave feminism; it is a direct result of the efforts of feminist sport activists and of a social climate shaped by the feminist movement and other movements for social justice. This paper is based on a series of oral history interviews conducted with second wave feminists who took up sport as part of a larger project of women's liberation. The paper builds on existing literature about feminist sport activism (Birrell; Cahn; Hall; Lensky; Theberge) to address the plurality of feminists' visions for and understandings of sport as an embodied practice. The study attempts to look beyond efforts to increase participation opportunities "as important as these were" paying particular attention to the ways feminist politics were expressed through and understood in women's sport experiences. What did feminists think that sport could do for feminism? The paper provides the grounding for a broader investigation of the relationship between the feminist sport activism of the 1970s and 1980s and present-day women's sport.

**Adjepong, L. Anima**, University of Texas at Austin (adjepong@utexas.edu)

*Reflecting reflexivity: How perceptions of researcher's perceived race, gender, and sexuality construct the in-depth interview*

The analytical distinction between categories such as gender, race, and sexuality is increasingly untenable within an intersectional framework. Furthermore, in conducting in-depth interviews, the researcher's implication in these categories construct the relationship between the respondent(s) and researcher(s) and consequently help construct the data derived from the interviews. This paper reflects on my interviews with fifteen women rugby players in an attempt to identify the im/possibility of excluding the researcher's biography when conducting qualitative research. The virgule in im/possible signifies how the researcher's biography is ever-present in qualitative research. Using vignettes from my interview journal, I deliberate on how my specific social location constructed these interviews and suggest that reflection on this construction is imperative in analysing qualitative interview data.

**Aicher, Thomas J.**, University of Cincinnati (thomas.aicher@uc.edu) and Trevor Bopp, University of Florida

*Racial and ethnic differences in perceived welcomeness and self-efficacy in sports participation*

Lapchick's (2012, 2013, 2014) research suggests sports have demonstrated an over-representation of African Americans in college and professional basketball and an under representation in Major League Baseball. Past research (Cordell et al., 2002; Philipp, 1998, 1999; Shinew et al., 2004) has indicated a correlation between race and perceived welcomeness in a variety of sport and leisure-based activities, which has been established over time through socialization and discrimination. Based on this research, we developed the following hypotheses: (a) Racial differences in perceived welcomeness in sports; (b) Racial differences in self-efficacy to participate in sports; and (c) Regional differences in perceived welcomeness and self-efficacy to participate in sport. Data will be collected via an online questionnaire to

measure perceived welcomeness (Phillip, 1999) and self-efficacy (Moritz et al., 2000) at universities throughout the United States to attain a representation of the various cultural groups: the South East, North East, South West, Midwest, and West. Paired sample t-tests will be utilized to determine if differences in perceived welcomeness and self-efficacy was present among the three racial groups (White, African American and Hispanic), and a MANOVA will analyze regional differences. Results will be discussed during the presentation.

**Alipour Darvishi, Zahra**, Islamic Azad University-Tehran North Branch (Alipourdarvish.z@gmail.com) and Bahram Ghadimi, Islamic Azad University

*Cognitive mapping of women athletes' views for antecedents of key dysfunctional behaviors in sport scenes with the justice perception approach*

This paper argues that dysfunctional behaviors, herein defined as violating laws/rules, harmful behavior, irritability, aggression and dawdling) by female athletes' are more problematic and ambiguous than those of male athlete's in sport settings. Dysfunctional behaviors in sport settings refer to behaviors of a team member which contributes to team performance weakness and failure. This study investigated whether female athletes' perception of justice influences their dysfunctional behaviors. Athletes' justice perception has three components: (1) Distributive justice (2) Procedural justice, and (3) Interactional justice.

The current research aimed to: (a) identify which behaviors of female athletes' are perceived as dysfunctional within team settings (b) demonstrate the influence of justice perception on female athletes' key dysfunctional behaviors, and (c) explore the role of team identification and conscientiousness in relation to justice perception and dysfunctional behaviors.

The mental models of 30 Iranian women athletes who participated in the national competitions of basketball and soccer teams were collated and analyzed by applying developed cognitive mapping methods to reveal justice perceptions, team identification, conscientiousness and key dysfunctional behaviors in the context of sports. Cognitive mapping techniques are a subset of qualitative research methods aimed at providing a tool to reveal peoples' subjective beliefs in a meaningful way so that they can be examined not only by the individual for whom the map is constructed, but also by other individuals and groups.

In order to improve team performance this paper concludes with some suggestions about not only general implications but also the special dimensions of dysfunctional behaviors of fema

**Allison, Rachel**, Mississippi State University (rachelcatherineallison@gmail.com)

*"It Might be Too Strong a Word": Feminism and Empowerment in Women's Professional Soccer*

Observation, interview and media data from a 14-month ethnographic study of one U.S. women's professional soccer team show how team and league staff negotiate feminism in the work of building and selling women's soccer. Ubiquitously, an explicitly labelled feminist politic is rejected given fears that feminism is "too strong a word" and may alienate fans and investors. Instead, women's professional soccer organizes around the empowerment of girls and women through sport. For some staff, predominantly women, the term "empowerment" serves as a form of what Giffort (2011) calls "implicit feminism." That is, empowerment serves as a perceived socially accepted framing for feminist practices. In contrast, other staff, here predominantly men, understand empowerment as a positive emotional experience generated for girls and women with explicitly commercial aims. Here, empowerment can be bought and sold. I put these negotiations in conversation with Angela McRobbie's (2009) claim that feminism has been depoliticized through incorporation under the guise of commercialized empowerment rhetoric.

**Andrews, Vernon**, San Jose State University (vernon.andrews76@gmail.com)

*Fans, Rules, and Celebratory Expression Rules in the NCAA and NFL*

Previous research on celebratory behavior in sport has centered on sportsmanlike conduct, NFL and NCAA rules committees, and athletes' views about rules about expression. This paper focuses attention on fans' opinions about the intersection of race and athlete celebratory expression. Over 300 student athletes and non-student athletes were surveyed and asked about the racial aspects of rule making in collegiate and professional football. One trend in the open-ended responses was that there was great variance in how black males and females and white males and females saw race as a key factor in rule making. Many other racial and ethnic groups are included in addition to athletes from over 12 different sports.

**Ariyo, Emma**, University of Georgia (eariyo@uga.edu), Jepkorir Rose Chepyator-Thomson, University of Georgia, and Kipchumba Chelimo Byron, University of Georgia

*Motor Car Racing in East Africa: Role and Impact of Safari Rally on Community Development*

There is also an increasing interest among scholars and government entities to bring people of different backgrounds together through sport activities. In recent decades global mega events have caught the attention of many nations because of revenue generation that helps revitalize communities to enhance social and economic development, and to bring people together. Several countries across the world have capitalized on these high prized sporting events. One high prized event is the East Africa Safari Rally. This rally is considered the world's toughest motor racing sport worldwide. From its inception in 1953, the East African Safari Rally attracted global participation and garnered local involvement. The purpose of this study was to examine the motor racing sport industry in East Africa in context of its history, role and impact on communities across the three nations—Kenya, Uganda and Tanzania. The sources of data for the study were derived from journal articles, magazines, newspapers and websites. The analysis of the data was completed through document analysis with the use of constant comparison. The findings of the study center on several themes: Activism, tourism, social cohesion, individual and social enjoyment, and revitalization of local economies.

**Atencio, Matthew**, CSU-East Bay (matthew.atencio@csueastbay.edu), Becky Beal, CSU East Bay, Zanean McClain, CSU East Bay, and Missy Wright, CSU East Bay

*The Symbolic Field of Skateboarding in the San Francisco Bay Area: Social Logics of Parenting and Youth Engagement*

It's more accepted Like soccer moms, there are skateboard moms. If you were asking your mom or dad for a skateboard, now there wouldn't be so much of a delay (Dart, 2014, n.p.)

This statement was accompanied in a recent issue of The Guardian with the view that skateboarding is so mainstream that the ultimate oppressive authority “parents are cool with it (Dart, 2014, n.p.). We take up this view, suggesting here that the prevailing conception of skateboarding as an intact subculture of outsiders no longer has purchase. Skateboarding is arguably proliferating through the involvement of more mainstream and family friendly participants and supporters. In this paper, we concomitantly describe how emerging social networks in the San Francisco Bay Area reflect the fusion of core skateboarding culture and more “family-friendly” type discourses. Amidst the burgeoning skatepark revolution (Howell, 2008), many skate parks signal diverse new relationships, practices, and investments for children, parents, corporations, and community leaders. Our analysis of this evolving social network

relies upon semi-structured interviews with 14 youth, nine of their parents, as well as seven coaches, entrepreneurs and community leaders. Our analysis makes recourse to a symbolic interactionism perspective that views individuals as engaging with objects or contexts based upon the diverse meanings they ascribe to them. We subsequently invoke Bourdieu's work to illustrate how the distinction and (re)production of certain forms of habitus and taste are recognized and reproduced in this social field, to create valued capitals for the various stakeholders.

**Baker, Ashley**, University of Georgia (abaker@uga.edu)

*You Know, It's Worth It: Experiences of Amateur Athletic Union (AAU) Coaches and Parents*

Amateur Athletic Union (AAU) programs have been accused of being feeder systems exploiting the talent of young boys; run by coaches, parents and handlers who pursue an agenda of getting their kids exposure with certain college programs. However, a vast number of professional basketball stars have spoken highly of their AAU experiences and have attributed much of their success to participation in AAU youth basketball. Additionally, parents and coaches have increasingly devoted time and resources to supporting these programs. Understanding the experiences of AAU basketball participants can be helpful in identifying the ways in which these youth organizations are influencing families and the development of young male athletes. The purpose of this study was to explore the experiences of coaches and parents of an AAU boys' basketball team in the Midwestern United States. In-depth interviews were conducted for data collection in an effort to better understand individual perspectives on AAU participation. Data was retrieved from team coaches and parents. Findings revealed not only is there is a deep commitment to AAU participation on the part of coaches and parents, these individuals make personal sacrifices in an effort to provide their young athletes opportunities for life skill development through sport.

**Barnes, Sarah**, Queens University (4sb23@queensu.ca)

*Sleepless in Portland: The role of sleep sciences in sport*

My thinking begins from the observation that sleep has increasingly come to be seen as a key aspect in the production of successful sporting bodies and a necessary requirement for athletic achievements. In sport, sleep has not always been attended to or noticed in the way it is now. For example, current coaching manuals often emphasise the importance of regular, 'high quality' sleep in ways that were not evident just a decade ago. How is it that sleep becomes a key intervention in the lives of athletes? In this paper I focus on the role of sleep science in this emerging trend. I examine the types of claims that are made in the scientific sleep literature around sport. I suggest that sleep science finds a broad public audience through sport and I argue that the sleep sciences deserve critical attention within the sociology of sport. Thinking about sleep represents one way scholars might interrogate links between scientific authority and material practices, as well as the cultural meanings, of bodies. Exploring sleep might be productive for scholars who wish to challenge normalising, biomedical understandings of the body which work to shape identities and frame experiences and expectations of everyday life.

**Bass, Jordan**, University of Kansas (jrbass@ku.edu), Robin Hardin, University of Tennessee, and Elizabeth Taylor, University of Tennessee

*The Glass Closet: Perceptions and Mediation of Homosexuality in Intercollegiate Sport*

This research examines the perceptions of homosexuality within intercollegiate coaching and administrative circles. Specifically, a mixed-methods approach was used to examine the perceptions and prevalence of open homosexuality in intercollegiate sport in the United States. University-hosted official

biographies of head coaches at NCAA Bowl Championship Series (BCS) members were coded to determine the relationship status of each coach (Calhoun, LaVoi, & Johnson, 2011). These findings were paired with interviews of five college coaches exploring their feelings towards the culture surrounding homosexuality by players, coaches, and administrators at their university. The research revealed only one coach of more than 1,000 examined as having a same-sex partner in university-sponsored coaching biographies, as opposed to over 70% of coaches who listed they were in a traditional marriage (in 2010, the U.S. Census Bureau reported over 640,000 same-sex couple households). The interviews were semi-structured and, in line with previous literature (i.e. Fagan, 2013; Lenskyj, 2012) and recent events in college athletics, explored three major topics: (a) public discussions of homosexuality; (b) recruiting openly gay athletes, and (c) homosexuality in coaching biographies. The interview results highlighted that athletic department and university administrators have differing views of open homosexuality. These results support previous work from scholars such as Demers (2006) and Knoles (1995), as the coaches interviewed described numerous hesitations they would have if a student-athlete or coach wished to be openly gay at their university.

**Bejar, Matthew**, The University of Tennessee (mbejar@vols.utk.edu) and Benjamin H. Nam, The University of Tennessee

*South Korean Athletes' Perceptions of Pain and Injury: A Social Network Analysis*

Injuries are increasingly inevitable in competitive sport contexts, imposing numerous physical, personal, and economic costs (Waddington, Loland, & Skirstad, 2006). Nixon's (1992, 1993, 1994) social network analysis is one of the most predominant theories to address the social and cultural dimensions of pain and injury in sport. However, it is limited to North American and European sport contexts and has not been examined in Southeast Asian sport systems, which typically encompass Communist influences (e.g., Soviet Union, East Germany) and differ greatly from Western sport systems. The purpose of this study was to examine the application of Nixon's social network analysis to the experiences of injured South Korean athletes. Retrospective semi-structured interviews were conducted with 11 retired South Korean athletes (seven males, four females; ages 14-26 at the time of injury). Using an interpretational qualitative analysis (CĂ'tĂ©, Salmela, Baria, & Russell, 1994) derived from grounded theory (Glaser & Strauss, 1967), we found that: (a) athletic success was privileged over academic achievement in the South Korean sport system; (b) most participants expressed pressure from coaches to play through injury; and (c) younger athletes experienced bullying and hazing from older teammates who had more cultural authority. This study partially supported Nixon's claim that sportsnets (e.g., coaches, teammates, and cultural messages) embolden the acceptance of pain and injury; however, more research is needed to adequately refine this theory to South Korean and other similar sport cultures. Participants' recommendations for promoting a more effective and virtuous sport system will also be discussed.

**Bhalla, Jennifer**, Pacific University (jenniferbhalla@pacificu.edu) and Emily Houghton, Ph.D. Fort Lewis College, Durango, CO

*Exploring the "place" of sport: The community center as a catalyst for friendships among African American female athletes*

The experiences of African American women in sport have been largely overlooked by sport sociologists (e.g., Cain, 2000). Restricted dialogues about race and gender contribute to the marginalization and erasure of African American women (Bruening, 2005). As a result of the incomplete and lacking analysis, we know little about the role sport plays in the lives of African American women, specifically relationships that may be developed through participating in physical activity in a particular space. Using ecological systems theory (Bronfenbrenner, 1977), the purpose of this study was to understand the meaning of space related to sport participation with a marginalized population. Six African American women aged 49

- 64 years who participated with and were connected to the same community center completed a focus group and semi-structured individual interviews about the space that was available to them to play when they were young. Results explore the meaning and the value of the community center as a site where sport skills and relationships were developed. Participants highlighted the importance of the the roles and relationships that developed and evolved through being in a space that encouraged engagement in physical activity. Four higher-order themes emerged: (a) importance of mentors; (b) mutual respect; (c) longevity of relationships; and (d) appropriate space. Results indicate the place where physical activity occurs matters for developing and cultivating close long-lasting friendships. Additionally, results align with Bronfenbrenner's (1977) framework of the importance of multiple ecological systems. Thus, space is an important issue when understanding sport participation of diverse individuals.

**Bien-Aime, Steve**, Penn State University (SLB333@PSU.EDU) and Haiyan Jia, Penn State University

*The Social Construction of Sports Hero: Comparing U.S. and Chinese Media Coverage of Li Na*

In previewing Chinese tennis star Li Na's 2011 Australian Open semifinal match against then-world No. 1 player Caroline Wozniacki, The New York Times wrote that Li needs to win it for more than a billion other reasons (Clarey, 2011a). Though Li eventually lost the Australian Open final, her French Open victory a few months later made Li a national hero and was described as a breakthrough for China (Clarey, 2011b) in The New York Times. Differing from this narrative of Li as a symbol of national pride, China Daily presented her accomplishment as an individual achievement using a headline of Li Na makes history! (China Daily, 2011). The New York Times' portrayal of Li epitomizes Fernandes' (2013) notion of otherness toward non-Western subjects in this social construction of identity of sports athletes. Such a portrayal affects reader perception as identity is closely linked to social location and knowledge (Moya, 1997). A comparison between Western and Chinese media coverage of Li Na from 2011 to 2013 exemplifies issues that emerge with border-crossing in sports journalism, especially on China-related personalities or events. Themes describing Li as an agent of capitalism, and a symbolic figure of rebellion from the brutal state regime and the repressive athletic system appeared more predominantly in Western media. Sexist and cultural stereotypes also influenced the narratives. Artificial boundaries such as nationality or economic systems became intertwined with power dynamics in determining the framing in international sports reporting. Ultimately by not crossing all the boundaries, journalists can leave their consumers in the same isolation they had before consuming news from afar.

**Bien-Aime, Steve**, Penn State University (SLB333@PSU.EDU)

*Blocked from the start? Gender inequality in the promotion of colleges' sport media programs*

The following study analyzed the homepages of U.S. colleges' sport communication programs. Findings include that the dominant art used on the pages reified the masculine nature of sport by essentially omitting and marginalizing women, and that so-called neutral text could in fact be also leaving the male dominance of sport unchallenged. Implications for the recruiting of women in sports journalism are examined.

**Birrell, Susan**, University of Iowa (susan-birrell@uiowa.edu)

*Girlfight, Subjectivity and the Politics of Identity*

To the extent that the power of a film depends on an identification process that binds the viewer to the protagonist, creating bridges of subjectivity across which the ideological messages of the film might travel, how can we understand that process, and how are films structured to encourage these

viewer/protagonist relationships? In this paper I draw on Karen Kusama's 2000 film *Girlfight* to illustrate the challenges and dilemmas of identification in the spectator experience in sport films.

I explore aspects of this film/spectator relationship by focusing on key theoretical writings on the topic and noting film practices that work to construct and solidify the identification process. Because my particular interest is sport films centered on women protagonists, I explore the ways that particular audiences (not just women) are called into and respond to representations of these characters "of themselves" on the screen.

My argument begins with the theoretical tradition of the male gaze that emanates from Laura Mulvey's (1975; 1989) ground-breaking but troublesome article, *Visual Pleasure and Narrative Cinema* and then follows the extensions and challenges it inspired in feminist film theory, from the female gaze (Gamman and Marshment, 1989) to lesbian looks (Mayne, 1991), to the transgender gaze (Halberstam, 2001). Finally I consider whether different theoretical schemes based on interpellation (Althusser 1972) or surveillance (Foucault) or disidentification (Munoz, 1999) might furnish complementary or competing frameworks to work through, if not solve, the mysteries of this tenuous relationship.

**Blom, Lindsey C**, Ball State University (lcbloom@bsu.edu), Robert Hilliard, Ball State University, Adam Van Zee, Wabash College and Lawrence Judge, Ball State University

*Sport for Development and Peace: Knowledge of and Application of the MDGs by Youth Sport Directors*

In 2002, the United Nations developed the Inter-Agency Task Force on Sport Development and Peace in an effort to identify best practice initiatives that would target the UN's Millennium Development Goals (MDGs). The MDGs include eight measurable goals, which provide benchmarks for addressing extreme poverty and the many ways it impacts society. The goals are both global and local and are intended to bring about a sense of unity for individual countries as well as a collective unity for all people of all nations. However, only two studies have examined how existing sport organizations integrate the MDGs and SDP initiatives. Therefore the purpose of this qualitative study was to explore the level of awareness and application of sport for development and peace initiatives by worldwide youth sport administrators. Results of the interviews with five youth sport administrators indicated that while there was an extreme lack of awareness of the MDGs, the participants wholeheartedly believe and utilize philosophies promoting positive youth development. Participants specifically had a desire to emphasize social responsibility in their organizations and felt that the MDGs could be deliberately included, especially with collaboration among leaders of governing bodies and youth sport organizations. The results indicate a better understanding of the future steps needed to promote the integration of activities for the development of peace through community-based youth sport organizations.

**Boender, Samuel**, Western Illinois University (sj-boender@wiu.edu)

*The American Delusion: Understanding Public Support of Paying College Athletes*

America as a country and a society sells itself as being unique from countries around the globe. Advertising itself as the land of opportunity where you can live the American dream; a place where people can come and work and get rewarded appropriately for their work. Many have fought to protect and even more have fought to be a part of this society; though a closer look sociologically may reveal that this dream is nothing but a façade that proliferates down through American culture. The purpose of this study is to look at paying NCAA student athletes through a hybrid sociological perspective, borrowing mostly from C. Wright Mills Sociological Imagination and understand why the American dream, or more appropriately delusion has created social dissonance. Presenting the facts and defining the issues surrounding paying student athletes on a surface level will provide a starting point. A study of current



literature available on the topic will help to establish and define the deeper problem that exists; while the application of sociological perspective will answer the ultimate question of why paying student athletes is such a point of contention in American society.

**Bowers, Ashley**, Southeastern Louisiana University (abowers@selu.edu), Christina Gipson, Georgia Southern University and Caitlin Clarke, Southeastern Louisiana University

*The Female Sport Management Student: Attitudes, Beliefs, and Experiences*

Following the Civil Rights Movement, women have broken down glass ceilings in the American workforce to obtain executive roles within successful US companies (Miloch, Pedersen, Smucker, & Whisenant, 2005). Despite numerous women sport managers contributing to the growth of modern sport business (Hums & Yiamouyiannis, 2007), women have not advanced at the same rate within the sport industry as they have outside. Yet, there continues to be an increase in the number of women who are entering sport business degree programs across the country. Using Bandura's (YEAR) social cognitive career theory, we examined current female sport business students' expectations of their degree program and their future career opportunities. Through qualitative inquiry, focus groups with 4-8 undergraduate and graduate sport management students were used to obtain information about attitudes, beliefs, and experiences (Stahl, Tremblay, Chiarini, & Lerouge, 2011) in an attempt to garner a greater understanding as to why females choose to enter a male dominated industry "one that has historically provided fewer opportunities for women than men. Results of this study provide academicians with greater insight as they mentor and guide students into the current sport industry.

**Boykoff, Jules**, Pacific University (boykoff@pacificu.edu) and Matthew Yasuoka, Pacific University

*Media Framing at the 2014 Sochi Winter Olympics: Putin, Politics, and Pussy Riot*

In this study we examine media coverage of the politics underwriting the Sochi 2014 Winter Olympics. First, we identify and assess the predominant frames that media outlets in the US, UK, and Russia deployed when covering the politics and economics of the Sochi Olympics. Media outlets under consideration include the New York Times, USA Today, the Wall Street Journal, the Washington Post, the Daily Mail, the Daily Telegraph, the Guardian, and the Independent, the Moscow Times, Pravda, Russia Behind the Headlines, and Russia Today. The time period includes the lead-up to the Games, the actual Olympics, and the aftermath. This research "which examines both hard news and opinion journalism" also engages in source analysis, tracking who journalists turn to for comment. This helps us understand whose views predominated news about the politics of the Sochi Games. The 2014 Olympics offered a particularly political atmosphere, thanks to the Games' historic price tag (\$51 billion), anti-gay legislation passed in Russia in advance of the Games, the possibility of athlete activism, the high-profile suppression of the art collective Pussy Riot, and Russian President Vladimir Putin's leadership style.

**Brackebusch, Velina**, University of Georgia (velinab@uga.edu) and Billy J. Hawkins, University of Georgia

*Bringing Social Change: Why Should We Integrate with This, That or Anyone?*

Sport for development programs have been a widely discussed topic in the sport sociology field due to increased funding and interest. For example, the European Commission (EC) funded a program called Youth in Action with a budget of €885 million and implemented it from 2007 to 2013. In December, 2013, the EC voted for a continuation of the program from 2014 to 2020, called Erasmus + with a budget of €14.774 billion. In Erasmus +, sport has its own designated funding for projects such as: anti-doping;

sustainable financing in sport; sport, health and participation, which calls for a better understanding of how they work. This paper looks at the experiences of participants in a Youth in Action project in 2013 and its long term impact. Its goals were to create an active attitude in youth about healthy lifestyles; increase skills of intercultural understanding; and activate involvement in the community through the practice of sport. Semi-structured in depth interviews were conducted within a year of its completion. Through thematic analysis, the data suggests a mixture of involvement in sport, improved language skills, and active citizenship, but also points to the irrelevance of the program to some participants' own realities and lives.

**Bridel, William**, University of Calgary (william.bridel@ucalgary.ca)

*"It's the Sport's Deep and Dirty Secret": On Gender and Sexuality, Figure Skating, and Sport Media*

In 1989, at the age of 17, I came out to my figure skating coach. Her reaction: I'm OK with it because you're a very straight gay. In recounting this story 25 years later to a journalist from *Newsweek* who "prompted by the LGBTQ issues during the 2014 Olympic Winter Games" was writing an article on homophobia in figure skating, I began to reflect on my experiences as an out athlete-turned-administrator of sport as well as the ways sexuality has or has not been discussed in media coverage of figure skating in Canada. In this paper, I put my own experiences and (non-)discussions in the media into historical context and relate them to the emergence of campaigns like You Can Play while also considering recent academic literature on sexuality and masculinities. This study of gender, sexuality, figure skating, and sport media aims to add to socio-cultural studies of figure skating (the work of Dr. Mary Louise Adams in particular) and serves as a starting point for a developing research agenda on LGBTQ athletes and sport in Canada at a time of so-called 'greater acceptance' of LGBTQ persons in sport and beyond.

**Brody, Evan**, The Annenberg School for Communication at The University of Southern California (ebrody@usc.edu)

*Out Online: Mapping and Unpacking LGBTQ Sports Websites*

This paper explores the role Internet sports sites play in the construction of LGBTQ sports fandom and community. First, it continues an existing academic thread regarding the importance of mediated publics in providing alternative spaces of subjectivity vital for the LGBT community " though it seeks to distinguish between gay and queer theorizing in relation to Internet portals. It adds to this discussion through the use of remote intimacies and digital acquaintanceship as unique to the formation of gay sports communities. Second, it explores the ways in which sexuality is renegotiated through online engagements. It is attuned to how LGBTQ sports fans interact with, and make sense of, sports media online. In particular, it locates the (re)negotiation of language and the queering of terminology as vital to the reconciling of the gay identity with sports affinity. It argues that these sites illuminate how a slippage within identification practices have opened up a space with which to think through subcultural production. Lastly, while recognizing the queer potentiality provided by these spaces, it also acknowledges that these moments of possibility arrive within, through, and in relation to institutionalized and systemic understandings of hegemonic masculinity and heteronormativity and are always connected to particular economic and political relationships. Ultimately, this paper argues that these queered fissures should not be dismissed because of their origin from, or proximity to, (hetero)normativity, but rather we must attend to how and when these moments make sense to individuals and, conversely, how the comfort of traditional ideologies move in uneven ways through discussions of sports culture and non-straight identities.

**Bruce, Toni**, University of Auckland (t.bruce@auckland.ac.nz)

*Still Offside: What 30 years of research on media representation tells us about the cultural place of sportswomen and some suggestions for future research*

This presentation explores the trajectory, challenges and future of sport sociology research on media and cultural representations of sportswomen. It grapples with the ways in which sport sociologists might approach the apparently intractable 'problem' of cultural marginalization of sportswomen, addresses some recent developments in representational practices, and asks where the research agenda should go next.

**Bruce, Toni**, University of Auckland (t.bruce@auckland.ac.nz)

*Pretty and Powerful: Third Wave Feminism and Reinterpretations of Media Sexualisation of Sportswomen*

In this presentation, I explore the theoretical implications of an emerging discourse in social media that celebrates sportswomen as pretty and powerful. This primarily North American form of representation intersects with the rise in popular culture of feisty and feminine female heroes who 'kick ass' (Stasia, 2004, p. 178; Cocca, 2014; Munford, 2004; Pender, 2004). Within sport, third wave era sportswomen embrace femininity and physical competence as complementary, and some (usually white, stereotypically attractive, elite, US-based) are able to use 'femininity' as a resource. As Thorpe (2008,) has argued: These women proclaim to be aware of their commodity value and have no qualms about marketing their sexuality to boost their public profile and image and reap the financial benefits (p. 211). As a result, this presentation considers whether the rise of the pretty and powerful discourse represents real change as young women and men play with the 'codes' of femininity ((Budgeon, 2011; Garrison, 2010; Heywood & Drake, 2004, 1997; Thorpe, 2008) or a continuation of sexualization in another guise

**Bryans, John**, University of Manitoba, (bryansj@myumanitoba.ca), Moss E. Norman, University of Manitoba, and Russell D. Field, University of Manitoba

*The Medium is the Message: Exploring Men and Their Bodies Through Film*

This paper presents preliminary data from a documentary film project that explores the embodied experiences of men in the performing arts (i.e., dancers, actors). The film follows two professional film and television actors as they engage in everyday body-based techniques of the self, including practices of eating, working out, and grooming in preparation for auditions. The film reveals that not only are actors susceptible to mediated ideals of masculine embodiment, but their bodies are, in important ways, the very mediums in which these ideals are communicated. In this sense, men in the performing arts are a point of articulation between mediated ideals, taking up and forming their bodies in relation to these ideals, and performing these ideals on set. The paper explores the use of film as a methodology. We argue that in addition to the potential of the film medium to reach a wider audience, film as a visual medium enables us to gain further insight into the experience of body beautiful masculine ideals beyond traditional methods (i.e., words alone). Through the use of film, we hope to provide a more nuanced representation of men's embodiment and the everyday bodily demands that are part of performing masculinity within the arts.

**Bunds, Kyle**, North Carolina State University (Kbunds@gmail.com), Joshua I. Newman - Florida State University and Christopher McLeod - Florida State University

*Water, Sport Charity, and the Social Reproduction of Human (as) Capital*

Water, a seemingly fluid entity, is stratified through natural resource allocation differentiation based on existing conditions such as topography and climate (Harvey, 2006). However, it has also been stratified through social division (e.g. Bakker, 2007; Shiva, 2005). While water is easily accessible to those in developed countries, it exists quite differently for those in developing countries who have witnessed governments and private corporations fail to provide solutions to water crisis (Bakker, 2007). Water charities “ which exist for the purpose of raising funds for building water systems in developing countries “ have recently begun utilizing sport based initiatives (i.e. running and biking events) as a way to fundraise. As an intended result, dirty water becomes the commodity within which organizations and individuals gain capital capacities. Yet, the relationships created through the production of dirty water creates two concurrent flows of capital development. On the one hand, this dirty water exists as a site of accumulation for organizations and sport based fundraisers to provide aid, sustain themselves, and gain social capital. On the other, dirty water cleaned through newly built water systems allows for growth of ‘ human capital’ in developing nations. Based on empirical material and extensive research with four international water charities utilizing sport based initiatives, in this presentation, the researchers theoretically and critically examine the interconnective transformations of water (into sport into capital into water) in the Global North and the Global South.

**Burdsey, Daniel**, University of Brighton (D.C.Burdsey@brighton.ac.uk) and Jayne Caudwell (University of Brighton)

*Activism, intervention and academic-student collaboration on campus: fighting homophobia, biphobia and transphobia in/through football*

This paper emanates from 15 years of research in critical gender, sexuality and race (sport) studies. Specifically it documents an emerging social justice agenda within the Brighton Sport and Leisure Cultures (SLC) collective. As Giroux asks, in an increasingly neoliberal, market-driven higher educational context, ‘What role should the university play at a time when politics is being emptied out of any connection to a civic literacy, informed judgement, and critical dialogue, further deepening a culture of illiteracy, cruelty, hypermasculinity, and disposability?’ (Giroux, 2012: 246). Critical commentators are thus promoting the potential role of education-based interventions in challenging this scenario. This paper focuses on a campaign seeking to embed activism on campus, while also facilitating a space where academics can work “ and play “ with students to try to bring about social justice. For the last 3 years students and academics at the University of Brighton have played in the Justin Student Football Festival (a tribute to Justin Fashanu, a black male footballer and the only one in the British professional game to identify as gay during his career). A number of our students are from minority ethnic groups, and agreed to be interviewed about their experiences of football and sexuality. During this research, we centred Fashanu's subjectivity to open up discussion on specific issues and tensions. In this way, we prioritised young people's voices to help inform our activism, and engagement with intersections of gender, sexuality and race in a sporting context.

**Bustad, Jacob**, University of Maryland, College Park ([jbustad@umd.edu](mailto:jbustad@umd.edu)) and David L Andrews, University of Maryland ([dla@umd.edu](mailto:dla@umd.edu))

*(In)Active Communities: Bodies, Spaces and the 'Revitalization' of the Urban Neighborhood*

As concerns about ‘community’ health and physical activity continue to gain attention at various levels of governance, the relationship between policy, planning, perceptions and lived experiences within urban neighborhoods has come under increased scrutiny. The project introduced in this presentation seeks to examine these relationships by taking into account the complex and diverse realities of urban physical cultures. This involves an ethnographically-informed examination of urban inhabitant's perceptions and practices of physical (in)activity, and their relationship to the broader ‘lifestyle assemblage’ of practices and materialities that are characteristic and constitutive of the lived experiences of urban neighborhoods. By incorporating Pink's (2011) conceptualization of emplacement and its emphasis on how bodily forms and practices are enacted in place, our research approach seeks to elucidate the relations between

planning, policy and lived urban experience in relation to (in)active lifestyles and physical cultures. By focusing specifically on the Baltimore neighborhood of Pigtown (Washington Village), this project engages with one community that has been involved in numerous and ongoing 'revitalization' efforts aimed at commercial and residential (re)development, and examines what these processes mean for the everyday lives of community denizens, specifically with regard to their emplaced perceptions and experiences of physical culture.

**Butler, B. Nalani**, University of Tennessee (bbutler7@vols.utk.edu)

*You hosted the World Cup, are they still mad? Brazilian protests highlight social impacts of mega-events*

Hall (1992) defined social impact as the manner in which tourism and travel effect changes in the collective and individual value systems, behavior patterns, community structures, lifestyle, and quality of life" (p. 67). While economic impacts have been questioned, scholars argue that a range of other social impacts occur from hosting such mega-events (Szymanski, 2002). Employing a content analysis to evaluate international media coverage of the Brazilian protests of the World Cup from June 2013 to August 2014, we sought to determine the social impacts created by hosting the World Cup. Following previous research (Preuss & Alfs, 2011), articles were analyzed in order to develop an understanding of international perceptions of and responses to the challenges Brazil experienced in hosting the World Cup. Results generated several themes associated with social impacts: displacement, inflation, government corruption, and negative perceptions of FIFA. In addition, policies that either enabled or inhibited protests were illuminated, and social media's role in garnering global media attention to spotlight the social injustices (e.g., education, transportation, and healthcare). Discussion will include what Brazil may learn from this experience as they prepare to host the 2016

**Butryn, Ted M.**, San Jose State University (theodore.butryn@sjsu.edu), Nicole M. LaVoi, University of Minnesota and Jordan E. Schmidt, San Jose State University

*Caged representations: A media analysis of UFC women's champion Ronda Rousey*

Numerous scholars have examined the media representations of high-level female athletes from a variety of sports (e.g., Kane, LaVoi, & Fink, 2014; Mean & Kassing, 2008; Messner & Cooky, 2010). The overwhelming conclusion of this body of research is that female athletes are portrayed in both written and visual texts in ways that symbolically annihilate and/or marginalize athletic competence and highlight femininity and heterosexuality, and serve to maintain men's sport and male athletes as the cultural center of masculinity and sport (Messner, 2002). While media portrayals of female athletes in traditional sports have been examined, there is an absence of similar data on women in combat sports. Female athletes in mixed martial arts (MMA) may challenge existing gender ideologies due to the fact these women must be tough, aggressive, strong, and fast" characteristics typically associated with men and masculinity. Due to the growing international and domestic popularity of MMA and the introduction of women's divisions in the Ultimate Fighting Championship (UFC), female fighters have garnered unprecedented media exposure from both mainstream and niche sources, including print, television and digital media outlets. Therefore, in this paper we investigate the media representations of the current UFC women's champion Rowdy Ronda Rousey. Specifically, we looked at mainstream print (Sports Illustrated & ESPN The Magazine) and digital (espn.com, espnW.com, & SI.com) media sources during the 2013 build up to her well-publicized fight against rival Miesha Tate, and examined texts for instances when media representations symbolically annihilated Rousey or reproduced and challenged dominant gender ideologies found in media portrayals of female athletes in other sports.

**Byron, Kipchumba**, The University of Georgia (kipbyron088@gmail.com) and Jepkorir Rose Chepyator-Thomson, The University of Georgia

*The Rise of Commercialism and Agents' Impact on Elite Athletics in Kenya*

The spectacular performances of athletes augmented globalization of the sport of track and field. In the last few decades, athletes have captivated global audiences spectacularly to drastically change the trajectory of the sport. The transformation of the sport from amateur to professional activity impacted Kenyan athletics particularly with the introduction of agents. The purpose of this study was to investigate agent involvement and commercial interests that influenced track and field (athletics) in Kenya. Practice and social critical theories were used to guide this research investigation. Data collection was completed through interviews and the analysis of the data was conducted with the use of grounded theory and utilization of inductive thematic analysis. The findings from the study revealed the following themes: professionalization of athletics, consequences of global competition on local and national development, agents as a deciding factor in athletes participation, and emerging demand for local training camps. The significance of this study lies in generation of new knowledge that puts into question sport policy and its role in development of athletics in Kenya, both at local and national levels.

**Campbell, Natalie**, University of Bath (natalie.campbell@eis2win.co.uk)

*Learning Disability Sport in times of Liquid Modernity: Place, people and politics*

Macbeth (2010) suggests that scholars in the area of disability in sport and leisure studies have offered limited detailed reflexive accounts of their experiences. Learning disability sport offers an ethnographic space through which this research connects the unaccounted for learning disability athlete to the author's evolving engagement with disability. Via the use of ethnography and qualitative research, the research aims to address this issue through proving insight to the relatively unexplored world of learning disability sport. The researcher spent 18 months working and volunteering within a number of learning disability organisations, programmes and charities, all linked by sport in some form, to explicate the lifestyles, meanings and relationships of learning disability sport to those who work and participate daily in the spaces it operates. Participant observation and extended narrative conversations with 10 individuals the researcher considered key, in a variety of contexts yielded rich data about how each understood and considered learning disability sport in their lives. Additional input from other sport service users, disability sport colleagues and sport organisation staff contextualize this. The researcher attempts to theorize the work using the conceptual framework of Bauman's Liquid Modernity (2000) to unpack the many complex and competing considerations of the observed practices and relationships.

**Carter, Claire**, University of Regina (claire.carter@uregina.ca)

*Re-imagining community: embracing complexities over idealism of queer sports*

Community is often imagined as a space of common beliefs, shared values and/or common purpose. For many individuals of non-normative gender or sexual identity, sports are a means to find and/or develop community. Fostered as spaces of inclusivity and an alternative to heteronormativity, sports teams enable and promote a progressive community potential while simultaneously erecting overarching boundaries at the expense of some bodies and identities. Within queer sports communities in Canada complexities with respect to the recognition of diverse embodiments - from femme invisibility, racism and trans acceptance, to a preference for androgyny, and fat phobia - ignite uncertainties of community idealism. Drawing on narratives from thirty diversely identified queer folk from Toronto, Vancouver and Regina this paper examines complexities of community and implications for queer sports and gendered subjectivities.

**Carter, Thomas**, University of Brighton ([t.f.carter@brighton.ac.uk](mailto:t.f.carter@brighton.ac.uk))

*The Poverty of Olympism*

The International Olympic Committee's charter unequivocally asserts that the Olympic Movement and Olympism work towards the betterment of humanity. This laudable reason for its existence has become the core principle of much of the not-for-profit global sport industry and its ancillary industries including the international sport-for-development industries. Such lofty motivations may be admirable but the practices of the IOC suggest that Olympism and the IOC are not enriching humanity but are exacerbating poverty. This paper examines the myriad ways in which the rhetoric of the IOC fails to match its actions. Criticisms of the IOC are nothing new, but the scope of the IOC's acts underpinning its glorious spectacles celebrating its lofty mission renders the whole of Olympism morally bankrupt and ethically poverty-stricken. Beginning with my own research on international sport migration, this paper synthesizes various existing critiques regarding the ethical viability of Olympism, not for the obvious critiques already made but to examine the extent to which Olympism perpetuates poverty instead of alleviating it. The multifaceted and enormous scale of human exploitation needed for Olympism to continue its celebratory excesses forces us to raise questions not only about what the Olympics are really about but to question our own purposes as scholars of sport.

**Carter-Francique, Akilah**, Texas A&M University ([arfrancique@hkn.tamu.edu](mailto:arfrancique@hkn.tamu.edu)), Algerian Hart, Western Illinois, Emmett Gill, University of Texas San Antonio, Tiara Cash, Western Illinois and Alexander Deeb Western Illinois

*Scholar-Advocate: The Role of Scholar Advocacy In Black Student-Athlete Matriculation*

In the wake, or rather midst, of academic misconduct (e.g., Florida State University, University of North Carolina) and narratives of Black student-athletes' challenges (e.g., Kevin Ross, Dasmine Cathy) scholars have worked to address said inequalities. The importance of Critical Race Theory to define the significance of Cultural Capital is arguably a seminal tool for scholars to use toward unveiling the challenges of Black student-athlete matriculation. However, these scholars, particularly Black scholars have embraced a more active role in advocacy from developing mentoring programs to speaking on Capitol Hill (Carter & Hart, 2011; Carter-Francique, 2014; Gill, 2013; Harrison, 2002; Moore, Harrison, & Kelly, n.d.). The purpose of this presentation is to illuminate the roles (i.e., professorial demands "research publications) and conflicts (i.e., expectations to serve on committees, service " committees, Black student-athlete recruitment and retention) that Black sport scholars endure in the contexts of predominantly white institutions of higher education to advocate for Black student-athletes.

**Cathcart, Jermaine**, University of California, Riverside ([jcath001@ucr.edu](mailto:jcath001@ucr.edu)), Scott Brooks, University of Missouri, Edwin Elias, University of CA, Riverside and Tony Roberts, University of CA, Riverside

*Do Black Coaches Lack Buoyancy? The Effects of Race on Tenure, Hiring and Contracts in the NBA*

Racial and ethnic minorities have historically been underrepresented in leadership positions in professional sports. While ample scholarship exist on the barriers to mobility for black coaches in NCAA Division I college sports and the NFL, fewer studies focus on the National Basketball Association. This study is unique because it address an overlooked problem with racial discrimination in a league that many claim is the most racially progressive in all of professional sports. This study asks three central questions: First, do black coaches have shorter tenure than white coaches when keeping winning percentage consistent? Second, are black coaches more likely to be hired to coach teams losing teams than white coaches? Lastly, is there any difference in contract length and pay between black and white coaches when keeping all other variables consistent? By looking at the mechanisms that affect the mobility of

minorities, this study furthers our understanding of the more subtle forms of racial discrimination in the job market.

**Cavalier, Elizabeth**, Georgia Gwinnett College (bethcavalier@gmail.com)

*Creating Community Through Fitness: Program Efficacy and Outcomes*

The complex public discourse on children's health and fitness, especially as couched in the language of childhood obesity, has spawned numerous community efforts to improve the health of youth. In this paper, I follow the transition of a non-profit community organization as it adjusts its goals and mission from a short-term, workout based program to a year-round after school club focused on creating community in local environments. Through analysis of demographic trends, interviews with program actors, and my own participation in the organization, I examine how this shift to a lifetime approach to fitness benefits the program participants to empower themselves, build strength, and develop character.

**Cavil, Kenyatta**, Texas Southern University (caviljk@tsu.edu)

*Howard University Soccer, Pan-Africanism Ideology and the Politics of Inequality: The Road to Redemption, Truth, Crushed to Earth, Shall Rise Again*

The purpose of this paper is to illustrate the rich history, politics and inequality of the National Collegiate Athletic Association (NCAA) Division I Howard University men's soccer program. This illustration is in context of today's financial disparities and the deprivation of resources for Historically Black College and University (HBCU) athletic programs. The Howard men's soccer program won the 1961 NAIA Championship, the first national collegiate championship for an HBCU in any sport. Later it won two NCAA Division I championships in 1971 and 1974, the first was controversially stripped. The Howard women's soccer program will begin this season as a first year affiliate member of the Southwestern Athletic Conference (SWAC). An interest-convergence framework was used as an analytical lens for understanding the complex role of race and gender in the experiences of the HBCU Diaspora in intercollegiate athletics, specifically soccer. The disparities are reviewed from unpacking the history and politics of the Howard soccer program during Pan-Africanism ideology of the 1970s and the present policies associated with the NCAA governance, that provide evidence of modern inequalities. The deprivation of resources have not only stagnated the growth and competitiveness of the Howard men's soccer program, but it has virtually eradicated Division I HBCU men's soccer programs. For example Alabama A&M University, a program with a history of winning two Division II championships in 1977 and 1979, eliminated its Division I men's program in 2010.

**Cavil, Kenyatta**, Texas Southern University (caviljk@tsu.edu), Joseph N. Cooper University of Connecticut and Jeremy Cheeks, Texas A&M University

*Entrepreneurship, Enterprise, and Economic Development of Black Sports Leagues, Conferences and Franchises Post the U.S. Reconstruction Era in North America*

The purpose of this paper is to reconstruct the history of the entrepreneurship, enterprise, and economic development using an epistemological framework of Black professional sports' leagues, conferences, and franchises during America's Reconstruction period in North America. The sports leagues, conferences, and franchises in the United States and Canada during the preindustrial time period are remarkable, but virtually unexplored. However, the diversity and participation of Blacks in sports during this time frame is noteworthy and critical race theory (CRT) is a legitimate epistemological and theoretical framework for conducting race-based emancipatory research of this type (Scheurich & Young, 1997; Singer, 2005).



This study was designed to identify the complexity of Reconstruction, in U.S. history for the Africana Diaspora's entrepreneurial participation in creating the all-Black hockey league, the Colored Hockey League of the Maritimes formed in 1895 and lasted until 1925 (Fosty & Fosty, 2004); the business enterprise of cultivating the all-Black basketball franchises during the Black Five Era from 1904-1950 (Johnson, 2012); the economic development of the all-Black baseball league, the Negro Leagues; beginning with the formation of leagues with black professional team from 1920 until 1951 (Rhoden, 2006) and finally, the educational economic enterprise of the all-Black collegiate athletic leagues, the formation of conferences with Historical Black Colleges and Universities (HBCUs) beginning with the Colored Intercollegiate Athletic Association [now the Central Intercollegiate Athletic Association (CIAA)] in 1912.

**Champagne, Keith M**, Central Washington University, (champagn@cwu.edu)

*Black Male Athletic Administrators: Ascending the Career ladder*

The purpose of this study was to analyze the underrepresentation of Black men in intercollegiate athletic leadership positions at the NCAA Division I level at predominantly White institutions of higher education (PWIHEs). This was accomplished through an analysis of how Black men advance to leadership positions in a setting and profession dominated by White men. Second, the study sought to understand and determine what personal, social, and institutional factors influenced the careers of Black men and what strategies they utilized to limit actual and/or perceived barriers that impact their career success. To keep race at the forefront of my inquiry, Critical Race Theory (CRT) was used as the theoretical framework for this research combined with a conceptual framework of Social Cognitive Career Theory (SCCT) which offered numerous possibilities for interrogating and examining this phenomenon. Understandings of this phenomenon were based on insights gleaned from the eight Black male intercollegiate administrators and two college presidents from major NCAA Division I level PWIHEs from around the country and conversations, on-site observations, media releases and institutional documents. The following themes emerged: mentoring, networking, institutional commitment to diversity and inclusion, and institutional racism.

**Chan, Sophy**, University of Western Ontario (sophywschan@gmail.com)

*Is This What You Call Social Sustainability?: Examining Public Policy, Displacement, and Homelessness in the 2010 Vancouver Olympic Games*

In the lead-up to the 2010 Olympic Games, many homeless and marginalized individuals experienced cases of Olympic-related displacement and evictions in Vancouver's Downtown Eastside (DTES). This paper examines how the 2010 Olympic Games exacerbated the state of homelessness in Vancouver because various housing by-laws could not protect low-income tenants from displacement. Specifically, this paper examines how three housing policies, the Standards of Maintenance By-law, the Residential Tenancy Act, and the Single Room Accommodation By-law were heavily criticized by Olympic watchdog groups because policy loopholes were exploited by property owners in order to profit from the Games, yet the City of Vancouver repeatedly failed to address these issues. Evidence for this paper will be drawn from various publications and media releases from the Impact of the Olympics on Community Coalition, Carnegie Community Action Project, and PIVOT Legal Society, three major Olympic watchdog and housing advocacy groups based in the DTES. This paper is significant to the study of the sport sociology because 1) it sheds light on our understanding of what happens to marginalized populations, particularly low-income tenants, during the Olympic Games, 2) it reveals how policy decisions, or a lack thereof, have serious implications for a host city and can profoundly disadvantage marginalized host city citizens and, 3) in spite of a rhetoric surrounding the benefits of hosting the Olympic Games, this paper argues that social sustainability as Olympic legacy often times remain a rhetoric, rather than reality.

**Channer, Grace**, Brock University ([gc12tw@brocku.ca](mailto:gc12tw@brocku.ca))

*An Aesthetic Of Resistance: Martial Arts Women Beyond Posthuman Encounters*

This study investigates resistance as an aesthetic tool through the philosophy of internal and external energy within martial arts training and the narratives of resistance histories that are formed through community activism. Reflexively, this study considers the resistance to posthuman concepts: theoretically Cartesian, posing as Haraway's cyborgs, ontologically disavowed and immersed in a transhumanist spectacle of the body. It presents a flattened, non-raced, non-sexed, Vitruvian body, offered as a prototype, of, for and about the body of the future. As a flattened default of the western world, it is enmeshed in social hierarchy that affects the suppression of political divergence. This rendition of body is loaded with the associated consequences of a universalist legacy that leaves no room for alterity.

To contextualize, the study uses an interactive digital media installation as a research methodology. It explores the hermeneutical connections of crosscultural narratives that surface throughout the disciplines of martial art and activism. The installation enhanced by the use of various technologies is a geo-historical structure temporally emerging from before the 12th century and through to the present. In this way the project is able to map a cartography of missing and unconscious narrative across a raced (Sheshadri: 2012; Pitcher:2014), sexed and gendered, (Hayles: 1993 Haraway: 1989) non-vitruvian body. The black female body situated in a temporal period before the 12th century provides a view of resistance not commonly considered. The lost narratives of this body emerge and intersect with a posthuman dialogue with contemporary martial arts women.

**Cheeks, Jeremy**, Texas A&M University ([gcheeks@hlkn.tamu.edu](mailto:gcheeks@hlkn.tamu.edu)), Akilah Carter-Francique, Texas A&M University

*College Choice: Black student-athletes' perceptions of HBCU athletics*

The purpose of this exploratory pilot study is to understand Black student-athletes' perceptions and stereotypes of Historically Black College and University (HBCU) athletics. Understanding the perception of university and, likewise, university athletic programs are vital to the ability of an intercollegiate program to recruit athletes (see Gabert, Hale, &Montalvo, 1999; Gaither, 2013; Sevier, 1991); knowing the deterrents or motivational factors that contribute to a student-athletes' college choice can provide a distinct advantage and have a direct impact on the financial well-being and stability of an intercollegiate athletic program (Crowley, 2004). HBCUs in particular are currently facing heavy recruitment challenges as top-tier athletes are seeking opportunities elsewhere (Gaither, 2013). Thus, identifying the college choice factors of today's Black student-athlete may aid HBCU athletic programs in the development of strategies for the successful recruitment of top-tier athletic talent. Using a qualitative questionnaire, Black student-athletes from PWIHEs and HBCUs perceptions and stereotypes of HBCUs were obtained, coded and analyzed into emergent themes (Weiss, 1994). The results presented may provide insight on and promote the progression of dialogue surrounding HBCU athletics and their present day conceptions

**Cho, Seongsik**, Hanyang University ([sscho@hanyang.ac.kr](mailto:sscho@hanyang.ac.kr)), Wanyoung Lee, Hanyang University, Sunyang Huh, Hanyang University, and Songhee Kim, Honam University

*Comments of internet articles regarding players' oversea transfer issue are always against the club: Socialist sentiments in capitalist sports and country?*

This study attempted to figure out the public reaction on the internet regarding a top Korean player's overseas transfer issue and analyze the public opinion about the conflicts between club and player represented in the comments of internet news articles. For this study, the issue of one female player's transfer to Turkish league was selected and its internet comments were analyzed. The public reaction and opinion on the internet are as follows. The public on the internet takes player's side rather than the club's side even though the club still has the exclusive right for athletes' overseas transfer and the athlete broke free agent rule in Korean league. Because the sport clubs in Korea are owned and controlled by big corporations, the public see the athlete be the weak while regarding the club as the strong so they give the emotional support to the athlete by loading the negative comments about the club and its parent company, Chaebol (a giant company, or the conglomerate). This public feeling and emotion has been related to the anti-business sentiment in Korea because most people still believe that companies have developed through the strong tie with political sectors and some illegal practices such as tax evasion and real estate speculation. Some internet users argued the contract between club and player would be unfair and that the athlete's overseas transfer would enhance national prestige they see more important than club's interests while uploading the comments including 'no-buy campaign' against the products and service by the club's parent company. Finally this anti-business sentiment in Korea has developed when the conflicts between club and athlete, between company and workers, and between company and consumers happened, reflecting Korean society's inherent soc

**Clark, Marianne**, University of Alberta (mclark1@ualberta.ca)

*Multiple bodies: In the studio with adolescent ballet dancers*

Much scholarly attention has been paid to the aesthetics of the idealized ballet body and it has been repeatedly critiqued for being an oppressive body (Dryburgh & Fortin, 2010; Green, 1999, 2001; Ritenburg, 2010). However, many adolescent girls who dance in commercial studios do not comply with this exceedingly thin ideal yet continue to enjoy ballet. Therefore, the purpose of this study is to investigate how ballet bodies are understood beyond a discussion of aesthetics. In this paper, I examine the multiple ways in which adolescent dancers make meaning of their ballet bodies in the dance studio. I draw upon Foucault's (1972) concept of discourse and through ethnographic fieldwork identify four discourses that emphasize the importance of the moving ballet body rather than simply its appearance.

**Clevenger, Samuel**, University of Maryland, College Park ([scleveng@umd.edu](mailto:scleveng@umd.edu)) and Bryan C. Clift, University of Bath

*The agony and ecstasy of Zinedine Zidane*

On July 9, 2006 in Berlin, Germany, acclaimed French footballer and midfielder Zinedine Zidane was sent off from the World Cup final, his last international match, for head-butting Italian defender Marco Materazzi in the chest. The incident was quickly memorialized, scrutinized, and agonized over in France, Europe, and the international (sporting) media, cultivating a moment rich in context, meaning, and the multifarious perspectives of those who experienced it. To date, however, scholarship on the event attempt critical examination using sociological lenses which objectify and drain the moment of its contextual abundance, neglecting a milieu drenched in articulations inevitably falling in and out of attempts at delineation. In contrast, this paper utilizes a purposefully messy construction, an intricate interaction of critique, contextual analysis, and creative writing in order to trace the fleshy contours and derivations of Zidane's momentous experiences and actions. In so doing, we aim to return to and reflect upon the fleshy circumstances of July 9th, proposing a collage of a sporting event too elusive for current analyses using more traditional sociological frameworks. The result is a paper that does not aim to provide a conclusion, but rather a window into an amorphous and permeable moment of (sporting) significance.

**Coakley, Jay**, Independent Scholar (jcoakley@uccs.edu)

*Unfinished business: Undermining the great sport myth*

The power of sport is clearly illustrated in the uncritical discourse that touts its unconditional benefits. This discourse is so widely accepted that people repeat it as if it were an item of religious faith. After dealing with such people for over four decades, I now describe their beliefs as the great sport myth. The foundation for the myth are the beliefs that (1) sport is essentially pure and good, and (2) these attributes are transmitted to those who participate or consume sports. Myth proponents then conclude that there is no need to ask critical questions about sports, and if research contradicts their beliefs, it must be flawed. This impacts the sociology of sport in many ways, which will be identified in this presentation. And it reminds us that undermining the myth is crucial to the future of the field.

**Cohen, Perry**, University of Maryland (perrycohen@gmail.com)

*Corporate Bodies: Defining Health and (Un)Wellness through Workplace Wellness Programs*

Through a critical discourse analysis of health and wellness publications at three Fortune 100 corporations, this presentation draws upon Crawford's (1980) notion of healthism and Rail's (2012) concept of biopedagogy to understand how corporate wellness policy affects the lived reality of employees and their dependents. Despite the staggering statistics of obesity and preventable disease in the US, as well as the political storm surrounding the Affordable Care Act and corporate responsibility for health insurance, there is little documented research on corporately sponsored wellness programs. Of the studies that do exist, none have considered the lived experience of the employees and their dependents. Rather, these studies have focused on how effectively wellness program have enabled corporations to reduce their overall healthcare costs or on the measurable quantitative health outcomes of participants in the programs (i.e. reduction in non-communicable diseases such as diabetes, high blood pressure, cardiac events and obesity). Using Foucault's notions of biopower and technologies of the self, this paper provides a critical discourse analysis of the classed, gendered, nationalist and racialized assumptions that corporate wellness policies perpetuate about the neoliberal individual subject. This paper concludes by providing examples of alternative methods for helping employees and their families conceptualize and achieve a more inclusive form of healthy living.

**Cole, Amy**, Washington State University (ancole@wsu.edu)

*Group Fitness and Gendered Violence: Consciousness-Raising in the Third Wave*

Gendered violence and the categorical woman are important elements of third wave feminism. Though some third wave feminists reject issues of their predecessors' agenda, this study argues that the second wave concept of consciousness-raising remains relevant, especially for victims of sexual violence. This study proposes a mixed-methods examination of women's-only, boxing-based fitness classes to explore how physical activity can empower victims of gendered violence through the sharing of personal experiences. This interdisciplinary study employs a theoretical framework that combines literature on violence, power, and control with a feminist analysis of women's fitness and boxing. The study acknowledges existing critiques of group fitness as an arena for reproducing traditional standards of femininity; however, this paper argues that inclusive group exercise settings for women can use physical activity as grounds for third wave consciousness-raising. A longitudinal survey design assessing self-compassion, empowerment, and body image will be combined with qualitative interviews, observations, and focus groups to explore how a women's-only group fitness setting can support women, with specific

focus on the experience of victims of gendered violence. Implications for theory, as well as practice in group fitness and victim support will be discussed.

**Cooky, Cheryl**, Purdue University ([ccooky@purdue.edu](mailto:ccooky@purdue.edu)) and Michael A. Messner, University of Southern California

*The Promises and Limitations of the Gender and Televised Sport Report as Advocacy for Change*

Since 1989, every 5 years Michael Messner and his colleagues conduct a study that assesses, both quantitatively and qualitatively, gender differences in the televised news media coverage of sport. The study began as a way to advocate for women's sport by using empirical evidence to lobby the media for improved coverage and has proven to be an influential study cited by sports studies scholars. In this panel, we provide a general overview of the major findings from the Gender and Televised Sport Report, discuss the ways we have engaged the media in the dissemination of the results, and offer insights as to the impact the Gender and Televised Sport Report has had on media coverage of women's sports. While the most recent report (disseminated in 2010) was picked up by a number of mainstream and online media outlets, including The New York Times, USA Today, Huffington Post, Ms. Magazine, and The Feminist Wire and has been featured in several documentaries including Not Just a Game (Dave Zirin/ Media Education Foundation), this presentation raises important questions for scholars to consider regarding the potential of the public translation of empirical research as a means to advocate for positive social change.

**Cooper, Joseph N.**, University of Connecticut ([joseph.cooper@uconn.edu](mailto:joseph.cooper@uconn.edu)) and Billy Hawkins, University of Georgia

*The Transfer Effect: A Critical Race Theory Examination of Black Male Transfer Student Athletes' Experiences*

The purpose of this study was to examine the experiences of Black male transfer student athletes who transferred from a predominantly White institution (PWI) to a Historically Black College/University (HBCU) in the southeastern United States (U.S.). This qualitative case study involved a single focus group interview and two individual interviews with Black male transfer student athletes who were enrolled at a HBCU. Critical race theory (CRT) was applied as a theoretical framework to examine the impact of race and racism on the participants' experiences within different educational and sociocultural environments. The key research topics of interest included identifying the participants' reasons for transferring from a PWI to a HBCU and understanding their college experiences at the HBCU. Findings revealed participants' encounters with various forms of covert and overt racism at PWIs resulted in negative college experiences, which motivated them to transfer to a HBCU. Using tenets of CRT and a thematic analysis procedure, the following two emergent themes were identified: We Were the Outcasts and They Want to See You Succeed. Implications for policy and practice are discussed.

**Cork, Stephanie**, University of Maryland ([stephaniejcork@gmail.com](mailto:stephaniejcork@gmail.com)) and P. David Howe, Loughborough University

*Only one leg to stand on: the supercrip narrative in life and death of two cross Canada charity runners*

Terry Fox is a salient figure of the Canadian imaginary, a young above the knee amputee who put aside his own struggle with cancer to raise money and awareness of those suffering from the disease. In spite of his impairment Fox is believed to have dedicated himself to a higher cause, a 'Marathon of Hope' where he intended to run across Canada at the pace of a marathon a day. In 1980 Fox ran for 143 days

(3,339 miles), from St. John's, Newfoundland to Thunder Bay before losing his personal battle with cancer. Iconographic images of Fox that document the triumph over adversity have continued to inspire Canadians to this day. Steve Fonyo, also an above the knee amputee as a result of cancer, was inspired by the memory of Fox to complete his own cross - Canada Journey for Lives' in 1985. On successful completion of this run which also raised money for cancer research Fonyo was awarded the Order of Canada. Perhaps because he lived through his run Fonyo and Fox are often represented as very different individuals. Initially, both Fox and Fonyo were often branded as supercrip, a narrative that promises emancipation, but often merely reifies the marginalized space from which labels of (dis)ability stem. Fox is still portrayed through the trope of the supercrip as a symbol of vindication, achievement, or betterment through sport. Fonyo's life on the other hand is illustrative of the problematic nature the trope. Fox and Fonyo's differential narratives present the precarious reality of their bodies, which must combat hyperreal (superhuman) expectations of physical performance. This paper attempts to navigate some of the complexities that are housed within this trope and its intersections with heroism, disability and physical culture more generally.

**Cottingham, Michael**, University of Houston, [mcotting@central.uh.edu](mailto:mcotting@central.uh.edu)

*Women in Wheelchair Rugby; Lived Experience of Crashing with Guys*

Wheelchair rugby in the United States is governed by the United States Quad Rugby Association (USQRA), which represents 48 teams. The sport is co-ed but is dominated by men; there are only 36 women currently on USQRA rosters. They compete with male players and receive a deduction of physical function noted in the classification system. While this modification may make the sport more accessible to play, women with disabilities clearly are not flocking to this hyper-masculinized sport. This study aims to explore why women participate in wheelchair rugby and to discuss their experiences as female athletes in a male-dominated, co-ed sport. Data is represented by interviews with at least 12 of the women participating in wheelchair rugby. Interviews range in time from 24 to 45 minutes. Findings and the implications on growth of the number of women in wheelchair rugby will be provided at the presentation.

**Cottrell, Patrick**, Linfield College, ([pcottre@linfield.edu](mailto:pcottre@linfield.edu)) and Travis Nelson, University of Wisconsin-Platteville

*Sport Without Referees? The Sochi Olympics, the International Olympic Committee, the Social Politics of Accountability*

As the governor of the Olympic Games, the International Olympic Committee (IOC) is an international entity of immense political power. It has also been widely accused of corruption, corporate greed, and at the most recent Games in Sochi for not living up to its own ideals by failing to challenge Russian laws relating to homosexuality. This experience presents a puzzle. If an international sporting organization such as the IOC is so powerful on the international stage and continues to be a lightning rod for political controversy, why is it that so few stakeholders, including the states that host and field national teams to participate in global sporting events, have engaged in serious efforts to hold the organization accountable for its actions? We argue that the accountability challenges of the IOC are rooted in the organization's social position and social power. Drawing from conceptual treatments of accountability and tracing the political development of the IOC through the Sochi Games, we find that the IOC has heretofore been able to manipulate its social attributes to guard against meaningful accountability efforts while would be accountability holders are constrained by the same conditions.

**Couture, Jesse**, University of Lethbridge (jesse.couture@uleth.ca)

*Consuming CrossFit: Neoliberal Subjectivity, Sport, and Implicit Feminism*

In what appears to be among the first attempts to theorize CrossFit from a critical sociological perspective, this paper considers whether the popular practice and sporting space might be conceptualized as implicitly feminist (Giffort, 2011). Here, I consider how we might think about women's participation in CrossFit, in particular, both as an individual member of her local gym and also as a member of an online, or 'virtual', community, as a practice or performance of a particular type of embodied activism tied to or reflective of a larger collective struggle for space as women in sport, both physically and theoretically. Further, I offer how we might think about those women who choose to participate in CrossFit as engaging in subversive bodily practices which might also be read as implicitly feminist. Lastly, by engaging with contemporary dialogues around the third waves of feminism and, too, the neoliberal notion of postfeminism (Redfern & Aune, 2010), I consider questions about feminist self-identification in and through sport while probing the extent to which this matters.

**Crocket, Hamish**, University of Waikato, NZ (hamishc@waikato.ac.nz)

*What makes an ethical athlete?: Examining Foucault's problematization through the eyes of athletes*

Following Markula's (2003) seminal exposition of Foucault's (1984) technologies of the self within sport and exercise, scholars in sociology of sport have prioritized the notion of problematization when using Foucault's later work (e.g., MacKay & Dallaire, 2013; Markula & Pringle, 2006; Pringle & Crocket, 2013; Pringle & Hickey, 2010; Thorpe, 2008). Taking Markula's (2003) argument for the centrality of problematization within Foucauldian ethics as a starting point, in this presentation, I explore how my Ultimate Frisbee-playing research participants helped me to develop an understanding of problematization as a nuanced and multi-faceted concept. Through engaging in a generative process with my participants and drawing on Foucauldian work across multiple fields, I conceptualise problematization as a diverse, contextual and dynamic process that is inevitably partial and ambiguous. I locate my athlete-centred reading of problematization within three aspects of my methodology, namely multi-year ethnographic engagement, writing as a form of analysis (Richardson & St. Pierre, 2005) and analysis as theoretical reading (Kvale, 2007, p. 117).

**Crosset, Todd**, University of Massachusetts (tcrosset@isenberg.umass.edu)

*The power of the gaze and the marginalization of the critical athlete scholar/activist*

NASSS was once home to many critical athlete scholar/activists; Kidd, Klein, Sage, Sabo, Sack, Straurowsky, and Sparks to name a few. Much of their work focused on the plight athletes. Their activism sought to reduce the exploitation and oppression of athletes and to expand access to sport.

More recently, scholars present the bodied athlete as a relatively passive surface inscribed with social meanings (Markula, Clark and Liao 2014). For many NASSS members the sporting body is reduced to a metaphor for the social under late capitalism (Denzin 2006)

The rejuvenation of a space for the critical athlete scholar perspective requires a critical examination of this theoretical turn. Extending Berger's (1980) insights on zoos and animals in the 19th century, we can understand the fascination with and the marginalization of the physical in the 20th and 21 century. Physicality, which may have played a crucial role in the development of industry, and that which, in any case, humans depended until a century ago, has been extinguished. This historic loss, to which sport stadia are a monument, is now irredeemable for the culture of late capitalism. The structural changes which transformed our relations with the physical encourage people to connect and repurpose the body

by watching, studying, and by holding athletes in judgment. This understanding enables us to see the recent trends in sport sociology (as well as the diminished place of the athlete scholar) as a reflection of those same processes and a metaphor for our relationship with body in late capitalism.

**Crosset, Todd**, University of Massachusetts (tcrosset@isenberg.umass.edu)

*Learning Kabaddi, Exploring body: U.S. women's experiences with physicality in India*

It is sometimes said that you can declare something true about India and then, later declare the opposite about India and it too will be true. Maddox (2012), on a yearlong attempt at field research, found India physically constraining, oppressive and abusive, resulting in her disassociation with her body. Here we explore the opposite truth, American women exploring the joy of physical contact and physical force not readily available to them in the West through Kabaddi, an indigenous South Indian sport.

This presentation focuses on American women's experience of learning and playing Kabaddi in India. The women viewed, learned and played Kabaddi on a women's college campus. They were taught by students on the college Kabaddi squads.

The women interviewed for this presentation were student travelers on two faculty led trips to South India in either January of 2010 or 2013. They were interviewed in 2014. Their memories of the physical experience are critically explored in the context of segregated public space, the liminality of the position of tourist, Western privilege and, Otherness of being caste-less and non-Hindu in India. The interviews and critical analysis are prefaced a review of Westerners studying Indian culture, including the authors critical self-reflection and a brief description of the sport of Kabaddi.

**Crowley, Charles**, California University of PA (crowley@calu.edu) Algerian Hart, Western Illinois University, and Wardell Johnson, Eastern Kentucky University

*Creating Changes through Service and Basketball the Learning Experiences*

Service learning is a method that combines academic instruction, meaningful service, and critical reflective thinking to enhance student learning and civic responsibility. Stevens (2008) defined service learning as an experience in which students participate in an organized service activity that meets a particular need of a community (p. xii) and integrates service and gaining of experiential knowledge that should have positive outcomes for both the recipients and the providers of the service. The service learning process encourages self-reflection, self-discovery, the acquisition and actualization of values, skillfulness, and wisdom in addition to presenting opportunities to explore contentious societal issues, including inequalities prevalent in race, gender, socioeconomic status, and accessibility in direct meaningful ways (Strickert, 2010, p.335).

The Kellogg Presidents' Commission on 21st Century State and Land Grant Universities (1996) recommended the development of more engaged institutions that are intimately connected to their communities. The research has demonstrated that institutions of higher education have perceived the value of collaboration with community agencies as being more valuable than the agencies (Barcelona & Bocarro, 2004). Kirschebaum and Reagan (2001) suggested that effective collaboration can satisfy a desire for university personnel and students to contribute positively to the surrounding community in the process of providing meaningful experiences for students and creating interesting research opportunities for faculty. From a community's perspective, an engaged university can offer a vast and diverse array of resources (Carr, 2000).



**Cunningham, George**, Texas A&M University (gbcunningham@tamu.edu)

*LGBT inclusive athletic departments as creators of social change*

In many respects, heterosexism and sexual prejudice are deeply embedded into intercollegiate sport. Players report physical abuse based on their presumed sexual minority status (Anderson, 2002) and that coaches threaten to disclose their lesbian status to their parents unless the players followed the coach's edicts (Melton & Cunningham, 2012). In a similar way, coaches and administrators frequently have to hide their sexual orientation at work for fear of workplace discrimination (Cavelier, 2011; Krane & Barber, 2005). Finally, parents (Sartore & Cunningham, 2009) and students entering the sport profession (Gill et al., 2006) express sexual prejudice against lesbian, gay, bisexual, and transgender (LGBT) persons, discriminating in subtle ways (Cunningham et al., 2010; Gill et al., 2006).

Despite the prevalence of sexual prejudice and heterosexism in intercollegiate sport, there are examples where athletic departments serve to offer inclusive workplaces for their athletes, coaches, and administrators. In these departments, sexual minorities are able to freely express their LGBT identity and be fully included in departmental and team activities. In addition, sexual orientation diversity serves as a source of competitive advantage, whereby the athletic departments outperform their less diverse, less inclusive counterparts.

The purpose of this presentation is to offer an overview of an on-going research line documenting these effects. Specifically, in drawing from my past work (Cunningham, 2010, 2011a, 2011b, 2013, 2014, in review; Cunningham & Melton, 2012, 2014; Cunningham et al., 2014; Melton & Cunningham, 2014), the presentation is divided into three sections. First, I offer an evidence of the benefits of sexu

**Daddario, Gina**, Shenandoah University (gdaddari@su.edu)

*The Shorter Side of HGH: Children, Growth Disorders and Sport*

Roger Clemens was injected with it. Lance Armstrong and A-Rod were injected with it too. Almost any athlete who has indulged in performance enhancing drugs is as likely to have taken HGH as any other banned substance in sport. As for other HGH users, you can add Lionel Messi as well as my own daughter's name to the list. However, what differentiates these two from the athletes above is that both suffered from growth hormone deficiency (GHD) and were prescribed HGH legally. As both a parent and a scholar, I attempt to shed light on this less visible population of HGH users by exploring how the drug they use for therapeutic treatment is eclipsed in the media by its use as both a PED and anti-aging agent.

The sample used in my study includes 112 GHD families who share their perceptions about how HGH is portrayed in the press and the extent to which the synthetic drug has been appropriated by the sports and entertainment industries. My qualitative survey also explores their perceptions on both the adequacy and accuracy of media coverage and invites suggestions on how its image could be improved. Finally, It asks parents to comment on their child's experiences as an HGH user in youth sport.

**Dane-Staples, Emily**, St. John Fisher College (edane-staples@sjfc.edu)

*Male Perspectives on Female Presence and Equality in Sport*

In the forty year battle since the passage of Title IX, the gender order in sport has been disrupted and academics have explored how these changes have occurred. Mennesson (2012) cites four components to this gender order: symbols (i.e. media representations), power relations (including physical presence and economic capital), gendered division of labor, and interindividual interactions. A wealth of research exists on symbols (see Buysee & Wolter, 2013; Cranmer, Brann & Bowman, 2013; Jones & Greer, 2011),

gendered division of labor (see Walker & Sartore-Baldwin, 2013; Wright, Eagleman, & Pedersen, 2011; Bower & Hums, 2013), and interindividual interactions (see Cohen, Melton, Peachey, 2014; Stuntz, Sales & McDermott, 2011); however, the area of power relations has generally been overlooked.

This research will explore male habitus regarding the physical presence and economic capital of women in sport. Using an undergraduate population and survey distribution, open and closed questions will explore the male perspective regarding females' deservedness and presence in the sport field as well as issues regarding salary equality. This research could uncover if the well-documented female apologetic in sport could be in partial response to a continued male resistance towards women in sport.

**Daniels, Elizabeth**, University of Colorado at Colorado Springs (daniels.psychology@gmail.com)

*Sex Objects, Athletes, and Sexy Athletes: Translating Research into Action*

In this presentation, I will briefly discuss findings on sexualized versus action media images of female athletes (2009, 2011, & 2012). Evidence demonstrates that action photos of female athletes prompt adolescent girls and young adult women to reflect positively on their own physical capabilities, make instrumental evaluations of the athletes and themselves, and evoke role model evaluations of the athletes. In contrast, sexualized images prompt girls and young women to reflect negatively on their own attractiveness, make objectified appraisals of the athletes and themselves, and critique societal gender norms. Adolescent boys respond similarly to action versus sexualized images of female athletes. Action images evoke instrumental evaluations of female athletes, while sexualized images induce objectified appraisals. Despite these findings, media coverage of female athletes portraying athleticism remains minimal in the sport media landscape.

Next, I will describe my efforts to convey these research findings to audiences both inside and outside of academia. I will speak about the invisibility of research on girls and sports in the field of developmental psychology despite the prominent role sport plays in the lives of youth. I will also describe my experiences speaking in dozens of community settings to hundreds of parents about this research. Finally, I will comment on a grassroots effort to create action images of female athletes for girls.

**Davidson, Judy**, University of Alberta (judy.davidson@ualberta.ca)

*Strange embodiments, queer movements: Contemplating spaces of activity, sport and exercise.*

This paper reports on preliminary research findings from the Coming to a Moving Body project. Participants in the study self-identified as individuals who have come to movement as adults, who would consider themselves alienated from their moving bodies, and/or are those individuals who struggle with kinesthetic awareness and physical activity. The experiences recounted provide the basis for understanding and analyzing how non-normative identities, bodies, embodiments and/or subjectivities negotiate, traverse, repudiate, capitulate, transform and otherwise occupy movement spaces. Resisting (but not necessarily refusing) the hegemonic tendency to redemptive, rehabilitative, and/or individualistic progress narratives that characterize many analyses of queer or alternative athletic or exercise experiences, this paper starts to articulate the subterranean, intimate details of alternative kinesthetic experiences and bodily arrangements. I am curious about the lived experiences of the unspoken, invisible, erased, and liminal moments in sport, exercise or physical activity and how they shape these contexts for strange embodiments to produce queer movements.

**De Lisio, Amanda**, University of Toronto (amanda.delisio@utoronto.ca)

*Economies of Deviance: Sex Work and the Sport Mega-Event*

Socio-spatial theories continue to maintain that as cities (re)build the urban environment, certain subjectivities and ideologies are also (re)produced in the process (Harvey, 1985). With the embodiment of these market-oriented ideologies, local communities also respond entrepreneurially, creating survival circuits (Sassen, 2009) in order to withstand the competitive urban climate. This paper is an attempt to recognize economies of (alleged) deviance that continue to survive (even thrive) in the face of event-led urbanism. It will use qualitative-ethnographic data to assess the link between sex work and the sport mega-event, and share the initial analyses of the sexscapes (Brennan, 2004) of Rio de Janeiro, Brazil at the time of the 2014 FIFA World Cup. In the end, it will be argued that those involved in sex as work produce unintended or previously under-examined physical cultural legacies associated to the global phenomenon that is the sport mega-event.

**de Wilde, Ari**, Eastern Connecticut State University (dewildea@easternct.edu) and Gregory Kane, Eastern Connecticut State University

*It's Not About the Bike; It's About The Money: Comparing the Governance and Team Structure in Modern and Contemporary Professional Cycling*

In early 2010, Floyd Landis reached his limit. Essentially exiled from the sport, and denied a roster spot on a top team, he emailed the head of USA cycling, Dr. Steve Johnson, to write that he had doped and witnessed other stars dope in signature events like the Tour de France. Armstrong and his team denied the claims, but a ground swell of confessions from alienated riders, a federal investigation and a United States Anti-Doping Agency investigation ended their claims of innocence. While Armstrong and other riders are being punished, many of his former manager and financiers still work undisturbed in the racing industry. Though some in the media have named them as conspirators, a lack of direct evidence and strong connections keep them there, seemingly oblivious to decades of scandals. Moreover, the structure of company-based teams and a series of races based on individual promoters of large races such as the Tour de France, with little league structure, means that little is likely to change in the future. In this paper, I draw on past cycling narratives and compare the governance of the once popular United States bicycle racing industry of the 1920s with the governance and team management of the current generation. I argue that the industry's tendency towards a global natural monopoly structure in both modern and contemporary professional racing means that little is likely to change in the governance or operation of professional bicycle racing in the near future.

**DeChoudhury, Deep**, Saint Leo University (ddechoudhury@yahoo.com)

*Measuring the Impact Factors A Sports Fan, Athlete, and Non-Sports Fan Considers When Attending a Sporting Event*

The primary goal of a sport organization is to nurture the relationship with the fan as well continuing to build and strengthen the dichotic relationship between the sports fan and sports organization. This is considered very crucial to the sport organization's marketing effectiveness and efficiency. After the successful marketing of a sport's organization attracting new fans, it makes great business sense to further strengthen and build on that relationship through local, state, and national commercial sponsorships. Moreover, this dynamic effect enables the fan to connect with more desire and passion.

This pilot study presents an overview of studies measuring the various impacts/factors on why sports fans attend their chosen sporting events. This mission statement is to clearly define the essential elements that enhance venue attractiveness. Studies from academic and consultancy backgrounds are assessed,

with a focus on the models and methodologies used, the types of impact factors that vary which are investigated for their effectiveness. The extensive study concludes with a discussion of key trends in the past, present, and future along with research variables and inefficiencies.

**Dickerson, Nikolas**, University of Iowa (nikolas-dickerson@uiowa.edu)

*Skating across racial lines: PK Subban, blackness, and social media*

Mary Louise Adams (2006) argues, if hockey is life in Canada, then life in Canada remains decidedly masculine and white (p.71). In this paper I examine the ways ideological understandings of hockey, as white and masculine, are reproduced within cyberspace. I do this through an examination of Internet memes. Specifically, I examine a set of internet memes that compares the NHL to the NBA and a series of memes that specifically, focus on the Montreal Canadian's defensemen, P.K. Subban. I argue that these memes are part of a larger set of cultural narratives that position racialized bodies outside the norms of professional ice hockey. In between I insert auto-ethnographic accounts of my own experience as a multi-racial, man, participating in ice hockey. This paper is intended to add to the growing literature concerning social media and sport, and to disrupt the dominant racial and gender narratives of ice hockey. For as, Gamal Abdel Shehid (2000) argues, writing about hockey through race can help subvert common narratives of the game, as well as understand connections between race, sport, and nation.

**Donnelly, Michele**, TBD (donnelmk@gmail.com)

*By the skaters, for the skaters: Establishing and Maintaining Membership and Boundaries in Women's Flat Track Roller Derby*

Drawing on ethnographic research of a women's flat track roller derby league, this presentation explores the various ways that participants established and maintained the definition of skater and the boundaries of women onlyness. Women participants served as the primary producers of women onlyness, and the culture of the group/activity. Gender boundaries, and definitions of membership, were established in formal and informal ways. Women participants employed two main boundary maintenance strategies. The first is a common sense strategy that worked from the assumption that if a man understood this was a group for women; he (or any man) would not want to join. Using humour is the second strategy that women participants (and organizers) used to maintain boundaries. Women's joking revealed concerns about preserving women onlyness, while maintaining a good-humoured atmosphere, and avoiding confrontation with men. It also effectively contributed to a feeling of bonding among the women. Establishing and maintaining boundaries not only demonstrated investments in women onlyness, it also revealed the ways that women onlyness " as a defining characteristic of the emerging culture of this group/activity " is produced and, in some situations, institutionalized at the organizational level of flat track roller derby.

**Donnelly, Peter**, University of Toronto (peter.donnelly@utoronto.ca)

*Assessing the sociology of sport: On public sociology of sport and research that makes a difference*

I will provide an analysis of the ways that sociology of sport research has made a difference in terms of beliefs, policy and practice. Sometimes the effects of research were unintended (as in the case of stacking research), and sometimes intended (as in the case of many analyses of gender equity).

Sociologists of sport are still questioned most often about social problems in sport. Unfortunately, too many of us have not followed through (e.g., knowledge translation endeavours and other aspects of

public sociology) to explore and determine the consequences and potential consequences of our research.

This paper calls for a re-emphasis in the sociology of sport on empirically rigorous and theoretically grounded research that makes a difference.

**Douglas, Delia**, (dddougla@gmail.com)

*Incidents in the life of the black female body*

This presentation considers two incidents involving black female bodies in the public sphere. The first concerns Caroline Wozniacki's mimicking of features of Serena Williams' body by stuffing her top and shorts with towels during an exhibition match against Maria Sharapova in 2012. The second refers to a blog posted in 2014 by Jen Caron (pseudonym) on the website xojane it happened to me, expressing her disquiet concerning the presence of a young fairly heavyset black woman in her previously all white yoga class. The self-proclaimed skinny white girl alleged that the black woman resented her, since Western yoga organizations are ostensibly unable to accommodate her (black) body. My analysis explores these performances of gendered racial affective and spatial logics. I contend that the identification and treatment of these black women are examples of anti-black gendered racism, which are linked to colonial discourses that positioned the status, and identity of white women in direct opposition to that of black women. I maintain that the pronounced attention afforded these black female bodies exemplifies the practice of white women participating in, and attaining the recognition and benefits from, enacting notions of true womanhood which rely on the dehumanization of black women.

**Duckworth, Kiera**, University at Buffalo, SUNY (kieraduc@buffalo.edu)

*But Can He Play?: Exploring Media Discourses of Gay Male Athletes and the Construction of Masculinity*

Participation in athletics is a space to construct and assert one's masculinity for men in contemporary American society. Through a content analysis of a national sample of media discourses involving self-identified gay male professional athletes, this research explores how individual level actors understand cultural notions of sexual orientation that challenge notions of hegemonic gender ideologies. This paper reviews the established theories of four major performances of masculinity: hegemonic, complicit, resistant, and inclusive and then elaborates how the media coverage responds to increasing number of male professional athletes publicly asserting their sexual minority status and largely challenging the notion that male athletes are consistently heterosexually oriented. The narratives among media coverage also intersect with cultural notions of race and ethnicity, as some gay male athletes are Caucasian, African American, and Hispanic. This research examines the changing media discourse surrounding gay male athletes in the professional American sports landscape and how this is contributing to our shifting notions of appropriate notions of masculinity.

**Dunkin, Jessica**, Queen's University (dunkin.jessica@gmail.com)

*From Dining Hall to Gymnasium: Making Space for Active Women at Canadian YWCAs, 1888-1920*

In late nineteenth century Canada, there were few spaces available in which urban women beyond school age could be physically active. With the introduction of physical culture classes in the 1880s, the Young Women's Christian Association (YWCA) became one of the few, if not the only institution in many cities, to offer physical activity programming for women, but particularly for working-class women. By 1920, the

YWCA, which began its life as an evangelical Christian reform organization devoted to the care and uplift of working women, had become a leader in the field of physical education in Canada.

This paper explores the different spaces that Canadian YWCAs employed to accommodate the new and varied physical activities being offered to young urban women. These included dining rooms, church basements, gymnasiums, swimming pools, tennis courts, and arenas. Drawing on social histories of architecture and historical geographies of sport, this paper considers how these spaces produced particular embodied experiences for the working women who joined the YWCA. This paper also examines how these different sporting spaces figured in relation to urban geographies of leisure in the decades around the turn of the twentieth century.

**Ebishima, Hitoshi**, Seijo University (ebishima@seijo.ac.jp)

*A Pathway from Bicycle Commuter to Serious Cyclists: A Case Study on Bicycle Commuters in Japan*

Cycling can be recognized one of the most popular sport in Japan these recent years. Riding a bicycle can be recognized as a sport and a method of transport in different contexts. The grassroots cycling competitions of 'hill climb races' attract many competitive cyclists and also hobby cyclists. However, most of the infrastructure of the roads in Japan is far from favorable conditions for the cyclists comparing with those of the other advanced countries in this respect, such as Holland, Germany and Denmark. Creating continuity between cycling as a physical activity and a competitive sport involves many different social perspectives. This study tries to shed a light on this agenda, through interviews with competitive cyclists, recreational cyclists and commuters, interviews with bicycle activists of non profit organizations and surveys on the bicycle commuters in Japan.

The mixture of several different social backgrounds, ecology, health and influence from foreign cultures created booming of cycling in Japan. Establishing continuity between physical activities and competitive sport in terms of cycling can be a key to a further sport promotion and health promotion in Japan.

**Edmonds, Shawn**, University of Maryland College Park

*Meeting Students Where We Are: Towards an Adaptive Feminist Critical Pedagogy*

Dr. King-White opened his 2012 piece, "Oh Henry: Physical Cultural Studies' Critical Pedagogical Imperative", by arguing that although Physical Cultural Studies emphasizes the need for critical pedagogy, it "has been insufficiently practiced in the University classroom" (2012, p386). While King-White's experiences are useful and compelling, the conversation must be extended to include feminist education initiatives and more accessible "critical" interventions. As a site for transformative conscientizing, the University provides numerous opportunities and constraints to developing student and faculty alike. By placing the university in the context of an ever-expanding global community, rapid cyborgification of incoming students, and privatization of academic spaces, we can triangulate new approaches to creating transformative moments. Additionally, by integrating feminist pedagogical intellectuals such as Barad and Hill-Collins, alongside emergent experiential methods, we can inform new ways of approaching education that provides a multi-layered approach that meets students where they are. Utilizing practical approaches and reflections on my own teaching experience, I present a more modest, yet perhaps more radical, way of engaging and shaping the student experience.

**Engvall, Robert**, Roger Williams University (rengvall@rwu.edu) and Jessica Skolnikoff, Roger Williams University, jskolnikoff@rwu.edu

*Outside the Game: The External Forces on Parents and Youth Athletes*

One of the many increasingly controversial aspects of youth sports centers upon Amateur Athletic Union (AAU) programs. Programs that ostensibly allow for greater opportunities, better coaching, more visibility, and often, a means to an end, a college scholarship. This paper centers upon AAU basketball programs and pulls upon our personal experiences. While all experiences are necessarily individual and therefore, may run the gamut from incredibly positive to horribly negative: many commonalities exist that make for potentially compelling conversation about AAU.

Some of these commonalities include the pull upon parents to afford their children every opportunity to pursue their dreams, against a backdrop of what should be realistic expectations. Pressures placed upon the young athletes themselves who are told that they must participate in AAU, and the subsequent lifestyle adjustments including travel and devotion to that sport above all others, have become common threads that often foster a rather polarized debate.

This paper had its genesis at a prior conference in which we discussed the increased specialization required of young people competing in sports. When AAU was brought up in that context, the discussion that ensued made clear that a variety of opinions existed seemingly warranting further exploration of the subject.

**Erickson, Elisabeth**, McKendree University (eaerickson@mckendree.edu)

*Inside the 'pink bubble': Marathoners, breast cancer, and the 26.2 with Donna*

The commodification of breast cancer has created a highly-gendered citizen-consumer identity that revolves around the symbol of the pink ribbon and notions of ideal citizenship. The 26.2 with Donna, the nation's only marathon that raises funds exclusively for breast cancer care and research at the Mayo Clinic, markets itself as the Breast Cancer Marathon, and as such, draws runners from across the nation who have a connection to the disease. Utilizing interviews with nine marathoners, participant observation, and non-participant observation, this paper examines the aura of the pink bubble that surrounds the weekend and the meanings that these marathoners create from their own participation.

**Esmonde, Katelyn**, University of Maryland (kesmonde13@gmail.com), Cheryl Cooky, Purdue University and David L. Andrews, University of Maryland

*Complicating Heteronormative Sexuality and Sports Fandom: The Use of Third Wave Feminism*

Scholars have noted the frustration that women sport fans often feel regarding the assumption that the primary motivation for their interest in sport centers on attraction to male athletes (Crawford & Gosling, 2004; Jones, 2008). Despite this being a stereotypical assumption regarding female sport fans, the role of heterosexual desire/ attraction in shaping the experiences of women sports fans and how they define themselves as fans, has failed to receive concerted and insightful academic scrutiny. All too frequently, when sexuality is the focus of a study, sexual desire, expression, and articulation are conceptualized as trivializing or marginalizing women fans: there is little acknowledgement or analysis of the role of sport fandom as a source of proactive, and in some senses empowering, sexual desire. Challenging such oversights, within this paper we discuss the role of heteronormative sexuality in sports fandom, and, in doing so, assess the strengths and challenges of using a third wave feminist theoretical framework. We argue that the exclusion of women's heterosexual desire in the institutional center of sport as experienced by women fans erases the experience of those fans, and upholds normative understandings of gendered

sexuality that underpin hegemonic masculinity and power. Based on qualitative interviews with eleven women who identify as highly committed sports fans, we argue for the inclusion of an understanding of desire in sports fan cultures that does not rely upon devalued notions of femininity, but rather seeks to render visible, and thereby facilitate, empowered forms of female sexuality. Finally, we offer recommendations for how third wave feminism can be used as a conjoined theory, method, and politics study of gender, sexuality and sports fandom.

**Fagan, Kara**, University of Iowa (kefagan@gmail.com)

*"A Breathtaking Piece of Folly"? Moving Toward a More Expansive Understanding of Sport(s) Films*

Discussions of women in cinema and women in sport have been central to feminist criticism, particularly to understandings of how gendered identities are reconstituted, but the body of literature that merges these debates and considers female athleticism in film remains fairly small. While there are notable exceptions such as *Personal Best*, the existing scholarship on women's sport films has predominantly focused on movies made from 1990 onwards, with post-2000 films garnering the most scholarly attention. Though the recent increase in films has stimulated insightful scholarship, authors typically refer to the overall terrain of the women's sports film as sparse, and treat the period prior to *Title IX* (1972) as a wasteland. Focusing specifically on classic Hollywood, I argue that the dearth of scholarship on athletic female protagonists during the period has much to do with how scholars are defining their object of study. Scholars have tended to devise narrow and sometimes arbitrary definitions of sport, but most focus exclusively on competitive, rule-governed, spectator sports. These definitions of sport/sports privilege institutionalized activities that the majority of women have not had access to until quite recently. Instead of creating my own definition of a sport film and compiling a tidy filmography or a comprehensive list of films, I examine studio era films such as Sonja Henie's skating vehicles and Esther Williams's aquamusicals, whose very slipperiness in terms of categorization demonstrates the contested boundaries of sport. Just as a wider analysis of the history of women's athletic participation has troubled and expanded definitions of sport, scholars need to consider examples that complicate and expand conventional understandings of sports films.

**Felkar, Victoria**, The University of British Columbia (victoria.felkar@ubc.ca)

*The Iron Bar. The Modern History of Prison Physical Culture, Body Typing & the Ban on Correctional Weightlifting*

From representations of prison physical culture in movies and television shows, mainstream workout regimes, exercise programs, even exercise names such as the prisoner squat " muscles and strength building exercises have become associated with the prisoner's body in various, and often negative ways. Rarely mentioned are discussions about appropriate or health promoting sport and daily recreation programs for prisoners or inmate involvement in prison organized and self-guided bodyweight exercise programs or calisthenics routines. Popular culture tends to highlight prisoner's bodybuilding with heavy barbells and dumbbells though in fact there has been a federal weightlifting ban on such activities in the United States since the early 1990's. Overall very little information exists to fully understand prison weightlifting and the influences that resulted in this federal ban.

My paper will trace the modern history of prison physical culture since the 18th with a focus on correctional weightlifting. To better understand the past and present status of prison weightlifting, I will provide early accounts of correctional weight training and provide an overview of the prison weightlifting ban that occurred throughout American prisons in the 1990's. In particular I will focus upon one potentially critical influencing factor for prison physical culture, and highlight the production of criminological knowledge by providing an overview of key constitutional theories and literature on biocriminality, body



typing and somatotyping theory. Working from a critical socio-historical perspective my paper intends to add to the limited knowledge of prison physical culture, research on physical activity in correctional facilities and the corporeal experience of those confined to prison

**Ferriter, Meghan**, Smithsonian Institution, (ferriterm@si.edu)

*Inside Access & Player Praxis: Doing Social Media, Fans, and Constructing Knowledge*

Integration and use of social media provides U.S. Women's National soccer team (USWNT) fans unprecedented access to the training, game, and personal experiences of these players. At the same time, use of social media allows the USWNT players opportunity to exercise control over their personal representations. On the social networking platform Tumblr, fans collaboratively construct knowledge about the team and their community. They serve as content creators and providers; discussing official USWNT releases, external media content, and social media updates. Drawing information shared on Twitter and Instagram, the fandom actively interprets the USWNT through iterative cycles "doing social media, refining information sources as they communicate. The USWNT players present augmenting information to round out official USWNT public relations release through Instagram and Twitter. The players create space and relationships through behind-the-scenes access that supports, as well as subverts, traditional discourses of nation and women in sport. While exercising power over their personal images, players actively lead fans to causes focused on equality and social issues.

Commentary and tagging on Tumblr also highlight the perspective of this community of practice: guiding the ways knowledge is brought into being. In particular, lines are set around knowing, acknowledging, ignoring, and celebrating the spaces around public and private lives of players. Analyzing the use of social media and discourse work of women's soccer fans on Tumblr, this paper explores the ways players and fans contribute to dynamic information flows. These combined activities offer the potential for fans a players to articulate alternative identities and experiences of women's sport.

**Fickes, Donna**, Texas Tech University, Jennifer Arend, Rebecca Anderson, and Nicole Melton (nicole.melton@ttu.edu)

*The Influence of Athlete Activism and Message Type on Attitudes toward Sexual Minorities*

Heterosexism and instances of sexual prejudice continue to diminish the experiences of lesbians, gay, bisexual, and transgender (LGBT) individuals in sport (Cunningham, 2012). To circumvent negative outcomes that result from heterosexist sport environments and ensure sexual minorities feel welcomed, a number of organizations have increased their efforts to educate sport participants and spectators on why inclusion is important and how to display ally (i.e., LGBT-supportive) behaviors. Many of these organizations seek to achieve their goals by relying on athlete ambassadors to spread the message of equality.

While research contends using athlete endorsers is an effective way to influence consumer behavior, less empirical work examines the link between athlete activism and fans' pro-social behaviors. Nonetheless, it seems reasonable to assume the support of high-profile athletes could improve people's attitudes toward sexual minorities.

Thus, the purpose of this study is to examine the influence of athlete activism on attitudes toward sexual minorities and perceptions of the endorser. Participants (undergraduate students at a large state university in the Southwest) will participate in a 2 (endorser: athlete, non-athlete) x 2 (type of message: inclusion benefits all athletes, benefits sexual minorities) experimental study. Data collection has started and preliminary results suggest college students are more likely to support LGBT inclusion when advocates use a benefits all message and are a high profile collegiate athlete. As such, the findings from

this study may emphasize the importance of athletes taking a stand, as their actions can have a significant effect on fan attitudes toward LGBT inclusion.

**Field, Russell**, University of Manitoba ([Russell.Field@umanitoba.ca](mailto:Russell.Field@umanitoba.ca))

*Sport on the red carpet: Film festival programming and the cultural production of sport*

Cannes. Venice. Berlin. Toronto. In an era of hyper-celebrity, film festivals have moved from the purview of the art-house crowd to a-list events. The limited but growing literature on film festivals has noted the role that these events play as spaces of cultural production, crucial centers for the development of film knowledge and film practices (Wong, 2011: 1). Sport film has increasingly become a part of festival culture. Media producers have capitalized on the prominence of film festivals, with ESPN, for example, not looking to festivals as a marketplace to acquire broadcast properties but as a venue (i.e., Tribeca Film Festival) to showcase future programming. Conversely, sporting events have provided interesting context for film production. The last three Olympic Games (Vancouver, London, Sochi) have seen protest groups turn to feature filmmaking as a medium for disseminating their messages “ a counterpoint to the long-standing tradition of official Games' films. While opposition groups have curated screenings, more commonly festivals have been organized to celebrate mainstream events, with the FIFA World Cup and soccer films a prominent combination. This paper moves beyond one-off events to consider curatorial decisions made by the increasing number of international sport film festivals, many of which are members of a global organization based in Milan. Heeding Wong's (2011: 6) contention that [t]racing practices of [film festival] selection over time shows how boundaries' of popular and art film have shifted as well, this paper considers whether sport film festivals offer spaces for programming that celebrate or challenge sports' mainstream meanings.

**Fields, Sarah**, University of Colorado Denver ([Sarah.Fields@ucdenver.edu](mailto:Sarah.Fields@ucdenver.edu)), Gregory Tung, Colorado School of Public Health and R. Dawn Comstock, Colorado School of Public Health

*Brains and Law: Examining the Youth Post-Concussion Return to Play Laws*

Concussions are a major concern in sport. An estimated 300,000 sport-related concussions occur annually within the United States and almost 20% of all injuries reported in high school sport are concussions. Within five years (2009-2014), all fifty states and the District of Columbia enacted laws regulating the return to play (RTP) of youth athletes suspected of sustaining a concussion. This is, perhaps, the fastest passage of a public health related law. Comparatively, Clean Air Laws took almost twenty years to be enacted in all fifty states. Our team examined all fifty-one RTP laws and looked for similarities and differences. In a pilot study, we then purposefully selected five states to interview legislative sponsors to learn how and why the laws passed so quickly. We also randomly surveyed sixty-six high school coaches nationally and assessed their knowledge of their own state law. This presentation will assess the strengths and weaknesses of the law, argue that the weaknesses of the laws and the support of several national organizations allowed a speedy national passage, and provide an overview of what coaches know about their own laws. We conclude that despite the limitations of the laws, they and the surrounding media have resulted in a greater acknowledgment of the risk of concussions to young athletes.

**Flowers, Courtney**, Texas Southern University (CourtneyLFlowers@gmail.com)

*Traveling down the rabbit hole: Tips and tricks to teaching Sociology of Sport online.*

Teaching online classes can be taxing and stressful not only for the professor, but also for the students. In this presentation I will present some tools and tactics I use in my online classes to promote academic excellence, encourage active participation, and assess student retention.

**Flowers, Courtney**, Texas Southern University (CourtneyLFlowers@gmail.com) and Jafus Kenyatta Cavil, Texas Southern University

*Disgrace on Tobacco Road: Using CRT to analyze student perceptions of the UNC academic fraud scandal.*

With the recent outcry over the academic fraud scandal at the University of North Carolina many wonder how prevalent athletic academic fraud is and what should be done to ensure student-athletes receive impactful experiences on the field as well as a quality education in the classroom.

This presentation will introduce an on-going study that uses CRT as a tool to examine student perceptions of the prevalence of athletic academic fraud and the need of athletic reform to ensure quality education for student-athletes.

Additionally the snitch factor of the scandal will be examined through analyzing student perceptions' of Rashad McCants' Outside the Lines interview.

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

*What do we hope for when we place our hope in sport? An exploration of 'hopeful' sporting spaces at the 2014 FIFA World Cup.*

The title of this presentation has been adapted from a question that Sarah Ahmed (2004) asked of feminism in her book *The Cultural Politics of Emotion*. For her, the question served as a way to examine the relationships between understandings of hope, social change, and feminist movements. Similarly, for me, the question provides a way to explore how various 'sport for social change' groups used notions of hope in the construction of sporting spaces in Rio de Janeiro during the 2014 World Cup. To do so, I draw on observations, interviews, and media collected during a three month period. Specifically, I focus on FIFA's Football for Hope Festival, Street Football World's (a sport for development NGO) Football for Equality Plaza, as well as tournaments organized in various favelas by the Comitê Popular da Copa e Olimpíadas (a group that is resisting the hosting of mega-events in Rio de Janeiro). Drawing on authors who have written about hope and space such as Ernst Bloch, David Harvey, and Henri Lefebvre, and bringing together literature from sport for development, as well as social movements, I discuss how different groups conceived of hope, how they positioned sport as a form of, or vehicle for, hope, and the implications this has for groups and organizations that attempt to mobilize sport for social change or development.

**Francombe-Webb, Jessica**, University of Bath ([jmf22@bath.ac.uk](mailto:jmf22@bath.ac.uk)), Emma Rich, Michael Silk and Simoe Fullagar, all from University of Bath

*Slowing the Social Sciences of Sport: Digitality, 'Flipped' Pedagogy & the Neoliberal Context*

Increasingly our scholarship and our teaching are being impacted by the rampant logics of the neoliberal market and there is a fine line developing between business- and pedagogical- models for teaching. This has led to a complex context for curricular development as we see that the business model implicitly and explicitly privileges a centrally controlled, efficiency oriented, rationally predictable, empirically calculable mode of knowledge generation. This capitalist underpinning takes precedence over concerns for human needs, civic, moral responsibility and critique. It is within this conjuncture that we are encouraged and indeed expected to innovate our curricular in order to 'service' the educational market and so lecturers are now tussling with the challenges and creative opportunities that this affords. Within this presentation I will not only unpack the everyday realities of this neoliberal context for teaching and learning, I will also explore the ways that I, and my colleagues at the University of Bath, have attempted to offer a slow approach to the study of the social sciences of sport through the use of digital technologies and virtual learning environments. I will mobilise the example of the 'Flipped' classroom in order to articulate the way that teaching and learning can be reconceptualised in order to open up the critical potentialities of the field and ensure that the classroom is a space for vibrancy, innovation and debate. Flipping offers opportunities for immersive educative experiences as well as diverse modes of learning and I will provide practical examples of the teaching/learning strategies that were deployed during an Advanced Seminar in Sport, Health and the Social Sciences and interrogate the embodied positionality of the teacher and students.

**Friedman, Michael**, University of Maryland, College Park ([mtfried@umd.edu](mailto:mtfried@umd.edu)) and Adam Beissel, University of Maryland, College Park

*A Real Estate Deal Masquerading as a Stadium Agreement: The Atlanta Braves Move to Cobb County and the Future of Stadium Development*

In November 2013, the Atlanta Braves announced a \$672 million agreement for a new stadium with suburban Cobb County and abandoned the 18-year old Turner Field. In addition to \$300 million in public subsidies, the Braves were granted development rights for 45 acres surrounding the stadium, on which the team (with partners) plans to build a \$400 million mixed-use shopping, entertainment and residential complex. Although several other recent stadium proposals have promised additional development, this is the first that plans to concurrently build an entertainment district alongside a new facility. Towards completing this project, the Braves have hired the Jerde Partnership as master planners. In addition to its expertise planning mixed-use development, the Jerde Partnership claims to specialize in placemaking, as evidenced within its designs of Bloomington, Minnesota's Mall of America, Universal CityWalk in Los Angeles, and the Fremont Street Experience in Las Vegas. Based in interviews with key decision makers, site visits and analysis of documents, in this presentation, we examine the Braves' agreement with Cobb County and its broader implication for the future of baseball stadium design and development.

**Frodema, Brian** ([bfrodema@smith.edu](mailto:bfrodema@smith.edu)) and Jane Stangl, Smith College

*Digital Narratives: Using technologies to challenge cultural assumptions of sport*

In the past year—examining the NFL alone—issues of racism, bullying, domestic and child abuse, and sports safety have been at the forefront of mainstream broadcast media within a framework crafted by each networks' particular social or political bend. In an effort to increase students' "digital literacy"—to successfully navigate and communicate through new forms of multimedia (Riesland 2005), to question

what viewers consume, and to understand how media is constructed—graduate students in a sociocultural analysis of sport course created three-minute digital narratives by de- and reconstructing prevailing sport topics of interest. Working in small groups over the course of four weeks, students constructed storyboards, wrote scripts, narrated and recorded text, culled photographs and visual imagery, edited, and lastly presented their product publicly for peer review. Utilizing Final Cut Pro and QuickTime software, the end goal was to provide a medium through which students could impart their newly acquired sociocultural lens to issues that inevitably emerge in sport. What the students discovered while taking on the role of producing rather than consuming media, was the sense of the power laden in the process of shaping viewers perspectives on social issues, as well as the complexity and time necessary to produce a quality mediated message. Three, 3-minute digital narratives will be shared.

**Ganoe, Kristy**, Evolutionary EcoSolutions LLC ([kristyganoe@gmail.com](mailto:kristyganoe@gmail.com))

*Evolutionary EcoSolutions LLC: Decolonial embodiment meets material relations of production*

Within the often overwhelming constraints of white supremacist capitalist patriarchy, how can bodies move otherwise? This presentation will discuss the author's application of decolonial feminist embodiment theory to the creation and operation of a corporation whose mission is to instigate anti-imperial lifestyles. Evolutionary EcoSolutions LLC's Summer Sustainability Institute empowered participants to explore tactics of being in the world that rely less on colonialist material relations of production and more on a conscious and positive relationship with the physical world. The Summer Sustainability Institute was a pop-up summer-school for grown-ups that met from 2-8 pm every Saturday in July in Ypsilanti, MI. The Institute used crowdsourced funding through Kickstarter and was billed as an opportunity to learn easy and inexpensive tactics with which everyday people can save money by thinking creatively about energy and the physical world. Tapping into the body as a site of political and consumer agency, the Institute was centered around materially decolonial physical acts (and great workouts) like commuting via bike, building local food systems, and using passive heating and cooling for buildings. Centering decolonial agency on questions of the body allows people to work to undermine the structural norms of colonialism while working out.

**Garner, Justin R.**, Texas A&M University ([jrgarner@hlkn.tamu.edu](mailto:jrgarner@hlkn.tamu.edu)) and John N. Singer, Texas A&M University

*Black Male College Athletes as "Athlete Citizens": Exploring Individual Social Responsibility (ISR) in College Athletics*

Black male athletes have been recognized as potentially influencing social change and impacting future generations as athlete citizens (Edwards, 1969; Agyemang & Singer, 2011; Agyemang, 2012; 2014). Athlete citizenship has been defined as the manner in which individual athletes conduct themselves (both on and off the field/court of play) and makes a positive contribution to and impact on society (Agyemang, 2014). Given the predominance of Black males in American college athletics (Harris, 2000) it is important to examine their roles as athlete citizens. Building off of Agyemang and Singer's (2013) study on the individual social responsibility (ISR) of Black male professional athletes, the purpose of this study is to explore this notion of ISR and athlete citizenship among Black male college athletes. More specifically, we plan to engage in semi-structured interviews with Black male football and basketball athletes in efforts to challenge them to critically reflect upon their responsibility as potential agents of social change within the college athletics industrial complex (Smith, 2007). Implications for theory, policy, practice, and future research will be discussed.

**Gearity, Brian**, University of Southern Mississippi, [brian.gearity@usm.edu](mailto:brian.gearity@usm.edu)

*Identity development and coaching practices of collegiate, women strength and conditioning coaches*

It is well-known that men outnumber women as coaches at nearly all levels and sports. In order to address this issue we need to recruit and prepare women to manage the challenges of everyday life as a coach. One sensible step to prepare women coaches is to understand how practicing coaches have entered, endured and remained in the field. Collegiate strength and conditioning coaching offers a unique space to understand how women coach in a hypermasculine space dominated by men coaches. The purpose of this presentation is to present the findings of our research with 15 collegiate, women strength and conditioning coaches. Drawing upon Foucault's tool kit of concepts and theorizing, we interpreted our data looking for ways women coaches' folded dominant discourses and practices of gender, coaching, and practices upon themselves. The findings point to how women accepted and resisted dominant discourses related to gender, sexuality and coaching. Furthermore, our interpretation seeks to provide a theoretically sophisticated and nuanced understanding of the relations amongst power-knowledge-self within strength and conditioning.

**Giardina, Michael**, Florida State University ([mgiardina@fsu.edu](mailto:mgiardina@fsu.edu))

*From South Bay to South Park: AEG, Business Improvement Districts (BIDs), and the Reorganization of Public Space in Downtown Los Angeles*

Urban renaissance. Urban restructuring. New urbanity. Creative economy. All are buzzwords encapsulating the changing dynamics in, around, and through the South Park Business Improvement District (BID) in Downtown Los Angeles, which is home to the LA Live/Staples Center sports-entertainment complex. Like similar emergent districts such as London Bridge Quarter or Southwark in London, Buckhead in Atlanta, and River North in Chicago, new South Park has become (perhaps problematically) lauded as a beacon of remarkable regrowth in a formally depressed urban environment. Drawing from multiple [auto-]ethnographic site visits to the Downtown Los Angeles area spread over the course of three years, as well as primary source documents on the South Park BID (as well as those related to similar development projects), I weave narrative accounts over and against more formalized scholarly writing on themed space, consumer culture, and capital excess, focusing especially on the role of the Los Angeles Kings organization of the National Hockey League (and its parent company, Anschutz Entertainment Group) as situated within this space.

**Gilde, Christian**, University of Montana Western ([christian.gilde@umwestern.edu](mailto:christian.gilde@umwestern.edu)), Vikki Howard, University of Montana Western ([vikki.howard@umwestern.edu](mailto:vikki.howard@umwestern.edu)), and Fredrick Chilson, University of Montana Western

*Equalizing Power: Women's College Coaching, Resources, and Administration*

One area in the collegiate sporting arena which is in need of more social, political, and activist engagement is money and its relationship with women's coaching. To address this issue this presentation explores how money impacts coaching, in general, and female basketball coaching, in particular. In addition, the presentation examines how money influences the coaching culture of an institution. Multiple exemplars of case studies are used, such as coaches Jody Conradt (Texas), Pat Summitt (Tennessee), and Tara VanDerveer (Stanford), to show the resources money can enable, the power money can create, and the conflicts money can produce. These cases are also used to shed light on the positive and negative sides of money in the realm of women's coaching. Furthermore, an exploratory study investigates the correlation between administrative wealth, namely college presidents' salaries, men's coach salaries and women's coach salaries and the results of this combination. At the end, suggestions

are advanced as to how this system between women's coaching and money can be improved in the light of the existing public and academic discourse and how policies can be created to prevent or mitigate abuse.

**Giles, Audrey**, University of Ottawa (agiles@uottawa.ca)

*The Need for Aboriginal Self-Determination in Youth Development through Sport and Recreation*

In this presentation, I provide an overview of the results of three related case studies that were conducted with programs that attempt to facilitate Aboriginal youth development through sport and recreation in rural regions of Canada: The Northwest Territories Above Ground Pool Program, Outside Looking In, and Alberta's Future Leaders Program. These programs all attempt to "develop" Aboriginal youth in different ways (e.g., through lifeguard training, hip-hop arts, and outdoor adventure leadership, respectively). Though elements of these programs can serve as promising practices from which other programs would benefit, a stronger focus on Aboriginal self-determination - rather than development - would enable these programs better address the systemic societal issues that produce Aboriginal youth as being in need of development in the first place and would go beyond addressing symptoms of colonialism to addressing the power imbalance at its foundation.

**Gill, Emmett**, University of Texas at San Antonio (allsportsissues2@yahoo.com), Charles Crowley, California University of Pennsylvania and Algerian Hart, Western Illinois

*The Impact of NCAA Enforcement on Black Student-Athlete Well Being (Phase II)*

This session will explore the impact of NCAA enforcement policies, procedures, and processes on student-athlete development. The primary population of interest is Black student-athletes, who compete in revenue-generating sports, at Predominately White Institutions (PWI's). Over the last two years the NCAA has investigated 10 high-profile Division One athletic programs due to violations in academic fraud and amateurism bylaws. One hundred percent of the student-athletes involved in these investigations are Black and all were ruled temporarily or permanently ineligible. An NCAA investigation, and subsequent penalties, can impact Black male and female student-athletes psychological well-being, faculty and non-student-athlete peer relationships, progress towards graduation, athletic and non-athletic reputations and attachment to stereotypes. The first session segment will review select NCAA investigations that occurred between 2006 to 2014. The second segment will focus the consequences produced by investigations including being ostracized from coaches and teammates, labeled by the media, incarcerated, and frowned upon by faculty and non-student-athlete peers. Next, the panel will hypothesize how investigations impact Black student-athlete well-being with a focus on their non-athletic identity, academic well-being, and future non-sport employment prospects. Lastly, the participants will assess the creation of a fourth NCAA Division and the outcome of O'Bannon versus NCAA on cultural issues impacting college athletes of color and NCAA enforcement.

**Gill, Emmett**, University of Texas at San Antonio (allsportsissues2@yahoo.com) and Johari R. Shuck, Indiana University

*The UNC Scandal and the Implications for Black Athletic & Academic Identity*

This presentation will focus on the academic scandal at the University of North Carolina at Chapel Hill (UNC) and the implications that arise when an NCAA institution allegedly does not honor its commitment to provide student-athletes with a functional education (Kihl, Richardson, & Campisi, 2008). Much attention to the UNC scandal focuses on the Willingham data and her literacy claims based on a sample

of 183 student-athletes. Yet, the beliefs and attitudes of these 183 student-athletes about their educational experience including their academic identity, self-efficacy, locus of control, and career attitudes, are largely absent from the conversation. The presenters aim to share the student-athlete perspective and ground their perspectives in theories that hopefully will transfer into practice.

Self-efficacy and locus of control influence the career attitudes and behaviors of college students (Brown, Fender & Shelton, 2000). One's assessment of their ability to negotiate life's circumstances (Bandura, 1982; Simpson, 1999) and the extent to which an individual feels in control of his or her own life decisions (Rotter, 1975; Fitch, 1998) are important college student-athlete outcomes. It is safe to say that, in the absence of positive self-efficacy and an internal locus of control, role elaboration becomes increasingly difficult (Killieya, 2001). Brown, Fender, and Shelton (2000) found that extensive hours in sport participation, failure to explore alternative roles, and the belief that one's career outcomes are unaffected by one's actions are associated with lower self-efficacy for career decision-making tasks (p.53). Given what we know about revenue sport participation

**Goldbecker, Christopher**, Fairfax County (Virginia) Park Authority (prodgers@gmu.edu), R. Pierre Rodgers, George Mason University and Ellen B. Drogin Rodgers, George Mason University

*An Investigation of Individual Flow State Experience and Satisfaction: The Case of Scenario Paintball*

This research was undertaken to examine flow as a motivational concept in scenario paintball. Flow theory, as presented by Csikszentmihalyi (1990), is a psychological state of mind and focus found in optimally performing individuals in sports and other activities that encompasses nine different dimensions and results in an optimal experience. The nine dimensions of flow include challenge-skill balance, action-awareness merging, clear goals, unambiguous feedback, concentration on the task at hand, sense of control, loss of self-consciousness, transformation of time, and autotelic experience. Using the Flow State Scale (Jackson & Marsh, 1996), the dimensions of flow were measured in participating scenario paintball players, as were behavior and demographic characteristics (e.g., players' years of experience, team affiliation, satisfaction, and social interactions). The difference among respondents on the basis of demographic characteristics was found to be minimal in terms of flow with the exception of the flow dimension of having clear goals. The researchers found that respondents who played on scenario teams scored significantly higher in the clear goals dimension of flow. The researchers were able to identify significant correlations between flow and satisfaction. Correlations between the satisfaction of individual play, paintball venues, field set-up, and the game's level of challenge were significantly correlated to flow scores. All participants scored high levels of flow and satisfaction on a 5 point Likert scale with no differences on the basis of experience or team affiliation. Given the rates of flow reported by respondents, it is understood that scenario paintball is a gripping and visceral activity that offers flow aspects to all ages and skill sets.

**Gordon, Brian**, University of Wisconsin - La Crosse (bgordon@uwlax.edu) and Jeremy Arney, University of Wisconsin - La Crosse

*The Dark Side of Fandom: Exploring Negative Fan Behavior in the Intercollegiate Athletic Context*

In the context of collegiate sports, branded collegiate student sections (e.g., the Cameron crazies at Duke University) have been identified as the most committed and long-standing supporters of the team. The benefits these groups bring to the university have been well documented yet the potential negative consequences of the formation of these groups have gone largely unexplored in the literature. This study aimed to understand what types of behavior fans in this context engaged in, why they engaged in these actions, and attempts to link some of these observations to relevant theory (e.g., Convergence Theory, Deindividuation, Team Identification) on fan violence.



A mixed method design was employed in order to obtain both breadth and depth of the phenomenon as well as for data triangulation (Greene, Caracelli, & Graham, 1989). We sought to understand how responses to the questionnaire corroborated some of the findings in the interviews and extensive fieldwork (Hanson et al., 2005). Ten members of a large, collegiate basketball fan group participated in in-depth, semi-structured interviews and fieldwork of the fan group was conducted over the course of a season. Finally, 197 members of the same college basketball fan group responded to a survey questionnaire.

While branded collegiate student sections may provide many benefits to the university, this study indicated there are some certain negative consequences as well. Incidents of negative fan behavior found in this study parallel what has been reported in the media regarding branded collegiate student groups. University officials should be aware of the potential danger of these branded student sections and strengthen relations and authority over these groups to minimize the likelihood of negative fan behavior.

**Gordon, Kiernan**, University of New Hampshire ([Kiernan.Gordon@unh.edu](mailto:Kiernan.Gordon@unh.edu))

*Toward A Micro-Oriented Epistemology In Sport Sociology: The Case For Interaction Ritual Theory*

Microsociology has a long tradition within the parent discipline of sociology. Emanating from the work of Durkheim, microsociology evolved into a systematized, interpretive sociology through the work of pragmatic sociologists who, generally and simplistically speaking, viewed the interactions inherent to everyday life as indicative of larger social processes and structures. Micro-oriented epistemologies have enabled sociology to capture everyday life with increasing accuracy and understanding from the emergence of symbolic interactionism in the mid-twentieth century through, most notably, the work of Mead and Blumer, to Goffman's dramaturgy and, later, Garfinkel's ethnomethodology. More recently, Collins' (2004) interaction ritual (IR) theory has surfaced as the next step in the evolution of microsociology by virtue of its ability to connect micro-behavior with macro-structure.

The purpose of this project is to examine IR theory and its potential as a perspective capable of investigating sport in a variety of ways and settings that can yield fruitful scholarship to deepen our understanding of sport and our corresponding relationships with it. The prospects and limitations of IR theory will be discussed. In addition, previous and present work utilizing IR theory within sport sociology will be examined and potential sport-oriented work that can utilize IR theory will be proffered.

**Gordon, Kiernan**, University of New Hampshire ([Kiernan.Gordon@unh.edu](mailto:Kiernan.Gordon@unh.edu)) and Timothy Curry, The Ohio State University

*Muir, Roosevelt, And Emotional Energy: An Interaction Ritual Analysis Of An Iconic Three-Day Camping Trip In Yosemite Valley*

The famous encounter between John Muir and Theodore Roosevelt that took place in Yosemite Valley, May 16th – 19th, 1903, redefined and redirected national policy in favor of conservation. The friendly relationship that developed between these two men while they were camping became a deciding factor in the unification of Yosemite Valley and the Mariposa Grove under federal control within present-day Yosemite National Park. Subsequent to the camping trip, Roosevelt created five new national parks and set aside millions of acres for posterity (Brinkley, 2009).

This project involved the analysis of secondary sources that detailed this encounter and reinterprets them through interaction ritual (IR) theory (Collins, 2004). IR theory's constituent elements, such as sacredness, mutual entrainment, emotional energy, assemblage, and group solidarity, are useful for this re-examination of the ritual elements of the Muir-Roosevelt camping trip. This theoretical perspective explains the preservation of Yosemite as a sacred symbol and provides a temporal and interactional point

of origin from which to trace an influential interaction ritual chain (Collins, 2004) that precipitated the vast administrative system known as the United States National Park Service.

**Greene, Amanda**, East Tennessee State University ([greenea@etsu.edu](mailto:greenea@etsu.edu)) and Brandon Cross, Bristol Motor Speedway and Dragway

*Street Fight events at Bristol Motor Speedway and Dragway: Utilizing their professional sport venue to create positive social change within the community*

The purpose of this study is to focus on the impact that professional sport venues can have on influencing positive social change within local communities. This study specifically focuses on street racing events created for public participation at a NHRA sanctioned dragway. Illegal street racing is a global issue that is resulting in deaths of racers and innocent citizens on the roadways (Gonzalez, 2014; Berenis, 2010). The Street Fight series at Bristol Motor Speedway and Dragway has the focus of eliminating illegal street racing by opening its dragstrip to the public and allowing them to race.

Two survey instruments were used in this investigation. Based on review of literature and experts in the field of motorsports, two surveys were designed to address the needs of this study; focusing on both the racers and spectators. The panel reviewed and rated the instrument's face and content validity. Secondary data from a local Sheriff's office were also gathered and analyzed for this study.

The results found that racers at Street Fight events were less likely to engage in illegal street racing. Data also revealed a significant decrease in citations of speeding violations during the months of Street Fight events. Racers identified themselves as part of a professional organization because of the event location, which can be tied to symbolic interactionism theory's focus on exploration of identity. Implications from this study suggest that sport venues can be used to influence positive social change through events focused on public participation, such as Street Fights.

**Griffin, Whitney**, University of Washington ([whitneynicole.griffin@gmail.com](mailto:whitneynicole.griffin@gmail.com))

*Who is Whistling Vivaldi?: Changing Stereotype Threats for Black Football Players in College*

Researchers have shown that the threat of negative stereotypes can have pernicious effects on the decision-making thoughts and behaviors for those who are targets (Steele, 2011). When college students and professors subscribe to stereotypes that athletes enter college based solely on their physical abilities rather than their academic and intellectual capabilities, targets of the stereotypes may experience identity dissonance that exacerbates their decisions, behaviors, and ultimately their academic performance. In light of the impact of negative stereotypes on student-athlete performance, the purpose of this study was to conduct a phenomenological, qualitative study that examined how Black male football players engage and cope with negative stereotypes at a predominantly White institution (PWI). Data was collected and analyzed from semi-structured interviews with 10 Black male football student-athletes from a PWI. A grounded theory methodology allowed the researcher to examine how these Black male student-athletes experienced, were affected by, and responded to negative stereotypes. Empirical results illustrated the numerous strategies used to engage with stereotype threat, which were categorized into responses that exacerbated, habituated to, or mitigated the encounter. The current study located and investigated the successful coping strategies Black football players employed. Emergent themes gained from this esoteric inquiry helped the researcher identify specific harbingers for interventions that would inculcate Black male student-athletes with tools to mitigate negative stereotypes that may undermine their performance in college and all areas of life.

**Grima, Joany**, (joany.grima@weltec.ac.nz)

*Enthusiasm expected; experience not essential: New Zealand sporting event organisers and the volunteer workforce*

This study examines the impact of volunteers on the delivery of New Zealand sporting events and the management of the unpaid workforce. Participants were organisers of New Zealand sporting events delivered between 2009 and 2013 that included volunteers pre-event, during the event or post-event.

The results of this research show that volunteers are highly valued by event organisers, are treated considerately and are central to the successful delivery of sporting events in New Zealand, regardless of size or scope. The impact of volunteers on the delivery of sporting events was found to be significant; highlighting the possibility that many events would be at risk of not being staged without the volunteer support they have come to depend on.

Challenges of the volunteer workforce include recruitment, availability and lack of experience, while the energy, commitment and motivation they bring to the event are considered strengths of the volunteer workforce. Implications for event organisers found by the study include scope to professionalise their approach to volunteer management, particularly in relation to risk management, training, communication and the implementation of volunteer management policies and procedures.

**Gruneau, Richard**, School of Communication, Simon Fraser University (gruneau@sfu.ca) and John Horne, University of Central Lancashire (jdhorne@uclan.ac.uk)

*Rethinking the Political Economy of Mega Events*

Over the past 30 years social scientists have paid increasing attention to large scale sporting events, such as the Olympics and the World Cup. Maurice Roche's book *Mega Events and Modernity*, published in 2000, has long been seen as a pioneering work in this research tradition. Notably, Roche provided a working definition of mega events, consolidated existing writing in the area and provided a framework for analyzing such events from the standpoint of social theory. There have also been other important theoretical contributions to the study of such events from a variety of disciplines, including urban geography, political science and policy studies, in addition to sociology. However, in our view, the mega events literature tends to be insufficiently theorized, especially in respect to the role played by mega events in broader processes of accumulation and legitimation in capitalist modernity. In this presentation, we make a case for a renewed critical political economy of mega events in an age of global networks of accumulation; blurred lines in global social media, new ways of valorizing immaterial labour and new forms of international struggle.

**Guest, Andrew**, University of Portland (guesta@up.edu)

*Sports as Outreach: The Perspectives and Potential of University-Based Initiatives Outside of Athletic Departments*

At the confluence of broader trends for American universities to attend more systematically to community engagement and the growing popularity of sport as a tool for development and social change lies the potential for academic institutions to use sport as outreach. To analyze this potential, this paper draws on case studies based on experiences with two long-standing institutional efforts: 'Sport in Society' at Northeastern University and the 'Institute for the Study of Youth Sport' at Michigan State University. These case studies provide a foundation for a broader analysis of the role of sport outside of athletic departments at American colleges and universities, and for considerations of the possibilities of engaged sport scholarship within the landscape of contemporary higher education. The discussion focuses on

ways sociological perspectives can inform the more hegemonic discourse of sports as a business, and the potential for advocacy above and beyond direct service.

**Harman, Anita**, University of Otago ([anita.harman@otago.ac.nz](mailto:anita.harman@otago.ac.nz))

*Guilt, Women, and Exercise*

Guilt occupies a prominent place in women's narratives about exercise, but has been largely overlooked in sociocultural research on health, fitness, and related discourses. I argue that guilt plays a significant emotional role in women's embodied experiences of exercise, often in the form of internalised self-critical surveillance and anxiety. Invoking the concept of an imperative pathway, I show how discourses around women's exercise, health, and bodies create an impasse fraught with guilt feelings. My primary questions are: what are the sources of women's exercise-related guilt? How do they manage it? How does it operate in their everyday lives? Analysis of in-depth interviews and of societal messages suggests that women's exercise-related guilt is often induced by the well-meaning, blamed on the less culpable, and is discomfiting for more than the obviously vulnerable. It inhibits many intended positive outcomes of health and fitness promoters, and drives a self-perpetuating bio-psycho-social cycle of self-incrimination. In addition to offering women alternative, and more critical, ways of thinking about guilt relative to exercise, my analysis considers ideas for more holistic, empathetic, and critically informed communication to women that is sensitive to the potentially emotionally damaging effects of perpetuating norms relative to their bodies and social expectations.

**Harris, Rosalind P.**, University of Kentucky ([RHarris@uky.edu](mailto:RHarris@uky.edu)) and B. Nalani Butler, University of Tennessee

*Where Are All the Black Girls? Looking at U.S. Girls' Soccer Through a Comparative Feminist-Critical Race Theory Lens*

According to the U.S. Youth Soccer Association, over three million children are enrolled in organized youth soccer leagues in the U.S. Almost half of the youth enrolled are girls. Viewed through a global lens soccer is considered "the world's game" with girls and boys at the intersections of various race, ethnic and class backgrounds having access to the game and to opportunities for gaining social mobility through the power of celebrity the game confers. However, in the U.S., the structure of youth soccer is very different from that of countries, for example, in Central America, South America and Africa. Soccer in the U.S. has been shaped into an elitist enterprise, which restricts certain populations from participating due to the lack of access to economic means and social networks.

This presentation explores the exclusion of African American girls from U.S. soccer. Through an integrative framework that draws upon theoretical work in black feminist theory (Collins, 1998), feminist geographies (Massey, 1994) and critical race theory (Hylton, 2009) this presentation will examine the socio-political structure of sport in the U.S. and how it impacts the participation of African American girls in U.S. Youth Soccer Leagues. The presentation concludes by employing a comparative-global framework to critically examine how girls' soccer in the U.S. is structured in comparison with girls' soccer world-wide (Henry, 2007).

**Harris, Spencer**, University of Colorado Colorado Springs ([sharris2@uccs.edu](mailto:sharris2@uccs.edu))

*The London 2012 Legacy: a problem of power, partnership and performance management*

Community sport in England forms a key pillar of the London 2012 legacy plan. Community sport has long been characterized as a complex and multi-faceted policy field, partly due to the number of agencies involved (Charlton, 2010; Houlihan & Green, 2009; Houlihan & White, 2002; McDonald, 1995; Roche, 1992). At the same time it is growing in financial stature and political salience. Between 2012 and 2017 a total of £1 billion of public money will be invested in the community sport legacy (Sport England, 2012). This paper utilizes Marsh and Smith's dialectical policy network approach to analyze the reality of the community sport policy process from the perspective of those managing its implementation. Rooted in a critical realist paradigm (Bhasker, 1979) the study uses a mixed methodology comprising a questionnaire followed by a case study approach utilizing documentary analysis and 42 semi-structured interviews with National Governing Bodies of Sport (NGBs), County Sport Partnerships (CSPs) and local authorities. The findings confirm the hierarchical, top-down nature of the community sport policy process, represented by competing coalitions rather than a joined-up, epistemic community (Haas, 1992). This fragmentation is largely the result of resource dependency, differing values and beliefs regarding the role of sport, the diverse structures within which agents' operate (Betts, 1982) and, not least, the storylines (Fischer, 2003) that galvanize and reinforce the identity of the policy community. The empirical exercise concludes with an overview summarizing the key barriers that prevent effective policy implementation and recommendations for future community sport policy.

**Harvey, Jean**, University of Ottawa, Canada (jharvey@uottawa.ca) and Jay Scherer, University of Alberta, Canada

*The demise of Hockey Night in Canada and La soirée du hockey: The dispossession of Canada's national game*

In 2013, telecommunications empire Rogers Communications announced a 12-year, \$5.2 billion agreement for the media rights for National Hockey League (NHL) content in Canada. The contract heralded the end of a 62 year relationship between the Canadian Broadcasting Corporation (CBC) and the NHL, and marked the demise of the 'viewing rights' (Rowe, 2004) of Canadians to watch hockey on Hockey Night in Canada. A similar story had already played out for Francophone viewers; in 2004, Radio-Canada's La soirée du hockey, went off the air after the subscription sport channel RDS secured the broadcasting rights to all NHL games in the French market (Scherer & Harvey, 2013). Based on a content analysis of newspaper coverage and interviews with sport media executives from the public and private sector, we provide a critical analysis of the demise of both cultural traditions as quintessential examples of 'accumulation by dispossession' (Harvey, 2003), and a significant stage in the enclosure of the cultural commons in light of the ascendance of subscription/pay-per-view media. Indeed, while the CBC and Canadian taxpayers have supported the NHL for over sixty years through extensive, over-the-air coverage, the private sector is now set to reap the benefits from this historical public foundation.

**Hayhurst, Lyndsay**, University of British Columbia (lyndsay.hayhurst@ubc.ca)

*The possibilities and pitfalls of using postcolonial feminist participatory action research (PFPAR) in Sport for Development*

Although sport for development scholars have recently called for a move towards decolonizing, cross-cultural and 'ethical' research (e.g., Kay, 2009; Darnell & Hayhurst, 2013), there are few studies that outline the benefits and tensions involved in pursuing this type of approach. In this paper, I discuss the use of a postcolonial feminist participatory action research (PFPAR) approach with Aboriginal youth who participated in two SDP programs: one in Vancouver, Canada, the other in Perth, Australia. Drawing upon interviews, photovoice activities and 'sharing circles' conducted with Aboriginal young women, I argue that, when participatory action research is fused to postcolonial feminist approaches and decolonizing methodologies, encouraging synergies are created that engage academics in more transformative,

socially revived research that potentially connects to the diversity and lived experiences of targeted beneficiaries' in sport for development. At the same time, I discuss the challenges involved in actively engaging with issues of power, privilege and position when utilizing a PFPAR approach in sport for development research.

**Henne, Kathryn**, University of Melbourne (kat.e.henne@gmail.com)

*Ethnographic Reflections on Embodied Subjectivities and Performance and Image Enhancing Drug Use*

Although doping in sport commands international news headlines, there remains little critical or ethnographic research on how athletes (elite and recreational) comprehend anti-doping rules or performance enhancement methods. This paper reflects on findings of and encounters during a six-year multi-sited ethnographic study of how the global anti-doping regulatory regime creates and maintains its jurisdiction. The project entailed fieldwork in Australasia, North America, and Europe, including archival research, participant observation of sporting events and anti-doping meetings, interviews with a various stakeholders (n=113), active participation in sport and physical cultural activities, and reflexive accounts of personal performance and image-enhancing substance use. The specific focus of this paper centers on insights gleaned into how athletes who admitted to using banned substances subjectively understood their doping within the purview of their body cultures. Body cultures, according to anthropologist Susan Brownell, encompass the constitutive relations between physical activity and the cultural conditions in which they take shape. This analysis discusses how participants' narratives not only serve as counter-narratives to popular discourses that narrowly characterize doping as cheating, but also evidence how athletes from across different sports, regions, and demographics articulate interconnections between embodiment, technologies of regulation, and conflicting worldviews.

**Higgs, Catriona**, Slippery Rock University (catriona.higgs@sru.edu)

*Flip or Flop? Encouraging Active Learning in Teaching Sport Sociology*

The generation of students that we are now teaching has come of age during a technological revolution. They are the net generation who are tech savvy and always connected to their mobile devices and to each other. How they learn is very different than previous generations, so as educators, we need to explore ways of connecting to/with them using technology. The goal of any good professor is to present a class where all students are engaged in learning. The use of computer mediated instruction may provide an opportunity where all students get personalized education through techniques like the flipped classroom. Video lectures at home, practical assignments, discussion questions and homework in the classroom? This is the concept behind the flipped classroom. This presentation will focus on the benefits and challenges of using this technique in teaching a blended sport sociology class. Both the instructor's and students' comments on the value of flipping in enhancing active learning will be discussed.

**Hodler, Matthew**, University of Iowa (matthew-hodler@uiowa.edu)

*I offered renewed proof that America and Americans could still take on the world: Michael Phelps, Nationalism, and Patriotism in 21st century USA*

Scholars Henry Giroux, Kyle Kusz and Melani Mcalister have argued that the criminal acts of September 11, 2001 were used to re-evaluate American values and as a broader call for a re-assertion of American global leadership. Sport is/was not immune to these conservative calls. Michael Silk (2012) argues that, in the 21st century, the sporting popular [has the power] to transmit particular understandings about 'us,' 'we,' and 'them' and, as such, can re-produce notions of patriotism, nationalism, and citizenship.

As (one of) the most visible sporting star(s) of the 21st century summer Olympics, mediated representations of American swimmer Michael Phelps are worth critically examining to make sense of how these understandings are being transmitted. I will rely mostly upon auto/biographies and televised Olympic coverage to examine how media representations of Michael Phelps shaped and deployed particular understandings of us, we, and them while considering the political, cultural, and social implications of these understandings.

**Hoekman, Remco**, Mulier Institute and Radboud University Nijmegen ([r.hoekman@mulierinstituut.nl](mailto:r.hoekman@mulierinstituut.nl)), Koen Breedveld (Mulier Institute and Radboud University Nijmegen) and Gerbert Kraaykamp (Radboud University Nijmegen)

*Sport participation and facility use: differences between urban and rural areas*

In Europe, a general belief among policy makers is that accessible sport facilities stimulate sport participation (European Commission 1991). Scholarly work in the field of sport participation, however, has focused on social-economic position, education, and other socio-demographic characteristics to explain differences in sport participation. Inspired by the socio-ecological model of Bronfenbrenner (1979) our research includes aspects of sport facilities in an explanatory model for sport participation. We hypothesize that sport participation and facility use is higher in areas with a higher variety of and shorter travel distances to sport facilities. To test our expectations we use data from the survey on Injuries and Physical Activity in the Netherlands, a nationally representative sample of people aged 6 to 79 years, and data from the Sport Facility Monitor, a database with geographical information on nearly all sport facilities in the Netherlands.

The question we set out to answer is: To what extent can we explain differences in sport behavior by (a) characteristics of sport infrastructure, (b) characteristics of the social environment and/or (c) by socio-demographic characteristics?

Our findings suggest that sport facilities in a densely populated country with a generally good sports infrastructure, are not as important in explaining differences in sport participation as policy makers assume. Nevertheless, the physical environment provides an explanation for part of the differences in sport participation and facility use between urban and rural areas. However, the social environment appears to be of greater importance. We conclude by discussing the findings' implications for sport policy, sport promotion and future research.

**Hoffman, Jennifer**, University of Washington ([jennilee@uw.edu](mailto:jennilee@uw.edu)), Ismael Fajardo, and Joe Lott

*Community Service: Student-Athletes and College Experiences*

Intercollegiate sports to contribute to social change (Brand, 2005) and but there is also pressure for college athletes to remain apolitical. Except for African-Americans collegiate athletic participation does not lead to increased civic engagement (Shulman & Bowen, 2001) and sport participation discourages political involvement (Coakley, 2004). College students in general who volunteer are more likely to have positive educational outcomes such as increased leadership ability, citizenship confidence, civic responsibility, and self-knowledge, and are more likely to engage in community service after graduation (e.g., Astin & Sax, 1998; Eyler & Giles, 1999; Pascarella & Terenzini, 2005; Sax, Astin, & Avalos, 1999).

Using Weidman's theory of undergraduate socialization (1989) this study examines how student-athlete academic, social contexts, and socialization processes shape community service outcomes. Data from the NCAA Growth, Opportunities, Aspirations, and Learning of Students in College survey explores college student academic, athletic, and social experiences.

A series of hierarchical linear models are estimated to model the multilevel hierarchical structure of the data to explore student level and institutional level predictors of community service. Student level predictors include background characteristics, social, academic, and athletic experiences, and engagement activities. Institutional characteristics include NCAA division, subdivision, and public/private institutions.

Findings on student-athlete participation in volunteering and community service are discussed relevant to the NCAA Champs program and recent college athlete social change movements such as: All Players United, Northwestern's football unionization, and Grambling's football boycott.

**Hogg, Florence**, Queen's University (f.hogg@queensu.ca)

*Is there a line between girliness and sportiness? - How Fast and Female can contribute to a feminist account of girl-centered sport.*

This paper draws on the practices of a girls' sport organization, the experiences of sporting women, Foucauldian discourse analysis, and a feminist theoretical framework to understand how to promote sport for girls in a feminist way that can account for girliness. The aim of the paper is to discern what a feminist approach to girls' sport might look like in the context of current Canadian sport culture. Fast and Female is an organization aiming to engage girls in and empower them through sport. Fast and Female has developed as a girls' sporting community that connects young athletes with older women in local clubs, and with Olympic and national team athletes. The organizers of Fast and Female and elite athletes who contribute to the program have extensive knowledge of competitive sport and sport management. Their knowledge not only pertains to how girls come to be 'sporting girls', but also to the ways the cultural climate regarding girls in sport has changed over recent decades to facilitate or impede girls' participation in sport. The ways in which these women have been involved and invested in sport throughout their lives gives them a level of expertise that can contribute greatly to a feminist conceptualization of sport and to feminist considerations of how girls might come to and remain in sport. This paper draws on interviews with adults involved in Fast and Female in order to explore how the contradiction of femininity and athleticism can be used to form girl-centered sporting spaces. Analysis of the interview material will contribute to our understanding and theorizing about how girls can be sporty and how sport can be girly in ways that both challenge and conform to preconceived notions of sportiness, girliness, and feminism.

**Holmes, Paloma**, University of Toronto (paloma.holmes@mail.utoronto.ca)

*Power play: Examining how BDSM culture can inform a more comprehensive understanding of discipline, affect and social bonding in physical cultures.*

Research on the politics of power and domination in sport studies has been explored extensively, however this literature rarely transcends reductionist dichotomies that polarize pain-pleasure and discipline-freedom. As such there is need to explore the ways in which pleasure, intimacy and desires are embedded and work within physical cultures and sports that celebrate and glorify emotional struggle, and physical endurance. This working paper will unpack some of the key concepts of risk, pain, pleasure, trust, edgework and consent in the BDSM literature in order to develop a more complex and nuanced understanding of the politics of affect in sporting and physical culture contexts. I propose that BDSM offers a radical conceptual lens to consider the ways in which risk, pain and discipline become deeply significant to trust, intimacy, pleasure and social connectedness. Furthermore, opening up a discussion regarding the complexity of affect within disciplinary practices is valuable to recognizing the bodies inherent "ontological vulnerability" (Turner 2003, p.276) and provides a starting point for thinking about an ethics of compassion in PCS.



**Hong, Deockki**, University of Northern Iowa (deockki.hong@uni.edu)

*Benefits and Challenges of Using Visual Diary in Examining Adolescent Males' Body Image*

Emerging from the basic principles of ethnography and visual anthropology, visual diary is increasingly being accepted as a methodology for conducting qualitative research (Chaplin, 2004; Pink, 2007). Photography can inspire people to represent and articulate embodied and material experiences that they usually cannot recall in verbal interviewing. Visual diary can be especially pertinent in examining the ways the body is experienced and evaluated from multiple perspectives (Azzarito, 2010, 2012; Azzarito & Kirk, 2013; Oliver, 2001; Oliver & Lalik, 2004; Yates, 2010). There is a need to examine the potential challenges and benefits of using visual diary methodology in the sporting arena. Especially, few researches adopted visual diary to examine adolescent males' body image. The purpose of this session is to address challenges and benefits of using visual diary methodology in examining adolescent males' body image and their physical activity. The result reveals three challenges. First, it is quite difficult to obtain high quality photos from adolescent males. Second, there is a possibility for adolescent males to miss the cameras. Third, there is a privacy issue to maintain anonymity of people portrayed in the photos. Despite of the challenges, there are benefits that make visual diary as a unique method in exploring body image. First, visual diary allows adolescent males to reveal meanings about the body that are difficult to express through written or verbal language alone. Second, adolescent males are quickly engaged in visual diary methodology. There is a need for researchers to adopt fresh methods to enable young people to speak meaningfully about their experiences and ways of knowing about the body in physical activity contexts (Azzarito, 2010).

**Horne, John**, University of Central Lancashire (jdhome@uclan.ac.uk)

*Sports Mega-Events and Capitalist Modernity*

This presentation considers the trajectory and challenges of research on sports mega-events and their place in capitalist modernity. In anchoring work on this topic in Roche's definition of mega-events, it notes that sports mega-events are important symbolic, economic, and political elements in the orientation of nations to stake their place in global society. Fundamental issues about the concept of 'mega-event' pose challenges for scholars as questions remain over what qualifies as a sports mega-event and how 'lived experience' with such events transacts with media spectacularization and characterization. The paper will also ask why mega-events are not more regularly resisted given the routinisation of harm to local populations that they tend to invoke "for example displacement" has accompanied the Olympic Games for at least the past 25 years and housing evictions and other infringements of human rights are part of the FIFA Football World Cup 'effect'. The paper thus develops ideas about the relationships between, and the politics of, denial and acknowledgment. The paper concludes by posing broader questions about the economic, political, and social risks and benefits of sports mega-events and how these events may portend and relate to changing relations of economic and political power on a global scale.

**Horner, Matthew**, Florida State University (mih13@my.fsu.edu), Wilma Proctor, Florida State University and DaeHwan Kim, Florida State University

*Revisiting Youth Sport: New Ways of Knowing Through Autoethnographic Collaboration*

Seeking to further the dialogue on the contingent relationship between sport and youth development, we offer a counter narrative to the wishful thinking and idealized testimonials (Coakley, 2011b, p. 307) that proclaim the universal benefits of youth participation in sport. By mobilizing autoethnography as a "vehicle for emancipation" (Spry, 2001, p. 708) through deliberate reflection, collaboration, and writing as a form of inquiry, we collectively revisited and problematized our normative understandings of youth sport. That is,

despite our personal a priori belief in the positive transformative effect of sport and physical activity, the power of autoethnographic reflexivity revealed the discursive influence of neoliberal ideology on our experiences with and observations of youth sport.

Inspired by the work of Thorpe, Barbour, and Bruce (2011) we engaged in collaborative, interdisciplinary, theoretically-informed, reflexive research (p. 107) to complicate the ethos of elite, organized, competitive, commercial sports (Coakley, 2011a, p. 77). Our collective interpretations transcend culture, time, and space to converge on the notion that contemporary youth sport is more problematic and complex than popular wisdom provides. Specifically, through performative and reflexive research conducted in Canada, South Korea, and the United States we discovered overlapping themes of professionalization, elitism, and violence, and attempt to give voice to a counter narrative that seeks to inform and transform youth sport.

**Hsu, Shan-Hui (Tiffany)**, National Cheng Kung University ([nckustudents@gmail.com](mailto:nckustudents@gmail.com)) and I-Tzu (Eva) Huang, National Cheng Kung University

#### *Body and Subjectivity in Women's Sports Literature*

Literature often serves as a ground on which one meets and learns values about work, family, politics, and culture within a society. Women's sports literature, in particular, produces inexplicable loyalties, lasting legends, and revered heroes of sportswomen shaped by different cultures and societies. The purpose of this study was to examine how the bodies of sportswomen were represented and thereby their subjectivities are constructed in women's sports literature, specifically in East Asian countries. With a focus on Taiwan's sports literature market, a total of six popular sports literature of running were targeted in the study, including three biographies of Taiwanese sportswomen and three novels translated from Japan and Korea. Data was analyzed by using narrative analysis and three major themes were found in this cross-cultural study: 1) the dialectic between sportswomen's bodies and their inner self; 2) the negotiation between sporting bodies and daily experiences; and 3) the relationship between sporting bodies and social relations in terms of motherhood. As a result, the representation of the bodies and subjectivities of these sportswomen bespoke their struggles and also the various barriers in different societies, including physical, psychological, political, social, and cultural ones.

**Hsu, Shan-Hui (Tiffany)**, National Cheng Kung University ([nckustudents@gmail.com](mailto:nckustudents@gmail.com)), Jeremy Lackman, University of Georgia, Rose J. Chepyator-Thomson, University of Georgia and Kipchumba Byron, University of Georgia

#### *Gender and Structure Format in Basic Instruction in Physical Education: A Cross-Cultural Study of Taiwanese and U. S. Universities*

Education cannot be separated from culture. Consequently, education reflects aspects of cultural construct, and its functioning can be considered as part of cultural production. Gender, as a vital part of culture, in return provides with a vantage point of viewing the process of cultural production in education. The purpose of this paper was to investigate the structure format of basic instruction in physical education in Taiwanese and U.S. universities while examining how gender has impacted that structure formation over the last decade. A cross-cultural quantitative approach was adopted in the study. A total of 127,956 students enrolled in both basic physical education programs were collected from 2004 to 2013. In order to understand the distribution of gender enrollment in the PE courses from both institutions, cross tabulation and chi-Square analysis were calculated with Statistical Package for Social Sciences (IBM SPSS version 20 for Mac). Significant differences were found in curriculum structure in terms of gender enrollment in two cross-cultural institutions. In addition, the both cross-cultural institutions serve as agents of cultural production in that each institution structures its curriculum consistent with the larger societal underpinnings—a legal mandate that informs curricular course offerings in the U. S. (Title IX) and gendered

differentiation of curricular offerings in the Taiwanese university“ that brings out how culture is implicated in university education.

**Itani, Satoko**, University of Toronto (itani1022@gmail.com)

*Imagined Japanese and colonial amnesia: Discursive construction of Japanese female athletes in masculine sports and discursive tactics of othering and re-incorporation*

In the Japanese national imaginary, anxiety over the body and athletic ability becomes a focus when major international sports events occur. In the past decade, however, Japanese women in masculine sports have been successful in international stages. For instance, it was said that Japanese overcame the Japanese limit of physical ability when Japanese women won the title of 2011 FIFA Women's World Cup. Informed by postcolonial, queer, feminist theories, this study investigates 1) the discursive construction of Japanese female athletes in masculine sports, soccer and wrestling in particular, in Japanese mainstream media in terms of gender, sexuality, race, ethnicity, and nation; and 2) how discursive resources and tactics are used to re-incorporate the female athletes into the construction of imagined Japanese. Utilizing critical discourse analysis, this study analyzed a Japanese mainstream newspaper and magazines written on Japanese women's soccer and wrestling that were published between 2001 and 2012. In analyzing the subject formation of female athletes at the intersection of politics of gender, sexuality, race, ethnicity, and nation, this study identified three major ways in which the female athletes are constructed: normative, normalizing, and resignifying. These discursive resources and tactics are used: 1) to re-incorporate the female athletes into heteronormative national imagery to recuperate Japanese masculinity threatened by the decades of economic recession and the triple disasters in 2011; and 2) to construct colonial imagery of Japan against the West and the other Asia. These discourses consist Japanese colonial amnesia in sport that allows Japan to forget the memory of and ignore the responsibility for the atrocities committed by Japanese Empire.

**Jarvis, Nigel**, University of Brighton, n.d.jarvis@brighton.ac.uk

*The Legacy of the 2014 Cleveland Gay Games*

The Gay Games represent a significant transgressive and alternative space in the world of sport. From their grassroots inception in 1982 in San Francisco, the Games have quickly grown and developed into a global phenomenon celebrating LGBT sport and culture, with approximately 10,000 athletes taking part every four years. Cleveland organizers' aim for the Games is to help promote LGBT issues in the heartland of mid-west America, perceived as a more conservative part of the USA. This surprised many in the gay community when a destination not known for having a significant LGBT population, was awarded the Games by the Federation of Gay Games. This paper critically explores the potential legacy of the event. As Matheson (2010) states legacies have become fundamental to major event hosting and/or bidding. Projected short-term impacts upon recipient destinations are insufficient, and thus investment longevity must be proven with the creation of legacies, particularly where there are high levels of public sector involvement.

The paper reports on the results of qualitative interviews with representatives from both LGBT groups and wider businesses, public bodies, and arts and cultural institutions in Cleveland. The immediate impact of the event are measured and mitigating issues are discussed in terms of raising the awareness of LGBT groups and to further their integration into the wider network of organizations in Cleveland. Key research themes presented will underpin proposed follow up questions on evaluating the legacy of the event two years later in 2016.

**Jennings, Michael**, University of Michigan ([ketra@umich.edu](mailto:ketra@umich.edu)) and **Ketra L. Armstrong**, University of Michigan

*Sport and the Mis-Education of Black Male Athlete-Students': The Impediments' of Race*

The purpose of this research was to further examine the juxtaposition of race, sport, and education. This presentation is based on the unique insight gleaned from in-depth interviews with five Black/African American males from tough, inner-city neighborhoods who are currently participating in football at a large Big Time' US university located in the Midwest region of the country. Their university's football program is rich in tradition - consistently playing in bowl games and advancing players to the NFL.

The findings illustrate how race: (a) is embedded in the participants' socialization (i.e., the cultural salience of sport to them), (b) intersects with age and social class, and (c) influences their student-athlete experience " most notably regarding campus integration, cultural support and representation, and institutional mis-Education. In so doing, the results highlight the role of race as a salient sociocultural and academic 'impediment' to the participants' educational experiences. This presentation will utilize tenets of Critical Social Theory and Critical Race Theory to elucidate the prevalence of race as 'theorized' and articulated by the athletes as 'knowers' " positing them as 'critical theorists' of that which they 'know' and that which their experiences embody. Implications for academics, athlete activism, and social change will be discussed.

**Jette, Shannon**, University of Maryland College Park, [jette@umd.edu](mailto:jette@umd.edu)

*Epigenetics, exercise and eugenics? The production of scientific knowledge about prenatal exercise*

Since the 1980s, the pregnant body has been an object of study by exercise scientists. Initially, the knowledge produced informed (and fuelled) debates concerning the safe limits of maternal exercise, these debates rooted in longstanding anxieties about the impact of athletics on the female reproductive body as well as epistemological questions around 'what counts as evidence' (Jette, 2009, 2011). Although key players in this debate have since agreed that moderate exercise during pregnancy is safe for healthy pregnant women (ACOG, 2002; SOGC/CSEP, 2003), the pregnant body remains an object of enquiry. In the context of the 'obesity epidemic,' the language of epigenetics (the study of changes in gene expression/function caused by mechanisms other than alterations in the DNA sequence) is being applied to prenatal exercise. More specifically, there is a growing body of research exploring how physical activity may help pregnant women 'normalize' the fetal environment, change gene programming effects and reduce fetal susceptibility to future chronic disease (e.g., diabetes, obesity). In this paper, I explore the science concerning epigenetics, exercise and pregnancy, and reflect on how it is positioning exercise in pregnancy as a biopolitical strategy especially relevant to certain 'at risk' women, at the same time taking attention from socio-environmental factors that are important determinants of maternal and fetal health.

**Johnson, Alicia**, University of Tennessee, ([ajohn158@vols.utk.edu](mailto:ajohn158@vols.utk.edu)), **Sarah Hillyer**, University of Tennessee and **Ashleigh Huffman**, University of Tennessee

*The Global Sports Mentoring Program: Exploring the Use of Action Plans to Impact Social Change*

The U.S. Department of State and espnW Global Sports Mentoring Program (GSMP) is the flagship component of the Empowering Women and Girls Through Sports (EWGTS) Initiative. The GSMP brings together female sports leaders and executives from around the world through a creative and systematic mentorship process. Mentors (U.S. female sports executives) and mentees (international emerging leaders) embark on a co-constructed journey of empowerment that results in the development of a culturally relevant and sustainable action plan that uses sport for social change. The purpose of this

presentation is to highlight key findings about the social change that mentees are leading in their local communities through the implementation of their action plans, which are supported by local stakeholders and members of the mentees' global network. When the mentees implement their action plan they ignite a multiplier effect, which is the start of the social change process. For the purpose of this program, social change is assessed by employing quantitative and qualitative methods to track the implementation and impact of the mentees' action plans for up to 24 months after the mentee has returned home. A total of 33 mentees from 27 countries and one territory have participated in the GSMP, 87% of which have implemented a substantial portion of their action plan. Results from this ongoing tracking have indicated that change is happening individually and within the community. Lastly, the presentation will provide reflections from mentees about how they negotiate challenges and barriers they face as women committed to using sport as a tool for social change.

**Johnson, Alicia J.**, University of Tennessee (ajohn158@vols.utk.edu) and Meredith A. Whitley, Adelphi University

*Barriers to Girls' Sport Participation in Northern Uganda*

Uganda has experienced growth in sporting activities since gaining independence in 1962 (Chappell, 2008), especially in the northern region, which is currently in a post-conflict state. In this region, sport has been used for social mobilization, peace making, and reintegration of former child soldiers (Ravizza, 2010; Richards & Foster, 2014), with an increasing number of sport for development initiatives for girls and women. However, there are few studies related to the gendered experiences of Ugandan girls and women in sport (e.g., Hayhurst, 2013), with limited focus on the barriers to sport participation. The purpose of this presentation is to share findings from an exploratory investigation examining the barriers to sport participation faced by girls in northern Uganda. The study design was informed by results from a pilot study on girls' experiences in sport in the northern region. Following IRB approval in the United States and Uganda, data was collected through semi-structured interviews with female secondary students engaged in sporting activities. These female students indicated various barriers to sport participation for girls and women in Uganda, including time restrictions, limited resources, and gatekeepers to the sporting space (e.g., male coaches and administrators, mothers, society, male and female peers, self). Specific to gatekeeping, barriers to sport participation included restricted access to sporting resources, knowledge, experience, and support. These results may impact policy and programming in sport for development initiatives, secondary schools, and other settings. In addition, these context-specific, culturally-relevant findings may address some postcolonial feminist concerns regarding transnational sport and gender development initiatives.

**Johnson, Jay**, University of Manitoba (adamehsan.ali@utoronto.ca) and Adam Ali, Queen's University

*"The Green-Sport Synergy": Bridging the gap between environmental and sport sociology*

Negative social impacts of sport have been noted in other contexts (Frisby, 2005), but the potential adverse environmental consequences due to sport coupled with the environmental beliefs, values, and behaviours of sport participants has been overlooked. Thus, this paper begins to bridge the gap between the fields of environmental and sport sociology.

Most germane to this topic is the environmental sociology field, which purposes that the environment shapes human culture and activities and is itself shaped by human action (Frey 2001b). Szasz's (2007) concept of inverted quarantine describes that individual efforts to protect one's health from environmental uncertainties results in a failure to challenge the larger structures contributing to our current ecological crisis. This is useful in connecting us with sport discourses, as human engagement in athletic activities for individual health benefits contributes to further environmental degradation and declining human health by

extension. For example, increasing temperatures due to Global Warming has led to more reliance on poorly ventilated ice rinks that pose dangerous health risks (Salonen et. al, 2008). An environment re-shaped to accommodate these experiences results in less "active play" spaces, a major factor in today's struggle for adequate amounts of physical activity amongst youth (AHKC, 2014).

Illustrating the organic relationship that exists between the culture of sporting participants and the state of physical environments in which they participate can strengthen our understanding of this duality. Additionally, demonstrating how our behaviours as participants within sport shape the environment, which then re-shapes our health outcomes allows for progression towards a future of sustainable co-existence.

**Johnson, Jay**, University of Manitoba, ([jay.johnson@umanitoba.ca](mailto:jay.johnson@umanitoba.ca)), Matthew Masucci, San José State University, and Jessica Chin, San José State University

*The Moving Social: Exploring the "Politics" of the Bike Party Movement*

The San José Bike Party (SJBP), originated in 2004-2005 as a sundry collection of cyclists joining together for group-rides around the urban center of San José, California. By leveraging a myriad of social networking services including a blog, Twitter, and Facebook, SJBP clandestinely announces the route just prior to hitting the pavement on the 3rd Friday of each month. The ride, which currently attracts between 2000-4000 cyclists, and measures anywhere between 25 and 40 kilometers is often organized around specific themes, such as the recent "Neon Rave Ride" and "80s Night". The growth of social media has been integral to the expansion of the SJBP, it has also led to the utilization of SJBP-specific website text, philosophy, and organizing structure as a model for the rapid and prolific creation of bike parties by cities across North America, including, Boston, Baltimore, Vancouver, among others', and in international communities such as Paris, Auckland and Changwon. While the stated inspiration for the SJBP was varied, by 2007 a core group of organizers had specifically outlined the philosophy on the website to intentionally eschew the overt political overtones of the often controversial Critical Mass ride - founded in nearby San Francisco in 1992 - for a more benign gathering. Thus, in contrast to quasi-anarchical movements like Critical Mass, the SJBP promotes a more civil atmosphere and encourages respect for the laws governing bicycle operation. Upon closer examination however, there seem to be contradictory experiential texts that do not necessarily align with the organization's mission statement and counter the notion that they characterize themselves as 'non-political'. Therefore, the purpose of this paper is to present results from an ethnographic inquiry of the Bike Party Movement. Through analysis and thematization of a series of qualitative semi-structured interviews and researcher field observations, we articulate the complexities of the often contested and negotiated meanings and politics assigned to the event by participants.

**Joo, Sang Uk**, The University of Iowa ([sanguk-joo@uiowa.edu](mailto:sanguk-joo@uiowa.edu))

*Small Victory: Imitation as Mimicry in American Pastime*

Following the Pearl Harbor attack, United States Executive Order 9066 forced relocation of over 120,000 people of Japanese ancestry living on the West Coast to internment camps. The story of Japanese internment has been the subject of film narratives, and assimilation narrative has occupied a hegemonic position in U.S. filmmaking for more than half a century. The 2007 film *American Pastime*, directed by Sansei Desmond Nakano, follows the internees' struggle to maintain the normalcy of their lives in the internment camp. *American Pastime* appears to follow an assimilation narrative utilizing characters such as Lane, who serves in the U.S. Army, and Lyle, who is a talented baseball player. However, I explore how overlooked features of this narrative open a space for alternative interpretations that might encourage Japanese-American audiences to produce a counter discourse against the dominant narrative of assimilation. I read *American Pastime* through postcolonial theorist Homi K. Bhabha's concepts of mimicry. In this reading, I pay attention to baseball game scenes featuring Topaz internment camp's

baseball team and a rival, all-white, local baseball team. In these scenes, I identify a particular style of playing baseball known as small ball. I argue that the small ball played by the Topaz team is not a sign of cultural assimilation to American society, but rather is a subtle, unsettling imitation of hegemonic American culture. Topaz-style baseball mimics, but does not reproduce, the American pastime as American viewers might see it.

**Kane, Mary Jo**, University of Minnesota (maryjo@umn.edu), Nicole M. LaVoi, University of Minnesota and Janet Fink, University of Massachusetts-Amherst

*Leveraging Sport Media Research Beyond the Academy: Creating Strategies & Partnerships for Social Change*

This presentation examines how sport media research conducted by scholars affiliated with the Tucker Center for Research on Girls & Women in Sport has been disseminated beyond academic journals with the goal of creating more empowering representations of women's sports. A well-established body of knowledge demonstrates that females are routinely portrayed in written and visual texts that emphasize their femininity and heterosexuality far more than their athletic competence (Daniels & Wartena, 2011; Weber & Barker-Ruchti, 2012). Ideologies and practices deeply embedded in such coverage is the notion that sex sells women's sports. Moving beyond the limitations of content analysis Tucker Center scholars employed audience reception research to empirically test this assumption with sport consumers (Kane & Maxwell, 2011) and elite female athletes (Kane, LaVoi & Fink, 2013; Kane, Fink, LaVoi, in press). This session will summarize our research findings but will focus primarily on the processes, strategies and partnerships Tucker Center scholars use to consciously create outlets for social change such as the production and distribution of a documentary "Media Coverage & Female Athletes" and a grassroots digital media initiative entitled #HERESPROOF. The session concludes with an analysis of how sport media scholarship can be translated to impact multilevel social and political change.

**Kane-Lee, Ember Skye**, University of Massachusetts Amherst (ekanelee@soc.umass.edu)

*Women who box: Sparring with inequality and carving out space in a male dominated environment*

Drawing on interviews and participant observation, this article analyses gender in a collegiate boxing club for undergraduate students at a public University in Massachusetts. The women in the club use the confines of the boxing club as a way to befriend other women, using the club's encouragement of aggressive behavior as a resource to resist hegemonic ideals of passive femininity. This article examines women's struggles to carve out space for themselves within the larger hypermasculine context of the boxing club in order to better understand the larger limitations and possibilities of women gaining gender egalitarianism in aggressively male-dominated spaces. I argue that although women in the club viewed their experiences as one of gendered egalitarianism, their viewed progress is hampered by a narrow vision of gender equity and hinders the creation of a truly egalitarian power distribution within the space of the boxing club.

**Karkazis, Katrina**, Stanford University (karkazis@stanford.edu)

*What is Testosterone Doing in Female Athletes?*

Scientific consensus is that biological sex is complex, and no definitive attribute can objectively divide all males from all females, which is what led sports organizations to abandon mandatory sex testing procedures for elite female athletes. New eligibility policies for elite female athletes single out one marker of sex, testosterone (T), a precisely defined molecule. Yet this precise molecule is an object of profound

scientific divergences. In some accounts, T drives athleticism; in others, the relationship between athleticism and T is reciprocal. In some disciplines, high T in a woman is a mark of masculinization; in others, it may reflect intense athletic training. Because the science is non-congruent, policies that restrict the eligibility of female athletes whose bodies produce high levels of T inevitably draw upon particular social and biological versions of T and modes of linking T to athleticism. One version of T has dominated in the new policies without opportunity for other sciences to even come into play. Moreover, the version that dominates is heavily aligned with heteronormative and traditional binary models of sex/gender, while more complex and arguably more pertinent knowledges have neither been integrated nor even deemed relevant. How has this happened? This paper identifies which scientific disciplines, modes of knowing, and even biologies are engaged in the versions of testosterone and testosterone-athleticism relationships that are enacted in policy and which are excluded. Inability to integrate or even communicate knowledges about T across disciplines not only endorse norms and values but drive particular surgical and hormonal interventions (often medically unnecessary and irreversible) in order for elite female athletes to continue competing.

**Kay, Tess**, Brunel University (Tess.Kay@brunel.ac.uk)

*Reciprocal learning: research partnerships in sport for development and peace*

This presentation presents new empirical evidence (Kay et al, 2013) of the potential for researchers to challenge neo-colonialism in the sport for development and peace (SDP) movement, through decolonization in knowledge production (Smith, 1999). It suggests that SDP research will benefit from (re-) aligning with approaches in international development research. The potential application to sport is illustrated through a review of an on-going 10-year research partnership established between the Go Sisters project, Zambia and Brunel University researchers. The presentation outlines the activities undertaken through the research partnership over the first five years and draws on extensive interview data from Zambian actors on the strengths, limitations and value of the research. Particular attention is paid to the level of support expressed by programme staff for undertaking, continuing and expanding the research. The presentation also acknowledges, however, issues of research quality, including data integrity and external evidence credibility. The presentation concludes by suggesting wider adoption of research partnership approaches in SDP.

**Keleher, Patrick**, University of Toronto (patrick.keleher@mail.utoronto.ca)

*Taking pricks in the ass: Gay men and the embodiment of steroid technologies*

This presentation investigates the culture of doping that emerges around gay men's steroid use for aesthetic and body image purposes. While examinations of doping are often focused on sport, investigations of steroid use must also be directed toward recreational and cosmetic uses especially since those who use steroids for body image and aesthetic purposes constitute the majority of steroid users (Dillon, Copeland & Peters, 1999). And since men who have sex with men appear to use steroids more often than heterosexual men (Bolding, Sherr & Elford, 2002; Larance, Degenhardt, Copeland & Dillon, 2008; Parent & Moradi, 2011; Peters, Copeland & Dillon, 1999), a more significant focus on the association between sexuality and steroid use in studies of physical culture and the body is warranted. Since science and technology are intricately connected to steroid use, this paper will examine how steroid technologies are involved in the production of some gay bodies and subjectivities, and explore the ways steroids themselves become embodied by the gay men who use them. I will discuss how gay men who use steroids think about their bodies as technologically produced, and negotiate the natural/unnatural continuum that unfolds within the discourse and practice of steroid use. Finally, since Valentine and Fraser (2006) suggest that body modification is a destabilizing practice since it makes us question who controls the use of technology and decides for what purposes technology can and should be used, I will



explore whether technologies can be employed to expand steroid users' bodily potentials or whether this technologization of the body is always and only limiting.

**Kelly, Darren**, The University of Texas at Austin (darren.kelly@austin.utexas.edu)

*Started from the bottom, now we here: African American male student-athletes' relationship with NCAA and institutional academic reform*

The National Collegiate Athletic Association (NCAA) is strengthening their initial eligibility standards for incoming student-athletes in 2016. To demonstrate their commitment to academic excellence and student-athlete well-being, the NCAA will enforce stricter requirements for initial eligibility with increases to the sliding scale requirements (GPA vs. Standardized Test Score) and will enforce an academic redshirt if those requirements are not met. African American male student-athletes historically have been negatively affected by past academic reforms (e.g. Proposition 48) and the NCAA (2012) research team found that student-athletes in men's football and basketball, two sports with African American male high participation rates, will be greatly impacted by these new standards since they typically have the lowest academic performance out of all the sports. Through the lens of Critical Race Theory (CRT), and utilizing Bell's (1980) interest convergence principle, this paper analyzes the relationship between African American male student-athletes' academic and athletic performance on academic reform at the NCAA and university levels. Implications of this study will inform researchers and practitioners who are interested in improving the academic advising of student-athletes and African American male student-athletes in high profile sports.

**Keogh, Stacy**, Whitworth University (skeogh@whitworth.edu)

*Pink Camo: Women Hunters in the 21st Century*

Sociological studies continue to effectively analyze the ways in which women are challenging men's occupationally, politically, and in various aspects of domestic and social life. Until recently, however, research has been less effective in demonstrating the ways in which have invaded sacred spaces of socially designated to masculine members of society. That is, the spaces where men can be men without social constraints, such as the male-dominated activity of sport hunting. Guns, animals, the rugged outdoors, beer, belching, and male-bonding have all been attributing cultural characteristics of the masculinized hunting world. This presentation will examine the sociological significance of women hunters as it relates to female empowerment and gender equality. This relationship demonstrates several paradoxes: that a predominately male sport is allowing ample space for women, and thus, providing a context where women may escape society and violate gender norms in a safe space. Using interviews and brief surveys, this presentation examines the dynamics that explain the increasing social recognition and recruitment of women hunters in the twenty first century. The presentation will explore the gendered identities of the women, their status as women in a male-dominated sport, the significance of male entry into the sport, the various ways in which women experience hunting differently from men, and how hunting may provide a sense of empowerment or self-efficacy among women hunters.

**Kian, Edward (Ted)**, Oklahoma State University (edward.kian@okstate.edu)

*ESPN.com Message-board Comments on Michael Sam Coming Out*

Michael Sam, the 2013 co-defensive football player of the year in the powerful Southeastern Conference, came out publicly in February, 2014. Two months later, Sam became the first openly gay athlete to be selected in the National Football League Draft by the St. Louis Rams in the 7th and final round.

He still has to make the Rams' roster, but mass media immediately anointed Sam as likely the first openly gay athlete in what is by far the United States' most popular professional sport league and in what has long been socially construed as a rugged, masculine team sport that permeates American culture (MacCambridge, 2004). Whereas organized men's team sport has long served as a breeding ground for homophobia and reinforcing hegemonic masculinity throughout Western cultures (Messner, 2002), Sam came out when a majority of Americans are for the first time accepting of gay lifestyles (Pew Research, 2014), including increasingly more sport figures (e.g., Anderson, 2011; 2014; Cunningham & Melton, 2011; Fink et al., 2012). Further, the majority of sport media members are now publicly calling for equality for gays and lesbians, and actually police for homophobia in sport media content (Kian & Vincent, 2014). Thus, many of the sport fans still unaccepting of gays are now congregating online, specifically on message boards (Kian et al., 2011; Sanderson, 2013). Accordingly, we conducted a textual analysis of all reader comments posted on all ESPN.com articles published on Sam in the 24 hours after his coming out, which quickly became the dominant American sports story of that period. Dominant themes emerging from our data analysis will be discussed in relation to hegemonic (Connell, 2005) and inclusive masculinity theories (Anderson, 2011).

**Killick, Lara**, University of the Pacific (lkillick@pacific.edu)

*I didn't let the statistic become me: Grappling with problems' of involvement-detachment in the process of committed [sociological] praxis.*

The residents of Stockton, CA were hit hard by the recent recession and currently fare far worse than the national and state averages on measures of economic distress and poor health outcomes. Ongoing Health Needs Assessments suggest that the burden of these disparities is borne more heavily by particular groups in our city, most notably our youth, low income, and ethnic minority populations. Formed in December 2011, the Project YES! (Youth Empowering Stockton) collaborative consists of 8 community partners and aims to improve the health profile, outcomes and environment of Census Tracts 1 & 4.02 (two of the hardest hit areas) through youth and community-led initiatives. In so doing, Project YES! recognises a symbiotic relationship between activism and academic scholarship. Drawing on a community-based Youth Participatory Action Research model, 24 local youth researchers have led the design and implementation of extensive GIS mapping, environmental assessments, interviews, focus groups and photovoice projects. The Youth Researcher team are currently implementing a cadre of social-justice-change projects to address their emergent priorities. This paper will critically engage with Atkinson's (2011) call for sociologists of sport to engage in committed praxis (p. 137). Drawing on a Process Sociology framework, I will reflect on the process of grappling with problems of involvement-detachment throughout my Project YES! experiences (Elias, 1956, p 226).

**Kim, Kyoung-yim**, Boston College (kyoung.kim@bc.edu)

*Environmental Politics of Winter Olympics in Nagano and Pyeong Chang*

Studies on environmental issues and ecological concerns in winter sports are at an infant stage, despite the heavy use of nature as part of the games. Further, international governing bodies' engagement with environmental policy in sport is a recent development. This comparative study examines Nagano, Japan (1998) and Pyeong Chang, South Korea (2018) Winter Olympics' environmental policies and practices where both Games were/are building their facilities in a national park. This study first analyzes the environmental principles developed in both Games' bidding process in relation to the IOC's environmental requirements. Second, the study interrogates the environmental issues that emerged during the facility building process and the ways it was managed among IOC, national as well as local Olympic Committees, and the host communities. Examining the environmental issues in Olympic events,

especially in Asian regions will promote international conversations around sport and environmentalism, and will provide new insights into the sustainable environmental politics around Winter Olympic Games.

**Kim, Young Ho**, University of Minnesota (kimx3232@umn.edu) and Lisa Kihl (University of Minnesota)

*South Korean Professional athletes' social construction of match fixing*

Professional sports in South Korea have suffered from damaged reputations due to instances of match fixing in different sports (e.g., soccer, baseball, basketball, and volleyball). Match fixing is an outgrowth of a number of problems that have plagued South Korea for decades including the widespread mistreatment of young athletes, meager salaries, a culture that demands blind respect of authority, and Korean society's lax ethical standards on corruption (Choe, 2011). Literatures explaining the causes of corruption have argued that the environment and social conditions including low salaries (Mauro, 1997), lack of ethical consciousness (Mitchell, 1999), and abuse of power (Luo, 2004). However, the sport literature is limited in its theoretical discussions about how athletes understand their social environment and engaging in sport corruption. The purpose of this presentation is to outline a theoretical framework drawing from Confucianism, capitalized modernity and military regimes to assist in our understanding of how and South Korean professional athletes socially construct sport corruption. We aim to enhance our understanding of why South Korean athletes engage in match fixing and thus discuss the implications for policies and practices.

**Kim, Young Ho**, University of Minnesota (kimx3232@umn.edu) Lisa Kihl (University of Minnesota)

*Sport Corruption in the Construction of Social Environment in the Context of South Korean Professional Sports: Applying the Case of Match Fixing*

Professional sports in South Korea have suffered from damaged reputations due to match fixing scandals in soccer, baseball, basketball, and volleyball that took place from 2011 to 2013. Match fixing is an outgrowth of a number of problems that have plagued South Korea for decades including the widespread mistreatment of young athletes, meager salaries, a culture that demands blind respect of authority, and Korean society's lax ethical standards on corruption (Choe, 2011). When it comes to sport corruption, in particular match fixing, the earlier studies have pointed out various factors: a low salary (Mauro, 1997), a lack of ethical consciousness (Mitchell, 1999), abuse of power (Luo, 2004). However, there is a lack of study discussing the relationship between social environment and sport corruption. Therefore, the purpose of this study is to discuss how South Korean professional athletes socially construct sport corruption, in particular match fixing, applying three theoretical frames: 1) social norms built on Confucianism, 2) the capitalized modernity of South Korea through the military regimes from 1963 to 1987, and 3) civil society and democratization in South Korea after the military regimes.

**Knapp, Bobbi**, Southern Illinois University (bknapp@siu.edu)

*Golden Gridiron: A Critical Examination of the U.S.A. National Women's Tackle Football Team*

Though still considered one of the last bastions of masculinity in the United States, girls and women have taken to the gridiron with increased frequency, especially in the past decade. Elite players, mostly from the Women's Football Alliance and Independent Women's Football League, represented the United States in international competition in the first ever Women's Tackle Football World Championship in 2010 and again in 2013. Using a critical feminist perspective, this research examines the barriers and support players of the U.S.A. National Team experienced. The methodology used was in depth semi-structured interviews with participants until the point of saturation which was reached with ten interviews.

Participants included women who had played on either (or both) of the 2010 or/and 2013 World Championship teams. Through the use of open coding several themes emerged. Some of the barriers the players experienced included money, lack of media support, and cultural assumptions about football. In face of such barriers, the players also noted support in the form of significant others and in personal characteristics.

**Knoppers, Annelies**, University of Utrecht (a.e.knoppers@uu.nl)

*A critical sociological look at leadership/sport management*

In this paper I consider how the critical lens of sociology can enhance and mesh with research on sport management. I argue that there have been lost opportunities and understandings from the little overlap between scholars publishing in journals in the sociology of sport and sport management. Using the topic of gender and leadership, I illustrate the benefits that might result from using a sociological lens and a critical reflexivity' to study power and social inequalities in sport management and organizations.

**Krane, Vikki**, Bowling Green State University, [vkane@bgsu.edu](mailto:vkane@bgsu.edu) and Campbell Query, Bowling Green State University

*Preferred Images: Photographic Representations of Female Athletes*

We know that women's sport receives minimal coverage in mainstream sports media (e.g., Cooky, Messner, & Hextrum, 2013). And, when women's sport does receive media attention, published photographs of female athletes emphasize their beauty, femininity, and sexual attractiveness rather than their athletic competence (e.g., Messner & Cooky, 2010). What we are just beginning to understand is how female athletes prefer to be depicted. Kane, LaVoi, and Fink (2013) found female college athletes preferred images depicting athletic competence along with feminine images to best represent themselves and their sport. Krane and colleagues (2010) showed when female college athletes created their own self-representations, they emphasized their athleticism and mental strength. In this study, 17 female college athletes were invited to participate in photo shoots in which they were given complete control over how they appeared. The racially diverse sample represented eight sports at two universities. After each photo shoot, the athlete reviewed the photos, selected her favorite, and was interviewed about why this particular image was her favorite, the audience she imagined, and the message she hoped it conveyed. The data were analyzed through the lens of intersectionality while historically situating the women in their current post-title IX and post-feminism historical moment.

**Krane, Vikki**, Bowling Green State University, [vkane@bgsu.edu](mailto:vkane@bgsu.edu) and Sally R. Ross, Grand Valley State University

*How Intersectional Analysis Changes our Perspective*

In this presentation, we consider the athlete self-representations within the context of the social discourse surrounding female athletes. This discourse tells us what a "respectable" female athlete should be: strong, but not too strong; feminine, but not girly; heterosexual, but not sexually active. In this study, the athletes actively negotiated these social mores. Further, in this post-Title IX, post-feminist moment, what is considered "respectable" is a moving target. Additionally, the athletes also aimed to counter common stereotypes such as female athletes are lesbian or all athletes are privileged. While we tried to allow the athletes a photo shoot without the typical social constraints, these issues still were present in their photographs and interviews. Only through our intersectional analysis did these nuanced negotiations come to light. These athletes' self-representations reveal their complex, multiple, intersecting, identities.

**Kudo, Yasuhiro**, Juntendo University, JP ([ykudou@juntendo.ac.jp](mailto:ykudou@juntendo.ac.jp)), Haruo Nogawa, Juntendo University, JP and Ken Kajiwara, Chiba JET's

*Professional Sport Team and Community Development: A focus on community members' social capital*

The "company sports team" concept in Japan, where companies employ athletes as their employee, has a tendency to decline after the bubble economic collapse. On the other hand, establishments of community-based professional sports team aiming to enter the professional league are increasing (Fukuda, 2010). Such a community-based club business is considered as "community business". (Harada, 2014, Hosouchi, 2001) Both profit and non-profit aspects are required in order to manage a club/team as a community business. The profit aspect includes the capability of assessment and understanding by quantity, whereas the non-profit aspect refers to social contributions which most clubs/teams are still seeking for effective ways. Especially, to figure out whether there are any relations between social community/residents and clubs/teams is one of the difficult factors. The purpose of this study was to examine the relationships between professional sport team and community development. This study focused attention on social capital (hereinafter referred to as SC) as one of the evaluation indicators to clarify the engagement of professional sport team and local residents. The study investigated the SC of residents who were professional sports game spectators who lived near the home arena (Funabashi area) of the National Basketball League Team (Chiba JET's). The results of the survey showed that the SC in game spectators were significantly high compared to that of the home arena neighborhood residents. Especially, within the reciprocity of the mutual support concept such as "That goes for both of us.", the SC of residents who watch professional sports game were significantly high compared to general residents in the community activities.

**Kusz, Kyle**, University of Rhode Island ([kkusz@mail.uri.edu](mailto:kkusz@mail.uri.edu))

*Examining the cultural politics of man boys in contemporary sport media*

From the revival of essentializing and conventional images of men and women in media coverage following September 11th, 2001 (Faludi, 2007), to the masculinist performances of President George W. Bush and his administration (Ducat, 2005), to the celebration of working-class white masculinity in television shows like American Choppers, Deadliest Catch, Ice Road Truckers, Sandhogs, and Ax Men (Carroll, 2011; Fleras & Dixon, 2011), to the appearance of queer men to help stylize straight masculinity (Miller, 2005), to the nostalgia of the tailored misogyny of anxious Mad Men (Goodard, Kaganovsky, & Rushing, 2013) and finally, to the angry/victimized white masculinity in Breaking Bad (Martin, 2013)--a number of scholars have studied trends in masculinities that have appeared in post-9/11 America media culture. In this paper, I draw heavily on the work of Smith and Beal (2007) and Atencio and Beal's (2011) to try to make sense of another distinct strand of representations of masculinity that has become hegemonic in American culture since the mid-2000s--the figure of the white man-boy. These putative man-boys have been the subject of scholarly (Cross, 2008; Hymowitz, 2011) and media attention, particularly after the recent (May, 2014) mass shooting committed by Eliot Rodger in UC-Santa Barbara. More specifically, in this paper, I take seriously the ideas and logics of gender and race constitutive of two white man-boys--Rob Dyrdek of Rob & Big fame and New England Patriots Rob Gronkowski as he is constructed in an E:60 profile titled, "Summer of Gronk," and contemplate how these performances of white masculinity might stoke and normalize racial and gender resentments that might be related to the rise of school shootings and rape culture perpetrated by young white men lately.

**\*Lagae, Bryan**, University of Miami ([b.lagae@umiami.edu](mailto:b.lagae@umiami.edu))

*Sports Injuries and Social Networks: Addressing the Critique of Title IX with a Social Psychological Perspective*

Title IX, enacted in 1972 is not specifically a sports law, but in essence, the drafters of this legislation view sports as an extension of the classroom. The supporters of the law have cited that added participation for women has been accompanied by psycho-social and health benefits that have been well documented in the literature. Detractors have emerged, however, with an alternate critique that sports injuries have a deleterious effect on female athletes and suggest that with more opportunities to participate come an increased number of injuries that have potentially harmful effects across the life-course. The purpose of this paper, therefore, is to address the critics of Title IX with regard to sports injuries. Using a social-psychological theoretical approach aided by a life-course perspective and advances in social network theory, the literature has demonstrated both in sports and in parallel institutions that the perceived benefits of sports participation outweigh the risks. Although sports injuries are far from an ideal or desirable part of participation, they do not have the magnitude or life-course implications that detractors of Title IX have often pointed to when discussing the drawbacks of the law. Further, while the literature provides an adequate response to the notion that sports injuries are a major drawback to Title IX; the differential impacts of specific dimensions of social support have not yet fully been described.

**Lajeunesse, Michèle**, Laurentian University (mz\_lajeunesse@laurentian.ca) and Barbara Ravel, Laurentian University

*Soccer is not only for men: A study of the coverage of women's soccer by non-traditional media in France*

The lack of media coverage of female athletes is a phenomenon that has been documented (and criticized) for many years. Previous studies on the representations of gender in sport have revealed constant inequalities when media coverage of men's and women's sport is compared. Most studies have focused on traditional media outlets and fewer studies on how female athletes are represented in non-traditional media. The objective of this study is to examine the way women's soccer is covered by non-traditional media in France. The contents of a web site and a related Facebook page dealing specifically with French women's soccer were submitted to a feminist textual analysis. We will present results suggesting that non-traditional media can offer coverage for women's sport that does not display inequalities or a lack of quality typically found in mainstream media with regards to women's sport in general and women's soccer in particular. On the contrary, the observed non-traditional media outlets center on the description of the duels between teams, on the athletic performances, as well as the promotion and development of women's soccer. In addition, the regional and national rivalries between teams are evident as several teams battle for supremacy. We will discuss how an independent media covers women's soccer in a country where mainstream media is mostly dominated by (men's) soccer. We will also highlight that, far from the global trend of female athletes being feminized and sexualized in the media (and female soccer players largely ignored), it is possible to find a sport coverage that is simply focused on sport. We therefore challenge the notion that non-traditional media can create a movement towards a greater gender gap in sports rather than equity in terms of coverage.

**Lake, Robert J.**, Douglas College (roblake29@hotmail.com)

*"Play the Skirt": A Critical Examination of Gendered Behavioural Etiquette in Mixed Doubles Tennis*

This paper aims to critically examine behavioural etiquette in contemporary mixed doubles tennis, to position differences for men and women in terms of bodily deportment, tactics, court positioning and playing roles in the broader context of shifting gender relations. This research employs a wide range of qualitative methods, including a comprehensive content analysis of instructional guides and coaching manuals published since 1970 and more recent online forums and blogs related to mixed-doubles tennis, and ethnographic observations in tennis clubs, in order to uncover dominant norms of behavioural etiquette at both recreational and elite levels of mixed doubles tennis. Interesting findings were generated in terms of how males negotiated (and were advised to negotiate) playing with and against female

opponents, often adopting a dominant court position, taking more of the tougher (and winning) shots, and also often adopting a paternalist/protectionist role, which included tempering their shots toward female opponents while adopting the enforcer position to protect their female teammates. Given recent feminist advances that have helped to challenge gender roles tied to assumed physical differences, and consequently expose displays of chivalry as patronizing exercises of male dominance, this paper also assesses the ostensible backlash from many female players against chivalric displays from male teammates and opponents. Overall, this paper discusses shifting uses of and attitudes toward the body to gain a greater understanding of how norms of behavioural etiquette are highly contextualized in relation to social occasion and playing standard of opponents, yet still clearly underpinned by the deep historically-rooted ideology of hegemonic masculinity.

**Lanter, Jason R.**, Kutztown University (lanter@kutztown.edu), Sara C. Fuchs, Kutztown University, and Kaitlyn E. Young, Kutztown University

*The Impact of Gender, Social Identity, and Game Type on the Perceptions of Male and Female Sport Fans*

Previous research indicates that men receive more social sanctions than women for violating their gender norms. While sport is traditionally and stereotypically viewed as a masculine domain, the researchers wondered how men and women were viewed when watching a male and female sporting events. Participants read about a fan at a men's or women's basketball (Study One) or a men's baseball or women's softball (Study Two) game and then rated her/his behavior (e.g., acceptable, excusable). Results indicated that participant gender, fan gender, game gender, and level of sport fandom interacted to influence perceptions of the target fan. For example, the low-fandom male participants viewed the fan behavior as more acceptable at a women's game compared to a men's game, but the high-fandom male participants viewed the behavior as more acceptable at a men's game compared to the women's game. The female participants displayed the exact opposite results. Interestingly, these results were also impacted by whether or not the target fan had a relationship (e.g., family) with a player in the game. The male fan's behavior was viewed as more acceptable at a women's game when he had a relationship with a player compared to when he did not have a relationship with a player. Overall, the results indicate that people exhibit nuanced views about sport fan behaviors based on a variety of factors, and these perceptions might impact people's decisions to attend sporting events as well as how they behave while at the event.

**Laucella, Pamela**, IU School of Journalism-Indianapolis (plaucell@iupui.edu), Kimberly Kay Walker - IU School of Journalism-Indianapolis; kikwalke@indiana.edu

*Love, Violence, and Death: A Media Analysis of the UVA Lacrosse Murder*

Yeadley Love played lacrosse at University of Virginia and was set to graduate when her life was tragically cut short. Former boyfriend George Huguely V, on UVA men's lacrosse team, was indicted, charged, and convicted for her 2010 murder. That year alone, 509,230 violent crimes by intimate partners were committed in the U.S., according to the U.S. Department of Justice's National Crime Victimization Survey. Love was one of many victims, and the media have the potential to expand awareness, education, and activism in intimate partner violence (IPV). The purpose of this research was to examine media coverage of Love's death to elucidate the intersecting worlds of IPV, sport, and society. It posed the following research questions: How did journalists frame Love's death?; How did journalists frame Love and Huguely?; How did journalists frame IPV within sport and society?; and, How did journalists frame college sports, and specifically lacrosse?

Drawing from Altheide's (1996) qualitative media analysis, this research critically analyzed 128 U.S. newspapers and online sports sites to determine prominent frames and themes in narratives about Love's death. The analysis revealed that journalists used frames of violence and death that focused on dichotomies of goodness and depravity, IPV, and personal and cultural influences. Sub-themes of alcohol, entitlement, accountability, and sport's impact for unity and change were woven into narratives about lacrosse's culture of privilege. The results reveal the importance of journalists' coverage of IPV, and indicate areas for future advocacy and action to help propel social change.

**Lazzeroni, Sarah**, Portland State University (sarah.lazzeroni@gmail.com)

*Decolonizing fatness: Restructuring narratives about fat movement and exercise*

Historically, women's bodies have been controlled and objectified in many ways, promoting the idea that women are un-athletic and weak. The advent of exercise culture in America has challenged these narratives in important ways, but thinness is still equated with health and willpower while fatness is equated with unhealthiness and laziness (Rice, 2007). Mass media and social media narratives about exercise and fitness have colonized what it means to be fit in America, as constructions of strong and able-bodied women are often gendered, racialized, and sexualized. Additionally, fat women (and more specifically, fat women of color) have been excluded from these narratives in meaningful ways. This exclusion inevitably pits women against each other, and these divide and conquer techniques are essential to colonization (Tejeda, Espinoza, & Gutierrez, 2003). However, some fat activists are challenging existent narratives in an attempt to redefine health in a way that promotes mutuality between women instead of competition (Saguy & Ward, 2011). This essay will examine mass media and social media representations of fit bodies and discuss: 1) the trajectory of the women's fitness movement within popular culture and social media; 2) how these narratives colonize what it means to be fit and "fat"; 3) fat activists' attempts to engage in the decolonization of their bodies, specifically through movement and exercise; 4) and the meaning of these attempts as projects of resistance within the context of other decolonization projects and the larger culture we inhabit. This research extends the conversation about fat activism and body acceptance into practical resistance strategies aimed at decolonizing women's bodies.

**Lee, Soo-Yeon**, Hanyang University (lisy@hanyang.ac.kr) and Seong-Sik Cho, Hanyang University

*Critical Analysis of Discourses about Fatties' in TV Comedy Program*

This study conducted a critical analysis of media discourses about obese people in the contemporary slim-body-obsessed society. To do this, one popular TV comedy program casting fatty characters' was selected and interpretive textual analysis was employed. The results were as followed. First, the fatties connoted the images of lazy and non-attractive men. In other words, they were pictured in passive and non-active status including sitting and supine positions while they exposed their fatbellied figure; the potbelly might be considered as one of the most non-attractive and non-masculine images about men. Second, they might look unintellectual and unwise so that they were not able to define precisely and clearly the situations of episodes. Their words and behaviors looked foolish while the ordinary-figured comedians rebuked them for the fatties' ignorance and absurdity. Third, these characters expressed the images of intemperate eating habits and sedentary comfortable body positions. That is, as uncontrolled and passive ones, obese people lacked self-body control, self-discipline and exercise as well and they tended to be eager for over-eating without workout. Finally, this study pointed out that the distorted and manipulated representation of 'fatties' characters seemed to produce, maintain, and reproduce the wrong stereotyped images about fat people while audiences tend to see the fatties as being different, passive, non-attractive, unintellectual, unwise, and foolish in the contemporary slim-body-obsessed society.



**Leonard, Wib**, Illinois State University (wleonard@ilstu.edu)

*The Postself in the Social World of Sport*

In this paper I use the sociological concept of the postself to demonstrate how, why and the ways in which sports can be viewed from this viewpoint. The postself refers to how persons want to think of themselves or how they would like others to think of them when their playing days are over. Baseball great Ted Williams aptly conveys this idea when he said, All I want out of life is that when I walk down the street folks will say, there goes the greatest hitter who ever lived. When athletes are inducted into a sports hall of fame or their jerseys or numbers are retired or their likenesses are bronzed they live-on indefinitely, in the symbolic sense. The processes and dynamics through which individuals seek to leave their mark through achievements in sports are explored. Using an unobtrusive method of qualitative secondary data collection a potpourri of accounts in the social world of sport were gathered, systematized, analyzed and interpreted from public written documents using content analysis of various mass media documents. The perspectives and feelings of athletes and their audiences, relationships between selves and others, different sport acts, and the situational contexts in which these natural acts occurred were paramount in the outcomes reported.

**Liao, Judy**, University of Alberta (judy.liao@ualberta.ca)

*Becoming the WNBA: A Deleuzian Media Analysis of the Savior Narrative Surrounding Maya Moore's Rookie Year*

In this presentation, with a Deleuzian framework, I explore a recurring savior narrative surrounding some incoming Women's North American Basketball Association (WNBA) players. Using Maya Moore as a case study, I examine the media celebration of her transition from a spectacular record-setting college player to a successful WNBA player anticipated to make an immediate positive impact on the league. I conceptualized my analysis with a Deleuzian perspective of becoming to re-envision construction of identity. Through my analysis, I argued that first, in these media texts Moore's playing ability was lifted to redefine and personify the WNBA. Second, her ability was framed through professionalism rather than gender, sexuality or race of her sporting body. In the end, I concluded, Moore's normativity as a professional athlete was constructed through athleticism and profitability in the commodified media scape that, nevertheless, continues to assess Moore based on the accepted standards of commercialized American professional sport.

**Linden, Andrew D.**, Pennsylvania State University (adl5182@psu.edu), Adam Berg, Pennsylvania State University, and Jaime Schultz, Pennsylvania State University

*Like A Punch To The Face: Manliness, Social Class, and Esquire Network's White Collar Brawlers*

The 2013 launch of Esquire Network, the latest venture of the iconic men's magazine, brought a host of testosterone fueled but always stylish programs to basic cable television. Among them was White Collar Brawlers, a show that pits two co-workers against one another in the boxing ring. Based on a textual analysis of the 2013 season, as well as the show's website, Facebook page, and Twitter account, this project argues that WCB romanticizes and mythologizes the urban boxing gym, a space made to represent a way to recover an essentialized manliness from which the professional class has become estranged. Training, fighting, hitting and being hit offer important moral and physical lessons that the white collars can learn to make them better men and, importantly, better constituents of the postindustrial economy. Importantly, the professionals are the only characters granted access to the world of the other and the temporary intersection of the two realms does little to abate class distinction. By striking a

balance between the soft masculinity of their white-collar occupations and the hard masculinity of physical labor they appropriate from their pugilistic experiences, the fledgling brawlers reify social class boundaries and strengthen the supremacy of white-collar manhood.

**Lopes, Victor**, University of Maryland, (victorbritolopes@gmail.com), Bryan C. Clift, University of Bath, (bclift5@gmail.com), and David L. Andrews, University of Maryland, College Park

*Neymar: Foot soldier of Neoliberalism*

As nationally representative subjects, the cultural meaning and significance of football stars is constituted out of the broader societal context they simultaneously (as a result of their popular cultural presence, reach, and influence) help to constitute. This is evidently true of the specificities of popular movement (football) discourse, through which players are normatively judged, and thereby rendered understandable, according to local performative preferences and expectations: normative preferences and expectations they subsequently reproduce through their ascension to the status of acknowledged football star. Brazilian futebol stars such as Neymar da Silva Santos Júnior (henceforth Neymar), are “in Patricia Hill Collins’ (2000) terms “necessarily intersectional constructs which contribute to popular understandings and experiences of, amongst other intersecting subject categories, class, gender, sexuality, and nation (Dyer, 1986; Marshall, 1997). This discussion keys on developing an understanding of the complex relationship linking Neymar, commodity capitalism, and the broader political agenda within contemporary Brazil. Our aim is to critically examine the politicization of Neymar’s imaged identity (and, indeed, popular resistance to it) within the context of Brazil’s incumbent ideology of neoliberal governance, and culture of commodity consumption. By no means an overtly political figure, and undoubtedly disputable and pliable, popular and commercial representations of Neymar, both on and off the playing field, routinely depict him (and in doing so covertly neoliberalize him) as a the seductive embodiment a Brazilian neoliberalism that he helps normalize.

**Love, Adam**, Mississippi State University (alove@colled.msstate.edu) and Matthew W. Hughey, University of Connecticut

*College Football Recruiting and Racial Discourse on the Internet*

Scholars such as Bonilla-Silva (2010) have documented how the frequency of overt racism has decreased in public spaces, giving rise to more subtly racialized color-blind narratives. However, there can be substantial variance in how whites express ideas about race in public and how they act in private (Picca & Feagin, 2007). Notably, the Internet appears to serve as a medium in which more explicit forms of racism continue to proliferate. College football message boards are sites used primarily by white men who, with respect to the topic of recruiting, are discussing the decisions of a predominantly black group of student-athletes. Recruiting football players, of course, is a process into which many universities invest substantial resources, and which has become a prominent topic of discussion on Internet message boards. It is in this context that we ask: how do fans of a particular university make sense of cases in which prospective recruits change their commitment to sign with a different school? We find, perhaps unsurprisingly, that message board users often direct harsh criticism and insults toward players who have chosen to sign with a different school. In this criticism, we find comments that employ subtly racialized color-blind language as well as, occasionally, those that explicitly reference race. In this presentation, we discuss the meanings of these racialized narratives and their implications for the study of racial discourse in sport and on the internet more broadly.

**Lucas, Shelley**, Boise State University (smlucas@boisestate.edu) and Nicole Bolter, Boise State University

*Gender Matters: The Coach-Gender Effect in Teaching Sportspersonship to Young Athletes*

Research has shown gender differences in athletes' sportspersonship behaviors, suggesting that male and female athletes interpret and act upon moral dilemmas in sport differently. One possible explanation for these gender differences may be the socialization process (see Messner, 2009) and specifically coaches' role in teaching about sportspersonship. In this study, we interviewed six female and six male youth sport coaches who had coached both girls' and boys' teams at recreational and competitive levels to examine coaches' expectations regarding sportspersonship, with a specific focus on those associated with gender. Our analysis indicated that gender does matter " both the gender of the coach and the gender of the athlete, as represented in the four emergent categories: coach-gender effect, beliefs about gender, teaching sportspersonship, and athletes' sportspersonship. In this paper, we focus on the coach-gender effect and explore its relationship to teaching sportspersonship. Even when coaches acknowledged the role of socialization in their described gender differences between female and male athletes, they still felt compelled and constrained by the competitive framework of youth sport to tailor their coaching strategies to accommodate gender differences, thereby reinforcing and perpetuating gender stereotypes.

**Lucas-Carr, Cathryn**, University of Iowa (cathryn-lucas@uiowa.edu)

*Male-to-female transgender women fully identify and live their lives as women: Redefining sexual citizenship through trans\* participation in sport*

Transgender participation in sport has been a much debated and legislated topic in the 21st century. In 2004, the International Olympic Committee (IOC) adopted a policy which would allow transsexual athletes to participate in the Olympics. In 2011, The National Collegiate Athletic Association (NCAA) adopted a more complex policy which allows athletes to participate in the sport of their gender identity depending on hormonal and surgical status. Further, several mainstream LGBT activist groups have advocated for athletes' gender self-determination and participation in sport. While these policies and advocacy efforts are seemingly a progressive step, they are grounded in colorblind neoliberal goals of visibility, inclusion, and incorporation. They advocate for athletes to come out and to challenge governing bodies for the right to participate in sport. Following Dean Spade (2009), I analyze the limitations of these goals. Sport, as an institution and an ideology, works to reinforce gendered & racialized inequalities. In permitting & prohibiting trans\* participation and advocating for certain strategies, these policies and advocacy efforts (re)define sexual citizenship through white, middle class notions sex, gender, and identity. In this paper ask who the proper & correct trans\* citizens are and who gets to speak in the name of transsexual subjectivity?

**Ma, Alvin**, University of Toronto (alvin.ma@mail.utoronto.ca)

*Revisiting the journey of kinesiology students pursuing non-traditional paths: A 2014 University of Toronto case study*

My research replicates Yuka Nakamura's 2004 thesis, Finding a Way, Finding the Self: The Journeys of Nine Physical Education Students Pursuing 'Non-Traditional' Paths. Nakamura (2004) conducted semi-structured interviews with individuals of South, Southeast, and East Asian descent enrolled at a post-secondary physical education program in a multicultural city. She found that many of the students negotiated their interests in sport and physical education with their parents, who were more concerned with their children's academic achievement. My research draws upon more recent literature on

multiculturalism and societal integration of visible minorities across different generations, with a special emphasis on the Toronto context. Data from the National Survey of Student Engagement shows that 78 percent of first-year respondents from the University of Toronto in 2011 selected a background other than white, an increase from 55 percent in 2004. While there are no official statistics on the ethno-cultural background of kinesiology and physical education students at Canadian universities, faculty members have observed a similar increase in the diversity of the student body. Employing a larger sample size to reflect a larger Asian student population, there are many unique stories in the journeys of Asian students finding their way into Departments of Kinesiology and Physical Education.

**Mackie, Hector**, University of Toronto, [hector.mackie@mail.utoronto.ca](mailto:hector.mackie@mail.utoronto.ca)

*Seeking verisimilitude whilst being political*

The acceptance that athletes' voices need to be heard, conceptualized and understood is the key to this session. This methodological approach requires flexibility, and a versatile researcher willing to forget their own agenda and allow the 'subject' to decide the topics within the work. I have written about my experiences as a professional footballer and this autoethnographic approach facilitated a determinable agenda. From my 'insider' perspective I was able to attach my work to the amelioration of 'working class' footballers. However, I am now participating in a boxing ethnography and a blinkered political agenda would impair the authenticity of my data. In seeking verisimilitude the theoretical frameworks should be determined by the data: not the other way around. A theoretical flexibility is required and I hope to discuss the methodological process that gives precedence to the 'political' whilst uncovering the athlete's reality.

**MacMillan, Blake**, Carleton University ([blake\\_macmillan@carleton.ca](mailto:blake_macmillan@carleton.ca))

*Crossfit, Five Fingers & Red Bull: An Asketic Style of Athletic Skill*

For many critical thinkers, the increasing entanglement of scientific, economic and administrative actors in practices of sport represents a declining level of agential possibilities for athletes, a threat to their bodily integrity, and the dehumanization of recreation and play. At best, systemically structured practices for training athletes are connected to the normalization of bodies; at worst, they are viewed as the intrusive, immoral and often painful consequence of categorizing, physiologizing and medicalizing elements of athletic capacity, such as strength, speed and power. In feminist treatments of similar entanglements, a predominant trope is Foucault's concept of the docile body; a body that may be subjected, used, transformed, and improved. My underlying goal is to create new tropes for thinking critically about (or rather, with) sport. Heyes (2007) argues that skillful somaesthetics practices (her example is yoga) track elliptically and unpredictably around a kind of joy that feels distinctively and transformatively different from the normalized pleasures we are typically permitted to have. Following Heyes (and McWhorter 1999), this paper uses three different commercial ventures related to sport (namely the Crossfit commercial fitness program, Vibram's Five Finger toe shoes, and the Red Bull energy drink) as demonstrations of a particularly asketic style of practicing and conceptualizing sport. Within the conceptual space that lies between feminist and disability studies, on the one hand, and performance-oriented kinesiologists, on the other, there is room for an ironic, modest, and flawed appropriation of these commercial strategies as demonstrations of a style that is all about open-ended but hard-won world-making and flourishing.

**Maddox, Callie**, ([calbatts@yahoo.com](mailto:calbatts@yahoo.com))

*Looking Good, Fearing Fat: Middle Class Women, Fitness, and the Body in Contemporary India*

In India today, the body has taken on new meanings reflective of economic liberalization, increasing consumerism, interactions with global markets, and the growth of the middle class. The fat body, once a symbol of affluence and abundance, has been replaced by the fit, slender, and toned body as a sign of wealth, happiness, and responsibility. Having the right kind of body has become a marker of virtue, beauty, health, and contribution to the public good for both men and women. As part of this pursuit, exercise and fitness have recently entered into the broader Indian consciousness as technologies for not only bodily transformation, but also for the accrual of social status and upward professional mobility (Brosius, 2010). For middle class Indian women, the pressure to achieve and maintain a fit, attractive, and productive body is particularly acute. These women are now global subjects who are highly mobile with the ability to slip in and out of the boundaries of 'home' and 'the world' (Reddy, 2006, p. 77) and enjoy a level of economic and social independence unknown to previous generations. Drawing on ethnographic research completed in north India, this presentation examines the construction of the middle class Indian female body via the consumption of Westernized fitness practices. I contend that the fit, young, globalized body is fast becoming the right female body in contemporary India and functions to reinforce privileged social locations, moralities of self-care, and a performance of citizenship that confirms India's rise in global affairs. Yet these bodies also exist within a complex cultural context in which women are denied basic rights, immense hunger exists alongside great wealth, and the public healthcare system is rapidly collapsing.

**Madliger, Cheryl**, Western University (cmadlig@uwo.ca) and Michael Heine, Western University, mheine@uwo.ca

*A challenging road: Examining representations of La Course by Le Tour de France as an achievement for women's elite level cycling*

Elite-level bicycling is a contested space for defining the legitimacy of gendered participation in sport. At the highest levels of cycling, women have determinedly begun to pursue equality. In 2013, a group of current and former female professional cyclists and triathletes started Le Tour Entier, a campaign to reform and develop women's cycling. A major goal of the campaign was the admittance of women cyclists to the Tour de France, professional cycling's premier event. After an online petition urging the director of the Tour to allow women to compete quickly received over 97 000 signatures, La Course by Le Tour de France, a one-day women's event scheduled alongside the final stage of the 2014 Tour, was scheduled. Women's cycling advocates celebrate this as a step forward. La Course covers 90km of relatively flat terrain. From an athletic standpoint, it should be relatively insignificant, but its alignment with the Tour de France lends the event symbolic significance. Despite the existence of women's stage races of various names run independently but billed as the "Women's Tour de France" since 1984 and of other stage races available to women during the cycling season, La Course is represented as a major step in the advancement of women's cycling. Given its ostensibly insignificant athletic stature, what is it that gives La Course such meaningfulness in the world of women's cycling? We address this question by analyzing representations of La Course and of women's cycling in relation to it, considering its web presence as well as the campaign behind it. It is only through this kind of analysis, grounded in an understanding of the importance of discursive meanings contextualized by reference to the Tour de France that the significance of La Course can be understood.

**Maeng, leeseob**, Hanyang University ([maengbr@naver.com](mailto:maengbr@naver.com)), Doosik Min (Hanyang University), Seongsik Cho (Hanyang University) and Inhae Park (Honam University)

*Basketball arena as a site for increasing multi-cultural consciousness and shortening racial social distance feeling*

The purpose of this study is to analyze socio-cultural roles of Korean professional sports and suggest the appropriate status of professional sports in leading the way for Korean society's cultural diversity and acceptance. For this study, the questionnaire was used to investigate fan's attitude toward foreign athletes, with a total sample size of 771 people from the four major professional sports including baseball, soccer, basketball, and volleyball. The results are as follows. According to the analysis of measuring difference in racial attitude toward foreign athletes, basketball fan's attitude regarding physical superiority, ethnic preference, and socio-cultural sense of closeness to foreign athletes are all high. And volleyball fan's attitude regarding physical superiority is also high, and baseball fan's attitude with regard to ethnic preference and socio-cultural sense of closeness are both relatively high. Because foreign basketball and volleyball players' athletic performance have been enormous, their fan seems to see foreign athletes be physically superb. But each basketball club manages a lot of interaction programs with fan both on the court and off the court so many fan has a great chance to communicate with foreign players, most of whom have dominantly been black. Basketball fan's attitude toward black athletes looks very positive in term of social distance scale. As a result, basketball fan tends to have favorable attitude and social sense of closeness to black athletes. Finally as compared to other professional sports, basketball in which black athletes are playing has contributed to diminishing social distance feeling against foreigners.

**Maier, Julie**, University of Maryland, College Park ([jmaier@umd.edu](mailto:jmaier@umd.edu)) and Shannon Jette, University of Maryland, College Park, [jette@umd.edu](mailto:jette@umd.edu)

*Exercise is natural, natural is best? Deconstructing natural/synthetic binaries related to mental health treatment*

Since the 1970s, there has been an increase in academic attention to the health-enhancing effects of exercise in Western nations (Howell & Ingham, 2001). In 2007, the link between exercise and health was institutionalized in the Exercise is Medicine™ initiative between the American Medical Association (AMA) and American College of Sports Medicine (ACSM). The aim of Exercise is Medicine™ is to encourage healthcare providers to prescribe exercise as a way to mitigate a number of chronic illnesses. While emphasis on exercise as a therapeutic is not negative in and of itself, and indeed can be quite beneficial, we argue that its acceptance, if not valorization, within the medical, academic, and lay communities is strongly linked to the belief that what is natural is inherently good, and exercise is seemingly natural, free from the corporate control or side effects brought on by synthetic substances, such as psychopharmaceuticals. We critique these binaries (i.e., exercise is natural and good, synthetics are unnatural and bad), pointing out the ways in which the discourse surrounding exercise is not without similar issues that plague other therapeutics. Our intention is not to denigrate the importance of physical activity as a possible therapy, but to point out the ways in which the morality attributed to exercise, and the continued privileging of the natural, can work to limit the range of options individuals have to treat their physical and mental health problems.

**Manning, Alex**, University of Minnesota ([manni224@umn.edu](mailto:manni224@umn.edu))

*"The Pyramid is Upside Down": Elite Organized Soccer in the United States*

The lack of professional and international success of American soccer is often attributed to the game being too middle class, suburban, white and scholastic. In response to international competition, the

United States Soccer Federation created soccer legislation that requires elite 14-18 year old soccer players associated with MLS (Major League Soccer) and other developmental academies to commit to a yearly 10-month soccer schedule and not play for their high school teams (Borden, 2012; Bell, 2012 & Laroue 2012). Such a philosophy goes against some basic tenants of dominant youth sport ideology in the USA. The highest level of soccer and the national federation have adopted the developmental approach of the international soccer world. Development Academies that are divorced from schools, parents, and associated directly with professional clubs, are seen as the best way to escape and overcome the failed past of US soccer domestically and internationally. This represents a significant shift as to how professional sport organizations understand and implement policies of youth development in sports. Through ethnographic observation of an Academy soccer club and interviews with current collegiate soccer players, I explore the everyday dynamics and life stories of a pseudo-professional youth sport structure, and theorize about its implications for youth development, access to sports, family life, and broader racial and classed sporting discourses.

**Manno, Michelle**, University of Illinois-Chicago ([michelle.joan.manno@gmail.com](mailto:michelle.joan.manno@gmail.com))

*You Guys Look Like a Bunch of Lesbians!': Recruiting & The Policing of Gender and Sexuality in Women's Collegiate Basketball*

Using an intersectional framework, this paper explores how race, gender, and sexuality on a structural level operate within the institution of sports to shape the everyday experiences of collegiate female athletes. As sociology of sport scholars have argued, female athletes are often perceived as being masculinized and, relatedly, lesbianized through sport participation. Using data from a year-long ethnography with a Division I, top 25 women's basketball program and in-depth interview data with current and former Division I collegiate female basketball players, I examine how perceptions of female athletes as lesbian materialize in the everyday through the policing of female athletes' gender and sexuality(ies), as well as how those experiences are racialized. My findings focus specifically on recruiting as a primary context in which such boundary policing occurs, both explicitly and implicitly, through the perpetuation of homonegative (anti-gay) recruiting tactics. I also highlight the various ways programs engage in self-policing in an attempt to construct a team image as heterosexual, combat lesbian stereotyping, and secure highly sought after recruits. Despite positive gains in the visibility and acknowledgment of LGBTQ athletes (e.g., Brittney Griner, Michael Sam, Jason Collins) and fans (e.g. the WNBA's plans to actively market to its long-standing, mostly lesbian fan base), collegiate sport remains an institution that has yet to embrace the diversity of its athletes' sexualities because of the direct and indirect costs of recruiting. In order to enact meaningful change, we not only need increased attention to anti-gay recruiting but also more focused efforts to develop and implement specific policies against such tactics at the institutional level.

**Marfell, Amy**, University of Waikato, New Zealand ([aem19@students.waikato.ac.nz](mailto:aem19@students.waikato.ac.nz))

*A Lefebvrian Analysis of the (Re)production of Femininities in Netball Spaces*

The work of French philosopher, Henri Lefebvre, reminds us of the intimate connection between bodies, power/resistance and space. In so doing, it provides a framework through which to assess various sport spaces for the types of power relations through which they were produced and which they reproduce, challenge, and perhaps even change (Friedman & van Ingen, 2011, p. 96). Drawing theoretical inspiration from Lefebvre's work, particularly his influential text, 'The Production of Space', in this paper I explore the social geography of New Zealand netball, that is, the ways netball spaces are produced through and reproduce particular discourses and relations of power. With insights obtained from women netballers of different ages, ethnicities, sexualities, backgrounds and of a range of sporting abilities (e.g. social, competitive, elite), I discuss the ways netball is (re)produced as feminized and heterosexualized space

and how this works to include and exclude particular female bodies and subjectivities. Put simply, I consider the ways New Zealand women's bodies, identities, pleasures and everyday lived experiences of sports such as netball are mediated by, and shaped in and through space.

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

*The Face' of Dance: The Force of the Moving Body in 'So You Think You Can Dance'*

In this paper, I analyze the dancing body's force in the cultural sphere of the popular reality TV show 'So You Think You Can Dance' (SYTYCD). To analyze the 'movements' of the dancing bodies in SYTYCD, I draw from Deleuze and Guattari's (1987) term 'faciality trait' through which an individual is required to take up a position in the binary modernist construction of identity (e.g., masculine/feminine, Black/White, Francophone/Anglophone, lower class/upper class) that reduces the complexity of one's embodied existence to what can be captured and coded through the faces that are socially recognizable and psychically convincing (Lorraine, 2009, p. 84). I plan, therefore, to capture what faces become recognizable, psychically, but also physically convincing through SYTYCD. In addition, I will examine how the moving body might disrupt or align with various binary characteristics as they continue to emerge within late capitalism.

**Martín, Montserrat**, Universitat de Vic - Catalonia (m.martin@uvic.cat) Albert Juncà, Universitat de Vic - Catalonia, Joan Arumeï, Universitat de Vic - Catalonia and Dídac Herrero, Universitat de Vic – Catalonia

*How can young coaches transform their beliefs in sexual violence in sport?*

In order to raise awareness among young coaches with reference to the issue of sexual violence in sport, we carried out two workshops based on a plausible story we imagined their, and the club's agents, reactions and actions in dealing with a potential case. This research explores how twenty young coaches working in competitive sport from sport clubs in Osona-Catalonia problematized the knowledge and the power with reference to sexual violence in sport. We delved into Foucault's concept of technologies of the self, in which an individual acts upon one-self by transforming the power of scientific discourse into a discourse and practice which suits the individual (Markula & Pringle, 2006). A survey was completed at the beginning of the workshop, and then, a group discussion lasting 20 minutes was recorded at the end of the session. The main goal of examining the data collected in the workshops was to discuss how the official (sport institutions and research) and the non-official (media and peer conversations) knowledges and discourses on sexual violence in sport can affect coaches' beliefs and everyday interactions and relationships with athletes.

**Martin, Montserrat**, University of Vic - Catalonia (m.martin@uvic.cat)

*Challenges ahead in sociology of sport: The movement for dismantling the (multiple or parts of) unitary and the universal within gender identities in sport.*

In this paper I would like to reflect on sport as a repetitive practice that also produces identities beyond fixed and stable categories of man and woman, rather than only examining sport as a reflection of the already strong established and delimited gender identities either dominant like man or marginalized like woman. I am particularly concerned with the political and epistemological significance of the exploration of gender identity and difference in and through sport. Gender identities in motion are not about interchanging genders male-female whenever that is desired or convenient. Not even about doing a mix of both. Gender identities in motion attempt to weaken the traces of the recognized gender in each of us in order to disrupt the unitary system of thinking. Drawing on Deleuze's concepts of identity as becoming,



nomad, a shared affinity and through contagion, this paper discusses how to change the approach to gender identity in sport.

**Mashreghi, Sepandarmaz**, Lund University, Sweden (sepand.blank@gmail.com), Silke Dankers, University of Groningen and Sofia Bunke. Lund University

*Motivational Climate: A Pathway to Integration*

This study explored the association of ethnic-cultural identity salience with perceived motivational climate and achievement goals in multicultural sport classes. Questionnaires evaluating ethnic-cultural identity salience, perceived motivational climate and achievement goals were completed by high school students attending a sport school. Sixty six students with Swedish (n=40) and Swedish and/or other ethnicities (n=26) participated in the study. Correlation and hierarchical multiple regression analyses revealed that performance-oriented motivational climate was positively linked with lack of interaction and fringe dimensions of ethnic-cultural identity salience. In contrast, mastery-oriented motivational climate was inversely associated with feelings of being on the fringe of ethnic identity and with lack of desire to interact with members of other ethnic groups. An interaction effect was established linking mastery-oriented climate with ethnic belonging as measured by individual goal orientations. The present findings provide more support for integrative role of sport in presence of mastery-oriented motivational climates and endorse future intervention studies that highlight mastery environments and task orientation achievement goals in order to foster integration and favourable acculturation patterns as well as mutual understanding and respect among all individuals in multicultural societies.

**McClain, ZaNeen**, Missy Wright, Becky Beal (becky.beal@csueastbay.edu) and Matthew Atencio, California State University, East Bay

*Adult stakeholders' perceptions and practices of gender inclusion in skateboarding*

Although female participation in skateboarding has increased along with various organizations which focus on supporting female participation, we find that skateboarding in the United States is still dominated by males. Previous research on gender dynamics within action or extreme sports has focused primarily on how the participants negotiate their own gender presentation and navigate this gendered landscape. To complement previous research, we examine the perceptions and practices of parents and skateboard program coordinators about females' place in skateboarding. Our research was situated in the San Francisco Bay Area of California. We identified three skateparks which had different neighborhood demographics. The study has been conducted since November 2013. We spent over 30 hours observing skatepark dynamics and interviewed nine parents and seven key program leaders from a diverse range of class, ethnic and cultural backgrounds. Our general findings indicate that these adults had a genuine desire to build community, engage youth and to be inclusive. We will discuss the practices that we observed which helped to include females in skateparks. Not surprisingly, we also found many perceptions and practices that dissuaded females from full engagement. Many of these practices were connected to the desire of these adults to maintain a sense of street authenticity which had the effect of privileging males.

**McCullough, Brian**, Seattle University (mccullough.brian@gmail.com)

*Conservationist : Conservative :: Environmentalist : Liberal - Political & Environmental Identities among Sport Enthusiasts*

Both politically conservative and liberal persons self identify with environmental sustainability issues. The conservatives within the United States has forwarded a conservationist approach to the environmental policy. The movement started under President Theodore Roosevelt and the formation of the US Forest service and was again reignited by President Richard Nixon with the creation of the Environmental Protection Agency. The environmentalist movement, a liberal movement originating with John Muir, has contested the conservationist approach and motivations of protecting the environment. Muir wanted to protect the environment from the detrimental effects of human activity. He wanted to prevent the degradation of nature's beauty by limiting hiking and automobiles in the newly established national parks. Both have ideals of protecting the environment and its natural resources, but the methods and expectations of the two movements differ from one another. These varying views and identifications can influence the success of such environmental programs and initiatives. The drive for sustainability involving sport and physical activity or hobbies can be furthered by understanding the political identification and expectations towards an organizations environmental or conservationist initiatives. Implying social identity to classify environmental identification can benefit the framing environmental messages and perhaps the environmental programs of an organization. Social identity has been used to examine environmental and sustainability identifications. Understanding the identification of such members of Ducks Unlimited and more liberal environmental sport organizations can lend well to a deeper understanding of the 'green' and sustainable movements in sporting activities.

**McDermott, Lisa**, University of Alberta (lisa.mcdermott@ualberta.ca)

*Online News Reader Comments as a Public Sphere Forum: Deliberations on Canadian Children's Physical Activity Habits*

The increased focus on children's physical (in)activity habits, in large measure precipitated by discursive (e.g., health industry, media government, etc.) representations of an 'obesity epidemic,' has been subject to a range of cultural analyses. What has not been examined to date is the traction these discourses have had in shaping the public's understanding of children's physical activity habits. The intent of this discussion is thus to examine this gap through a consideration of online reader comments posted in response to a CBCNews' (Canadian Broadcasting Corporation's online news) piece reporting on the release of the non-governmental organization Active Healthy Kids Canada's 2010 Report Card on Physical Activity for Children and Youth. Here I conceive readers' online exchanges as a public sphere forum, a space McKee (2005) describes as where we find out what's going on in our community and where we engage with these issues and add our voices to discussions about them (p. 4-5). To this end, I consider the readers' online deliberations and debates as such a forum providing a barometer to some of the Canadian public's understanding and sense-making of the state of children's contemporary physical activity habits.

**McDonald, Mary**, Georgia Institute of Technology (mary.mcdonald@hts.gatech.edu)

*Towards Sustainable and Just Sporting Practices: Exploring the Linkages Between Environmental, Economic and Equity Concerns*

There is a growing body of research that looks at the built and natural environmental impacts of sporting events. Such large-scale events as the Olympic and Paralympic Games have proclaimed commitments to go green in an effort to lower the collective carbon footprint of these mega-events and these efforts have

met with various levels of success. Yet despite some notable exceptions, too frequently discussions of sustainable sporting practices have disproportionately focused either on environmental effects or have discussed economic disparities and social justice concerns without more robustly exploring the interactions of the environment with issues related to social and economic justice. This paper joins the emerging scholarship around sustainable sporting practices to make visible and critically engage the related linkages between the three pillars of sustainability”environmental, economic and social equity”within selected sporting and physical activity settings.

**McEnnis, Simon**, University of Brighton (s.mcennis@brighton.ac.uk)

*Following the action: An exploration of live sports blogging as a professional ideology and practice using UK journalists*

Sports media scholars have rightly focused on Twitter as a key driver of change in sports journalism practice. However, live sports blogging is under-researched despite its emergence as a popular informational platform for sports fans in real time which is changing the way sporting events are relayed to audiences in textual form. Live sports blogs are purpose-built for the web and are aimed at supplying the need for portability, accessibility and immediacy brought about by mobile technology such as phones and tablets. Neil Thurman's research into the guardian.co.uk found that live blogs were most regularly used to cover sports. This finding identifies a need to find out more about the production of live blogs as a significant form of output within the field of sports journalism. Using in-depth semi-structured interviews with 10 journalists in the United Kingdom, this research explores live sports blogging as a professional practice in an attempt to unearth the underlying ideologies behind it. The study examines how traditional journalism values and norms such as trust, authority and credibility apply to live sports blogging. It also considers how live sports blogging is a noticeably interactive form of journalism between blogger and audience and therefore interrogates the gatekeeping process at play in terms of how user-generated contributions are selected for inclusion.

**McGovern, Jen**, Monmouth University (jmcgover@monmouth.edu)

*Growing Representation: Connecting Research and Activism in an Effort to Change the Sport Leadership Landscape*

Sports scholars have consistently demonstrated the underrepresentation of blacks and African Americans in leadership positions within major professional sports in the United States. Research shows that this minority group makes up a large percentage of players and fans but comprises a much smaller percentage of key leaders and gatekeepers within sport. This line of scholarship is a valuable critique; however, it fails to account for the fact that many leadership positions require college degrees and that within the US, blacks and African Americans lag behind other ethnoracial groups in enrolling in and completing the degree programs necessary to obtaining sport leadership positions. In this paper, I discuss the rationale, research design, and implementation plans for a community-based research project that I have initiated with a non-profit group dedicated to improving college readiness among minority youth. Specifically, I outline how scholarly research on underrepresentation in sport leadership inspired collaboration on a unique program that uses sport applications to teach math and science skills to African American youth. Finally, I will identify several projected outcomes for the program launch in 2015. Overall my presentation will show how linking scholarship to activism can sow the seeds for change.

**McLeod, Christopher**, Florida State University (cm12d@my.fsu.edu) and Joshua I. Newman, Florida State University

*Fractured Identities and Painful Articulations: Revisiting Identity and Pain in Sport*

Drawing upon autoethnographic studies in a heavy contact sport (rugby) and a non-contact sport (golf), the authors of this presentation look to examine the complex intersections of pain, the politics of embodiment, and performances of cultural identity (Hall, 1996) and affect (Massumi, 1996; 2002; Sedgwick, 2003). They seek to build upon the existing literature on pain, performance, and cultural identity "which often frames pain as an undesirable outcome or artifact of cultural processes" by engaging the cultural politics of pain, starting with the musculoskeletal and moving outward. That is, they look first at the pained body not as made by culture, or located within discursive formations or systems of performance, but as a constitutive moment of corporeality from which identities and identity politics are made and remade. In so doing, we extend Stuart Hall's (1996) oft-used definition of identity as the successful articulation of the subject into flow(s) of discourse. Basing our analysis in the physical, we propose that sporting bodies and their painful encounters represent an important site in which to understand the dialectic of bio-physical affect and cultural performance, represented in this case by the dialectic of pain and cultural identity.

**Menaker, Brian**, Lake Erie College (bmenaker@lec.edu) and Dale Sheptak, Lake Erie College

*Sport Activism and the Sociology of Sport: Are they Synonymous?*

The sociology of sport can be considered a type of applied sociology. Malcolm (2014) has suggested that the field of sport sociology was founded by people who felt that their scholarship could make a significant and positive impact on the social world (e.g. Harry Edwards) and who were bonded together by a shared sense of being pioneers expanding the boundaries of sociology. Applied Sociology is meant to help the general public make informed decisions about varying social problems, issues, conditions, and processes (Rossi and Whyte, 1983). One type of applied sociology may be seen in the movement toward Public sociology (Burawoy, 2004), which has also emerged in the sociology of sport. Cancian (1996) defines Activist research as aiming to empower the powerless, exposing the inequities of the status quo, and promoting social changes that equalize the distribution of resources. Activist research is for the disadvantaged but also requires the researcher to have a personal attachment to the cause being explored. As a result, activist research often conflicts with academic standards of involvement and detachment and the researcher's role as an objective observer. This presentation discusses the challenges of conducting research on the issues facing sport when concurrently engaging in activism. It considers the question of whether sport activism is a form of public sociology, applied sociology, or other.

**Meyer, Andrew**, Baylor University (Andrew\_Meyer@baylor.edu)

*Can We Admit It Yet? Lance Armstrong Did Some Good While Being Bad*

His actions on the bike were record setting. His unethical sporting actions have been demonized. His arrogance seems unending! Yet the social impact of Lance Armstrong's bicycling actions, which raised awareness, monies, and support of the cancer community are undeniably noteworthy. This presentation aims to bridge my 2010 dissertation data (and subsequent articles) of Armstrong's heroic-athlete depiction in the media before the fall', to Armstrong's social impact and status since he admitted to doping in January 2013. To wit, I will present a 2 years before and 2 years after glimpse of Armstrong (on and off his bike) as an agent of social change for those he sought to help: the cancer community. This presentation addresses three questions 1.) Are we ready to forgive Lance Armstrong for his drug related actions? What has the media, fan base, and competitive world's reaction since he admitted? 2.) Should

his actions, benefiting the cancer community assuage the robust fervor that has been leveled at him? If he returns to the cancer community, he brings negative attention; if he stays away, he cannot do what he has said he wanted to do. 3.) What will be the lasting relationship Armstrong will have with the cancer community; how much 'good' did he really do? The presentation seeks to facilitate an inspiring conversation among session attendees on the social impact of the most infamous contemporary cyclist within the context of 'cycling for good, by being bad'.

**Meyer, Andrew**, Baylor University (Andrew\_Meyer@baylor.edu) and John B. White

*How Can We Help? The Role Of Religious Organizations When The Games Come To Town*

Promotion of mega-sport events continue to imbue a positive experience for the world and host country even though negative social consequences are glaringly apparent. Our presentation critiques this sensationalism by revealing the social impact in East London and the role church organizations (not just Christian) had in assisting their constituents when the Olympics Games came to town.' Our work offers insights of the social impact on local communities mega-events have and suggests programmatic social initiatives that local churches can adopt in future host cities. This presentation will illustrate findings from interviews conducted with pastors and community members during the 2012 Olympics and provides context of the social disruption experienced during the Games. These interviews reveal that day-to-day assistance was needed and illuminates how the church became a source for positive social aid. We will 1.) Present the results of our interview data from the 2012 Games, evidencing the disruption of daily life and negative view of the Games within the local community. 2.) Discuss the community-wide social initiatives local churches took during the London Games. 3.) Offer programmatic suggestions of social initiatives that local community religious groups could implement to offset the negative impact of mega-events. Beyond attempts to evangelize athletes and spectators during these mega-sport events, which we critique, our presentation reveals that local religious organizations can provide vital resources and positive social experiences for their communities in ways that, had the mega-event not come to their city, they might not have had the opportunity.

**Meyer, Brandon**, University of Colorado Colorado Springs, (bmeyer@uccs.edu), Jeffrey Montez de Oca, ([jmontezd@uccs.edu](mailto:jmontezd@uccs.edu)), UCCS, and, Jeffrey, Scholes, UCCS

*The NFL and the Commodity Construction of Nation*

Leading up to the 2014 Super Bowl, the National Football League (NFL) ran a marketing campaign called Together We Make Football. This campaign invited fans to submit videos and essays to a web site of the same name ([togetherwemakefootball.com](http://togetherwemakefootball.com)) that explains why they love football. The NFL claims that thousands of people all across the nation submitted videos and essays. Out of those thousands, the fans voted on ten finalists. NFL Films then produced ten videos featuring each of the finalists and telling their stories. Out of those ten, five winners were selected and those winners won free tickets to the Super Bowl and were featured in additional NFL publicity, such as the video America's Game that ran just before the Super Bowl. We argue that Together We Make Football uses a crowded sourcing strategy to solve the image problem engendered by negative publicity related to concussions and chronic traumatic encephalopathy. Together We Make Football uses fan testimonial to brand the NFL as healthful to individuals, families, communities, and ultimately the nation. Through Together We Make Football, the NFL attempts to construct and brand football as one with the nation.

**Mills, Joseph**, University of Alberta ([jpmills@ualberta.ca](mailto:jpmills@ualberta.ca)) and Jim Denison, University of Alberta

*Maintaining coaching truths: A Foucauldian analysis of high-performance endurance coaching*

A number of recommendations have recently been forwarded by coach educators to help coaches develop more athlete-centered coaching practices. However, as we will argue in this paper through a Foucauldian lens, such practices do very little to destabilize traditional coach-centered behaviors and instead reinforce coaching's normal truths. Our analysis was based on two interviews with 15 high-performance male endurance coaches in the United Kingdom and the United States as well as a single observation of each coach coaching in his daily training environment.

**Milne, Emily**, University of Waterloo (emilne@uwaterloo.ca)

*Defining the ideal female physique*

How do women physique competitors define the ideal body, define their own body, and experience how their bodies are defined by others? Drawing on in-depth interviews and 3 years of fieldwork, this research has three objectives. First, this study explores how women define the ideal female physique and how perspectives may have changed overtime (throughout the course of their sport involvement). Second, this research explores how women negotiate the cultural and social normative standards of the female body, at times conforming or challenging cultural constructions of “appropriate” female body images and practices. Third, this study considers how women negotiate judging criteria within categories of female physique competition. Reflecting on my personal experience as an athlete as well as the experiences of fellow competitors, this research considers how women who compete in divisions of physique competition negotiate definitions of the ideal female form.

**Mindes, Samuel**, Michigan State University (mindessa@msu.edu)

*Golfing Alone?: Investigating Socializing as Motivation for Sport Participation*

In Bourdieu's sociological report *Distinction*, he finds a connection between social capital and sport participation. The present study revisits this connection and investigates the influence of socializing as a motivating factor in 'elite sport' participation by using Bourdieu's theory of social capital to inform the sporting habits of a sample of the American population. Using empirical data from an online survey of 395 individuals, this study finds that when socializing is a motivating factor in sport participation there is an increased likelihood of participation in 'elite sports,' such as golf and tennis. This finding reaffirms Bourdieu's theory and, furthermore, finds that other motivating factors for participation, specifically improving appearance, health benefits, and personal satisfaction are not significant factors in determining participation in these distinctive sports. This additional finding shows that while these sports are an arena for socializing, and are thusly used as a form of social capital, they are also less likely to attract those who consume sports for other purposes. This finding points to the importance of social ties and connections in distinctive sports and their uniqueness in the sporting world. Moreover, this study finds no significant relationship between income or education and elite sport participation.

**Mitra, Payoshni**, Independent Scholar and Megan Chawansky, University of Brighton  
(m.chawansky@brighton.ac.uk)

*There's no crying in fieldwork: On doing (postcolonial) feminist SDP research*

Scholars working within the SDP arena frequently allude to the various challenges present in the research field, and several have reflected on specific obstacles to 'successful' research partnerships. In most instances, these partnerships refer to the relationship between researcher(s) and an organization, and therefore, we know little about how co-investigators reflect on their abilities to come together or 'partner' within the confines of a specific project. As such, this paper offers reflexive, evidence-based strategies for employing a postcolonial feminist research methodology (Darnell & Hayhurst, 2014) within SDP

research from the perspectives of two co-investigators. We adopt a format utilized by Richardson & Lockridge (2004) to explore how different writing forms and the very process of writing facilitates a way to do postcolonial feminist research within our research partnership/project on girls' experiences of SDP programming in Delhi. Through a variety of reflexive practices and creative analytic practices (CAP), we offer tangible examples of our individual and collective experience of work on this project. We do so in an attempt to examine the promise and potential of establishing a postcolonial feminist SDP research partnership.

**Mohamed, Ahmed**, University of Georgia & Mansoura University, and Rose Chepyator-Thomson, University of Georgia

*Sport Journalists and Administrators in Football and Related Sports Organizations in Egypt: Their Perspectives on Press Treatment of Subjects and Sports Content*

Sport administrators and journalists direct and guide work completed in clubs, sports union boards, and government organizations (Ewees & Abdelreheem, 1998). The purpose of this research was to examine the role sports journalists and administrators fulfill in football clubs and related sports organizations or parties in Egypt. A review of pertinent related literature was performed. The methods of data collection were content analysis, interviews and questionnaires. A content analysis form was used in examination of 782 weekly and daily newspapers. The participants of this study were 186 and included members of Egyptian national sports council, board of directors and members of Egyptian football union, members of premier league management staff councils, and sports journalists. The findings of the study indicated that sports journalism has a great role in editing clubs and sports unions' bylaws, it also has a significant role in making football team managers coordinate between technical and managerial staff and players, Although sports journalists offer enough news to the public and make timely decisions in sports events, there was not enough attention given to a publication of readers' opinions on printed newspapers editions. Suggestions for printed sports journalism editors on publishing scientific results and sport administrators in context of performance in sports.

**Morimoto, Lauren**, Sonoma State University (morimoto@sonoma.edu)

*Reading the fat, athletic, female body: The conveyed and competitive competence of Holley Mangold*

This study examined online representations of Holley Mangold, female superheavyweight weightlifter, in the six months leading up to the 2012 Olympic Games. Although fat, or morbidly obese (she stands 5-8 and weighs approximately 350 pounds), the American media generally refrained from critiquing Mangold's weight. (During the same time frame, swimmer Leisel Jones, three-time Olympic gold medalist, was taken to task by the Australian media for her alleged weight gain.) Multiple studies have demonstrated how traditional and new media scrutinize female athletic bodies differently than male athletic bodies. For example, when female athletes received media attention, the coverage frequently sexualized and objectified them, diminishing their status as athletes and trivializing their sport achievements (Kian et al., 2013; Weber & Carini, 2012; Daniels & Wartena, 2011; Messner & Cooky, 2010). In spite of her fatness and femaleness, which conflict with conceptualizations of real athleticism (Dornoff, 2013; Morimoto, 2012), the stories on selected online sports (espn.go.com; foxsports.com; si.com; deadspin.com) and general media websites (e.g. USATODAY; Boston Globe, Washington Post) presented Mangold as a real athlete in a real sport. However, as constructed in the media, Mangold's athletic competence relied upon her connection to brother Nick Mangold, a Pro-Bowl football star with the New York Jets and her past participation (as just one of the guys in Ohio's high school football championship game. Consequently, while Holley Mangold challenged hegemonic anti-fat and gender ideologies through her athletic accomplishments, online representations ultimately perpetuated and reproduced anti-fat ideologies and gender stereotypes.

**Morris, Erin**, University of Illinois at Urbana-Champaign (elmorri2@illinois.edu) and Jacqueline McDowell, George Mason University

*Feminist Attributes and Identity of Roller Derby Participants*

Roller derby's most recent revival, beginning in the early 2000s, has roots in DIY feminist culture (Beaver, 2012). Encouraging women's empowerment, the national organization requires that all leagues are skater owned and managed. However, as the sport becomes more organized and competitive, concerns of a loss of feminist identification have been voiced. As such the purpose of this study was to investigate players' stage of feminist identity development, whether players self-identify as feminists, and their views of the current place of feminism within roller derby. Surveys and in-depth interviews with participants of one derby league were used. Qualitative findings show that many, but not all participants self-identify as feminists. The majority do view feminism as currently playing a role in roller derby in various ways, including the league organization, and the players' commitment to community and women's empowerment through sport participation. Many players also viewed the sheer act of playing a full contact, women's sport as a feminist act. These findings suggest that even as derby gains popularity, some aspects of its feminist roots and ideologies remain in the functioning of one derby league.

**Mourao, Marcela**, University of Alberta (mourao@ualberta.ca) and Jay Scherer, University of Alberta

*Political Promises and Municipal Nightmares: The Spectacle of the 2014 FIFA World Cup and the Transformation of Porto Alegre's Urban Landscape*

Sporting mega-events remain desirable spectacles for cities to attract mobile capital and people of the right sort' (Harvey, 1987) in the global economy. In their pursuit of 'world class' (Whitson, 2004) status, aspirant host cities embrace 'common sense' entrepreneurial policy agendas (Harvey, 1989) and the transformation and revalorizing of urban landscapes to facilitate capital accumulation and place promotion (Hannigan, 1998). As one of the hosts of the 2014 FIFA World Cup in Brazil, the city of Porto Alegre "the site of the first three editions of the World Social Forum that sought to directly challenge neoliberalism" made a number of stated political commitments to transform its urban environment through ten infrastructure development projects as part of the city's Matrix of Responsibility of the 2014 World Cup. In this presentation, we examine the official terms of those projects, including their budgetary commitments and construction deadlines. Finally, we discuss the emergence of these projects as significant political issues in the 2012 municipal election campaign, after which the re-elected centre-Left mayor of Porto Alegre, Jos   Fortunati, controversially withdrew all the projects from the Matrix of Responsibility of the 2014 World Cup, in order to free his administration from delivering the projects on time.

**Mower, Ronald**, SUNY College at Brockport (rmower@brockport.edu)

*Between Fitness Philanthropy and Physical Cultural Fissures: Reflections of a Border Crosser*

This paper represents an abridged rendering of an empirical chapter from my doctoral dissertation, entitled, *Fitness Philanthropy and Physical Cultural Fissures: The Problems with Addressing the Health of Urban Youth in Baltimore*. In seeking to understand, and represent, through ethnographic methods, the experiences of two distinct, socio-spatially polarized groups of people (white, middle/upper class fitness/health professionals and underprivileged black youth, brought together provisionally by a non-profit that trains urban youth to be fitness ambassadors for their own communities), I found that, as an embodied participant, my own positionality, lived experience, and multiple identifications (Essed, 1994) were peculiarly implicated in and cocreating the spaces of physical culture that I was engaged in, and writing about (Giardina & Newman, 2011, p. 8). Working within an elitist health club space, community



spaces separated by poverty and affluence, and the liminal spaces of my own memory, I unpack moments of (internal) conflict and (dis)comfort during embodied fieldwork. Importantly, I articulate these experiences by reflecting upon the spaces within which they occur, as well as autobiographical reflections of having frequently traversed spatial and symbolic boundaries (racial/ethnic, urban/suburban, religious, class, and cultural) throughout a divided, yet also diverse, upbringing in the greater Washington D.C. metro area.

**Musser, Allison**, University of Illinois (amusser3@illinois.edu) and Jon Welty Peachey, University of Illinois

*"Love your university more" -- Sense of community in student fan groups and non-sport student groups*

Identification with sports teams has been found to be beneficial for college students (Clopton, 2008; Clopton & Finch, 2010; End, Kretschmar, & Dietz-Uhler, 2004; Wann & Robinson, 2002). Additionally, sense of community on campus has been shown to have a positive impact in a variety of ways, including enhancing academic success (McCarthy, Pretty, & Catano, 1990), and decreasing drug use and delinquency (Battistich & Hom, 1997). Therefore, studying college sport fan groups and their impact on sense of community is especially important. The purpose of this study is to compare how different kinds of student groups can enhance sense of community on campus.

Preliminary qualitative research for this project indicates students feel that participation in a student fan group increases sense of community on campus, perhaps more so than other kinds of student groups, due to the dual identification with the university team and other sports fans. To explore this further, the researchers will distribute the Brief Sense of Community Scale (Peterson, Speer, & McMillan, 2008), to a sport fan group and a non-sport related student group on the campus of a large Midwestern university. Implications of this research include understanding how participation in sport fan groups can impact integration into campus culture and academic success.

**Nakamura, Yuka**, York University (nakamura@yorku.ca)

*Muslim men and physical activity: An exploratory study*

In the last two decades, there has been considerable literature that focuses on Muslim women generally (e.g., Roald 2001; Schleifer 1996; Doi, 1989) and their sport experiences specifically (e.g., Hamzeh & Oliver, 2012; Jiwani, 2010; Nakamura, 2002; Prouse, 2013). On the other hand, Muslim men remain ignored, or worse are naturalized as violent, subsumed by discourses of terrorism, patriarchal backwards cultures, and religious fanaticism (Murthy, 2010, p. 5). Siraj (2013) suggests that this lack of scholarly literature on Muslim men is in part because Muslim men are represented as not having a gender and are shown but not said, visible but not questioned . . . implicitly talked of, yet rarely talked of explicitly' (Hearn, 1996, p. 782, as cited by Siraj, 2013 p. 101). It is imperative then that research on gender and Islam be expanded to consider masculinity. Furthermore, in light of the wealth of research in the sociology of sport that shows how boys and young men learn how to be 'men' through sport (e.g., Adams, Anderson & McCormack, 2010; McKay, Sabo, & Messner, 2000; Messner, 1992; Messner, 1990), understanding how Muslim masculinity is constructed needs to also consider physical culture. The academic study of Islam and masculinity fails to consider the role of sport, and the scholarly examination of sport and masculinity frequently neglects to consider the case of Muslim men. This study, therefore, is an initial attempt to address this gap, by examining the physical activity experiences of Muslim men from southwestern Ontario.

**Narcotta-Welp, Eileen**, University of Iowa ([eileen-narcotta@uiowa.edu](mailto:eileen-narcotta@uiowa.edu)) and Elisabeth Erickson, McKendree University

*All Bark and No Bite: The Disarticulation of Feminism in the National Association for Collegiate Women Athletic Administrators (NACWAA)*

Since its inception, the National Association of Collegiate Women Athletic Administrators' (NACWAA) mission has been to enhance opportunities for women in athletics. But as Acosta and Carpenter (2014) point out, the number of female administrators remains significantly low. In 2014, only 22.3 percent of collegiate administrators were female “ and this marked the largest number of female administrators since 1972, when over 90 percent of collegiate administrators were female. This chronic lack of female representation at the highest administrative levels produces unequal gendered power relations affecting women's sports and the pursuit of gender equity.

In 2010, NACWAA hired a new CEO to address the continual need for female representation at all levels: Division I, II, and III; various intercollegiate conferences; and in the NCAA. Suddenly, NACWAA's second-wave liberal feminism begins to form into a symbiotic relationship with a corporate feminism that supports and extends the dominance of contemporary neoliberal attributes. Following Angela McRobbie (2013), we argue that NACWAA turns to neoliberal feminism, a distinctively gendered mantra of individualism, the market, and competition combined with social conservatism “ an unapologetically middle-class feminism. The appropriation of neoliberal feminist strategies through Sheryl Sandberg's book *Lean In* (2013) subtly depoliticizes NACWAA's mission for gender equity. Focusing on individual success and merely requesting a place at the athletic table, has moved NACWAA away from its political feminist roots for a feminism that more fully complies with the values of a male-dominated corporate America.

**Nedvetskaya, Olesya**, University of Glasgow ([nedvetskaya@gmail.com](mailto:nedvetskaya@gmail.com))

*Manchester 2002 and London 2012 pre-volunteer initiatives*

For years substantial research has been undertaken to investigate the impacts and longer term legacy of mega sport events. Yet, whereas infrastructural and economic benefits are well documented, a social aspect requires further attention (i.e. see Fredline et al., 2003; Coalter, 2007; Preuss, 2007; Gratton & Preuss, 2008; Doherty, 2009; Deery and Jago 2010). As argued by Fredline, Jago et al. (2003: 34-35), understanding social impacts of events on local residents and being able to monitor, measure and evaluate them is vital to event viability. One of the prominent examples of such impacts is the legacy derived from volunteer and pre-volunteer programs. Particularly, Manchester 2002 Commonwealth Games Pre-Volunteer Program and London 2012 Olympic and Paralympic Games Personal Best Program are unique examples of leveraging sport events to tackle social exclusion in local communities. This paper offers an in-depth comparative analysis of the content and outcomes of these programs. Interviews with managers provided insights to the principles behind programs' design and delivery, and interviews with volunteers highlighted their motives, experiences and benefits from taking part. Links between volunteering, education and employability are explored, and critical realistic evaluation is used to understand how and why these programs worked, for whom and in what circumstances. The intention is to extend the body of knowledge in the area of mega sport events and volunteering.

**Newhall, Kristine**, University of Massachusetts ([knewhall@isenberg.umass.edu](mailto:knewhall@isenberg.umass.edu))

*Creating gender inclusive sports: A case study of the ECCC*

In spring 2014, the Eastern Collegiate Cycling Association (ECCC) implemented a gender inclusion policy to address the current and future needs of gender non-conforming athletes. In this presentation I discuss the process of this policy's creation and implementation based on observation of race and conference

culture and interviews with riders, administrators, and coaches during the 2014 road race season. I focus on the ways in which policy creation and response to its implementation are connected to the culture of both cycling as a whole and intercollegiate cycling, which operates not under the auspices of the NCAA but USA Cycling. I use ECCC as a case study of how policies for gender inclusion are tied to a sport's culture and compare ECCC's policy to existing policies at all levels of sport.

**Nordstrom, Heidi**, Gonzaga University (nordstrom@gonzaga.edu) and Stacy Warner, East Carolina University

*Suited for Stripes: Experiences of Female Football Officials*

This study focused on life experiences of female (American) football officials. Previous literature has examined sports officials in regards to retention, recruitment, and their safety (Kellett & Warner, 2011; Warner, Tingle, & Phillips, 2013), but relatively little research has focused on specifically female football officials. Using qualitative approach along with a feminist perspective and social role theoretical framework (Eagly, 1997); the experiences of eight females who held football officiating positions were explored. When gender roles are applied to men and women, certain jobs can be viewed as more appropriate for each gender. The distribution of men and women into occupations are usually correlated with their gender stereotypes; consequently, there are very few women employed as football officials.

The findings of this study revealed that the participants had both positive and negative experiences officiating football. The results indicated that the participants' positive experiences revolved around working with the players, being part of a game they love, and being a member of the officiating community. The negative experiences were centered on outsiders' perceived notions that they were unskilled to officiate football due to their gender or lack of playing experience, and the perceived good old boys network within the sport of football. The practical implications regarding the recruitment and retention of female officials and females in male-dominated careers will be discussed, along with the theoretical contribution this study makes to gender equity in sport literature.

**Norman, Moss**, Assistant Professor, University of Manitoba (moss.norman@umanitoba.ca) and Fiona J. Moola, University of Manitoba

*Encountering the Spaces Between: A Cultural Phenomenological Analysis of Anorexic and Obese Women's Narratives About Weight, Health and the Body*

In contemporary Euro-Western cultures, anorexia nervosa (AN) and obesity (OB) are regarded as separate "disease states". Indeed, while AN is well incorporated in the psychiatric canon as a "mental illness", obesity is increasingly embroiled within biomedicine and public health discourses. We suggest that theorizing AN and OB in distinct silos has implications not only for the delivery of health care, but for how these embodied maladies are lived and experienced. Adopting a perspective which considers AN and OB as relational "pathologies" may open up novel lines of inquiry. In this study, we drew on the phenomenological framework of Sara Ahmed (2007, 2004, 2001) to investigate the embodied experiences of 20 Canadian adult women who self-identify as either anorexic or obese. Specifically, we argue that it is through everyday embodied encounters with spatial, temporal, discursive, and material worlds that the women's fat and thin bodies are formed and re-formed. Such a relational analysis reveals how fat and thin bodies are constituted through ongoing encounters with one another. For example, in the participant's narratives, the anorexic women expressed a constant fear of the fat-other lurking within, while fat women alluded to being haunted by the spectre of the normatively thin body. All of the women described that "psychological angst" underpinned their respective embodiments, and shared similar experiences of physical, psychological, and emotional pain. In demonstrating how "fat and thin" mutually

constitute one another, we discuss the theoretical, methodological, and clinical implications of adopting a relational perspective toward understanding weight pathologies.

**Norwood, Dawn**, University of Southern Indiana (dawn.m.norwood@gmail.com), Steven Waller, University of Tennessee – Knoxville and LeQuez Spearman, Gordon College

*Going Deep: Experiences of a Division I University's First Black Female Competitive Swimmer*

The adjustment period for first-year minority students at a predominantly White institution (PWI) can prove a little more difficult than most; and even more arduous for a Black student-athlete competing on an otherwise all-White team in what is considered a non-traditional sport for Black participants. Using case study method, a semi-structured interview was used to explore the first year experience(s) of a predominantly White, Division I university's first and only Black female swim team member during the 2008-2009 academic school year. The PI and two additional investigators found the participant, at times, felt lonely and disconnected from the team, encountered cultural/racial stereotyping and had to negotiate cultural constraints to be a member of the swim team. Moreover, the participant found herself in a position of having to inform, and sometimes correct, her White (and Black) peers and coaches on the misconceptions they held about Black swimmers and Black culture overall. The never-ending quest to maintain individuality, culture, and be a leader proved overwhelming for the participant at times. Implications for cultural competency for coaches and players are discussed.

**Oja, Brent**, The University of Kansas (b695o580@ku.edu) and Aaron Clopton, The University of Kansas

*Social Cognitive Career Theory and the Lack of Female Coaches: Institutionalization of the Link between Sport and Gender of Coach is Likely to Hinder Entry of Future Female Coaches*

The passage of Title IX has provided many opportunities for females to engage in intercollegiate sport. However, forty years after its inception large discrepancies still remain. In 2012 females occupied 38.6 percent of head coaching positions at the Division I level. More concerning is that males (56.1 percent) held more head coaching positions than females (43.9 percent) in female sports at the Division I level, and in sports such as women's basketball this contradiction is growing (Lapchick, Agusta, Kinkopf, & McPhee, 2013). The aim of our study is to attempt to explain this growing divergence.

We opted to analyze this issue via the lens of Social Cognitive Career Theory (SCCT), which interprets learning to be cognitively stored via direct learning experiences or by surveillance of others' behaviors. This results in a direct impact on self-efficacy. SCCT likens the concept of self-efficacy to the confidence of one to perform a behavior or group of behaviors (Lent, Brown, & Hackett, 1994). We surveyed student-athletes' views on entering the strength and conditioning coaching profession, as student-athletes are thought to be the most likely source of future coaches (Everhart & Chelladurai, 1998). Participants were then grouped into dyads, which differentiated those student-athletes who had coaches of the same sex and those with coaches of the opposite sex. We found striking differences between the two groups. Those in the similar dyad had substantially more significant differences in student-athletes' expectations of the profession than the opposite dyad. These results indicate that continuing to have males coached by males and females coached by females will continue to make it arduous for female athletes to make headway into the coaching ranks.

**Oja, Brent**, The University of Kansas (b695o580@ku.edu) and Aaron Clopton, The University of Kansas

*Coaches' Differences in Values and Priorities: How Person-Organization Fit May Explain the Scarcity of Minority Coaches in Intercollegiate Athletics*

Intercollegiate sport has experienced a dearth in racial diversity in the coaching profession. For example, in 2012 white coaches occupied at least 85 percent of all head coaching positions across all three divisions of intercollegiate sport. Further, male African-Americans occupied 8.3, 5.2, and 4.2 percent of male coaching jobs in Divisions I, II and III, respectively. While female African-Americans filled 7.9, 5.2, and 3.8 percent of head coaching jobs in Divisions I, II and III (Lapchick, Agusta, Kinkopf, & McPhee, 2013). Why do these uneven numbers exist in a climate in which the racial distribution of student-athletes is more evenly distributed? Our study aimed to examine these issues and potentially provide explanations. To scrutinize the racial disparity in the intercollegiate coaching ranks we utilized the concept of Person-Organization Fit. This led us to measure how various racial groups value different priorities, values, and issues. Our results demonstrated how coaches who were White and non-Hispanic had different values for certain variables than non-White coaches. These statistically significant variables included Entertainment Value to Coach, Financial Value to Coach, Excellence Value to Coach, Entertainment Value to University, Financial Value to University, Athletics Value to University, and Excellence Value to University. Due to these differences, we propose that Athletic Directors need to create and enforce policies that establish an organizational environment that might be more accommodating to the priorities, values, and issues that may accompany diverse coaching staffs. Providing such policies might open doors for minorities in a profession that is currently dominated by those who have different priorities and values.

**Olive, Rebecca**, The University of Waikato (rolive@waikato.ac.nz)

*They're not, ah, shrinking violets': Research, pedagogies and cultural change*

Through the constant intersections of embodied subjectivities and cultural knowledge, women who surf have always impacted the development of the male-dominated culture of surfing. In reflecting on my own practice researching these surfers, the pedagogical nature of intersecting subjectivities was no less central to the methods and ethics of my work. Reflecting on my own ethnographic practice, this paper explores what I learned about ethics, pedagogy and cultural change from participants in my research about women and surfing in Australia. Both feminism and cultural studies require researchers to be active in improving conditions for those whom the culture constrains. By going surfing as a way of doing research, I identified embodied processes of ethics and pedagogy that presented opportunities for contributing to changing attitudes, behaviours and ways of knowing. My researching subjectivity was already relational to the people I was researching; I was already implicated in of processes cultural change. This paper suggests that since researchers already occupy a relational position in our cultural fields, then perhaps we need to be more positioned in the ways we engage in the politics of the cultural spaces we research and continue to engage in everyday cultural studies practices that matter.

**Olushola, Joyce**, Arkansas State University (jolushola@astate.edu)

*When and Where They Enter: The Impact of Black Feminist Thought on the Research, Teaching, and Practice of Sport*

The focus on Black women and girls as administrators, participants, and researchers of sport is warranted as their experiences serve as canaries in the mines to the social, cultural, and structural influences that are continually driving individuals out of the study and practice of sport. While more contemporary interest in the experiences of marginalized groups is growing, these efforts have been conducted divergently, with a focus paid to a particular group (e.g., race or gender) and not symbiotically where the discrimination from all the groups of people can be utilized to attack the overall ideology driving their marginalization (Olushola, Jones, Dixon, & Green, 2012; Scranton, 2001).

To this end, Collins (1990) Black feminist thought (BFT) offers a critical perspective for redressing this issue in the literature, pedagogy, and research of sport. Three themes structure BFT: 1) an inductive method of theory building that recognizes race, gender, and class as interlocking systems of oppression; 2) identified patterns in Black women's lived experience which speak to the multiple levels of domination Black women face; and, 3) the need for Black women to be viewed as agents of knowledge whose voices also speak to the effects of other social demographics (e.g., age, religion) on one's lived experience. The purpose of this presentation is to demonstrate the value of Black feminist thought in the research, teaching, and practice of sport sociology by a) situating BFT in the larger sport sociology discourse through a review of the literature, b) exploring the use of BFT as a teaching methodology through the scholar's personal experience, and c) discussing the implications BFT provides for practice, research, and teaching through audience dialogue.

**Ortiz, Steven**, Oregon State University (sortiz@oregonstate.edu)

*The Institutionalized Brotherhood: How it Intensifies Stress in the Sport Marriage*

Drawing on long-term ethnographic work with women married to professional athletes, this paper examines how the wives and their marriages are impacted by the existence of what I conceptualize as an "institutionalized brotherhood." It not only provides opportunities for teammates to do masculinity in ways that can include occupational/positive deviance, but supports expressions of hegemonic masculinity in ways that can include violence against women and, in this case, infidelity. The institutionalized brotherhood is a contributing factor to what I refer to as a "culture of infidelity" in the world of professional sport. The notion of total institutions is applied in identifying an exclusive brotherhood constructed by teammates within team organizations, and cemented by the value given to the sport ethic, close-knit relationships, and in-group perceptions of loyalty/solidarity. Sharing certain characteristics with total institutions, team organizations isolate teammates from the public; guard the privacy of the organizations, teammates, and their families; and enforce highly regimented activities/schedules. All of these characteristics focus solely on achieving institutional goals, with the ultimate goal of winning. However, gender has been largely neglected as a primary characteristic of total institutions, particularly hegemonic masculinity, which can be a significant factor typifying a man's membership in a total institution. Interpretations of hegemonic masculinity are embedded in the institutionalized brotherhood and culture of infidelity, and both are major sources of stress for wives. The consequences of this institutionalized brotherhood for wives and the sport marriage in general are identified and discussed.

**Osmer, Lauren**, University of Texas at Austin (Lauren.Osmer@utexas.edu)

*Uncharted Waters: Annette Kellerman and Negotiations of Feminism in Physical Culture*

During the 1910s and 1920s Annette Kellerman was a media sensation. Originally known as the finest female professional swimmer of her day, she later became a respected physical culture lecturer and author, a well-known performer on the professional vaudeville circuit, and one of the first film stars. While Kellerman advocated for women's agency and personal responsibility, she was also subject to the changing social motivators of her era, including consumerism and visual media, especially the notable rise of advertising. Therefore, she lived a dichotomy of warring ideals; health as a promoter of beauty and accepted societal ideals for women, and health as a site of feminist action and liberation for women and girls. Although she was often influenced by the social forces of her day, she was also an influential figure who pushed to rewrite many of the existing narratives about women, health, and physical culture.

This paper contains a critical examination of Kellerman's physical culture contributions from a modern feminist perspective, and explores Kellerman's commitment to women's emancipation and her role in the changing social and subjective discourses on womanhood, femininity, and gender relations in the socio-

historical context of the early twentieth century. Also explored is the contemporary significance of her physical culture legacy, her participation in the construction of a new athletic identity for women, and her transformation of twentieth century sporting sites and spaces.

**Packer, Beth**, École Des Hautes Études En Sciences Sociales (Paris) and VSPA University of California Berkeley ([bethdpacker@gmail.com](mailto:bethdpacker@gmail.com))

*Breaking the rules: gender bending, stigmatization and the political agency of women's soccer in Senegal*

Women's sports in Senegal have been gradually gaining acceptance since the 1960s. Today, many female athletes are celebrated for their achievements. However, soccer remains a male dominated cultural space. The practice of women's soccer is highly stigmatized for the subversive gender bending identity performance associated with the women who play. Within the current social and political climate of moral panic surrounding homosexuality, perceived as the hegemonic imposition of western culture and an unprecedented Islamization of public space, women's soccer has become emblematic for a much larger struggle of competing cultural logics. As a result, both these women and the sport itself are systematically discriminated against in popular culture, the media, by hierarchical sport structures, the state, the school, their families, and Islam. In fact, marginalizing women's soccer is essential to the feminization, and thereby the normalization of women's sports in general. In a surprising turn, the footballeuse (soccer players) respond to this judgment not as victims, but as active participants in the construction of this stigma through which they develop a powerful political agency. Data was collected through nine months of participant observation, 60 in-depth interviews as well as analysis of secondary sources such as print, online and televised media.

**Palmer, Catherine**, University of Tasmania ([Catherine.Palmer@utas.edu.au](mailto:Catherine.Palmer@utas.edu.au))

*On controversies and scandals: the darkest day in Australian sport'*

This paper examines the ways in which sporting scandals and controversies can help orient a sociological agenda. Drawing on the darkest day in Australian sport " the result of a 12 month investigation by the Australian Crime Commission into match fixing, the manipulation of sports betting markets and the illegal sale and distribution of performance enhancing drugs - I argue that scandals in sport, as mediated public events, are uniquely placed to raise questions about a wider social logic that can focus an analysis of the contemporary cultural politics that underpins sport in both an Australian and global context. In a context where doping and betting are seen by many to be inevitable aspects of sport in advanced capitalist, late modern societies, the proclaimed 'darkest day' provides a unique site for advancing understandings of scandals and controversies and their relevance for the sociology of sport.

**Palmer, Catherine**, University of Tasmania ([Catherine.Palmer@utas.edu.au](mailto:Catherine.Palmer@utas.edu.au)), Kim Toffoletti, Deakin University, ([kim.toffoletti@deakin.edu.au](mailto:kim.toffoletti@deakin.edu.au)), and Peter Mewett, Deakin University

*Beyond participation: Muslim women and sports engagement*

In recent years, sport has become recognised as a key site and source of engagement for minority groups in Australia and on the international stage. One such group is Muslim women, who have been the subjects of a growing body of literature concerned with female empowerment as a means of achieving global gender justice and the generation of social capital. The objective of this research is to propose a new framework for approaching Muslim women in sport, beyond the oft-utilised framework of sports development. In preference to a deficit model of sports participation, where marginalized groups and individuals are incorporated into mainstream culture as players of sport, we bring together three

paradigms that remain under-investigated in terms of international research on Muslim women and sport “ participation, consumption and representation. By shifting the research focus toward the contribution of both active and passive sports participation to fostering self-determination for Muslim women, possibilities emerge to expand on the narrow priority formulation and policy fields of 'ethnicity' and 'well-being' focused on physical health outcomes through which Muslim women and sports-based interventions are commonly framed.

**Pangburn, Lauren**, Student (lpangbur@lion.lmu.edu)

*The Ethics of Using Athlete Endorsements in Food and Beverage Advertisements*

Athletes' large television presence is not limited to sport broadcasts; athletes are also frequently featured in advertisements. As some of the most admired individuals for their dedication and physical fitness, athletes as celebrity endorsers can carry a great deal of power in advertising. This study examines the role of athletes in food advertisements, seeking to determine whether they are ethical in their behavior and encouragement of the consumption of certain food products. Because athletes are often assumed to lead healthy lifestyles, one would expect that they would serve as advocates for healthy foods. However, this is frequently not the case; the majority of foods and beverages that athletes promote are nutritionally poor, often with all of their calories coming from added sugar. This may be ethically problematic considering the current obesity epidemic and the increased rates of obesity-related health problems. In 2006, the Institute of Medicine determined that television advertisements are contributing to the obesity trend. It is therefore important to examine how advertisements encourage poor nutritional choices; this study focuses on the potential of athlete endorsements to contribute to unhealthy eating habits. Three categories of athlete-endorsed advertisements—fast food, snacks, and beverages—are examined from a reader-oriented critical perspective both broadly and with case studies. The general trends in these advertisements are discussed, as well as why they are ethically problematic from both care ethics and nonconsequentialist perspectives. This study therefore seeks to shed light on athlete endorsements' potential contributions to obesity.

**Paraschak, Victoria**, University of Windsor (parasch@uwindsor.ca)

*Hope and Strength(s): Onsite Insights Walking the Camino de Santiago*

Denise Larson defines hope as the ability to envision a future in which we wish to participate (Enright, 2014). This concept, when connected to a strengths perspective, includes envisioning a preferred future that recognizes and builds upon our strengths along with a resource-rich environment. Employing C. Wright Mills' (1959) four sensibilities as components of a sociological imagination: historical, cultural, structural and critical (Willis, 1996), as well as a fifth sensibility, corporeality (Loy & Booth, 2004) I set out to interrogate concepts tied to a strengths and hope framework through an experiential reflection while walking the 500 mile Camino de Santiago in Spain. Key elements of this strengths and hope framework draw upon hope theory as espoused by CR Snyder (2002), which includes three components: the ability to envision 1) a meaningful goal; 2) a path towards that goal; and 3) one's ability to set out and sustain action on that path in order to achieve the desired goal. He also outlines the importance of a hope-enhancing environment, which I argue is a key factor in the maintenance of hope, since as Jacobs (2005) points out, hope is social in nature, rather than individual, and is wrapped up in the web of social relations that each of us inhabits. (p. 785). This strengths and hope framework is being generated as an alternative to the deficit approach often used when exploring and explaining the physical activity patterns of marginalized individuals in society.



**Parietti, Megan**, The Ohio State University (meganparietti@gmail.com), Kristy McCray, Leeann Lower and Donna Pastore: The Ohio State University

*The career development of student-athletes: Is there a gender gap?*

Research has indicated that women are less likely than men to achieve their academic and career potential (Wagner et al., 2007) and this can be compounded for female intercollegiate student-athletes (Tyrance, Harris, & Post, 2013). Overall, student-athletes were not as prepared for the workforce, nor did they have as strong of a focus on getting a job (Linnemeyer & Brown, 2010). Researchers have found that student-athletes have a lower level of career development than their non-athlete peers (Lally & Kerr, 2005; Martens & Lee, 1998; Perna et al., 1999). According to Meyer (1990), female student-athletes believed themselves to be academically successful, though they often tried to avoid having their professors know their athletic status. Further, Harrison et al. (2009) found that female student-athletes struggled academically when they were reminded of their athlete identity in the classroom. Overall, female student-athletes appear to fall behind their male counterparts when it comes to preparing for a career.

This study examined the career development of male and female student-athletes. All student-athletes at a large Midwestern university were emailed a link to a career development survey (n=1036). A response rate of 13% was obtained (n=137) with a gender breakdown of 50 men and 87 women. MANOVA analyses were run, showing that men scored themselves significantly higher than women did on intrapersonal, interpersonal, and oral communication skills ( $p=.05$ ). Men also scored significantly higher on all measures of career preparation ( $p=.05$ ). This research supports previous literature in which men have higher levels of career development. Future research needs to consider why female student-athletes scored lower than males on career development measures.

**Parietti, Megan**, The Ohio State University (meganparietti@gmail.com) and Donna Pastore, The Ohio State University

*Tripartite parenting, pressure, and support: A conceptual framework for the study of parents and athletes*

Most researchers agree that parents influence their children as they grow up and attain adulthood (Collins et al., 2000; Maccoby, 1992; Melendez & Melendez, 2010; Steinberg & Silk, 2002). Researchers have suggested that studying parents' interaction with their children is necessary to understand the socialization of children because parents are considered one of the greatest influencers in this process (Gallager, 2002). An aspect of the socialization process that needs to be examined is how parents influence their child's academic and athletic behaviors. What has been needed is a conceptual framework that ties together research in the fields of family studies and sport. This presentation will propose such a framework using Baumrind's tripartite parenting styles and the concepts of pressure and support. Baumrind (1966) was the first to introduce the idea of tripartite parenting styles, and many researchers since have utilized her theory (Baumrind, 2013; Criss & Larzelere, 2013; Steinberg & Silk, 2002). These styles include authoritarian, authoritative, and permissive parenting styles (Baumrind, 1966). Much of the research on how parents influence their child's athletic behaviors does not refer to a specific parenting theory. They look at behaviors that parents exhibit that act as an influence. Researchers have considered two types of behavior that can be used to influence an individual: pressure and support (Turman, 2007). This presentation will propose a conceptual framework that relates the three parenting styles to the concepts of pressure and support. This framework can help sport sociologists to examine how parents influence their athlete children through allowing the two concepts to be compared in previous literature and as a tool to conduct future research.

**Paul, John**, Washburn University ([john.paul1@washburn.edu](mailto:john.paul1@washburn.edu))

*Sound and Music in a Mixed Martial Arts Gym: Exploring the Functions and Effects of Organized Noise as an Aid to Training and Fighting*

This paper has two distinct yet interrelated parts. First, it is a study into the sociology of sound and music—an exploration of how the phenomena of noise organizes and structures human behavior. Second, it is an auditory ethnographic excursion into the world of mixed martial arts (MMA) fighting. Using a general qualitative approach grounded by the soundscape, participant observation and semi-structured interviews, we query MMA fighters' experiences with sound and music, noting how these sonic things become key aids in bonding, training, and fighting. Lastly, we describe how participants use music to achieve various motivational and psychophysical outcomes.

**Pearson, Demetrius**, University of Houston ([Dpearson@uh.edu](mailto:Dpearson@uh.edu)) and Jesse H. Hurst, Texas Southern University ([Hurst\\_JH@tsu.edu](mailto:Hurst_JH@tsu.edu))

*Running for Success: Legacy and Sustainability in the Third Ward*

This qualitative, ethnographic, study highlights key elements that have contributed to the longstanding legacy, financial sustainability, and community impact of the Texas Southern University (TSU) Relays: the largest Historically Black College/University (HBCU) track and field event in the United States (Bush, 2010). For over six decades TSU has staged this sporting event in the Third Ward community of Houston (TX), which has been embraced by its minority residents and world-class competing athletes. Data were collected via personal interviews, non-participant observations, and archival research. Various aspects of the TSU Relays will be presented in an attempt to acquaint session attendees with viable explanations for its legacy of success. This will include a historical perspective on its creators; an overview of the seminal work on marketing theory by Borden (1942), McCarthy (1960), and Fullerton (2007); as well as the importance of community involvement in the delivery of sporting events (Close, Finney, Lacey, & Sneath, 2006).

**Pedroza, Sofia**, California State Polytechnic University Pomona ([pedrozasofia@gmail.com](mailto:pedrozasofia@gmail.com)), Vanessa Valyan, CSU Pomona, Brittney King, CSU Pomona and Jonatan Castillo, CSU Pomona

*May the odds be ever in your favor: Print Coverage of inequality in Sochi 2014*

What comes to mind when thinking of female athletes? Athletes of color? LGBTQ athletes? The International Olympic Committee parades the Olympics as a time of solidarity and social responsibility. Through content and textual analysis of relevant articles in the Los Angeles Times over a span of five months, we examine the degree to which the Olympics runs parallel to the Hunger Games. More powerful, richer countries would outshine others who hold lower positions in the Human Development Index in both medal count and media attention. As the 2014 Sochi Olympics draw to a close, we also analyze gender portrayals and relations on international scales. Studying these classic sociological discussions during the Olympics provides a larger scope than is usually available. Based on our literature review, we are exposing patterns of feminized portrayals of women, marketable images, and emphasis on the success of more industrialized countries. Our expected outcome unveils that true merit of (nonwhite, female) athleticism is being outright disregarded in sports media portrayal.

One of the classic examples of women in sports is the Olympics. As the 2014 winter Olympics draw closer, we analyze gender portrayals and relations on intra and international scales. Studying these classic sociological discussions during the Olympics provides a larger scope than is usually available.

We expect to see feminized portrayals of women, marketable images, and ethnocentric demonization of other cultures especially in coverage broad...

**Piquette, Caroline**, Laurentian University ([cl\\_piquette@laurentian.ca](mailto:cl_piquette@laurentian.ca)) and Barbara Ravel, Laurentian University

*The Dufour-Lapointe sisters love fashion and the men's curling team is ripped: Examining gender (re)presentations in Canadian Francophone media during the Sochi 2014 Olympic Winter Games*

For decades, experts all around the globe have argued that the media is a powerful institution that continues to circulate and reinforce popular notions of traditional femininity and hegemonic masculinity. In general, past studies have demonstrated that female athletes receive far less coverage and are often (re)presented in ways that downplay their sporting performances. Research has also revealed that the media praises male athletes for their athletic success while celebrating various forms of acceptable masculinity. However, in recent years several studies have revealed that during major international competitions such as the Olympic Games, nationalism can provide a way to attribute more equal coverage between male and female athletes. For this study, we performed a feminist textual analysis on Canadian Francophone electronic media data and examined how gender was (re)presented during the Sochi 2014 Olympic Winter Games. In this paper, we will highlight that the Canadian Francophone media (re)produces ideas that support the notions of traditional femininity and hegemonic masculinity despite the occasional evident influence of nationalism. We also discuss how Canadian nationalism was divided into two types (Québec nationalism and Canadian nationalism) and how these two types of nationalism only benefited certain groups of athletes in regards to media coverage.

**Plymire, Darcy**, Western Illinois University ([dc-plymire@wiu.edu](mailto:dc-plymire@wiu.edu))

*Exclusive Masculinity?: What the Martin/Incognito Scandal Reveals About the Contestation of Masculinity in Men's Professional Sport*

Recent scholarship (Anderson, 2009) on the construction of masculinity suggests that young men in the US and the UK are less homophobic than their predecessors. However, newsworthy events in sport often reveal that homophobia endures in the locker room and on the field. Analyzing news reports about the Martin and Incognito scandal from the fall of 2013, this paper examines how masculinity is constructed and contested in men's professional sport. It concludes that whilst masculinity may be more inclusive than in previous eras of sport, the hyper-masculine constructs undergirding professional sport remain a potent force.

**Potwarka, Luke**, University of Waterloo ([htepylo@uwaterloo.ca](mailto:htepylo@uwaterloo.ca)) Halyna Tepylo, Darla Fortune, and Heather Mair, University of Waterloo

*Experiences of becoming more active in response to the Vancouver Olympics: A qualitative approach*

Using a qualitative approach, we sought insights into the nature of the relationship between a mega-sport event and increased activity levels among people living within a host nation. To achieve this purpose, we conducted semi-structured interviews with seven individuals who indicated becoming more active in response to the Vancouver 2010 Olympic Winter Games. Previous investigations of participation effects have been dominated by secondary data analyses of mass participation data, which may not reveal unique insights into the underlying forces that motivate an individual to become more active in response to a mega-sport event. Three inter-related and overarching themes emerged from our analysis. Connecting through engaged viewership refers to personal and meaningful connections participants

made with the Olympic athletes they watched. The act of watching elite athletes compete appeared to inspire participants to make positive activity-related changes in their own lives. Harnessing the connection refers to supportive social and built environments, as well as access to particular resources that enabled participants to act on their inspired state. Launching off but falling fast refers to the intense, but fleeting nature of changes to participants' activity levels. Our findings suggest sport and recreation organizations should nurture newly formed relationships with participants, accommodating diverse skills, abilities, and expectations. To sustain engaged viewership, efforts should also be made to keep inspirational performances associated with Olympic events in the public consciousness for longer periods after an event.

**Pringle, Richard**, University of Auckland (r.pringle@auckland.ac.nz)

*Be happy, play sport? Governing wellbeing via the promotion of sport.*

Over the last three decades many nations (e.g., New Zealand, Australia, Canada, England, Scotland) have designed policies and increased their funding of sport with desire to get more people participating in and enjoying sport. Underpinning these investments is the belief that sport can improve the quality of life and enhance the health of individuals and communities. Sport, accordingly, is being used as a governmental technology in an attempt to regulate a population's health and wellbeing. In following Valerie Harwood (2008) who encouraged critical exploration of how truths and knowledges about the body and life are circulated via techniques of biopower, I critically examine the impact of prioritizing sport as a governance strategy to promote wellbeing. Through reviewing the limited literature that has specifically examined the connections between sport (not exercise), health and subjective wellbeing, I argue that governmental attempts to enhance a population's wellbeing via sport are currently unfounded and, at worst, can act as a dividing practice that works to stigmatize certain bodies as unfit, unhealthy, and unworthy. In other words, the well-intended desire to enhance wellbeing and health via sport promotion can result in its antithesis.

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

*Protesting the World cUPP: Pacification and resistance in Rio de Janeiro's low-income communities*

Thousands of demonstrators took to the streets during the 2014 World Cup in Brazil to protest the excessive amounts of money spent on the country's mega events. Yet the concerns of low-income residents whose communities have been permanently occupied by military police "through a government program called 'pacification'" were grossly underrepresented in the slogans of most activists. Given that much rhetoric in Brazil explicitly links pacification to the World Cup and the 2016 Olympic Games, what is the source of this disconnect? How are mega events articulated to the militarization of space in Rio de Janeiro? And what are some of the ramifications of mobilizing around mega events as a strategy of protest in these communities? I explore answers to these questions by drawing on my experiences of participant observation in activist circles in Rio de Janeiro's favelas'. I argue that the mega events have helped create the conditions for new biopolitical spaces in Brazil through discourses of protecting both favela populations and tourists from 'drug traffickers'. These discourses are racialized, gendered, and, in turn, operate as projects for legitimating state violence and the hosting of mega events. Moreover, the construction of new villains and victims through ideas of 'pacification' variously constrains the ways in which favela inhabitants can protest and be heard in both Brazilian and international media.

**Raab, Alon**, University of California, Davis (akraab@ucdavis.edu)

*Rebellious Girls, Struggling workers and Rising Masses: The Bicycle and Social Change in the Middle East*

This presentation explores the role played by bicycles as agents of social change and resistance in the Middle East. First appearing with European and American adventurers, missionaries and colonial administrators, bicycles gained popularity in the region during Ottoman, British and French rule, their use encouraged in elite schools as embodying western ideals of progress. In the early decades of the 20th century bicycles played an important role as a vehicle for women's overcoming patriarchal barriers. (A role that is ongoing.) National liberation movements emphasized, via political and athletic clubs, the importance of cycling in fostering physical and mental health, building the new man and woman of the nation, and resisting foreign invaders. Bicycles have been used not only by armies, resistance movements and suicide bombers, but also to create bridges between cyclists of warring nations. They have impacted political and social developments such as colonialism, the rise of modern political Islam and globalization, while capturing the imagination of writers, artists and filmmakers who have incorporated them into their works and sang their praises. The presentation, based on archival research and interviews, looks at intersections with religion, class, gender, and individual and social transformation and is the first study of its kind.

**Rabii, Watoii**, University at Buffalo, SUNY (c/o: tcrosset@isenberg.umass.edu)

*Understanding practice in an interaction order: Tiny Publics, Habitus and the Self*

Practice within interaction orders has been a vibrant area of social psychological and sociological investigation. An interaction order refers to the way interaction is structured according to meanings, norms and codes (Goffman, 1983). Concepts such as habitus, self-monitoring and self-presentation have been used by social scientists to explain what exactly influences practice in an interaction order. What Fine refers to as idiocultures and sticky cultures are produced when stable meanings are established within small groups. Members make sense of their membership in a group through idioculture and sticky culture (Fine, 2010; Fine, 2013). Taken together these concepts can provide an understanding of practice within interaction orders. Self-Monitoring is the method of assessing the appropriate means of self-presentation in an interaction order. Using a boxing gym as an ethnographic case I demonstrate how each of these concepts can help us understand small group interaction. I will argue that an integrative framework is needed to understand practice in an interaction order.

**Ramsey, Michael**, University of Lethbridge (helsmt@uleth.ca), Nicholas Rickards, University of Lethbridge, Sean Brayton, University of Lethbridge, and Michelle Helstein, University of Lethbridge

*From the Quiet Room to Collective Bargaining: Exploring the Missing Link between the Concussion Crisis and Labor Politics in Professional Sports*

This paper presents the initial findings of a study regarding the relationship between labour struggles in professional sports and the growing epidemic of concussions among athletes, specifically gridiron football players and hockey enforcers. It surveys the emerging interest in the concussion crisis across popular press, documentary films and academic literature in North America. Using a discourse analysis, we explain how popular media often presents concussions in ways that are certainly informative but tend to avoid a more politicized discussion of the athlete as a manual worker whose body succumbs to the use and abuse of professional sports. We suggest that nuanced discussions of labour, which have a rich tradition in sports sociology, could effectively address how the concussion crisis speaks to complicated relations of athletic production. As we argue, working conditions are inseparable from concussions in

professional sports, a phenomenon that requires further development within both the popular press and academic literature. We conclude with an overview of the various political implications for bridging the labour politics of sports with the concussion crisis.

**Ranachan, Kate**, University of Minnesota (ranac003@umn.edu)

*See you at the pub at 7 AM: New rituals in English Premier League fandom*

The English Premier League (soccer) is now the most watched sports league in the world with an audience in an estimated 212 countries. This has led to concerns that global broadcasting along with the rise of international fan bases are a threat to the English character of the league. This paper argues that while the viewing spaces may be different, international fans still orient themselves, like domestic fans, to the spectacle of the live kick-off. The televising of soccer has changed the spatial experience of the game by creating new spaces and opportunities for viewership, which has led to the development of supporter rituals that are no longer oriented around the stadium but, rather, are centred on television and the Internet. Drawing on Benedict Anderson (1983), I argue that the stadium and the television exist in parallel time, allowing domestic and international supporters to engage in similar practices. Through an examination of North American fan experiences, this paper argues that the mediated, parallel experience of the game has given rise to new fan rituals (ex. watching games at 7 AM) while also creating, through the shared temporal experience of the game, the potential for new fan communities that span borders.

**Ranachan, Kate**, University of Minnesota (ranac003@umn.edu) and Helen Morgan Parmett, University of Western Washington (Helen.MorganParmett@wwu.edu)

*We are the 12th man: Re-imagining Seattle's Sporting Space*

As John Bale (1993;1994) argues, fans' relationships to stadiums are structured by topophilia "a love of place. As such, this paper seeks to understand how sports fandom shapes urban space through a love of place and team, and how this production of sports-space intervenes into struggles over city space within Seattle. During the Seattle Seahawks successful Super Bowl campaign, much was made of the 12th man effect of the Seattle crowd, re-affirming Seattle's position as a sports town. Considering two fan communities in Seattle, the Seahawks and the Sounders, we examine how sports fandom is imbricated within Seattle to construct a unique sense of the Pacific Northwest as a place and the urban space of Seattle, in particular. This paper thus considers how sports presence marks urban space. We examine the placement of Century Link field (home of the Seahawks and the Sounders) in Seattle's SoDo neighbourhood (a place marked for urban renewal) and its relationship to both fans and the redevelopment, branding, and habitus of city space in Seattle.

**Reiche, Dr. Danyel**, American University of Beirut (dr09@aub.edu.lb)

*Soccer at the Olympics*

This paper discusses why the FIFA World Cup gets more attention than the soccer tournament at the Olympic Games. When talking about soccer at the Olympics, one needs to differentiate between men's and women's soccer. Women's soccer at the Olympics is much more inclusive, but its history started much later: Whereas men's teams have competed since the 1908 Olympics, the women's tournament did not begin until the 1996 Games. The history of men's soccer at the Olympics is a story of restrictions. At the beginning, only amateurs were allowed. Later, professional players were allowed but only if they had not participated in a FIFA World Cup. Finally, an age limit was imposed with the effect that the majority of the players have to be less than 23 years old.

Professional players were for the first time allowed at the Olympics when the Games took place in 1984 in Los Angeles. The U.S. witnessed another milestone in the Olympic soccer history when the women's game was included into the program at the 1996 Games in Atlanta. The popularity of women's soccer in the U.S. as well as the success of the North American Soccer League, particularly clubs like the New York Cosmos in the 1970s, contributed to the International Olympic Committee's decisions to include a women's tournament as well as professional male players into the Olympic program of the Games in 1996 and 1984 which were both held in the U.S.

**Reiche, Danyel**, American University of Beirut (dr09@aub.edu.lb)

*Success and Failure of countries at the 2014 Winter Olympics*

Most countries have recently heavily increased their spending for the elite sport sector. I discuss theoretical concepts that explain why national sporting success has become a policy priority around the globe. The main focus is to discuss why some nations are more successful in winter sport than others. Which factors determine success and failure of nations particularly at the Winter Olympics? I will reassess the understanding of success in sport beyond conventional explanations that population size of a country and the strength of a national economy are the main determinants for differences among nations. A theory on nations' success and failure in sport is presented by proving relationships of variables that could be identified for the same groups of countries such as the most and least successful nations. The investigation will focus on the relationship of factors that are not out of political control (such as geography) in order to analyze the possibilities and limitations of governments in influencing their nations' success in sport.

**Rich, Kyle**, Western University (krich6@uwo.ca) and Laura Misener, Western University

*Social Impacts of Large Scale Multi-Sport Events for Rural Non-Host Communities*

Recent literature describes the potential of large scale sporting events to be leveraged for various social outcomes. For example, events have been discussed as a driver of social capital (Misener & Mason, 2006a), citizenship (Misener & Mason, 2006b), and sense of place and community (Smith, 2009). While these claims are often generalized, applied, and discussed in relation to regions that host events, little academic inquiry has examined the perceived impacts of large-scale events on rural communities in the regions hosting these events. Thus, in this presentation, we discuss preliminary results of a multiple case study research project examining the perceived impacts of large scale sporting events for rural non-host communities. Data will be collected through focus group interviews with residents of Perthshire County, Scotland while Glasgow hosts the Commonwealth Games (Glasgow 2014). This study will contribute to our understanding of the process of leveraging events for social outcomes in diverse contexts and will particularly focus on the nuances of urban and rural communities and understandings of sport and sport events therein.

**Richardson, F. Michelle**, The Citadel (FRichard@citadel.edu) and Nicholas G. Schlereth, The University of New Mexico

*Graduate Assistants and Athletic Departments: Who Really Benefits From This Relationship?*

In 1976 the National Collegiate Athletic Association created the status Graduate assistant (GAs). Since beginning of that designation, GAs has become mainstays in college and university athletic departments. They work as coaches, tutors, athletic trainers, equipment managers, etc. Are graduate assistants being exploited for their efforts? Who benefits most from these relationships? What are the benefits from these

relationships? Dunn and Dunn (1997) found graduate assistant coaches experience many of the same problems conflicts and strains as full time coaches; but GAs also experience role ambiguity. The amount of time that is required of a GA can lead to burnout. Graduate assistant athletic trainers in Division I athletic departments levels of stress and burnout tendency were positively correlated to average amount of hours worked in the clinical setting (Mazerolle, Monsma, Dixon, & Mensch, 2012). Graduate assistantships are essential experience builders, and a way to obtain entry-level positions collegiate athletics. A graduate assistantship is almost essential for full-time employment in athletics (Dunn & Dunn, 1997). Athletic departments are constantly seeking ways to maximize their human capital by decreasing their personal cost and GAs are a popular option due to their limited overhead cost.

**Richardson, F. Michelle**, The Citadel (FRichard@citadel.edu) and Yong-Chae Rhee

*Roller Derby Participation: Commitment and Motivation Among Females.*

Roller derby is a full-contact female roller sport whose participants reflect a diverse array of ages, sexual orientations, professional and educational backgrounds, and socio-economic status. They dwell in urban and rural communities; and what all these women have in common is the unrelenting desire to put on skates and battle on the flat track. Previous research on roller derby (Finley, 2010; Carlson, 2010) addressed femininity and the personal identification of gender in this physically aggressive sport; or they were historical feature stories (Fouts, 2008). Currently there is a lack of research on what motivates and commits these female athletes to participate in such a non-traditional sports activity. This reincarnation of roller derby began in 2003 in Austin, Texas. You can now find roller derby teams across the United States; as well as Europe, Asia, Australia, and New Zealand. Roller derby is no longer the little sister of professional wrestling as it was in the 20th Century. It's quickly making its way into the mainstream. Derby has been the focus of film and popular network television shows like Hawaii Five-0 and Bones. Gone are the theatrics of the 1970s, and so are the men. Today derby is about athleticism and adrenaline, camaraderie and empowerment; it's female driven, and it's fun. The participants are invested in the sport and the teams; because, they own the teams. According to Women's Flat Track Derby Association (WFTDA) (2013) the primary owners, managers, and operators of the member teams and leagues are female; and their mission is to foster goodwill and sportswomanship. The sport commitment model suggests commitment to sport participation is a function of a person's sport enjoyment, the attractiveness of involvement alternatives, pers...

**Riemer, Brenda**, Eastern Michigan University (briemer@emich.edu), Erica Zonder, Adrian College

*Women Feeling Sorry for Men: Title IX and College Sport*

Parente's (2008) study about perceptions of Title IX compliance among college athletes indicated that female athletes reported that men were treated better than women in terms of access to facilities, facility scheduling, team publicity and new equipment. The purpose of this study was to examine student athlete's perception of Title IX at the Division I and III levels. In our study, the question, Are there negatives to Title IX, yielded results not consistent with Parente's study. Many female student athletes expressed concern for male student athletes and their access to sport. More recent studies of what Staurowsky and Weight (2011, 2013) referred to as Title IX literacy among NCAA head coaches and athletics administrators revealed large gaps in knowledge 40 years after the passage of the legislations to sport in terms of number of sports available for men and/or the cutting of men's sports. This potentially leads to misunderstanding of Title IX which can lead to unnecessary sacrifice of male sports which leads to administrators perpetuating a myth that Title IX specifically leads to budget cuts. And these same leaders and educators are teaching by example the negative stereotypes of Title IX. While these negative stereotypes are embraced by both females and males, is this perhaps another demonstration of apologetic behaviors by females?



**Rinehart, Robert**, University of Waikato

*Surf Film, Then and Now: "The Endless Summer meets Slow Dance"*

Media shifts in the past 50 years have profoundly affected how film is produced, delivered, and received. In this paper, I aim to examine two exemplar surf films—*The Endless Summer* (1964) and *Slow Dance* (2013)—as well as the surf film genre to note some of the ways these cultural artifacts have changed over time. I link these shifts to larger cultural shifts, and draw attention to several key strategies that these surf films utilize to remain topical to their audiences.

**Rodgers, Katie**, Coe College (krodgers@coe.edu)

*From Football to Fatherhood: An Alternative Masculinity in Life After Sport*

Professional football players, viewed by the American public as the epitome of masculinity, retire from sport with bodies that are often broken and maimed. This leaves many football retirees unable to perform the requisite feats of physical strength and domination that mark hegemonic masculinity in U.S. culture. How do these men recreate a masculine identity in the face of declining strength, mobility, and bodily control? Based on in-depth life history interviews with twenty-eight professional football retirees, I argue that the role of family man/provider is one that many men adopt as a means of enacting masculinity with a less functional body. For the men who are able to adopt this role, what effect does family man masculinity have on retirees' life after football? Does having this outlet for performing masculinity effect retirees' experience with depression, drugs and alcohol abuse, and financial distress?

I argue here that being a family man/provider provided many football retirees with an important alternative to physical hegemonic masculinity "both during and after their playing days. Those who had families during football were more likely to begin planning for a post-football career and thus, had an easier time disidentifying with football and moving on. Further, the ability to jump into another socially valued role alleviated feelings of depression and restlessness upon exiting football.

In this paper, I'd like to further explore the constraints on the family man/provider role "Who is excluded (based on socioeconomic status, race, sexuality)? What are the consequences of this exclusion? Further, why is being a father seen an appropriate stand-in for being a football player? What does this tell us about the conception of fatherhood in the U.S.?"

**Rodgers, Katie**, Coe College (krodgers@coe.edu)

*Leaving the Game: Capital and Role Exit from Professional Football*

In the U.S. popular imagination, professional football players are quite literally the embodiment of hegemonic masculinity. They enjoy large amounts of social prestige and earn very high wages. They are physically dominant and exert a high degree of control over themselves and others. What happens, then, when these players exit their role as professional athletes? How do they cope with the loss of status and control? In what ways is this process shaped by pre-existing stores of economic, cultural, social and symbolic capital? How, in turn, is their accumulation of various forms of capital affected by the process of role exit?

Using qualitative data from twenty-eight in-depth, life history interviews with professional football retirees, I apply and expand upon Fuchs Ebaugh's (1988) theory of role exit to understand the process of transition that football retirees go through in leaving the sport. By bringing in Bourdieu's theory of capital, as well as

Connell's understanding of hegemonic masculinity, I am able to bridge micro-level social psychological processes and macro-level social inequalities.

In this paper, I argue that the pre-existing capital players bring to their role as professional football players shapes the way they leave the game. In other words, players who come into professional football with more cultural and social capital have more agency in their departure from football and are more likely to begin planning for a career after football. These factors are important for generating new stores of capital in life after football and in turn, maintaining a masculine identity and warding off depression. My research sheds light on both the social-psychological and class/status issues faced by football retirees.

**Rodgers, R. Pierre**, George Mason University (prodgers@gmu.edu) and Felecia F. Jordan-Jackson, Florida State University

*Regionality, Race, and the Perception of Speech: Rhetorical Crisis and the Case of Jameis Winston and Dee Dee Bonner*

Moments after leading his Florida State University Seminoles to college football's 2013 BCS National Championship, Jameis Winston, an African American, gave a televised, exuberant post-game interview. A white disgruntled viewer, the mother of Alabama's two-time championship quarterback, Dee Dee Bonner, apparently posted a tweet asking, "Am I listening to English?" Her tweet was quickly deleted and she apologized.

We believe that this case can be termed a rhetorical crisis as articulated by Millar and Heath (2004, p. 5): a rhetorical approach to crisis explicitly acknowledges that the responsibility for the crisis, its magnitude, and its duration are contestable. The notion of rhetorical crisis can be linked to the concept of a rhetorical situation in that an exigency calls for a statement or response (Bitzer, 1968). With the context of race, sport, media, and image, we examine the interplay of regionality, dialect/accent/Black English perceptions, and intelligence. Specifically, by examining tweets and online responses to this incident, we employ aspects of content analysis and cluster criticism (Foss, 2004) to analyze racist/racial discourse produced from viewer and reader comments.

**Rodriguez Currie, Kelli**, Seattle University (rodrig31@seattleu.edu)

*Signaling Eligibility: Evaluating the messaging of NCAA eligibility requirements to prospective student-athletes.*

Resting on core values including a focus on academic achievement and amateur competition, the NCAA requires that student-athletes meet specific eligibility requirements prior to competing in intercollegiate athletics. Prospective and current student-athletes receive information surrounding eligibility requirements from a variety of sources and are solely responsible for securing their eligibility. Signaling theory explores the informational asymmetry that exists between two parties in a transaction, when one party in a position of power holds information that the other party has not obtained and may be important in the ability of the uninformed party to make a decision. Additionally, importance-satisfaction analysis offers a practical way to evaluate how satisfied consumers are with a particular attribute, against whether or not they believe that attribute to be important. This study explores student-athletes' satisfaction with the communications they received surrounding academic and amateurism eligibility requirements for participation in NCAA intercollegiate athletics, and their perceived importance of those communications within an environment of informational asymmetry. Specifically, I surveyed 162 NCAA student-athletes competing in all three NCAA divisions and 20 conferences. The results indicated that while student-athletes were generally satisfied with the communications they received regarding eligibility requirements, discrepancies between the satisfaction with and the reported importance of these communications exist. These results suggest

that the NCAA and its member-institutions have an opportunity to improve communications surrounding eligibility requirements in an effort to level the proverbial playing field in an environment of informational asymmetry.

**Rorke, Tom**, Penn State University (ter163@psu.edu)

*Barbarians, Gentlemen, and Gay Players: Inclusive Masculinity in North American Men's Rugby.*

This project examines recent developments in men's rugby in North America, where it remains a sport known more by its stereotypes than for what it now offers players. Recent years have seen the emergence of many leagues and sports clubs for gay men including more than 30 North American members of the International Gay Rugby Association and Board (IGRAB). These clubs have emerged during a time of rapidly progressing transformations in masculinity. Theorists Mark McCormack and Eric Anderson have found a clear trend towards more inclusive masculinities amongst British rugby players, but there has been little work in this field that considers North American men's rugby.

Early evidence suggests the opportunity to participate in team sports and to share in the physicality and fraternal bonding of rugby motivates members of these clubs, as well as a sporting environment free of hyper-competitive socio-negative masculinities. Some of these teams now have significant populations of non-gay players, some of whom have moved to these clubs from mainstream teams. This is positive evidence declining of social barriers based on sexual orientation, but this has, in turn, sparked debates over the social politics of focusing on either identity or competitive sport. Through interviews of IGRAB club members, this study unpacks the current relationship of athleticism, physicality, masculinity, and sexuality for mens rugby players in two North American cities.

**Rosenthal, Maura**, Bridgewater State University (mrosenthal@bridgew.edu), Jennifer K. Mead, Bridgewater State University, and Daniel L. Chase, Bridgewater State University

*Girls Inc. on Campus: Access to Recreation and Higher Education Through Community Partnerships*

In the past four months, a community partnership was forged between a local chapter of Girls Inc. and our university. We approached the Girls Inc. chapter with an idea to develop a program to teach girls paddling while exploring the river and watershed that runs through their city. The Girls Inc. directors indicated that lack of recreation space, specifically the lack of access to swimming and green space for the girls, was their primary need during their summer day camp. Girls Inc. runs a low-cost 8 week summer camp that includes breakfast and lunch in a historic downtown building with a blacktop recreation space and a small gymnasium space. We worked with the Girls Inc. staff to plan and to generate support for a pilot program beginning in summer 2014. Girls will visit our campus to take part in swimming, adventure activities and a mini-class on higher education. In this paper, we will reflect on the pilot program, financed by our K-12 Outreach Office, and our plans for engaging in participatory action research using the girls and our undergraduates as researchers. We wish to identify what the girls see as their greatest strengths and barriers as we further our community partnership.

**Rossow-Kimball, Brenda**, University of Regina (brenda.rossow-kimball@uregina.ca) and Donna L. Goodwin, University of Alberta

*Rejecting the Narrative of Support: Self-Determination and Strength in Aging Adults Labelled with Intellectual Disabilities*

Rooted in previous paradigms whereby service provision for people with disabilities is driven by dominant patriarchal, medical-model discourse reflective of inadequacy, hopelessness, underachievement, and dependence, there is the assumption that older adults labelled with intellectual disabilities are likely to experience a lonely, isolated, and inactive retirement without structured programming by leisure experts. The narrative inquiry for this presentation engaged the first author in the lives of three older men labelled with intellectual disabilities as they lived out a story of retirement in a mid-sized city in Western Canada. Rejecting opportunities to engage in expert driven 'inclusive' and structured recreational sport retirement programs such as bowling and shuffleboard, the retirees composed a competing story of retirement characterized by independence, ingenuity, strength, and engagement in personally meaningful activities. Drawing from sport sociology literature which questions the value of youth sport programming, the authors suggest that by choosing to reject the structure of 'expert'-driven, 'benefit'-laden retirement programs, the retirees enhanced their opportunities for continued personal growth as they are continuously pushed to live a self directed and self-determined retirement. With a potential paradigm shift before us, professionals and academics are challenged to rewrite the grand narrative of historically imposed professional support in the lives of people with disabilities with a new focus on possibility, hope, expectations, and growth.

**Rugg, Adam**, University of Iowa (adam-rugg@uiowa.edu)

*Screening the Stadium: Community, Capital, and the Emergence of the Stadium Spectacle*

American sports stadiums are continuously being built and refurbished with a focus on increasingly massive video displays. Yet, rather than something new, this screening represents the culmination of a number of trends and evolutions in display technology and stadium design that were initiated decades ago, amidst fears of declining attendance, to lure spectators away from their televisions and back to the stadium. Ironically enough, rather than reinforcing the linkages between the team, the stadium, and the community, these developments eventually undermined them. In this presentation, I will trace the development of in-stadium video displays in professional sporting stadiums, starting with the introduction of the JumboTron in the late 1980s. In doing so, I argue that the JumboTron and the new generation of large screen video displays that followed it reshaped the stadium and its uses, transforming it from a site of localized experience and community practice to a commodified gateway to global flows of capital.

This reconfiguration of the stadium is a crucial contributor in not just the formation of the modern American sporting landscape, but the modern American city as well. The adoption of LSVD technology helped create stadiums that could be utilized in a variety of new ways, from hosting concerts to massive television watch parties. The stadium and its purpose evolved, then, to reflect less a connection to the team(s) that played there than they did to the revenue streams they produced. Further, in providing a stable access to incoming global flows of capital, these new multi-purpose (and multi-media) cathedrals of display and space encouraged and propelled the transformation of teams and leagues into transnational media corporations themselves.

**Sabo, Don**, D'Youville College (donsabo3@gmail.com) and Phil Veliz, University of Michigan

*What Survey Research Can Offer Sport Sociologists Who Study Youth Sports*

This paper discusses findings from several nationwide survey research studies of youth sports in America. First, we document how participation in competitive organized youth sports varies by gender, race and ethnicity, socioeconomic status, grade level, family type, or community setting. Second, we present national longitudinal data that show as children get older, they leave organized sports in

droves"especially girls and kids of color. We also confirm an historical decline in the number of U.S. public and private schools that provide interscholastic sports to their students"especially those schools with higher proportions of girls and racial/ethnic minorities. Next, we identify research on links between youth athletic participation and educational achievement across all sport, but also with reference to sport-by-sport comparisons. Some research on associations between athletic participation and adolescent health are also summarized. Finally, we point to the radical potential of quantitative research and suggest that it need not remain the methodological and epistemological outsider that it has become within the dominant NASSS intellectual culture.

**Sage, George**, University of Northern Colorado (ghsage@comcast.net)

*Assessing the Sociology of Sport: On Social Consciousness*

The focus is on three pathways in the overall trajectory of sociology of sport, with an emphasis of social movements. They are: The Movement Challenging the Dominant Social Theories, the Feminist (Women's) Movement, and the African American Rights Movement. Each is unique and each is impressive in illustrating social consciousness and social movements when assessing 50 years of sociology of sport.

**Shaepkoetter, Claire**, University of Kansas (claires@ku.edu), Nefertiti Walker - University of Massachusetts, Amherst, and Jordan Bass - University of Kansas

*When there was no money in it, there were no men in it: Examining gender differences in motivations and qualifications of college women's basketball coaches*

When Jimmy Dykes was introduced as the new head women's basketball coach at the University of Arkansas (Voight, 2014) it further illuminated the ongoing debate about male representation on the coaching staffs of college women's basketball teams (Davis, 2014). Since the inception of Title IX in 1972 there has been a gradual decrease in female coaches of women's basketball teams (Carpenter & Acosta, 2012). Further, as female participation has increased in athletics, there has been an increase in male interest in coaching female sports, presumably because of the job opportunities and increased salary opportunities (Davis, 2014; Walker & Bopp, 2011). Stanford women's basketball Coach Tara VanDeveer addressed this notion when she said, When there was no money in it [coaching], there were no men in it (Davis, 2014, para. 7). What VanDeveer and other commentators are essentially questioning are the differences in motivations and qualification demands between male and female women's basketball coaches. Therefore, the aim of this study is to examine this seemingly increasing hegemonic culture and environment. We will utilize the Sport Motivation Scale (SMS; Pelletier et al., 1995) to analyze the differences in intrinsic, extrinsic, and amotivation between male and female coaches. An online survey will be distributed to all NCAA (Division I, II, & III) head and assistant women's basketball coaches with a publicly available email address for the 2014-2015 season. To quantify qualification demands, the biographies of all newly hired and fired women's basketball coaches from all NCAA levels since the end of the 2013-2014 basketball season will be coded for previous playing and coaching experience (level, tenure, position, accolades).

**Schaepkoetter, Claire**, University of Kansas (claires@ku.edu) and Brian Gordon, University of Wisconsin-La Crosse

*Discover, Develop, And Dedicate: Exploring the role family members play in the Division III student-athlete college selection process*

Researchers have supported the notion that family members, particularly parents, are instrumental in both the sport introduction and sport socialization process (Baxter-Jones & Maffulli, 2003). Relatedly, parents have been widely viewed as one of the primary influences on a student-athlete's college choice (DeWaele & Lounsbery, 2007; Maher, 2007; Ryan, Groves, & Schneider, 2007). However, most of the previous research linking parental influence to student-athlete college choice has been conducted at the Division I level in the context of revenue-generating sports (Jordan & Kobritz, 2011). Specifically, there has been little research demonstrating the role of parents in the decision-making process of Division III athletes. Therefore, this research will examine the role of parents and family members in the college decision-making process of prospective NCAA Division III student-athletes. Interviews will be conducted with student-athletes at Division III institutions where we surmise that, for some, part of the college selection process was deciding whether they actually wanted to participate in college athletics at all. This deviates from previous Division I decision-making research that operated under the assumption that participating in intercollegiate athletics was a given. In all, we will explore the role that the family played in the college-decision making process for these athletes, further examining the idea that they may have been deciding between continuing their athletic career at a Division III institution or simply being a student at a university that may be closer to home, family and friends, and potentially less financially burdensome in the short and long term.

**Schimmel, Kimberly**, Kent State University (kschimme@kent.edu)

*Assessing the Sociology of Sport: On Sport and the City*

On the 50th anniversary of the ISSA and IRSS, I review the trajectory of research into the relationship between cities and sport. Three principal themes are identified: city-building “ politics and profits; city-life “ culture and community; and city-space “ semblance and spectacle. The current challenges are then outlined: for example, the emergence of new relationships between sport cultures and transforming urban developments; how urban spaces are increasingly viewed as terrain on which military tactics and weaponry are deemed necessary to protect capital investments, control crowds and prevent and respond to terrorist attacks; and the experiences of those who live and work in, and visit, urban areas. Future directions of the sociology of sport with regard to sport and the city are considered, with the reminder that sociologists of sport across the globe view with informed scepticism any notion that sports can act as a solution to general urban problems: the city is not a unitary entity that benefits uniformly from sport-related policy, as recent events in Brazil have amply illustrated.

**Schreiber, Casey**, Dillard University (schreiber.casey@gmail.com)

*Fandom, Gender And Public Space: Creating Women's Fan Spaces Around Nfl Football*

This research sought to examine the ways in which urban residents create value around their home professional sports team. Through this endeavor, the voices of women emerged, telling a story about the practices and experiences of women as fans of a men's professional football team. Literature often defines fandom through masculinity, where sports stadiums are perceived as masculine spaces and fan activities function to reinforce male culture. The findings of this study contradicted literature that frames sports fandom as a masculine realm. Instead, the practices of women fans revealed ways in which women experience and create sports fandom throughout city spaces. Women fully participated in creating fan spaces and meaningful experiences around football. The analysis leads to a more robust understanding of gender and fandom, as well as spaces of fandom that help us illuminate the gendered nature of sport fan activities and the ways in which sport fan identities are more deeply embedded within city spaces.

Using the New Orleans Saints as a case study, this research incorporated interviews, questionnaires, content analysis and participant observation to provide greater access to the meanings people associate with the experience of being a sports fan. The analysis presents spaces of sports fandom as places of empowerment to challenge, renegotiate and rethink difference where sports spaces embody constructions of gender and identity. This provokes discussion on the extent to which sport fan activities influence social interaction and identity across gender differences.

**Sheptak, Dale**, Lake Erie College (dsheptak@lec.edu) Brian Menaker, Lake Erie College and John Goodwin, University of Leicester

*"Problems of Involvement and Detachment" in Sport Sociology*

In the 1956 paper Problems of Involvement and Detachment, Norbert Elias questioned the ability of social scientists as a whole to make any contributions to solving major social problems and to positively affect the condition of human society without greater detachment and autonomy of thinking (Elias 1998, p. 228). Concurrently, Elias also recognized that the social researcher, as part of society, cannot help but be influenced by the social, cultural, and political ideologies of said society and posits that this inside knowledge and involvement is necessary in understanding how people experience their own and other societies or groups. Elias States that The problem confronting those who study one or other aspects of human groups is how to keep their two roles as participant and as inquirer clearly and consistently apart and, as a professional group, to establish in their work the undisputed dominance of the latter (Elias 1998, p.229).

This paper examines the utility of Elias' theory of Involvement and detachment in modern sport sociology. In particular the paper explores the notion of the involvement/detachment continuum as it applies to (and in light of) movements to classify sociological research as activist vs. academic (Cancian, 1993) or Public vs. Professional (Burawoy, 2004). The paper suggests that Elias' involvement/detachment continuum has the capacity for wide application in the field of sport sociology and proposes an adapted continuum of involvement and detachment that can aid in identification (categorization) and positioning of future research in sport sociology.

**Simonetto, Deana**, McMaster University (simonedede@mcmaster.ca)

*Learning the Ropes: Becoming a Football Family*

Much of the literature in the sociology of sport considers the athlete in isolation, with little attention to family. For many athletes, however, a career in professional sports is a family affair. Drawing on 44 interviews I conducted with general managers, coaches, players, reporters and football player spouses in the Canadian Football League (CFL), this paper examines how families become socialized into the CFL subculture. Specifically, I use a symbolic interactionist framework to analyze how families become immersed in and adapt to the moral and social order of CFL life. Using the concept of learning the ropes, I attend to the social processes through which families acquire the viewpoints that characterize the CFL subculture, how they come to define their situation and learn the (un)written rules and norms connected with being part of the CFL. Finally, I argue that athletes are not the only one socialized into professional sports but rather the family is socialized into that subculture.

**Singer, John N.**, Texas A&M University (singerjn@hkn.tamu.edu)

*Fraternal Twins: Critical Race Theory and Systemic Racism Theory as Analytic and Activist Tools for College Athletic Reform*

As critical, race-based epistemologies rooted in the Black intellectual tradition of activists and scholars such as Frederick Douglass, David Walker, W.E.B DuBois, Carter G. Woodson, Angela Davis, and Stokely Carmichael, among others, both critical race theory (CRT) and systemic racism theory (SRT) are sociological frameworks that can be used as analytic and activist tools for addressing athletic reform in American college sport. Although CRT formally emerged in the law/legal studies field (Crenshaw, Gotanda, Peller, & Thomas, 1995) and SRT in the field of sociology (Feagin, 2006), these siblings (Feagin, 2014) have more in common than they are different, and an integration of both frameworks has the potential to provide a more robust understanding and change-related efforts related to the college athletic reform movement. Therefore, the purpose of this presentation is threefold: 1) discuss the intersecting tenets of CRT and SRT, 2) highlight how both can be used to analyze and explain racism in college sport, and 3) discuss the activist agenda of each and its applicability to college sport reform efforts. Implications for theory, research, and policy will also be discussed.

**Smith, Chase M. L.**, Indiana University ([smitchas@indiana.edu](mailto:smitchas@indiana.edu)), Gary A. Sailes, Indiana University ([gsailes@indiana.edu](mailto:gsailes@indiana.edu)), and Rebecca M. Allen, McDaniel College ([rmallen@mcdaniel.edu](mailto:rmallen@mcdaniel.edu))

*The white tiger experience at historically black colleges and universities: A pilot case study*

The experience of the white student-athlete (SA) at Historically Black Colleges and Universities (HBCU) is a topic uncommonly researched in the field of sport sociology. Increased white SA representation has already been reported within the sports of baseball and basketball on HBCU athletic rosters (Gaither, 2013; Maisonet, 2013). The investigator(s) in this study will be conducting a pilot case study through survey and interviews with 4-6 white SA at a large, National Collegiate Athletic Association Division-1 university in the southwest United States to record their experiences while playing at a HBCU. By investigating the experiences of the white SA known to be dominant in North American sports, this research will provide new perspectives to advance existing Critical Race Theory (CRT) literature. To date, the post-racial narratives and colorblind racism contributing to CRT have focused primarily on the black SA experience at Predominately White Institutions (PWI) and HBCU (Bimper, 2014; Bimper, Harrison, & Clark, 2013; Donnor, 2005; Harper, 2009; Singer, 2005, 2008). The purpose of this study is to investigate the influence of post-racial narratives in a case of white SA experiences at a HBCU.

**Smith, Maureen**, California State University Sacramento ([smithmm@csus.edu](mailto:smithmm@csus.edu))

*The Politics of Respectability in College Athletics: Intersections of Race, Class, and Gender*

This paper utilizes Evelyn Brooks Higginbotham's concept of the politics of respectability to examine recent media coverage of four Black athletes from Stanford University; Johnathan Martin, violently harassed by his Miami Dolphins and prematurely ending his 2013 season; Richard Sherman, cornerback for the Seattle Seahawks, whose outburst after a playoff victory was dissected at length, including commentary on Sherman appearing thuggish; and Chiney and Nneka Ogumike, basketball players at Stanford, and only the second pair of siblings to both be drafted number one in American professional sport, who have recently spoken to the cause of the kidnapped Nigerian girls. Each athlete offers a unique case study to re-examine Higginbotham's politics of respectability, which in the late 19th century enabled black women to counter racist images and structures and served as a strategy for reform of the entire structural system of American race relations (Higginbotham, p. 187). Stanford University, with an African American population accounting for 7 percent of their student body (and only 2 percent of the faculty), provides these athletes with an additional cloak of respectability that emerges in the analysis of the media coverage.



**Spencer, Nancy**, Bowling Green State University (nspencr@bgsu.edu)

*Taylor Townsend Benched No More: 'Fat Politics,' Racism, and the USTA*

In the 2014 French Open, Taylor Townsend upset French No. 1 Alize Cornet, becoming the youngest to advance to the third round since 2003 (Wertheim, 2014). Townsend's potential has been well-known since 2012, when she was ranked as World No. 1 Junior Girl. After losing in the quarterfinals of the 2012 Junior Girls' singles at the U.S. Open, news broke that Townsend had been told by USTA coaches that she needed to 'lose weight' or 'slim down' because she was 'too fat' to take part in tournaments (Tandon, 2012, para. 13). Reports also surfaced that the USTA had declined to pay Townsend's expenses at the U.S. Open. The head of USTA player development, Patrick McEnroe, claimed that it had nothing to do with weight or body type, and that Taylor was one of the best US prospects. Significantly, Townsend is black and has a sturdy 5-foot-6 physique and strong ground strokes, and has often been compared to Serena Williams (Crouse, 2012, para. 4). In this paper, I examine the USTA/Patrick McEnroe's fat-shaming incident with Taylor Townsend, as a way to understand how fitness became conflated with weight, combined with issues of body image, race and gender politics (Tandon, 2012).

**Staton, David**, University of Oregon, (dstaton@uoregon.edu)

*Joe Klamar's Furious Five Ring Circus*

In the spring of 2012, Joe Klamar, a professional photographer with Agence France-Presse and Getty Images photographed, the Olympic Summit held in Dallas, Texas. Hundreds of journalists gathered at this press opportunity featuring well known Olympians and Olympic hopefuls. Because of his affiliation with Getty Images, the world's largest distributor of stock photos and video, Klamar's images were widely circulated. They initially appear to have come to the public's attention when published on CBS website's 2012 London Olympics page. The outrage on reader and viewer comment sections of publications was immediate. Incendiary comments numbered in the tens of thousands: An embarrassment to our country and the profession. A high profile, epic fail. Maybe the photographer is sight impaired. And it wasn't just Klamar that was verbally attacked. Authors of the articles and the athletes pictured drew venomous remarks, too. Why were so many so incensed? These were, after all, simply photographs of Olympians on a temporary, photographic studio set. Where did that vitriol come from? Perhaps the answer lies in the messiness and mingling of star power, myth and spectacle and with the corresponding thoughts in those areas by Dyer, Barthes and Debord. And, too, the photos provide clues as to what people found so provocative. Toward that end, this paper examines one of Klamar's key images of Michael Phelps, and an Olympic portrait from the same photo shoot, but by a different photographer, that commenters, journalists, and editors dubbed normal, that of trampoliner gymnast Dakota Earnest.

**Staurowsky, Ellen**, Drexel University (ejs95@drexel.edu) and Richard Southall, University of South Carolina

*The NCAA, O'Bannon, and the Evolving Science of Educational Opportunity*

Over the years, the NCAA has used institutional logics and the power of persuasion to communicate messages about the value of intercollegiate athletics within higher education. The NCAA has relied on graduation statistics from the federal government (FGR) and its own metric known as the graduation success rate (GSR) to offer assurances that athletes receive a college education. Even as those metrics have presented the appearance that college athletic programs deliver on the promise of an equal opportunity for an education, the messaging has been interrupted by concerns regarding academic clustering, academic fraud, and special admit policies. The NCAA's response to the persistent problem of

reconciling claims athletes are receiving a meaningful education with documented shortfalls may be shifting away from graduation rates to another area of inquiry. During the O'Bannon v. NCAA lawsuit, the NCAA sought the services of Nobel prize-winning economist, James Heckman, to explore the causal relationship between sport participation and academic and future-income outcomes. Heckman asserted existing measures, which have all documented football and men's basketball players graduate at lower rates than the general student body and other athletes, have misrepresented the value of athletics to these players. Given the timing of the study, which coincided with a historical moment when the NCAA faced a significant legal challenge to its long-standing treatment of football and men's basketball players, this presentation will examine the study itself, the manner in which it was conducted, and the findings reported.

**Staurowsky, Ellen**, Drexel University (ejs95@drexel.edu), Katie Beaudrea, Matt Puzio, Zach Cintron and Michael Proska, Drexel University

*The Women Working in College Sport Project*

Over the years, the lives of women working in college sport have been understood from a research perspective primarily through the experiences of coaches and athletics administrators. With the ever evolving specialization and bureaucratization of college athletic departments, the roles women play have expanded to include not just coaching and administration but athlete academic support, business operations, communications/media relations, equipment room, facilities, fundraising, human resources, marketing, sponsorships, sports medicine, strength and conditioning, ticketing and sales, video production, and the myriad of other roles women play in athletics departments. This presentation will provide an overview of a national study that seeks to gather information about the lives of women working in college sport industry across all divisions, inclusive of all athletic associations (NAIA, NCAA, NJCAA, and others) using a survey that asks women workers in college sport to offer their perspectives on recruitment and retention; compensation and pay equity issues; access to professional development and opportunities for advancement; and assessment of work climate. Results from data gathered from women working in the power five conferences (ACC, Big Ten, Big-12, PAC-12, SEC) will be shared along with future implications and directions.

**Sterling, Jennifer**, Georgia Institute of Technology (jennifer.sterling@hts.gatech.edu)

*Public Kinesiology: Revisiting Pronger's Renderings*

Nearly 20 years ago, Pronger (1995) examined the effects of the implicit and explicit lessons of gross anatomy in his Quest article *Rendering the Body*. Utilizing Pronger's discussion of formal anatomy curriculum as a starting point, this paper will explore how the objective, mechanistic, technological approach of gross anatomy (p. 440) translates from (kinesiology) lab cultures to public sites of informal learning and popular discourse. In particular, I'll address the biopedagogies engaged by permanent and touring body exhibitions at the Maryland Science Center (Baltimore). This includes the museum's *Your Body: The Inside Story* and *BodyLink*, and their hosting of *Body Worlds* where, like the gross anatomy lab, visitors can learn about (their) living bodies from dead bodies. An analysis of the visual and textual renderings utilized to construct these exhibitions highlights key themes that explain to visitors what you're made of, and firmly places the responsibility for the knowledge, care, and (mis)treatment of (active) bodies on the individual. Finally, this paper will conclude with a discussion of how opportunities to gaze into the body (p. 441) have proliferated since Pronger's initial observations, and how the sociological study of science, technology, and sport can respond to these shifts.

**Stewart, Bob**, Victoria University, Melbourne Australia (bob.stewart@vu.edu.au)

*Power Elites and the Control of Substance-use in Australian Sport*

This paper uses power-elite theory (Mills 1956, French & Raven 1959, Dahl 1961, Forcault 1984, Giddens 1984, Bourdieu 1986, Clegg 1989, Bourdieu 1991, Pettigrew 1992, Bourdieu 1996, Scott 1996, Scott 2001, Scott 2008) to examine the ways in which Australian sport goes about governing and managing its drug-control program. It applies the concepts of capital, regulatory arenas, and social fields (Bourdieu 1986, Bourdieu 1996, Zald & Lounsbury 2010, Hearn 2012, Reed 2012) to explain how Australia's national government, its regulatory agencies, and its major national sporting bodies and related interest groups “ that is, sport's power-elite - uses its 'command post' status (Mills 1956, Reed 2012) to first, strengthen its legitimacy through values-based discourses around fair play and the preservation of sport's integrity, second, reward compliant stakeholders with the offer of resources to grow their enterprises, third, punish wayward stakeholders through the use of shaming and coercive sanctions, and, finally, push dissident voices to the social-field boundary by ridiculing their policy claims. Thus, Australian sports' power elite has maintained a vice-like grip on the drug control program despite its failure to deliver on its drug-free-sport promise.

**Sun, Yu-Kuei (Daniel)**, University of Iowa (yu-kuei-sun@uiowa.edu)

*Sport and transnational Asian-ness: a sporting articulation between North America and East Asia*

This paper explores the geographical, academic, and methodological issues regarding the interrelations, connections, and articulations between North America and East Asia in the contemporary sports world. In critical sport studies, although academic discussions of globalization, glocalization, transnational corporations and organizations, and transnational labor movements are robust and vast, issues and topics which focus on Asia remain limited and sporadic. Meanwhile, while race has been one of the central issues in sport studies scholarship for decades, scholars in North America have paid little attention to Asian and/or Asian American sporting experiences with few exceptions. This paper seeks to engage with literatures and theories of various academic fields such as Asian American studies and East Asian cultural studies, and propose a nuanced theoretical perspective in Asian American sport studies to fill this double gap. I argue that it is necessary and crucial to transnationally and trans-Pacificly articulate Asian experiences and Asian American experiences when examining the meanings, images, and messages of Asian and/or Asian American athletes. Through examining media texts of contemporary transnational Asian athletes, my case studies suggest that a fluid and flexible transnational Asian-ness emerged. Meanwhile, however, nation and nationalism still largely regulate and define the ways in which meanings are produced and consumed. Lastly, the power imbalance between America and Asia in terms of politics, economy, and culture should not be ignored when critically interrogating the role of sport in this conjuncture.

**Sullivan Barak, Katie**, Bowling Green State University, [kbarak@bgsu.edu](mailto:kbarak@bgsu.edu), Mallory Mann, Pacific Lutheran University, [mannmf@plu.edu](mailto:mannmf@plu.edu), Chelsea Kaunert, Bowling Green State University, [ckauner@bgsu.edu](mailto:ckauner@bgsu.edu)

*Presenting the Whole Self: Intersectional Identities in Self-Representations*

In this presentation, we discuss the emergent data themes. The theme *Being a Female Athlete* reveals the women's negotiations between their athlete and female identities. Often, these athletes found ways to integrate these identities in which several of them emphasized their femininity (e.g., via pose or clothing) while also including sport markers in their images. These images tended to deemphasize athleticism and play up femininity. They also overwhelmingly reproduced White, middle-class, heterosexual femininity. The theme *Being a Student-Athlete* depicts the athletes' desire to negate the “dumb jock” or “privileged

athlete” stereotype. While only one athlete wore a cap and gown in her photograph, many others, in their interviews, brought out the importance of being taken seriously as a student. The theme *Idiosyncratic Identities* captures representations of body art and parenthood. We consider the images with tattoos within the climate of their southern university, racial backgrounds of the athletes and their coach, and the politics of respectability/professionalism. We discuss the image of the only parent in the sample in conversation with common discourse surrounding female athletes, heterosexuality, and pregnancy.

**Swain, Stephen**, (s.swain.school@gmail.com)

*Darren Young, Michael Sam & Ethical Spectacle: Public Acknowledgements of Sexuality as Strategic Subversion of Spectacular Media Systems*

This past year has seen a number of highly visible professional (or aspiring professional) athletes coming out publicly regarding their sexuality. On August 15, 2003, WWE wrestler Darren Young came out to a TMZ cameraperson while in Los Angeles for the upcoming WWE Summerslam Pay Per View. On February 9, 2014, Missouri Tigers Defensive End Michael Sam publicly came out to ESPN reporter Chris Connelly. In April, Sam was selected in the seventh round of the NFL Draft by the St. Louis Rams. ESPN had a camera crew in Sam's home to cover the event, and footage of Sam kissing his boyfriend went viral,' becoming the subject of praise and scrutiny. And on an episode of WWE's Legends' House airing June 12, 2014, retired WWE wrestler Pat Patterson came out to the other WWE Legends on the reality program.

This paper discusses these admissions of self as examples of 'ethical spectacle,' attempts to co-opt and subvert the larger spectacular media systems in order to promote progressive and social justice goals. As discussed by Andrew Boyd and Stephen Duncombe in their book *Beautiful Trouble*, ethical spectacle offers a way of thinking about the tactical and strategic use of signs, symbols, myths, and fantasies to advance progressive, democratic goals. By thinking of the public acknowledgements of their sexuality by these athletes as ethical spectacle, it allows an examination of how these athletes are participating in a broader campaign for LGBTQ rights and acceptance.

Beyond the subversive elements however, this paper also examines how 'ethical spectacle' still functions as part of what Debord refers to as 'The Society of the Spectacle,' and the challenges and potential limitations for ethical spectacle when confronting a hegemonic system like Debord's spectacle.

**Sykes, Heather**, University of Toronto ([heather.sykes@utoronto.ca](mailto:heather.sykes@utoronto.ca))

*ALAN INGHAM LECTURE: Sport within/against the U.S. Empire: Queer Complicity, Anti-Colonial Activism*

Modern sport has always played within, sometimes against, neoliberal, private, military and media empires. In the 21<sup>st</sup> century, the US Empire is voracious and contemporary sports are played within the ruins, and ongoing realities, of colonialism, accelerated by globalization, bankrolled and bankrupted by neoliberalism and brutalized by militarism. Critical theories used in sport sociology variously avoid and en/counter US Empire. How does North American sport sociology become complicit with the logic and practices of empire, as academics work within the precarious 'academic-industrial-security' complex? What type of research imaginations does critical sport sociology research need to support activism and activists? Queer theorizations of sport have been complicit with whiteness, gay male and settler dominance, but are also countering homonationalism, Zionism and militarism. Globalization theories are supporting imperial sport for development and peace programs, while others expose local assemblages of colonial, neoliberal and military interests. Postcolonial, transnational and indigenous sport feminisms are continuously having to counter western and US liberal feminisms. So, how do critical researchers foster research imaginations to counter empire, to recognize and then decolonize complicit assumptions?

Siska Sassen (2009) urged researchers to 'decipher the global' by finding the disciplining condition in our own research. My current project, about sport mega-events, gender justice and anti-globalization, foregrounds anti-colonial activists' analyses of the connections between sporting mega-events, globalization, colonialism and gender in/justice. Drawing from this project, I juxtapose examples of activist media with state-corporate media: Egyptian Ultras closed down a satellite TV soccer channel during the January 25<sup>th</sup> Revolution; the 'No/Know Sochi' internet campaign raised awareness about the Circassian genocide in Sochi; 'Rio On Watch' sustains community reporting by favela communities during the Brazilian World Cup. Through these examples of media activism in sport, I hope to generate a reflexive conversation about ways critical sport sociology en/counters colonialism, imperialism and the US empire.

**\*Szto, Courtney**, Simon Fraser University (cszto@sfu.ca)

*#LOL at Canadian Multiculturalism: Reactions to Hockey Night in Canada Punjabi from the Twittersverse*

Canadian Prime Minister Stephen Harper has asserted that hockey is the great national common denominator because it crosses all social lines and facilitates integration of immigrants into Canadian society (Akin, 2010). Arguably, two aspects of nation identity that Canadians are most recognized for are hockey and multiculturalism; yet, few scholars have examined the implications of Canada's mythological and nostalgic hockey culture for immigrants from various racial and ethnic backgrounds. Therefore, we must ask what happens when the values of multiculturalism conflict with the values of hockey? In 2008, the Canadian Broadcasting Company (CBC) created a Punjabi broadcast to accompany the nation's longest running broadcast, Hockey Night in Canada. This analysis uses the social media platform, Twitter, to gain uncensored insight into how Hockey Night in Canada Punjabi (HNIC Punjabi) is received by the general Canadian public. It was observed that, even though most Canadians encounter diversity daily, it appears that when people of colour become visible in traditionally white arenas (such as hockey) some Canadians are flummoxed by the sight of multiculturalism, while not necessarily being opposed to the idea of it. Laughter was observed as a common reaction to HNIC Punjabi, which is theorized as a method of negotiating a disconnect or departure from what is expected as normal behaviour or a social system. As a power relation, laughter produces boundaries between and around social groups by elevating some people and marginalizing others; consequently, despite being marketed as a multicultural society, Sikh Punjabi Canadians become paradoxical to hockey in Canada.

**\*Tajrobehkar, Bahar**, University of Toronto (btajro@gmail.com)

*Exploring Body Image Constructions in Female Fitness Competitors*

Bodybuilders may be perceived as individuals with extreme body image ideals and bodily practices. The research on body image dissatisfaction and extreme weight management practices among females is plentiful (Bray, 1994; Eckermann, 1997; Markula, 2001; Silberstein et al., 1987). Likewise, much scientific research has been dedicated to the topic of body image constructions among male bodybuilders (Mangweth et al., 2001; Blouin & Gouldfield, 2006). A topic that seems to have gained little attention in the existing literature is the body image conceptualizations of female bodybuilders and fitness competitors. The objective of this paper is to examine the discourses and practices of female fitness competitors to understand the ways in which they construct, experience and perceive their own body image. Qualitative research methods (i.e., in-depth, semi-structured interviews with 10 female bodybuilders, as well as ethnographic fieldwork around women's bodybuilding subculture) were employed to investigate this research question. Review of literature, methods and preliminary results will be discussed.

**TePoel, Dain**, University of Iowa (dain-tepoel@uiowa.edu)

*Do "We Have a Good Thing Bowling On"? The National Senior League, Wii-habilitation and Aging under Neoliberal Formations*

Building off of the literature on "active aging" and "active" video game technologies, or exergames, this paper specifically interrogates the National Senior League (NSL). The NSL is a competitive, internet-based Wii Bowling league founded in 2008 in the United States. It currently consists of over 1,500 participants spread throughout 311 teams and 118 senior communities. Through a feminist cultural studies-inspired critique of popular media accounts of the NSL, the league's website and self-presentation, and Nintendo's marketing strategy, I explore how and why aging and elderly citizens are incorporated into neoliberal social, cultural, and economic systems and policies, particularly in sport and physical-activity related contexts. Consequently, a further aim is to address the wider neglect of the role of seniors and/or those in the third age of life from scholarly discourse on neoliberalism and sport studies. Both neoliberalism and sport are characterized by a preoccupation with useful bodies, supplemented with an impetus on productive physical activity and competition. How does an exploration of the NSL provide insight into the role of seniors no longer seen as productive under a particular set of neoliberal logics, such as privatization, corporeal management, and self-surveillance? Can an understanding of the practices and processes of the league, its players, and the staff generate or help identify strategies and modes of resistance to the damaging effects of marginalization? If so, what are the contradictory elements of such strategies, particularly along racial, gendered, and class lines, and in what ways can we productively problematize them in order to open up possible alternatives for engaging seniors in citizenship and healthy physical activity?

**Ternes, Neal**, Florida State University (nealcternes@gmail.com)

*The Spirit of Aggieland: Neoliberalism, militarization, and football at Texas A&M University*

The Corps of Cadets at Texas A&M University is one of the most recognizable military symbols within any American university. Through the popular spectacle of major college sports, particularly Aggie football, the Corps has become synonymous with the Texas A&M brand and has come to embody the politics of militarization at the university. Utilizing a combination of micro-ethnography, interviews, and media analysis, this paper critically examines the 'Cadet body' and the Corps as a component of football spectacle in order to understand how military identities and narratives are reproduced as part of the Aggieland mystique. The findings demonstrate how the Cadet body becomes the site of accumulation for both neo- and paleo-conservative identities, as well as a symbol for the ideal militarized student. Furthermore, by promoting this image as a prominent component of the ritual and spectacle of Aggie football, the study finds that A&M implicates itself as a militarized training ground, whereby the knowledge of the university as a key component of the military-industrial complex is consumed, spectacularized, and disseminated as public pedagogy.

**Theberge, Nancy**, University of Waterloo, (theberge@uwaterloo.ca)

*The Emergence of the Injury Prevention Agenda in Sport Medicine and its Intersection with Gendered Constructions of the Athletic Body: The Case of ACL Injuries*

There has been growing attention in sport medicine to anterior cruciate ligament (ACL) injuries in women's sport. Early accounts referenced the "epidemic" of these injuries and raised concern that research on women's sports injuries would revive constructions of women as weak and have a chilling effect on their participation in sport. This presentation provides an account of the evolution of the research agenda on ACL injuries and its intersection with a parallel discussion of gendered constructions

of the athletic body. While early research highlighted higher rates among women in selected sports and was directed to determining the 'causes', more recently there has been a shift in focus to designing and implementation prevention programs. This agenda takes for granted that women's sport participation is a 'fact' and is directed to minimizing the risk. Thus, in contrast to concern over the regressive effects of a focus on this injury, the case of ACLs has become a case study of a progressive move to injury prevention in sport. The presentation concludes with observations on ACL injuries as a case study in an evolving emphasis on injury prevention and the implications of this body of work for gendered constructions of the injured athletic body.

**Thorlindsson, Thorolfur**, University of Iceland (thorotho@hi.is)

*Sport, Youth and Development: A Critical Approach*

In this paper I argue that social science treatment of the widely accepted notion that sport participation among children and adolescents contributes to personal development is based on questionable theoretical arguments and outdated epistemological and methodological assumptions. First, I elaborate on the obvious fact that sport organization is a cultural product that is socially organized. The socio-cultural context of sport and its relation to society at large may vary considerably across cultures. I discuss examples drawn from different cultures and nationalities to highlight some of the issues involved. Second, I argue that the literature on the contribution of sport to positive youth development has focused too much on individual level outcomes. It has not paid enough attention to the structural aspects of youth sport, contextual and cross-level effects and the embeddedness of adolescents in sport related networks. Third, I show how factors outside sport such as peer culture, school- and family-related factors may interact in various ways with sport to influence developmental outcomes related to youth sport participation. Finally, I discuss epistemological and methodological issues. I show how the limitations of linear (causal) analysis and argue that we have to take issues of emergence and embeddedness into account.

**Thorpe, Holly**, University of Waikato (hthorpe@waikato.ac.nz)

*Feminism, Biology and the Moving Body: Female Runners Experiences of Amenorrhea and Medical Intervention*

In this paper I illustrate the inseparability of our biological and social running bodies via the case of recreational and competitive female runners' experiences with exercise and diet related hormonal changes. Inspired by feminist biologists and philosophers of science such as Lynda Birke and Elizabeth Grosz, I seek to create space for female runners' voices about their embodied experiences of amenorrhea and their interactions with the medical professions. I begin by briefly considering the silences in the sociology of sport surrounding women's biological processes and advocate the need to consider the long-standing biology/social divide in the social sciences more broadly. Adopting a poststructural feminist theoretical and methodological approach, I then draw upon semi-structured interviews with 10 female runners to provide fresh insights into women's understandings of their exercising bodies, and how they make meaning of their own, and others', experiences of hormonal changes resulting in chronic loss of menstruation. I conclude by exploring Nikolas Rose's (2007) notion of somatic ethics in relation to female runners who have sought out new knowledge about their bodies via highly invasive medical technologies, and how such information contributes to new understandings of their internal and external bodies.

**Travers, Ann**, Simon Fraser University (atravers@sfu.ca)

*Globalized homonormativity and the 2014 Sochi Olympic Games*

Gay rights became a central media story in the build-up to the 2014 Games, as Russia passed an anti-gay propaganda law in 2013, a law linked to child protection laws in that country and designed to ensure that children and adolescents are not recruited into the gay lifestyle. This law diminishes the ability of gay and lesbian communities to claim a cultural presence, via gay pride parades, for example, and puts individual gays and lesbians at greater risk of discrimination and violence. Key themes emerged in mainstream North American gay media in response to this legislation. These reflect a globalized homonormative impulse and a quasi-return to Cold War rhetoric. In this paper, I present a critical cultural studies analysis of coverage of issues relating to the 2014 Games in two key North American mainstream gay print/electronic media " the USA's Advocate and Canada's Xtra .

**Tredway, Kristi**, University of Maryland - College Park (tredway@umd.edu)

*Rainbow Flags Over Margaret Court Arena: LGBT Politics vs. Christian Fundamentalism in Women's Professional Tennis*

At the 2012 Australian Open tennis tournament, fans created a social movement that affected and influenced the players participating there. Rainbow Flags Over Margaret Court Arena was a loosely-formed collective of people who used its Facebook page to organize. They formed in response to homophobic comments Margaret Court made in December, 2011, following decades of homophobic comments from her. LGBT Australians simply had had enough. Court, now a fundamentalist minister with her own church, has, like so many fundamentalist Christians, likened homosexuality with sin and everlasting damnation. The actions of the Rainbow Flags Over Margaret Court Arena contingent primarily involved being spectators at the Australian Open, in Margaret Court Arena, while waving or being adorned in rainbow flags. Of interest to me is that the actions from this group compelled Laura Robson and Martina Navratilova to wear a rainbow headband and rainbow-adorned polo shirt, respectively, during their matches, and also compelled Court and Navratilova to post full-page responses in the Melbourne newspaper. The friction between Court, Navratilova and Billie Jean King actually has its origins in the early 1970s.

**Turcott, Ryan James**, University of Georgia (turcott@uga.edu) & Rose Chepyator-Thomson, University of Georgia

*Sports Labor Migration and U.S. Collegiate Athletics*

Globalization has become a defining characteristic of our time. Scholars have increasingly focused their research studies on sports migration, with much attention put towards professional soccer in Europe and professional basketball in North America. This study features one of the first serious attempts to track collegiate athlete migration to the United States since Bale's Brawn Drawn (1991), which is considered to be the pioneering research into 'international student-athletes'. The purpose of the study was to create a database of foreign student athletes participating in NCAA (Div. I) volleyball, basketball and soccer over the past ten seasons (2005 to the 2014 seasons). Data collection method included compiling information on each international player's country of origin and the university they attended from NCAA archived player rosters. While making comparisons and references to Bales (1991) study, the findings of the study are centered on the themes of 'talent pipelines' (Maguire, 2002) and 'stacking' (Leonard, 1987). 200



**Twito, Samuel T.**, The University of Texas at Austin ([twito@utexas.edu](mailto:twito@utexas.edu)) and Janice Todd, The University of Texas at Austin

*Wrestling with Weakness: The Undefeated Great Gama and The Colonized Indian*

During British colonial rule, Indian men were often characterized as effete. In stark contrast to this characterization stood The Great Gama, an undefeated Indian international wrestling champion. At the 1910 world championships in London, Gama defeated nearly a dozen English champions, demonstrating his supreme wrestling skill and physical power. This victory directly challenged prevailing stereotypes of the Indian body.

The objective of this paper is to examine The Great Gama's wrestling career, particularly the 1910 world championships, as a symbolic defiance of British colonial power and characterizations of the Indian body. I will employ comparative historical methodology in this examination to 1) establish Gama's influence on physical culture through Indian newspaper coverage, biographies, photographs, and video; 2) determine Gama's public impact on the British and non-Indian world; and 3) discuss changes in both British and Indian perceptions of the Indian body, power, and British dominance during and after Gama's life.

In addition to primary archival material, secondary literature will include existing research on Gama and Indian physical culture (Mujumdar 1950; Alter 1992, 1995, 2000; Rosselli 1980), sport in colonial India (Stoddart 1988, 2006), and comparative historical methodological research (Mahoney 2004).

This paper benefits the field of sports sociology through the exploration of the sporting body as a realm of colonial power, the ability of heroic sports figures to effect social change, and the role of sport and physicality in the Indian independence movement. As Gama's physical qualities are inseparable from his social influence, this multimedia paper presentation will include photographs and video of Gama and other Indian wrestlers.

**van Ingen, Cathy**, Brock University ([cathy.vaningen@brocku.ca](mailto:cathy.vaningen@brocku.ca))

*The art of boxing and anti-violence activism*

This presentation unfolds in and through a series of paintings completed and exhibited as part of Think Outside the Ring: The Shape Your Life Art Project. Shape Your Life is a free, recreational boxing program for female and transgendered survivors of violence in Toronto. The paintings are completed by participants on worn pieces of boxing canvas taken from the ring at the Toronto Newsgirls Boxing Club, the site of the boxing program. The boxing ring is a space that writer and curator David Chandler argues casts individual boxers as the sharp focus of attention and brings them under the power of the watchers. In these paintings it is the boxers/participants who use the harsh scrutiny of the ring to illustrate and intervene into a larger public space and represent and communicate, in ways more powerful than words alone, their experiences with violence. The participants' art was displayed at various venues in Toronto and played a critical role in generating dialogue about gender-based violence and the role of boxing as a form of anti-violence work. The art itself holds complex meanings and this presentation asks not only what does this art say to us, tell us, but what does it demand of us.

**van Luijk, Nicolien**, University of British Columbia ([nicolienvl@gmail.com](mailto:nicolienvl@gmail.com))

*The International Olympic Committee and the United Nations: Examining a partnership of sport and international development*

The International Olympic Committee (IOC) and the United Nations (UN) have had an ongoing relationship over the past 80 years that culminated in granting the IOC Permanent Observer status at the

UN General Assembly in 2009. This is an honour usually reserved for quasi-states and inter-governmental organizations: very rarely do non-governmental organizations obtain this position. UN representatives argued for the inclusion of the IOC because of its role as the largest youth-based sports organization in the world and because of sport's overall influence on the socio-economic lives of people. This paper will critically examine existing and emerging links between the IOC and the UN in a bid to gain an understanding of how and why the IOC obtained this status at the UN. I argue that there are various factors at play that have influenced the relationship between a global sports organization and an international development organization, including the neoliberalization of development, the global power of sport, and processes of legitimation for both the IOC and the UN. This is a preliminary paper that will set the stage for ongoing PhD research that seeks to critically examine this partnership and its potential consequences for global equitable development.

**Van Mullem, Heather**, Lewis-Clark State College (hivanmullem@lcsc.edu)

*Exploring the "isms: Tips and Techniques to Use When Teaching about Racism and Sexism*

Creating a classroom environment that supports and facilitates discussions about sensitive topics can be challenging. For example, encouraging students to explore the impact of "isms (i.e. racism, sexism, classism, etc.) on the thoughts and actions of themselves and others is an important, yet challenging, step toward encouraging social justice. Using sport as the context, this interactive session will introduce a teaching strategy that attempts to encourage dialogue and self-reflection about racism and sexism in American society. The goal for this presentation is to provide tools and materials for practitioners to use in their classrooms.

**Veliz, Philip**, University of Michigan (ptveliz@umich.edu), Jennifer Zdroik, University of Michigan and Kathy Babiak - University of Michigan

*Thanks for the Memories: A Yearbook Analysis of the Provision of Athletic Opportunities in Southeast Michigan Public High Schools*

The objective of this study was to examine the structural disadvantage (i.e., the provision of athletic opportunities to boys and girls) that limits girls' participation in interscholastic sports by examining high school yearbooks from public high schools within 2 counties located in Southeast Michigan. The current study drew upon 73 public high schools that offered interscholastic sports between 1993 and 2013. The results revealed that while schools provided a similar number of sports (on average, 10 sports for boys and 10 sports for girls) and teams (on average, 17 teams for boys and 18 for girls) to boys and girls, schools provided fewer athletic opportunities for girls (on average, 383 athletic opportunities for boys versus 312 athletic opportunities for girls). Additional analyses revealed that among the sample of schools, gender equity in the number of athletic opportunities was negatively associated with larger numbers of athletic opportunities being provided to football ( $\hat{\beta} = -.377$ ,  $p$

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

*Putting the head in Head Games: Representing the brain within a concussion crisis*

This paper explores the discourses and technologies through which the brain is represented in media narratives surrounding sport's contemporary concussion crisis (Carroll & Rosner, 2012). While scholars in the sociology of sport have demonstrated a profound fascination with representations of the athletic body, the cultural politics informing popular, medical and scientific understandings of the athletic brain remain severely under-researched. This paper seeks to interrogate how representations of the brain shape, and

are shaped by, the ongoing media panic about sport-related head injuries, as well as the high profile lawsuits and policy changes through which these anxieties are reinforced. How is the brain known and made visible in media narratives about the concussion problem? How do these renderings incorporate both scientific and popular knowledges of sport and the athletic body? By examining prominent books and documentaries such as *Head Games* (Nowinski, 2006; James, 2012) and *League of Denial* (Fainaru-Wada & Fainaru, 2013; Kirk, 2013), this paper investigates how the brain is represented in these media texts via medical imaging and portrayals of medical or scientific procedures. Drawing on the work of Deborah Lupton (2003) and Catherine Waldby (2000), I argue that these medicalized representations of an athlete's brain produce complex subjectivities that inform and complicate the everyday discourses constituting the concussion debate (Anderson & Kian, 2013; Malcolm, 2009). These representations, emerging at the nexus of scientific knowledge and popular culture, reveal important tensions within media narratives about the concussion crisis while shaping broader understandings of athletes, bodies and identities.

**Veraldo, Cynthia**, Mount St. Joseph University (cynthia\_veraldo@msj.edu)

*Women in Intercollegiate Athletic Administration: Leaning In*

Previous research on the experiences of women in athletic administration has uncovered structural barriers which prohibit women from advancing to the role of athletic director (AD); for example, conformity to feminine or masculine norms (Tiell & Dixon, 2008), experience with internal operations versus external operations (Claussen & Lehr, 2002; Hoffman, 2011; Tiell & Dixon, 2008), and decision-making authority in men's high profile sports (Claussen & Lehr, 2002; Hoffman, 2011; Tiell & Dixon, 2008). This qualitative study is an analysis of the professional lives of nine women who hold Senior Associate AD positions in Division I intercollegiate athletics. They were interviewed about their career experiences and their intentions to pursue the AD position. Their experiences were examined for the persistence of previously identified structural barriers to advancement. Additionally, their decisions and behaviors were analyzed using a conceptual framework from Sheryl Sandberg's (2013) book, *Lean In: Women, Work, and the Will to Lead*. The findings suggest structural barriers do persist which prevent women from obtaining the position of AD; however, women are actively and consciously leaning in to break down barriers and seek out the experiences they need to obtain an AD position. This paper discusses some of their strategies.

**Veri, Maria**, San Francisco State University (mjveri@sfsu.edu) and Rita Liberti, Cal State University, East Bay (rita.liberti@csueastbay.edu)

*A Man, A Can, A Tailgate Plan: Constructions of Gender and Ethnicity in Best-Selling Tailgate Cookbooks*

Tailgating, the spectacle on the blacktop before athletic contests, has been a central aspect of sport culture, namely football, in the United States for decades. Food is a central ingredient around which tailgating coalesces. Thus, we see tailgate cookbooks as an important, yet overlooked, piece of material culture connected to, and an extension of, the study of sport.

Our aim in this presentation is to offer a close textual analysis of the top 25 best-selling tailgate cookbooks on amazon.com. Our work draws upon an abundance of scholarship, namely in critical food studies, which positions the cookbook as an important cultural text. Cookbooks, as well as much of the larger culinary landscape, have long been trivialized as the purview of women. However, in taking cookbooks seriously, scholars have noted the importance of these publications as key sites in which gendered and ethnic norms are reproduced and contested. Through a close reading of the books' introductory narratives, recipes, and images/photos we seek to explore the ways food and cooking

instruction are used as gendered and ethnic signifiers in tailgate cookery and the pre-game rituals on the blacktop.

**Wachs, Faye**, Cal Poly Pomona ([flwachs@csupomona.edu](mailto:flwachs@csupomona.edu))

*Just the Facts: The Lack of Critical Coverage in American Print Media Analysis of SOCHI 2014*

This paper explores mainstream American print media coverage of the SOCHI 2014 Olympics. A content and textual analysis of 4 major American papers was conducted from November 2013 through March 2014. Findings reveal a lack of substantive discussion of any of the critical social and political issues percolating around the games. Individualized narratives, a presentation of sport as apolitical, and achievement oriented presumptions dominate framing of narratives.

**Waldman, Devra**, University of British Columbia ([devra@me.com](mailto:devra@me.com))

*Behind the Scenes of Sport for Development: Perspectives of Executives of a Multinational Sport Organization*

Currently, the International Cricket Council (ICC) is sponsoring various cricket-focused development programs such as initiatives that link cricket to messages about HIV/AIDS prevention in Uganda, promote social integration in inner-cities in Europe, and encourage peace in Afghanistan and Israel. In this presentation I report findings from interviews conducted with top-level executives of the ICC. This research was guided by the following research questions: 1) How have decisions been made by executives at the highest levels of the ICC to engage in development-related work and how do they explain the decisions they have made?; 2) How do key decision-makers understand the notion of development and what are their perceptions of development-related issues?; 3) How are development-related goals and issues portrayed to stakeholders and how do these goals align with broader organizational goals? and; 4) What are the benefits of and problems with cricket-related development work that are revealed through discussions with key decision-makers?

This study draws on and assesses existing literatures on developmentalism, sport for development and peace, and cricket and globalization. Postcolonial theory guides the analysis as this approach is concerned with the politics and economies of societies that are living with legacies of colonialism, the ongoing impacts of neoliberal forms of development in these societies, and the lived experiences of those where postcolonial forces are especially intense (McEwan, 2009). The overarching goals of this study are to contribute to the critical dialogue on the use of sport to achieve development objectives and inspire balanced thinking about sport and development among policy-makers and major international sport organizations.

**Watanabe, Yasuhiro**, Hiroshima University of Economics ([ys-wata@hue.ac.jp](mailto:ys-wata@hue.ac.jp)), Koji Matsumoto Hiroshima University of Economic, Toshie Takahashi, Juntendo University and Haruo Nogawa, Juntendo University

*The Role of Parents in Children's Sporting Habits in Japan*

In Japan, there is an increased number of children undertaking the sports-related lessons after school, and more parents are investing a large sum of money in their own child. There is a tendency for parents to seek a 'high-risk, high-return' by investing in children's sporting activities, such as coaching, purchasing equipment, and travelling, rather than in education (i.e. entrance exam, cram schools). Several researchers have suggested that Parental commitment is a key factor in the sport participation of children

because sporting habits usually depends on parental expenditures of money, time, and energy (Coakley, 2006; Green, 2010). In addition, an emerging parental commitment that parents are solely responsible for controlling and socializing their children and that child development is shaped by parenting strategies (Green & Chalip, 1997; Coakley, 2011). The purpose of this study is to analyze the relationships between parents' attitudes toward education and sports and their household incomes, in order to investigate the impact the parents have on children's sporting habits. As results of this study, it was clear from "Attitudes toward Education" and "Attitudes toward Sports" that sending children to after-school lessons reflect the parent's expectations towards their own child. Parents' concerns about child's education are increasing, at the same time, more parents are becoming involved in children's lives and it reflects Japanese society today. This study can conclude that investing great sums of money in their own child does not come with a feeling of high risk, but is rather the norm in Japan today. As one of the opinions, patti bourgeois has appeared to emerge in the area of sport participation of children and it may become one of the mainstreams in Japan.

**Weedon, Gavin**, Shawna Lawson, Liv Yoon and Brian Wilson ([brian.wilson@ubc.ca](mailto:brian.wilson@ubc.ca)), University of British Columbia

*No news is good news? Sport Media Research and the question of 'good' sport journalism*

At just over fifty years vintage, Dominic Malcolm (2012) has recently described the sociology of sport as a field approaching maturity. This article is as such an effort to take stock of a body of knowledge that in many ways offers a window on, and is an expression of, broader developments in the field: sport media research. Through analysis of (n=) 299 articles concerning sport media published over several decades in leading sociology of sport journals, we reflect on emergent trends in sport media research over that time and identify one especially striking lacuna: the shortage of theoretical and practical efforts towards understanding what 'good' sport journalism looks like, and how it might be achieved. The article contemplates possible explanations as to why so many important and wide-ranging critiques of sport media content have not translated into a model, vision or utopia for somehow 'better' sport journalism, and makes the case for such developments in future.

**Weems, Anthony**, Texas A&M University ([anthonyweems@neo.tamu.edu](mailto:anthonyweems@neo.tamu.edu))

*Basketball, whiteness, and privilege: Reflections of a white boy turned critical theorist*

Sport sociology scholars have discussed the importance of studying whiteness, white power, and white privilege in sport (King, 2005; King, Leonard, & Kusz, 2007; McDonald, 2005). Whiteness is broadly defined as being socially accepted as belonging to the white race and the subsequent privileges that accompany such racial designation (Delgado & Sefancic, 1997; Harris, 1993). The purpose of this presentation is to discuss whiteness and privilege within the context of the sport of basketball in American society. My goal is to critically reflect upon what it means to be white in this context. More specifically, I will shed light on my experiences as a white boy playing high school and Amateur Athletic Union (AAU) summer club basketball. In particular, I will focus on my role and expectations as the white boy, privileges I enjoyed, and some of the challenges I encountered during my various experiences competing on and against certain teams. This presentation will also discuss the broader issue of race in American society and basketball, as well as address future research implications going forward.

**Welty Peachey, Jon**, University of Illinois at Urbana-Champaign ([jwpeach@illinois.edu](mailto:jwpeach@illinois.edu)) and Adam Cohen, Texas Tech University

*Partnerships in sport-for-development and peace: Challenges, barriers, and strategies*

The purpose of this study is to examine challenges faced by scholars when forming and maintaining partnerships with sport-for-development and peace (SDP) organizations, and to uncover strategies recommended to overcome these challenges. While partnerships have increased in recent years, many scholars have noted difficulties in forming and sustaining partnerships with SDP organizations (Coalter 2007, 2010; Levermore, 2011; Sherry, 2010; Welty Peachey et al., 2013). We interviewed eight prominent, international SDP scholars to gather insights on these challenges and strategies they have employed to overcome them and form viable partnerships across cultural contexts. Findings revealed challenges included navigating the political landscape and complexities in which many SDP organizations operate, securing commitments from SDP organizations with few financial and human resources, obtaining buy in to the importance of longitudinal research designs, and community partner sabotage. Strategies recommended for overcoming these challenges revolved around being strategic in partnership building, developing win-win scenarios, finding a cause champion within the organization, navigating around partners who sabotage, seeking third party funding, and involving SDP organizations in research design early in partnership formation. Implications and recommendations will be drawn forth for scholars wishing to engage in SDP partnership efforts locally, globally, and with cultural sensitivity.

**Wenner, Lawrence**, Loyola Marymount University (lawrence.wenner@gmail.com)

*Assessing the Sociology of Sport: On the Mediasport Interpellation and Commodity Narratives*

On the 50th anniversary of the ISSA and IRSS, this paper considers the development and role of media and sport research in the context of the sociology of sport. The merging trajectories of media research in the sociology of sport and sport research in media studies are assessed. The challenges for the agenda of sport and media research lie in the difficulty in assessing how mediated treatment of sport filters down more broadly into the sport experiences of both participants and spectators. It is argued that the future agenda for sport and media research in both the sociology of sport and in media studies will necessarily be centered in understanding how mediasport narratives come to interpellate and commodify contemporary sensibilities about the meaning of sport in culture.

**Wheaton, Belinda**, University of Brighton (b.wheaton@brighton.ac.uk)

*Assessing the sociology of sport: On action sport and the politics of identity*

On the 50th anniversary of the ISSA and IRSS, BI assess developments in the sociology of sport that concern the politics of identity and action sport. In reflecting on the trajectory of inquiry, I notes the struggles of scholars to determine what constitutes sport and reflects on the ways in which action sport both challenges and reproduces dominant relations and meanings. Because many forms of action and informal sport continue to grow rapidly and outpace the expansion of many traditional sports in many Western nations, they represent an important lens for understanding sport in contemporary settings because they are characterized by boundary-crossing activities that traverse sport and art, play and games. Key challenges for the field include understanding the paradoxes that come with commercialization and professionalization as well as understanding how emergent sport subcultures may evolve in non-Western settings. Key on the agenda for the future will be a need for scholars to continue to expose the political formations and to link identity politics in emergent sport to broader structural forces to better understand power and inequality.

**Wheaton, Belinda**, University of Brighton (b.wheaton@brighton.ac.uk)

Performance Parkour: Challenging the sportization of parkour in England

This paper emerges from an established research focus on the social value of informal lifestyle sports such as parkour, for addressing policy agendas promoting sport's role in promoting healthy lifestyles and developing social inclusion agendas (Gilchrist & Wheaton, 2011). Recently parkour in the UK has experienced rapid institutionalisation and sportization (Wheaton, 2013). In 2012 a Sport England sanctioned national governing body [NGB] *Parkour Uk* was ratified, with a mandatory qualification for those teaching parkour. The NGB views parkour exclusively as a *sport*, presenting challenges for some practitioners and teachers, particularly those working within the *arts*, who believe parkour is best understood, and most likely to be promoted as a socially - inclusive physical practice through a study of dance and movement, not just as athletic feat. In response to the sportization of parkour, some practitioners are promoting performance-parkour [2PK] as a way for practitioners and teachers to continue to experiment with parkour as an art form and means of creative expression. Its proponents believe that 2PK can attract those individuals who are less likely to join formal dance or sports activities; however there is a lack of research evidence.

In this paper I explore these debates based on interviews with proponents of the 2PK network. Furthermore, I outline some research initiatives set up to understand the value of 2PK amongst user communities, particularly non-traditional participants such as women and retirees.

**Wiest, Amber**, Florida State University (amberlynnwiest@gmail.com)

*You're Like Barbie!: The Knottiness of Fieldwork and Identity Politics*

Amanda Coffey's (1999) argument that fieldwork is a necessarily embodied process illuminates how bodies are implicated within, and constitutive of, our ethnographic research. Bodies are conversational, performative, and, most importantly, imbued with power (Silk & Andrews, 2011). From the clothes we wear to the bodily comportment we display, the way(s) we as researchers are 'read' in the field is an integral, and often overlooked, aspect of the research process. One such embodied particular is that of hair (see Alexander, 2006). That is, idealizations of hair color, length, texture, and style are entangled in white, Western, emphasized feminine notions of heteronormative beauty"notions that are framed by, and reinforcing of, dominant power relations tethered to a history of racial and ethnic oppression (Dash, 2006; Lester, 2000; White 2005).

This paper thus seeks to confront the complex materiality of hair as a political, cultural, and historically contingent form. Attending to the problematics of identity politics (see Calhoun, 1994; Carrington, 2008; Crenshaw, 1997), I interrogate the ineluctable contradiction(s) present in our embodied research acts (Giardina & Newman, 2011) and praxis. Specifically drawing upon my experiences working with a youth development program, I explore hair as a manifestation of intricate racial, ethnic, classed, and gendered relations in a context where sport and physical activity are mobilized to encourage confidence, positive self-image, and body image satisfaction in young girls.

**Wigglesworth, Jennifer**, Queen's University (12jcw4@queensu.ca)

*Sport Equipment as an Extension of the Body: Dressing Sensibly in Sport*

Sport sociologists' attention to sport equipment predominantly centres around ideological and discursive conceptualizations, leaving the body elusive and absent, and to disappear behind its textual formations. In this paper I explore the relationship between phenomenology and sport by questioning how one experiences sport equipment. How are sports experienced differently according to how the body is outfitted? How does sport equipment affect the emotive dimension of one's perception in sport? I use elements of Merleau-Ponty's phenomenology as outlined in *Phenomenology of Perception* (1945) to discuss particular aspects of the lived experience of sports equipment. I consider the 'doing' body that actively outfits itself for performance and aesthetic purposes. I highlight the integrated sensory dimensions of the lived sporting body through the experience of wearing ski/snowboard goggles. Rather

than examining snow goggles as a representation from the outside, I seek to understand the materiality of the goggles from the inside out. The sociological study of the body and sport stands to benefit from including these phenomenological ways of understanding the human-equipment interrelationship so as to better conceptualize how the body experiences, negotiates, and is at play with its surroundings.

**Williams, Diane**, University of Iowa (diane-williams@uiowa.edu)

*Queering Second Place: The Subversive Potential of Losing in Sport Films*

If we are to believe the opening lines from Patton, winning is an American tradition, bound up in hegemonic patriarchal, capitalistic, imperialistic and nationalist ideologies: Americans love a winner and will not tolerate a loser...the very thought of losing is hateful to Americans. Sport films frequently echo this sentiment: reveling in myths of meritocracy and social tolerance, celebrated at the end with a big win for the protagonist. Yet, not all movies end this way, and herein lies the subversive potential: how might sport films that end with a loss for the protagonist create opportunities for counter-hegemonic discourses about sport, power, and culture?

Losing has pedagogical power, not just as a detour en route to the winner's circle, but as an end in itself. Reading contemporary Hollywood films through recent critical queer and feminist work on failure and losing allows for the opportunity to imagine sport outside the binary/hierarchical relationship of winning and losing. This enables a broader appreciation for other intangible and powerful sport outcomes, including collaboration, embodied empowerment, and empathy. Through alternative readings of losing in sport films, I open up space for discussions about sport, gender, power, privilege, and social justice in US culture.

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*When Women Shine: Experiences and Representations of Race, Class and Gender for Mini-Celebrities' in the Japanese-American Basketball Leagues*

In the U.S., women's sports are often marginalized, receiving less media attention, financial support, and other markers of respect than men's sports. However, what do we know about the exceptions to this trend? Under what conditions are women's sports respected and supported? This project explores the experiences and representations of female athletes identified as mini-celebrities by Japanese Americans playing basketball in ethnic-based leagues in Southern California. Using, data from in-depth interviews, participant observation, and archival material (local newspapers and league publications) this presentation will discuss the conditions that foster support for women's basketball within Japanese-American communities and interrogate the gendered representations of women who have garnered mini-celebrity status. Within these communities, prominent women athletes are often promoted as respected athletes, but they are also depicted as wholesome, hard-working, and loyal to the community " a gendered portrayal that may serve as a symbolic resource (Messner, 2002) to the community and response to the ever-present gaze of white America (Higginbotham, 1993). Examining environments where women's sports are valued may illuminate the social patterns (and fissures) that enable respect and celebration for women athletes and provide greater understanding of how these environments are situated within a nexus of power relations.

**Wilson, Charles**, Georgia Southern University (coachhalwilson@gmail.com) and Lars Dzikus, University of Tennessee

*In the public eye: College coaches, impression management, and the presentation of self*



This study applies Goffman's theoretical framework, especially his dramaturgical model, to NCAA Division I college football and basketball coaches. Goffman (1983) called for an analysis of the social arrangements enjoyed by those with institutional authority [those] well-placed persons who are in a position to give official imprimatur to versions of reality (p. 17). Goffman's central concerns with order, (re)action and performance hold great promise for an insightful analysis of sports coaching (Jones, Potrac, Cushion, & Ronglan, 2011, p. 16).

NCAA Division I coaching is a high-stakes, high-reward endeavor. This context heightens the need for a successful presentation of self and impression management. Coaches, in collaboration with university athletic departments, attend to this need through manipulation of their public personas in public and in private. Sources for this study included university publications and productions, coach tweets, and newspaper articles. Some coaches' virtual and actual identities are congruent, but there are other high-profile examples of conflicting virtual and actual identities, resulting in stigma or spoiled identity (Goffman, 1963). It is important to note, however, that Goffman's concept of stigma is not grounded in the 'type of person' but in the intricacies of difference and, crucially, the control of information of self in interactional encounters (Jones, Potrac, Cushion, & Ronglan, 2011, p. 18). The practical implications of Goffman's dramaturgy can be tied to modern authentic leadership theory, in which leaders act in accordance with deep personal values and convictions, to build credibility and win the respect and trust of followers (Avolio, Gardner, Walumbwa, Luthans, & May, 2004, p. 806).

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*Erg Ed: Supporting Lifelong Fitness on and Off the Water*

In 2010, Seattle Public Schools and the George Pocock Rowing Foundation partnered to bring indoor rowing education (Erg Ed), to middle schools in Seattle, WA. Erg Ed provides equipment, technology, curriculum, and highly qualified instructors so teachers and students can access rowing. The Erg Ed curriculum has been implemented in 14 Seattle Public schools reaching over 5,000 students, many of who would be unable to access the sport of rowing due to financial hardship. This program marks the first time rowing has been a part of any school district's physical education curriculum.

In this study the effectiveness of the Erg Ed program in supporting lifelong fitness, sustained physical activity, and access to water sports amongst middle school-aged children was explored. Current and former Erg Ed trainers and teachers were surveyed and interviewed regarding their experiences. This is the first research conducted on the effectiveness of implementing a rowing curriculum in public school physical education classes. Results indicate that the Erg Ed program provides a positive opportunity for children to engage in sustained physical activity as well as access a sport widely available in their community, and which incidentally offers the greatest potential for NCAA Division I college scholarship.

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*Constructions of Black Hockey Players in Canadian Media*

Although many studies have shown that racial bias exists in media coverage of professional sports, few have explored whether or not such bias has infiltrated the National Hockey League (NHL), which remains far less racially integrated than other leagues in North America. In this article I compare Canadian media coverage appropriated to NHL athletes across differing racial categories. This was done through a systematic content analysis of major Canadian newspaper articles between 2002 and 2013. Adopting a critical race theory approach, I argue that the historical and current White-dominant nature of ice hockey and the NHL has led to non-White participants being viewed as 'outsiders' and subsequently receiving less favourable media coverage. Preliminary results support the notion that certain racial biases do exist

in Canadian NHL coverage. Specifically, the data suggest that players of African/Afro-Caribbean descent are more likely to be described in terms of their physical dominance and natural athletic ability instead of terms relating to their work ethic, intelligence, and 'on-ice awareness'. The latter of these terms tend to be more admired in the NHL media and are more likely to be used when describing White North American players. Findings highlight challenges Black athletes face when trying to navigate a sport where White-dominance undoubtedly persists.

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*A multinational study of sports fandom beliefs and attitudes: Universals and Particularities*

This study compared sport attitudes and beliefs in American, Italian, German, Turkish and Swiss/French samples. A total of 800 (between 18-70 years old) mostly from American, Italian, German, Turkish and Swiss/French universities responded to an online survey. Europeans, including Turks, associated sports with health, fun, pleasure and fitness; whereas, Americans associated sports with competition, athleticism and teamwork. Our samples were very similar in certain attitudes such as rejecting homophobia in sports, believing athletes from certain ethnic or racial groups are innately better in certain sports, and the idea that sports distract them from the problems and hassles of everyday life. However, more Germans tended to withdraw their support from their team if it has a losing season. More Turks were opposed to foreign born athletes on their national teams and felt more strongly that athletes should feel ashamed and apologize when they make a mistake that loses an important game. More Americans cared less about potentially serious injuries and wanted to see more on-field violence in sports competitions. More Americans and Turks believed that athletes behave like they are above the law and are entitled to special treatment by authorities. Intensity of fan devotion was predicted by competitiveness, affiliation desire, racism, and group dominance.