

THE NORTH AMERICAN SOCIETY FOR THE  
SOCIOLOGY OF SPORT

SANTA FE, NEW MEXICO

SOCIÉTÉ NORD-AMÉRICAINNE DE  
SOCIOLOGIE DU SPORT

LA SOCIEDAD NORTEAMERICANA PARA  
LA SOCIOLOGÍA DEL DEPORTE

**SPORTS AT / ON THE**  
**BORDERLANDS :**  
**TRANSLATIONS, TRANSITIONS, AND TRANSGRESSIONS**

**36<sup>th</sup> Annual Conference**  
**THE ABSTRACTS**



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**2015 Annual Meeting**  
**El Dorado Hotel, Santa Fe, New Mexico**  
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## **Richard Gruneau Alan Ingham Memorial Lecture**

The phrase “critical theory” has its origins in the social sciences and philosophy in an essay written by Max Horkheimer in 1937. It later came to reference a reflexive approach to theory, focused on a critique of domination, associated with the work of several key writers affiliated with the Institute for Social Research in Frankfurt Germany. During the late 1960s and early 1970s, “Frankfurt School Critical Theory” became very popular, partially through its attractions to the student left. Critical Theory found its way into sport studies early on in a spate of works such as Gerhard Vinnai’s *Football Madness*, Bero Rigauer’s *Sport and Work*, as well as in some of the early writing of the French sports critic, Jean Marie Brohm. However, through the 1970s, there was increasing awareness of the limitations of this school of German Critical Theory. The critical focus of research in sport studies shifted to other frameworks, for example to the writings of Antonio Gramsci, Foucault, Derrida, Bourdieu or Stuart Hall; to the writing of prominent feminist theorists such as Nancy Hartsock, Donna Harroway, and Judith Butler; to the critical spatial political economy developed by writers such as David Harvey, and Neal Smith; and to the postcolonial and critical theories explored by writers such as W.E. B. Dubois, Frantz Fanon, Edward Said, or Gayatri Spivak. These diverse theoretical influences have greatly enriched critical writing on sport. However, I will argue that something important has also been lost and, despite its many limitations, Frankfurt School Critical Theory still matters. It is time to reconsider both its limitations and its ongoing promises for the sociological study of sport.

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

### **iHealth, Foucault, Merleau-Ponty and me: Fitness-tracking technologies and changing forms of embodiment**

This paper is an effort to think about the ways that fitness and health-tracking technologies are changing how people experience their bodies. Over the past few years personal digital health-monitoring technologies have proliferated, with those that track fitness and physical activity – devices like Fitbit or Jawbone, or apps like Map My Fitness and Apple Health – among the most popular. Sociologists writing on the quantified self movement and on health-tracking apps and devices (Sherman 2015; Lupton 2012, 2013) have suggested that the new technologies are contributing to new forms of subjectivity and embodiment. Scholars have argued, for instance, that the apps and devices lead people to develop an intense focus on the body, that they subject users to continual and intimate surveillance, and that they strip meaning and complexity from daily life as they quantify activities and bodily functions. For the most part these arguments are theoretical, rooted in Foucauldian notions of governmentality. In this paper I expand the theoretical frame, drawing on the phenomenology of Maurice Merleau-Ponty in an effort to consider how these technologies might be changing our embodiment and, therefore, how we see the world. My own experiences of digitally-mediated walking provide a focus for an analysis of what this change might look like in everyday life.

**Adam Ali, Queen's University** | 14aea3@queensu.ca

**Feminist Approaches to Affect, Pain and Masculinity in Violent Sport Spaces**

I posit an alternative discussion of pain that transgresses its discursive performance within violent sport spaces by exploring the relationship between feminist approaches to affect, pain, and masculinity yet to be explored in the sport sociology literature. How, for example, can we deconstruct, and perhaps challenge, the naturalized attachment between men and pain by re-conceptualizing this connection through an affective lens? In answering this question, I turn to the feminist works of Lauren Berlant (2011) and Sara Ahmed (2004), who assist us in (1) tracing the underlying emotional and social processes that shape what is seemingly an unhealthy, problematic attachment between sporting men and pain, and (2) conceptualizing pain as an affective economy wherein the naturalizing connection between men and pain obscures the cultural processes of its becoming. Attending to pain through these feminist approaches to affect helps us unsettle current understandings of the relationship between men, pain, and sport.

**Rachel Allison, Mississippi State University** | rallison@soc.msstate.edu

**Fields of Play: Situating Women's Professional Soccer in the American Sports Landscape**

Relying on participant observation, interview, and media data on women's professional soccer in the U.S., I link expectations for the success of the league to the multiple, often contradictory meanings attached to soccer in the U.S. In the youth sport field, soccer is defined through the supposed sociopositive virtues of non-competitive team sport for children, and particularly for girls. Youth soccer is also centered around whiteness and the feminization of sport. In contrast, the professional sport field defines soccer around physical aggression and competition amongst adults. In this field, soccer possesses a very different set of racial and gendered meanings, with soccer continuing to imply a nonwhite, often "un-American" maleness on the cultural margins of the field.

**James Anderson, University of Windsor** | ander11h@uwindsor.ca

**Hope and Strengths within Adaptive Sailing: Narratives from the Queen's Quay Disabled Sailing Program**

I explored how participants were transformed through their interactions with each other and within an adaptive sailing program using a Strengths and Hope Perspective (Paraschak, 2013). Through 12 semi-structured interviews with six sailors, four volunteers and two staff members in the Queen's Quay Disabled Sailing Program (QQDSP), I examined participants' experiences and how the QQDSP's structures facilitated those experiences. Participants described their overall experiences in terms of independence and a sense of community. They developed new strengths and enhanced existing strengths by overcoming challenges and through access to resources and community support. Participants used their new and/or enhanced strengths to achieve personal goals and contribute to community-oriented goals. The QQDSP facilitated those experiences through its mission and by providing participants with opportunities to share

their strengths with others. People with disabilities have historically been marginalized within sport. My presentation highlights how participants are co-transformed by focusing on what they can do, rather than what they cannot do.

**Lauren Anderson, Florida State University** | la13d@my.fsu.edu

**The NFL Combine: Sporting Labor and the Biopolitical Art of Evaluation**

Once a year since 1982, National Football League (NFL) executives, coaches, scouts, and medical doctors gather at Lucas Oil Stadium in Indianapolis, Indiana to conduct the NFL Scouting Combine. The purpose of conducting “The Combine” is for NFL franchises to evaluate college football players who are readying for the NFL Draft. Their mission is to gather as much information from the sporting body, about the sporting body, as possible. The Combine is unique to the study of sport because of the complex processes through which labor is evaluated and commodified. To this end, the aim of this paper is to explore the biopolitical manifestations of the NFL Combine, with particular attention paid to how the evaluative technologies employed produce knowledge about sporting labor. To understand this complex labor process, we draw upon theories of labor in sport, including both Marxist and Neo-classical theories of labor.

**Terri Anderson, Western Illinois University** | ta-anderson3@wiu.edu

**The Underrepresentation of Women in Sport; Choice or Discrimination**

Since the passing of Title IX women in sport have made leaps and bounds in sport participation. However with the success of more girls and women participating in sport, who is leading their new teams? Prior to Title IX over 90% of women’s teams were coached by women and today less than 50% of women’s teams are coached by women with around 10% of NCAA institutions having no female representation on staff at all. Where have all the women gone? In today’s society women are expected to rear the children, keep the house, cook all the meals, and tend to their spouses all while earning a salary. Yet with all societal expectations is it possible to have it all?

**Stephen Andon, Nova Southeastern University** | sandon@nova.edu

**Place, Memory, and Myth in Dos-A-Cero**

On account of eight victories in fifteen years by the US men’s national team against Mexico by the same 2-0 score, “dos a cero” has become a foundational myth of US soccer cultural identity. To understand this mythological score requires an investigative history of the US-Mexico rivalry and an examination of the power of nostalgia as it is linked to sport, place, mythic figures, and rhetorical discourses of memory. This paper, therefore, will utilize rhetorical and critical methods to trace the unique history of the US-Mexico rivalry. It will begin by exploring the rhetorical significance of place and memory in what has become the USMNT’s symbolic home stadium in Columbus, then consider the rhetorical impact of the heroes and villains of “dos a cero” matches, and conclude by considering how “dos a cero” functions today – and will function in the future – as a fully matured nostalgic myth.

**Vernon Andrews, San Jose State University** | vernon.andrews76@gmail.com  
**The Policing of Black Expression in American Sport and Society**

“Celebration rules” have troubled both the NCAA and NFL over the past 32 years, since the first rules were enacted to curb athlete end zone celebrations in the NFL in 1984, and later, in the 1990s, with the “Miami Rule.” Sport offers a visual laboratory for recording and documenting the *problem* of the NCAA and NFL punishing Black expressive behavior and an opportunity for analysis of *solutions* that move beyond policing the Black body to more culturally inclusive governing styles. Black and White athletes and administrators can set an example for culturally inclusive governance that could lead – rather than follow far behind – other U.S. institutions. Improved “policing” practices are at the intersection of sport, culture, and diversity inclusion. I offer progressive suggestions that transcend sport and draw upon diversity best practices in other institutional frameworks. Over-Policing Black bodies in sport (and society), specifically, must end.

**Dunja Antunovic, Bradley University** | dantunovic@fsmail.bradley.edu  
**“Just Another Story to Cover”: Sports Journalists’ Memories of Title IX**

Since 1972, when the U.S. Congress passed Title IX, girls’ and women’s participation in sport exponentially increased. Yet, major gender inequities remain, including in media coverage (Cooky & LaVoi, 2012). Feminist sports media scholars have pointed to masculinist news values and journalists’ resistance toward Title IX to explain these inequities (Hardin, 2005; Hardin & Whiteside, 2009). To further examine the relationship between Title IX and coverage of women’s sport, I conducted oral history interviews with sports journalists who worked at newspapers before and after the implementation of Title IX. In the process of remembering, journalists expressed support for women’s sport, but also positioned the law as a site of tension. Further, few journalists felt that Title IX influenced newsroom practices and coverage. This study argues for a reassessment in positioning Title IX as a milestone against which progress in coverage of women’s sport is measured.

**Constancio Arnaldo, Miami University** | constancio.arnaldo1@gmail.com  
**Asian American Female Footballers Negotiating the Sporting Borderlands**

Taking its cues from Borderland-Mestizaje Feminism (BMF) (Anzaldúa 1987), this paper considers how Asian American female flag footballers trouble sporting borderlands as exclusively black, white, and male. According to BMF theory, borderlands are symbolic barriers and metaphorical spaces that Chicana/o communities in particular, and marginalized people in general, negotiate (Saavedra & Nymark 2008). Utilizing flag football spaces as sporting borderlands, I argue that Asian American women trouble and resist racist and sexist depictions of them as either “model minority” or as weak, passive, and “hyper-sexual” (Shimizu 2007). Moving beyond these racialized, gendered, and sexualized representations, this paper engages with BMF by centering Asian American female sporting bodies and voices. In doing so, I argue

that sporting borderlands are spaces of cri tique where cultural politics erupt along the lines of race, gender, and athletic ability. Thus, Asian American female athletes embody different subjectivities outside of dominant racial classifications.

**Matthew Atencio, Becky Beal, & ZÁNean McClain, California State University, East Bay**  
**Teaching social justice and physical activity in the urban university: A reflective discussion**  
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This paper describes how we teach the topic of “Social Justice and Physical Activity” to undergraduate first-year students based at one of the most ethnically diverse universities in the United States. We draw upon lesson observations and post-lesson faculty debriefing sessions to illustrate how the students negotiated the concepts of humanism, social inclusion, equal opportunity/equality, and empowerment. These students hailing predominantly from low-income urban neighborhoods in California attempted to generate critical consciousness by reflecting upon their own specific histories and identities. However, the students initially struggled to integrate discourses of social class, race, ethnicity, (dis)ability, and sexuality within their constructions of sport, health and physical activity. Consequently, student-driven dance, music and theater performances as well as applied research assignments provided crucial learning spaces. These authentic learning contexts were paramount to enhancing the quality of classroom social justice conversations, by linking theoretical concepts with the students’ embodied life practices.

**Matthew Atencio, ZÁNean McClain, Becky Beal, E. Missy Wright, CSU East Bay**  
**Urban Skateboarding in Neo-liberal times: case study of Oakland’s Town Park**  
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This paper explores how a “public” skate park in Oakland evolved in a grassroots fashion under the direction of one committed adult volunteer, Keith “K-Dub” Williams. In this study, we describe how Town Park became the heart and soul of Williams’ efforts to provide a “platform” for urban youth to gain life skills and develop connections with the skate industry. At the same time, this skate park, located within a park that had previously hosted the local Black Panthers chapter, became associated with marketing and branding efforts in order to develop a more permanent and visible presence. To do so, funds were secured from the Levi’s corporation and other community businesses - not from the Parks and Recreation Department. We draw from Madden (2010) and Melamed (2006) to explain how this park represents a unique form of corporate-grassroots publ ic “Do it Yourself” mentality that arguably underpins the modern skateboarding ethos.

**Ashley Baker & Billy Hawkins, University of Georgia | abaker@uga.edu**  
**A Narrative Analysis of Black Mothers' Navigation of the Athletic Recruitment Process**

Popular media outlets have been the primary platform in which society has been informed about the role of Black mothers throughout the athletic recruitment process. The seemingly absent perspective of Black mothers is further evidence that recruiting stories are a distorted and incomplete representation of Black mothers' experiences. Little is known of their role in key sport and education decisions. Thus, the purpose of this study was to explore the personal narratives of Black mothers who have navigated the college athletic recruitment process with their sons. Using Black Feminist Thought as the guiding framework this study expands upon current literature on the intercollegiate athletic recruitment process by giving attention to the narratives of Black mothers experiences. Initial findings suggest that they are highly involved in the athletic recruitment process of their sons and with minimal assistance many of them are left to navigate the process alone, alongside their sons.

**John Barnes & Kristopher M. Goodrich, The University of New Mexico | jlbarnes@unm.edu**  
**Translating Across Borders: Working with College Student Athletes in Transition**

This interdisciplinary presentation will explore the different borders faced by college student athletes as they transition from high school to college, and then through their college experience. Framed from the perspectives of two faculty members from a Hispanic-Serving Institution, the presenters will explore the potential applications of Chickering and Reisser (1993)'s Seven Vector's of College Student Development and Sedlacek's Non-Cognitive Abilities to college student athlete's transitional experiences. Presenters will discussed their shared and unique perspectives from a Sports Administration and Counselor Education view about how to effectively conceptualize and intervene with college students living in the borderland between transitions. Recognizing the non-traditional nature of college student athletes, the presenters will also discuss how framing student athletes as non-traditional students opens new directions for support and intervention. Equal focus will be shared between theory and practical applications of such in the college athletics setting. Handouts will be provided.

**Sarah Barnes, Queen's University | 4sb23@queensu.ca**  
**Champagne, sleep, and "improving wind": Historical perspectives on athletic training and human performance.**

This paper investigates the contemporary scientific fascination in sport and human performance through a historical lens. Secondary sources are used to unsettle popular claims that narrate the current-day scientific interest in the athletic body as novel or unprecedented. Details of training regimes connected to pedestrianism, 6-day cycling races, and other popular sporting contests of the late 1800s and early 1900s reveal a significantly different context in which a variety of 'scientific' performance enhancing strategies were applied. This evidence raises questions



about what science 'is' and prompts reflection on understandings of ergogenic aids and the borders of the 'natural' body. Overall, this paper advance scholarly conversations around sport, science, and the boundaries between them.

**Claudia Benavides, Arkansas State University | cbenavides@astate.edu**  
**Effects of Music Videos on Bystanders' Reactions to Sexual Harassment**

Sexual harassment exists in society. Over 100 coaches were banned for sexual misconduct in 2011. In teens, sexual harassment has devastating psychosocial effects (Gruber & Fineran, 2008). Only 8.5% of high-school victims report harassment (Clear et al., 2014). If the behavior is unaddressed it persists (Benavides-Espinoza & Cunningham, 2010). Thus, intervention is important. Coaches are socializing agents (Greendofer, 1977; Lumnkin & Stokowski, 2011). If they do not respond appropriately to sexual harassment, they fail to protect students and model inaction to our future workforce, Music videos objectify women and affect perceptions of harassment's severity and harm (Aubrey, Hopper, & Mbure, 2011), ultimately reducing intervention rates (Benavides-Espinoza, 2009) . This study analyzes the effects of such videos in bystanders' reactions to sexual harassment in interscholastic athletics. Eight hundred high school coaches were contacted. Moderated linear regression will be used for data analysis. Results and discussion will be examined.

**Adam Berg, Penn State University | apb5152@psu.edu**  
**Happy Again: Constructing Penn State Through Documentary Film**

On November 4, 2011, former Penn State University assistant football coach Jerry Sandusky was indicted on 52 counts of child molestation, 45 of which he would be found guilty. Eight months later, a Penn State commissioned investigation known as "The Freeh Report" determined the University's leaders, including head football coach Joe Paterno, failed to disclose knowledge related to Sandusky's crimes. The NCAA responded with unprecedented sanctions against Penn State football. Later in December of 2013, director Erik Proulx released a documentary entitled *365 Days: A Year in Happy Valley* (2013), depicting Penn State following the outbreak of the "Sandusky Scandal." Within a year, director Amir Bar-Lev released a separate documentary entitled *Happy Valley* (2014), covering virtually the same topic. This presentation argues that differences in how the immediate past is remembered through these films reveals contemporary cultural tensions concerning the sociological role of big-time college football.

**Nicolas Besombes, H  l  ne Joncheray, & Bernard Andrieu, Universit   Paris Descartes– Sorbonne Paris Cit  , Laboratory TEC, and Remi Richard, Universit   de Montpellier, Laboratory Sant  SiH**

**Electronic Sport, at the borders of modern sport?**

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The common discourse tends to oppose modern sports and video games. Where sports are considered as a synonym of outdoor activity and energy expenditure, video games carry the reverse representation: an indoor activity not conducive to physical effort. However, one specific form of practice of video gaming, which the community’s actors call e-sports for electronic sports, is specialized in the organization of confrontations between players during video game competitions. The aim of this presentation is to question the definition of electronic sports through four criteria regularly used to define modern sports: the competition organization, the rules and regulations, the motor relevance and the institutionalization. Bodily techniques of casual and regular gamers were filmed during more than a 20-hour period, and four e-sports events organizers and representatives of French e-sport associations were interviewed. The first results show that just like in modern sports, motor skills are the main purpose of competitive video gaming. On the other hand, electronic sports develop an original sporting model with regard to its institutionalization by delegating the organization of major competitive events to private companies, disconnected from legitimate sports organizations.

**Steve Bien-Aime, Penn State University | slb333@psu.edu**

**Mom, Dad, or Employee? How Sport Journalists Identify on Social Media**

Scholars have found that journalists often apply “gender appropriate” frames to women in sport, but not necessarily to men. Explanations for this discrepancy are often rooted in concepts such as ambivalence, gender appropriateness, and compulsory heterosexuality. However, could journalists be portraying women in ways that the journalists themselves identify in public? More specifically, do female journalists utilize “gender appropriate” frames in their public disclosures, which then could be argued contributes to the gendered coverage women receive in mass media, i.e., could the framing of women in the media be an extension of how journalists view themselves and their colleagues? Thus, this project explores how male and female sports journalists identify themselves on social media.

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

**Comparing Coming Out: Analyzing Mainstream and Alternative Media Coverage of Gay Athletes**

Since 2013, multiple high profile athletes have come out as members of the LGBT community. Athletes and journalists have used a diverse array of media platforms, from traditional to alternative, print to digital, to make, and report on, these announcements. This paper, influenced by scholarly arguments that media templates guide normative understandings of sexual categories, employs a comparative media studies analysis of “high profile” coming out stories to better understand the borders, and transgressive possibilities, of both traditional and alternative media platforms. It maps how disparate media structure these conversations differently and

allow for varying degrees of engagement with the coming out narrative: it examines how these sites and publications dictate descriptions of sports, sexuality, queerness, and difference. Furthermore, it works to understand the position of the athlete as subject and object within these narratives and questions how race and gender, among other positionalities, are voiced and represented differently.

**Scott N. Brooks, Matthew Knudtson, & Isais Smith, University of Missouri**  
**A Mundanity of Excellence: The Trajectory of NBA Players**  
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Social Science scholarship has long decried the breeding theory and other genetic explanations to be racist, unsupported by science, and a misinterpretation of correlation versus causality. What has been considered less is that sports participation is a behavior. Brooks and McKail (2009) have theorized that a push-pull operates in the basketball collegiate arms race, offering positive social and economic rewards to those who become elite. Black communities and families encourage and push young, potentially-gifted athletes to participate and strive for social and economic benefits through sport, while organizations pull Black talent (the preferred worker in the cash sports) via incentives and often, empty promises. This paper considers hometown, high school and college data for all NBA players between 1950 – 2012. It is found that NBA players are products of more than good genes – We offer a revealing portrait of elite player decisions and the collegiate and high school arms races.

**Scott Brooks & Stephane Andrade, University of Missouri | brookssn@missouri.edu**  
**No More Amateurs Here: Professionalization and Entrepreneurism in Youth Sports**

Whatever happened to the Althea Gibson's, Marion Jones's, Jim Brown's, and Jim Thorpe's of the world? In a short time, sports have gone from extracurricular to curricular and highly specialized. Kids have shorter and shorter athletic participation careers because winning, sports mobility, and little and big business permeate the field – either one commits to their one –two sports in which they're competitive or they get out to avoid social stigma and low status. From local training/coaching, recruiting businesses, and college preparatory basketball schools to multinational sporting apparel companies – youth sports have become big business and fertile ground for exploitation of child labor and potential. By far the most powerful force is loving, well-meaning parents committed to their child's happiness and dreams and the possibility of their child earning an athletic scholarship to college. This paper offers an ethnographic portrait of hoop entrepreneurship in travel basketball and athletic training via one young basketball player's career from 9th to 11th grades.

**Clara Brown & Benjamin H. Nam, The University of Tennessee, Knoxville**  
**Linguistic and cultural capital: South Korean elite athletes' career development**  
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The purpose of the study is to explore the most important factors in the South Korean retired elite athletes' career development in order to be employed in the sports industry. The primary research problems are educational and career developmental limitations after athletic terminations that cause a lack of career transitions. The result of this study shows the most important factors are linguistic and cross-cultural competencies based on responses from three diverse groups consisting of (1) athletes who successfully built careers in the sports industry, (2) athletes who have been in the career development process, and (3) policy makers who identified the social issues and develop governmental policy for career development. Their perspectives regarding this topic were analyzed by hegemony, linguistic and cultural capital theory. This current study includes discussion of additional recommendations for career developmental strategies and informative future directions as well as establishment of a new topic and expansion of knowledge.

**Letisha Brown, University of Texas at Austin | letisha12@utexas.edu**  
**#BlackLivesMatter: Race, Sport and Visual Culture**

This paper analyzes the #BlackLivesMatter movement through the lens of sport and visual culture. The visibility of athletes brings light to issues around the intersection of race and violence in America to audiences that may not necessarily be "plugged in" to the current social situation. Nevertheless, images such as that of the Notre Dame women's basketball team wearing t-shirts that read "I can't breathe," or Cleveland Browns' wide receiver Andrew Hawkins donning a t-shirt over his uniform and pads with the bold message "Justice for Tamir Rice," athletes are moving this conversation to the center stage through their show of solidarity and support. In this presentation I will discuss the importance of sport and visual culture when it comes to making an impact in social and political movements in the U.S. and abroad. I will use visuals as the main platform of this presentation in fitting with the theme of the panel.

**Toni Bruce, University of Auckland | t.bruce@auckland.ac.nz**  
**New Rules for New Times: Shifting Terrains of Female Representation**

In the past decade, the rise of Internet-based news and social media has dramatically changed the field of sport representation, including an explosion in public voice and information sharing on social networking sites. In this changed media landscape, I employ the theoretical lenses of third-wave feminism and cultural studies to advance the ways in which feminist researchers can conceptualize and understand emerging trends in how sportswomen are imagined in popular culture. In particular, I consider the implications of third wave feminism for understanding the emergence of a transgressive pretty and powerful discourse in the U.S. that challenges the long-held pretty or powerful discourse that has constructed femininity and athleticism as incompatible, and point to the value for feminist sport media researchers of expanding their interpretive frameworks for making sense of media coverage in an increasingly online sphere.

**Kyle Bunds, North Carolina State University; Joshua I. Newman, Florida State University; Timothy B. Kellison, University of Florida; & Jonathan M. Casper, North Carolina State University**

**Fractured Environment(s): A Critical Examination of Hydraulic Fracturing and Sport**  
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Hydraulic fracturing (fracking) – a stimulation technique utilizing water, sand, and other chemicals to extract oil and natural gas from the earth – has become a divisive issue locally, domestically, and globally. While it has been praised by the oil and gas industry as an economic asset, concerns have been expressed as to the impact of fracturing on drinking water, earthquakes, and general safety. However, the general safety, economics, and social ecology of fracking's impact on sport and recreation, has often been overlooked. In keeping with the theme of this year's conference to examine transgressions, in this presentation, we utilize empirical material gathered from 250 park users and sport participants, state and federal policy, media documents, and use scientific research on fracking to critically examine this crucial linkage between sport and the environment. We will detail how the political economic conditions that create conditions favorable for fracking to take place, how fracking decisions are made, and how they impact sport participants.

**Daniel Burdsey, University of Brighton | D.C.Burdsey@brighton.ac.uk**  
**Un/making the British Asian athlete: race, legibility and the state**

This paper considers the ways that British Asian sporting bodies are constructed in relation to various forms of border. In doing so, it foregrounds an analysis of the racial state, primarily its biopolitical function in (re)affirming racialised models of citizenship and contemporary hierarchies of belonging. Drawing on conceptualisations of il/legibility and in/visibility, the paper explores the repercussions for bodies that fall outside of dominant Western racial and sporting ontologies, and beyond hegemonic constructions of the nation. The paper explores how racialised bodies are bound by, but are also able to transcend, particular borders that arise in relation to dominant constructions of ethnicity, religion and nation, and permitted political articulations in global sport. The paper also considers racialised epistemological borders with regard to the spaces, contexts and discourses within which British Asian athletes can(not) represent themselves; and the dominant forms of being, speaking and thinking with which they must conform to meet the requirements of elite sporting citizenship in the Global North.

**Jacob Bustad, Towson University & Oliver Rick, University of Massachusetts Boston**  
**Physical Cultures and Affect: Leaning in to the Affective Turn**  
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The dynamics of different forms and practices of physical cultures within urban environments have gained increasing scholarly attention in recent years, often as part of a focus on the relationship between physical activity and the well-being of the city and its inhabitants. However, there remains a need to prioritize the relations between and within the body and

“processes that are not contained or representable by language or cognition alone” (Pellegrini and Puar, 2009, p. 37). This project therefore asserts that a necessary aspect of any understanding of urban contexts and experiences must be recognized in the affective, affectual and ‘non-representational’ (Thrift 2007) dimensions of the city as a locus of human and non-human interaction. In this presentation, we provide an overview of several approaches to affect as both a theoretical concept, as well as a mode of inquiry into urban physical cultures. We then examine the possibilities for affect and non-representational theory in regards to two particular elements of urban physical activity, focused on affects of ‘mobility’ and ‘community’.

**Jamie Campbell, Tulane University | jcampbe9@tulane.edu**

**Women’s Sport: To Play, To Mediate, To Empower**

In much of the world soccer is the ultimate place for men to showcase their masculinity and countries to celebrate themselves. In other words, it is a hyper-masculine, nationalist contest – one that often does more to divide than unite. Through a feminist lens and the use of female athletes, soccer can be something quite different. In some places, like Cambodia, soccer is used to empower young women. In others, female soccer players become political figures, but not in the same way as male players. While men’s soccer divides, this new approach to soccer is to unite. In areas like Northern Ireland, women’s soccer organizations have brought together Protestant and Catholic players to help heal the wounds of a province deeply divided by religion and nationalism. This paper will look at what women’s sport offers to situations like this and why it is specifically women who can act in this way.

**Scott Carey & Matt Ventresca, Queen's University | r.carey@queensu.ca**

**Biopolitical musicianship**

Musicians learn a number of rules surrounding the melodic, harmonic and rhythmic organization of sounds that are always played with/in a particular context. Although musicianship is often understood in the purposeful and creative attempt to organize sounds, our paper suggests that musicians learn a number of other rules about how to train, practice and care for the body that also come to affect the music-making process. We describe how some of these embodied negotiations occur in and through music and situate them within a broader biopolitical context; one that increasingly comes to shape how we think about, practice, and experience music. Our argument draws from our personal experiences as musicians, as well as three cultural texts: 1) Damien Chazelle’s film *Whiplash* (2014), 2) Stanley Crouch’s book *Kansas City Lightning: The Rise and Times of Charlie Parker* (2013), and 3) interviews with iconic drummer Neil Peart.

**Akilah Carter-Francique, Texas A&M University | arfrancique@hlkn.tamu.edu**  
**Searching for the “Dreamkeepers”:** Promoting a culturally relevant approach towards mentoring Black female college athletes

This paper presentation illuminates the significance of mentoring Black female student-athletes. Mentoring has multiple definitions, for example in sport and sport management mentoring is “a process in which a more experienced person serves as a role model, provides guidance and support to a developing novice, and sponsors that individual's career progress” (Weaver & Chelladurai, 1999, p. 25). Acknowledging this definition, mentoring in the realm of intercollegiate athletics is often male-focused (Perna, Zaichikowsky, & Bockneck, 1996); and, with minimal consideration for the challenges of student-athletes living at the intersections of race, gender, and athletic affiliation (Carter & Hart, 2010). In this session, Black female student-athletes’ experiential narratives will be highlighted to illuminate the value and benefits of a culturally relevant mentoring program structure to include learning how to offset experiences of alienation, isolation, and discrimination; whilst, simultaneously supporting their development as Black women in sport and society.

**Candice Casas, University of North Carolina at Greensboro | cdbuss@uncg.edu**  
**Fit Fat Cripples: Queering Embodied Borderlands**

Both scholars and activists in fat studies and disability studies have cautioned against healthist discourse when discussing physical activity for their respective populations. The advent of Health At Every Size (HAES), while being lauded as an alternative to weight loss-centric rhetoric, has been criticized for reifying the same neoliberal discourse from which it seeks to distance itself. By utilizing autoethnography in concert with interviews with fat exercisers, athletes, and dancers that identify as disabled or chronically ill, this paper uses crip theory and queer theory to explore, expand, then explode the borders between fit, fat, and dis/abled bodies in motion.

**Robert Case, Old Dominion University | rcase@odu.edu**  
**Academic Clustering In College Athletics: Past, Present, and Future Research Directions**

The purpose of this presentation is to examine past, present, and future research directions of academic clustering in college athletics. Academic clustering of college athletes occurs when a certain percentage of athletes on a team (usually defined as 25% or higher) end up in the same college majors and classes at a disproportionate rate or percentage when compared to other students at the same college or university. In the past, studies of academic clustering (Case, et al., 1987; Fountain & Finley, 2009) have examined sport program press guides in an effort to identify the majors of college athletes. Other research efforts (Calhoun, 2012) have used interview techniques involving former college athletes to study the nature and scope of academic clustering. Recent studies have even explored the perceptions of college athlete academic advisors to assess the nature and extent of academic clustering in college athletics. Studies conducted to date (Calhoun, 2012; Case et al., 1987; Fountain and Finley, 2011; Liebegood, 2008; McCormick, 2010; Schneider, 2010) indicate that academic clustering is more prevalent in Division I college athletic programs and in revenue sports such as football and

men's basketball. With recent academic scandals in college athletics (Busbee, 2014) along with NCAA rule changes involving APR, it has been predicted that academic clustering will expand and take on move in new directions in future years. The presentation will conclude with recommendations for future research on academic clustering in college athletics based on past and present research findings along with the need for new and expanded research designs and methods.

**Elizabeth S. Cavalier, Georgia Gwinnett College** | [ecavalie@ggc.edu](mailto:ecavalie@ggc.edu)

**“One Nation, One Team”:** Social Media and US Soccer Inclusion Politics

In the wake of the June 2015 ruling by the United States Supreme Court legalizing gay marriage in all 50 states, corporations, sports teams, and individuals posted social media content that reflected a wide range of support. US Soccer posted one such photo, with a picture of an eagle and the phrase “One Nation, One Team” in rainbow font on their official team Instagram and Facebook accounts for both the men’s and women’s team. This action was even more significant given that the U.S. Women’s team competed in a quarterfinal match in the 2015 FIFA Women’s World Cup that same day. This paper examines the reaction to those posts by Facebook and Instagram users, noting a resistance to the mixing of sports and politics generally, but ultimately demonstrating a passive acceptance of the message.

**Kenyatta Cavil, Texas Southern University** | [caviljk@tsu.edu](mailto:caviljk@tsu.edu)

**The HBCU Athletic Answer to Activism: The Forgotten Legacy of Ben L. Cavil, Sr. “Big Ben”**

This presentation seeks to explore the historical socio-political context of the HBCU athletic structure by highlighting the sports career of Ben L. Cavil Sr. During Cavil’s undergraduate studies at Wiley College from 1925 to 1929, “Big Ben” distinguished himself academically, fraternally, as a member of Alpha Phi Alpha Fraternity, and athletically, winning SWAC and Black College national championships, and earning conference and national HBCU All-American honors. Furthermore African American athletes at HBCUs embraced a fraternal and community-based cultural identity and cultural heritage of empowerment, ultimately consisting of racial pride, cultural expression, and black masculinity to show activism and resistance.

**Dylan Chandler, Simon Fraser University** | [dchandle@sfu.ca](mailto:dchandle@sfu.ca)

**Playing Together: Baseball's function as a nation building technology in the United States**

Eight years after the end of the American Civil War, the National League, the longest lasting baseball league in the United States, was founded. That Baseball took lasting hold as an integral facet of American culture amidst reconstruction was hardly coincidental. Based upon this claim, this project seeks to understand how baseball has functioned as a nation building technology, how it helped forge a stronger union post civil war, and its role in shaping the dominant national cultural experience as America’s pastime. However, given the grandiose scope of this undertaking, this particular segment of the greater project asks specifically: how does American



Baseball serve to foster a sense of belonging among a diverse population?; what is the relationship of non-american players to the strongly nationalistic formulation of the game represented by Major League Baseball?; what is American about baseball?

**Jeremy Cheeks, Texas A&M University, Joseph Cooper, University of Connecticut; & J. Kenyatta Cavil, Texas Southern University**

**Revisiting the Negro Leagues: An Examination of the Evolution of Black Baseball in the U.S.**

This presentation seeks to present a multi-faceted and critical analysis of the creation, rise, and fall of the Negro Leagues in the United States (U.S.). In Major League Baseball (MLB) today, African Americans constitute less than 8% of all active players. This gross underrepresentation reflects broader sociocultural inequities deeply connected to racism, exploitation, and unequal resource allocation. Despite current trends, throughout the early and mid-twentieth century in the U.S., baseball was among the most popular sports within the African American community. In an effort to better understand the state of African American participation in baseball, this presentation will provide a socio-historical overview of Black baseball, specifically the Negro Leagues, in the U.S. prior to the 1960s. Critical race theory is incorporated as an analytic lens to unearth the historical and contemporary presence of racism in the U.S. society in general and the sport of baseball more specifically.

**Jeremy Cheeks, Texas A&M University, Joseph Cooper, University of Connecticut; & J. Kenyatta Cavil, Texas Southern University**  
**Suicide Squeeze Play: The Negro Leagues, Integration (Assimilation), and Baseball in the U.S.**

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This oration presents a multi-faceted and critical analysis of the creation, rise, and fall of the Negro Leagues in the United States (U.S.). In the current Eurocentric Major League Baseball (MLB) framework, African Americans constitute less than 8% of all active players despite a deeply rooted history of Black participation in baseball within the U.S. This gross underrepresentation reflects broader sociocultural inequities deeply connected to racism, exploitation, and unequal resource allocation from Little League, to HBCUs, to MLB. To better understand the state of African American participation in baseball, this presentation will provide a socio-historical overview of Black baseball, specifically the Negro Leagues, in the U.S. prior to the 1960s through its decline/demise grounded in the integration (forced assimilation) of MLB. Critical race theory is incorporated as an analytic lens to unearth the historical and contemporary presence of racism in the U.S. society in general and the sport of baseball more specifically.

**Jessica W. Chin, San José State University**

**Fighting Asian Mystique: Popular representations of female Asian American bodies in MMA**

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Since the highly publicized Ultimate Fighting Championship (UFC) premiere women's bout in 2013, women's mixed martial arts (WMMA) has swelled in scope and popularity, significantly expanding career opportunities for professional female fighters. Among these pro fighters are Asian American women who regularly showcase their talent and physical prowess in an arena that has traditionally been reserved--and preserved--as a masculine sporting space. While these MMA athletes are not necessarily unique in their embodiment of power and strength (nor sexuality and femininity) when compared to fighters of other ethnic backgrounds, their sporting subjectivity is complicated by racialized discourse and dominant Orientalist stereotypes of Asian and Asian American women in the US. Through an examination of multiple MMA media sources, I analyze and discuss the mediated construction of female Asian American bodies and perpetuation of a generic racialized Other in MMA.

**Seongsik Cho & Haksoo Min, Hanyang University | sscho@hanyang.ac.kr**

**From passive acceptance to evasive resistance: Female professional golfers' reaction to Pro-Am events in South Korea**

This study was designed to figure out how Korean female golfers respond to, react to, and cope with some 'patriarchal' or 'sexually harassing' verbal occasions happened during the Pro-am events, which are controlled by the sponsoring corporation of tour. For the study, 6 female golfers who had participated in Pro-am events were interviewed and asked to recall their experiences and feelings. Female golfers' reactions were categorized as two types; passive acceptance and evasive resistance. Most female golfers were forced to participate in the Pro-am events so that it is very difficult for them to transgress against the 'unwritten traditional codes' of conduct and dress. The interviewees understood the present mechanism of female professional golf, which is totally dependent upon the corporation sponsorship and tended to accept some male players' sexual jokes against caddie or with his partners; there was no opposing reaction to such uncomfortable situations. The study found some experienced golfers tended to have evasive behaviors away from the traditional patriarchal codes.

**Yeomi Choi | yeomi02@gmail.com**

**Interrogating "democratic utopia": Studying transnational masculinities in online reader comments**

In this transnational multimedia age, found material such as postings to the Internet newsgroups or the reader comment forum on newspaper websites functions as a new public sphere providing useful source to understand transnational consumers of mass media products with the advantage of spontaneity (Plymire, 2005). Considering Habermas's notion of public sphere as "democratic utopia", this study interrogates the space, the participants, and the discourse production that challenge, reinforce, or complicit in constructing newly racialized transnational

subjectivities under the power of new imperialism. Adopting feminist critical discourse analysis, I specifically examine Korean players in Major League Baseball and the masculinities through the data from Naver and ESPN.com.

**Mark E. Cole & Algerian Hart, Western Illinois University | me-cole2@wiu.edu**  
**Youth Sport Parents: Toxic or Tonic?**

Youth once played for fun. Unstructured play was commonplace and screen time was devalued or non-existent. Little value was assigned to child's play and doing nothing was a natural part of growing up in North America. Modern play as breached previous boundaries and transitioned into a highly structured industry developing the best athletes possible and linking success at the next level with year-round single sport participation (Anderson, 2013). Transgressing previous norms means that fundamental concepts of play, team, commitment, and responsibility must be re-imagined and re-created (Dorsch, Smith, & McDonough, 2015; Holt, Tamminen, & Sehn, 2008). Once passive observers, parent/guardians have become player-agents commodifying youth talent in exchange for social status and traveling team spots. With increased parental investment comes advocacy blind to individual responsibility, biopsychosocial development, and organizational methods. Presenters will re-imagine youth sport amidst contemporary research on parental involvement and early sport specialization.

**Gina S Comeau & Ann Pegoraro, Laurentian University | gscomeau@laurentian.ca**  
**Breaking Down Borders: The role of participatory media in breaking down gender stereotypes during the FIFA Women's World Cup Canada 2015**

In recent decades, women have made significant gains in the field of sport with more sporting opportunities than ever before. Despite numerous advances, the depiction of female athletes by traditional media continues to be gendered. Female athletes are more likely than male athletes to be sexualized and receive less media coverage than their male counterparts. Numerous scholars have analyzed the role traditional media plays in reinforcing gender stereotypes but fewer researchers have examined the portrayal of female athletes by social/participatory media. This study aims to fill that gap and seeks to understand how individuals are portraying female athletes in participatory media such as Twitter, Facebook and Instagram. Are they reinforcing and reproducing gender stereotypes or are they breaking down these barriers? To do so, we examine the representation of female athletes by participatory media during the FIFA Women's World Cup Canada 2015. More specifically, we examine how individuals are using various related hashtags during the 2015 Women's World Cup to re-construct or frame identity from the bottom-up.

**Joseph Cooper, University of Connecticut** | joseph.cooper@uconn.edu

**A Holistic Development Approach for Enhancing the Experiences of Athletes of Color**

The purpose of this paper is to outline the creation and implementation of a culturally responsive advocacy group for student athletes of color at a historically White institution of higher education (HWIHE) in the United States (U.S.) called Collective Uplift. As a microcosm of society, educational and sporting spaces, such HWIHEs and their respective athletic cultures, reflect and reinforce broader structural inequalities that oppress, marginalize, and ignore the experiences of people of color as well greatly impact their chances of experiencing positive mobility outcomes (e.g., economically, professionally, psychologically, etc.). In response to these inequitable circumstances, scholars and activists have called for the need of counter-spaces where people of color can experience empowerment and holistic development. In concert with this aim, this presentation will outline how an organization called Collective Uplift incorporates emancipatory tools and approaches to empower student athletes of color at a HWIHE in the U.S.

**Joel Cormier, Eastern Kentucky University** | joel.cormier@eku.edu

**Borderline “Pro-llegiate” sport: Coaching collegiate club sports**

As “big time” college sports have adopted the professional sport model, commercialism and its potential negative impacts on how college sports are structured have often been part of its scrutiny. The “trickle down effect” of this performance ethic is believed to have also reached the lower levels of college sports. College club sports are rising in popularity and now are comprised of certified coaches, high performance facilities, and recruited highly skilled athletes that play for regional and national rankings. How do these issues impact the coach of a club sport program? This presentation uses a case study of one college club sport in exploring some of the leadership, coaching pedagogy and other sociological implications of coaching a collegiate club sport.

**Molly Cotner & Jeffrey Montez de Oca, University of Colorado, Colorado Springs**  
**Killing the Football Widow and Creating New Fans: NFL Marketing Beyond ‘Pink It & Shrink It’**

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Historically, football has created pleasurable, emotive spaces where men could form intimate relationships. The gender exclusivity of those sporting spaces created “the football widow”, or women who lose their male partners one day a week for the football season. Recently, The National Football League (NFL) has sought to remedy that situation and has begun to make football fanship more inclusive of women. This presentation looks at the NFL’s marketing strategy to encourage women and girls to engage with and become regular consumers of its products. While surveying a range of different NFL initiatives that target women and girls, we found that the NFL utilizes liberal feminist language of choice and opportunity, to participate in a

historically exclusionary patriarchal institution, as a corporate strategy to increase market share. Overall, we view the NFL's marketing to women as consistent with its broader governmental strategy to produce consumer citizens.

**Jesse Couture, University of Lethbridge** | [jesse.couture@uleth.ca](mailto:jesse.couture@uleth.ca)

**"Protecting the Gift": Reading Risk & (Ir)Responsibility in CrossFit Kids Magazine**

Inspired by Messner and Musto's (2014) call for sociologists of sport to take 'kids' more seriously and also by Laurendeau and Konecny's (forthcoming) recent discussion around what they describe as the complex and often contradictory ways in which narratives of risk are reproduced with respect to children and childhood, this presentation engages with some of my findings from a discourse analysis of CrossFit Kids Magazine, a health and fitness-focused e-zine published between 2005-2009. Specifically, I argue that this particular contemporary sporting text is dually informed by historical ideas about children, childhood, and the young sporting body yet, somewhat paradoxically, also relies heavily upon neoliberal narratives of autonomy and individual (ir)responsibility, particularly with respect to discourses of health and physical (in)activity.

**James Cross, Fort Lewis College** | [Cross\\_j@fortlewis.edu](mailto:Cross_j@fortlewis.edu)

**Sport as Art**

This presentation explores the theory that Sport can be Art. It will include previous thoughts on this topic such as purposive vs. aesthetic and scripted vs. spontaneous sport as well as my own thoughts on the unique collaboration that exists between competitors that is inherent in sport competition. Certainly sport and human movement can be beautiful, but in what other ways can sport satisfy a definition of art? With the aid of visual slide examples I hope and intend for this to be an engaging discussion. I see this fitting in well with the Translations and Transitions aspects of the conference theme of Borderlands combining the disciplines of Sport and Art.

**Todd Crosset, University of Massachusetts** | [tcrosset@isenberg.umass.edu](mailto:tcrosset@isenberg.umass.edu)

**Behind the Scenes: A report on the career trajectory of women managers and executives working in US sport industry**

Although women's participation in sport has expanded dramatically, sport remains a male dominated profession (Carpenter and Acosta, 2012) and the jobs "gendered" (Aker, 1990). Like many professions, the feminist revolution appears to have stalled (English, 2010) in sport. Relatively few (Knoppers, A.; McKay, J ) sport sociologists have paid attention to the careers and lives of women in managerial positions in the sport industry. We know little about women working in the US sport industry. The primary focus of this presentation is on the moderating influence of gender on job transition. This presentation of a slice from an on-going longitudinal multi-method study exploring the lives of men and women working in sport management in the

US. The findings and analysis are based on 22 semi structured interviews with women and survey responses from 396 equal numbers of men and women sport management degree holders from a US University. The surveys yielded information for 613 job transitions.

**Charles Crowley, Jameel Gavin, Andre Jones, & Corey Craig-California University of PA**  
**Are we really included in NCAA Baseball**  
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In today's society the word diversity is intertwined with this ideal of inclusion. Then we look at racial diversity in sport dates back to the civil war days and are still represented in sports like, but not limited to, golf, basketball, and hockey. Diversity is also shown in the way that organizations like, but not limited to, the MLB, PGA, NBA, WNBA, NHL and NCAA are managed and run. The growth and explosion grass root baseball teams, organizations and programs that have focused on everything from low incoming neighborhood to advanced skills with the Little League World Series being one of those programs. In the 2014 Little League World Series the world witnesses the success of young minority in baseball with the inner city Chicago team and young g Lady Mo'ne Ikea Davis from Philadelphian region. The purpose of this research is to look at the diversity off NCAA Division I baseball and it inclusion of black and minority participate

**Dax Crum, Nicholas Schlereth, Todd Seidler, University of New Mexico**  
**A new model of social reporting for NCAA member institutions**  
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The NCAA has faced increasing scrutiny from academia and the media for creating a business model that rewards greed and does not distribute rewards justly towards student-athletes. A great deal of the criticism has focused on the lack of academic success by student-athletes and the inaccurate reporting of this by the NCAA (Southall & Staurowsky, 2013). The session will examine the application of the French Grenelle II laws that govern corporate social responsibility reporting to the NCAA member institutions. The introduction of a new approach and guidelines inspired by the French model with the intent to increase stakeholder awareness of all actions of the athletic department in three categories: environmental, social, and governance; will be discussed during the session. In an attempt to cross the borderlands of sport and business by adapting the French model of reporting, this session introduces a means for college athletic departments to transition to transparent reporting of social behaviors.

**Elizabeth A. Daniels, University of Colorado, Colorado Springs**  
**Using an Interdisciplinary Framework to Take Psychological Research Beyond Academia**  
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In this presentation, I will address two main points. This first is a discussion of how developmental psychological research on youth sport participation could benefit from a stronger consideration of sport sociology and sport psychology research. Similarly, developmental

psychology has much to offer sport researchers, especially in terms of how cognitive development impacts youth behavior in sport contexts. I will situate this discussion in my own research as a developmental psychologist on how adolescent girls are impacted by media images of female athletes. The second point is about how research on sport can and should be translated to public audiences beyond the academy.

**Michael Dao, University of Toronto | [mike.dao@mail.utoronto.ca](mailto:mike.dao@mail.utoronto.ca)**  
**Critical Education: Capabilities of Sport for Development and Peace**

Sport for Development and Peace (SDP) continues to be a burgeoning area of study. Recently, studies of SDP have generally been conducted using critical social theory frameworks (e.g. hegemony, Whiteness, post-colonial theory). With this in mind, I offer a new approach in examining SDP: I bring forth critical pedagogy and development studies by intersecting Paolo Freire's (1971) classic text *Pedagogy of the Oppressed* with Martha Nussbaum's (2009) Capabilities Approach to human development. I reason that SDP programs may apply a Capabilities Approach via dialogical action theory (Freire, 1971) in SDP practice by opening programs to the voices of the supposed beneficiaries of SDP, where interpersonal interactions create a reality of 'mutual education'. In this mutual education, supposed SDP beneficiaries are able to voice the concerns of their communities which hinder their capabilities to develop as human beings, and, in turn, SDP workers concurrently shape programs to foster these capabilities.

**Simon Darnell, University of Toronto | [simon.darnell@utoronto.ca](mailto:simon.darnell@utoronto.ca)**  
**Re-assembling youth sport: An actor network theory analysis of 'sport-for-development' programs in Kingston, Jamaica**

Recent appraisals of critical sport-for-development (SfD) research have found it to be deterministic and ideological, rather than data driven (see Coalter, 2013). Such criticisms dovetail with Actor Network Theory (ANT), which posits that "defining and ordering the social should be left to the actors themselves, not taken up by the analyst" (Latour, 2005, p. 23). Drawing on ANT, and based on fieldwork in Kingston, Jamaica funded by the Economic and Social Research Council, I 're-assemble' SfD programs through an examination of their constitutive elements and in relation to their controversies, networks, and agencies. I argue that a range of 'actants' are connected within SfD, including youth but also 'people' like international funders, 'things' like the funds themselves, and 'concepts' regarding sport's development utility. Thus, SfD researchers may need to consider that power is "the final result of a process, and not a reservoir" for social analysis (Latour, 2005, p. 63).

**Judy Davidson, University of Alberta | judy.davidson@ualberta.ca**  
**Moving, Feeling, Writing: Thoughts on a Methodology of Intimacy**

Coming to a Moving Body: Physical Movement at Mid-Life is a deeply (inter)personal project that is part auto-ethnography, part biography, part phenomenology, and part stories of kinesthetic transformation. Explicitly framing the experience of basic physical movement (and/or the lack thereof) as political, the project has elicited powerful stories that take trauma, life experience, and the effects of affects as central problematics for a moving body. This paper meditates on the methodological necessities, conundrums, and complexities that this process has entailed. This paper discusses the joys and challenges of working with intimates and intimate knowledges. I will grapple with questions of negotiating my personal influence and investment (and not), the vulnerabilities of research collaborators and subjects, and the inevitable question of authorship, interpretation, and analysis in the power relationships inherent in critical sports studies scholarship.

**Kate Davies, University of Alberta | kdavies@ualberta.ca**  
**Do You Look the Part? Children's Bodies in Sport Fiction**

Textual analysis is a common approach to the sociocultural study of the body. Although adult and adolescent sport fiction has received some attention from sport scholars, children's sport fiction remains unexamined. To address this gap in the literature, I employed Foucauldian discourse analysis (FDA) to analyze how children's bodies are represented, as active entities, in a sample of 30 picture books and how these representation are linked to power/discourse nexus in contemporary society. To analyze the illustrations, I employed Foucault's (1977) disciplinary techniques. My analysis resulted in three major themes across the books, which I will discuss during this presentation. This research has important implications for sport sociologists interested in childhood studies as well as for the producers and consumers of children's sport fiction.

**Alexander Deeb & Ryan Demming, Western Illinois University | AD-Deeb@wiu.edu**  
**Redefining Sport Stereotypes: The Black Athlete**

Too often athletes must face certain stereotypes in their sport, like gender, race, ethnicity, or sexual orientation. Historically, it seems as though Black athletes are confined into a space that fuels stereotyping in a variety of sports. Some athletes are expected to represent an entire race they may not wholly identify with, such as Tiger Woods (Cashmore, 2008) as the face of Golf for the entire African American community. Others are expected to behave a certain way, but are criticized for not being "black enough," including Washington Redskins quarterback Robert Griffin III and Seattle Seahawks quarterback Russell Wilson. Rob Parker, a former employee of ESPN, has previously called Griffin a "corn ball brotha." Wilson was reportedly considered by his teammates and media outlets as not being black enough. This paper will explore the current discussion regarding American sport society and how it influences stereotypical identities of the modern Black Athlete.



**Sreyoshi Dey & Anne Osborne, Syracuse University | srdey@syr.edu**  
**'Howzat?': Media usage among South Asian cricket fans in the United States**

The purpose of this qualitative study is to explore and understand the performative fan practices of South Asian cricket fans living in the United States and how their Performative Sport Fandom (Osborne & Coombs, 2014) differs from their fandom when in their home countries. In particular, this study examines how digital media allow those displaced from a “native” fan community to reconstitute community and to maintain—and likely evolve—fan performances. In focusing on the experiences of the South Asian cricket fans, who have moved to the United States for purposes of education and/or employment, this study will allow us to explore the intersections of three theoretical areas: Performative Sport Fandom, national identity, and the sport-media-culture complex

**Alaina Di Giorgio, Western Illinois University | am-digiorgio@wiu.edu**  
**A Feminist Look at What is Feminine**

Functionalists suggest that preindustrial societies centered on different tasks and types of work for men and women. These duties placed a barrier between the genders with a hidden implication that men were more capable than women because they were reliant on them to provide. This goes back to how we see women today. In a misogynistic mind, women should be complacent, quiet, and less than their male counterparts. However, in sport, women are competitive, ambitious, and proud. It is easy to see how conflicting views arise and how these views came about. This paper will follow a functionalistic approach to the war against feminists in society and in sport.

**Michele Donnelly, Kent State University**  
**Sport Typing at the 2012 and 2014 Olympic Games: Contradictions and Inconsistencies**  
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When Kane (1995: 206) claims, “sport typing reinforces the [gender] binary because of its extreme emphasis on stereotypic notions of oppositional sexual difference”, she lays bare the ideology underpinning decisions that are made about how women and men should play sports – including the rules and structure of competition at the Olympic Games. Often these decisions reinforce beliefs about men’s physical and athletic superiority and women’s inferiority. In addition, there seems to be an assumption that women are less interested in participating or less able to participate. However, it is important to recognize that the sport typing of the majority of events on the Olympic programme is not the only story to tell; the remainder of the programme suggests that something very different is going on in some Olympic sports. These contradictions and inconsistencies highlight the gender inequalities that exist in the structure and rules of much of the Olympic programme. They also demand attention – what of those women athletes who are included, but whose participation is “sport typed” to be qualitatively and quantitatively different from the men competing in the same sports and events?

**Peter Donnelly, Gretchen Kerr, Katherine Tamminen, Jenessa Banwell, Danielle diCarlo, Vicky Grygar, & Amanda Heron, University of Toronto**

**The Failure of Anti-Harassment Policy in Canadian Sport Organizations: Some proposed steps toward a resolution**

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At the end of the last century Canada led the world in terms of policies intended to prevent and deal with harassment and abuse in sports organizations. Continuing evidence of harassment and abuse led us to examine the status of harassment policies, and to question whether it was ever realistic that such extra judicial policies could work effectively. Our data show that the required policies are missing, or incomplete in various ways, and we are working toward the development of a more effective policy template. We also propose a series of steps, including a mandatory 'duty to report', that may prove more effective in terms of protecting athletes from harassment and abuse.

**Yoav Dubinsky & Lars Dzikus, University of Tennessee, Knoxville**

**The impact of "Operation Protective Edge" on Israel's sports diplomacy**

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The existence and borders of Israel are among the most contested international issues. "Operation Protective Edge" the round of violence between Israel and the Hamas in Gaza during the summer of 2014, had a negative impact on almost every sphere of life in Israel including sports; Leagues were postponed; Israeli national teams and sports clubs had to host their international home games abroad; international competitions scheduled to take place in Israel were postponed, cancelled, or moved abroad; bids for future events were lost; Israeli athletes were attacked abroad; racism against Arabic athletes manifested in Israel; and Israeli athletes and federations faced international boycotts and threats of suspension. This paper analyzes the way the round of violence between Israel and the Hamas impacted Israeli sports inside and outside Israel's borders during the 2014-2015 season and the effect on Israel's use of sports for branding and public diplomacy purposes.

**Lars Dzikus, Jonathan W. Evans, & Allison B. Smith, University of Tennessee, Knoxville**

**Being a lady: The "Lady Vols" nickname as polysemic text**

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Scholars have contested the use of "Lady" in team nicknames since the 1980s, as the practice might suggest otherness and inferiority (Eitzen & Zinn, 1989). This study is set in the context of the 2012 merger of the women's athletic departments at the University of Tennessee and the 2014 announcement that the university would eliminate the "Lady Vols" brand for all sports but women's basketball. The latter decision has been met with resistance and applause from various parties. Using textual analysis, this study examined the use of "Lady" and "Lady Vols" as polysemic text with coexisting and competing cultural interpretations. USA Today columnist

Christine Brennan (2014), for example, called the nickname “antiquated and discriminatory” (para. 1). In a thematic analysis of 34 letters by former and current athletes calling for the reinstatement of the nickname, we found icon, pride, and legacy among the dominant themes.

**Shaun Edmonds, University of Maryland | [shaunkun@gmail.com](mailto:shaunkun@gmail.com)  
Safe in the Den: The Bear Community and Obesity Discourse**

In the United States, larger individuals are the target of an increasingly fervent moral panic on “obesity” (Gard & Wright, 2005). As an acknowledged part of the gay male community (Wright, 1997a), the “Bear” subculture provides a site of bio-political resistance to the pervasive body ideals (and associated fat stigma) embedded within, and perpetuated by, the mainstream gay community. Utilizing in-depth interviews, and participant observation, this study explores the ways in which Bears come to understand health, physical activity, and the politics and praxis of their own embodied selves. Preliminary observations have identified Bears reclaiming sexual agency, deploying specific expressions of masculinity to define community membership, and rejecting the hegemonic “Twink” image that dominates the larger gay community. However, the celebration and sexualization of size is not without its contradictions; participants internalized fat phobia and self-blame related to their size.

**Katelyn Esmonde & Shannon Jette, University of Maryland | [kesmonde@umd.edu](mailto:kesmonde@umd.edu)  
From “obesogenic” to “fitogenic”: A systematic review of academic literature on the obesogenic environment and physical activity**

Within the academic literature on the “obesity epidemic”, there has been a proliferation of discussion of the obesogenic environment, or the ways in which the environment may promote “obesity” amongst its residents. Drawing on the work of scholarship that critically examines the production of scientific and social knowledge, including the assumptions that underpin particular lines of inquiry (Gard and Wright, 2005; Latour, 1987), we conducted a systematic review of journal articles containing the phrase “obesogenic environment” using the database Scopus, with further textual analysis (McKee, 2003) on articles with a focus on physical activity. We were particularly interested in how the studies conceptualized body-environment interactions (Colls & Evans, 2014; Guthman, 2013), and the assumptions undergirding the associations between the built environment and physical activity. We conclude by calling for a more complicated blurring of borders between bodies and their environments.

**Bryn Evans, Auckland University of Technology | bryn.evans@aut.ac.nz**

**Sports coaching as situated interaction: Outline of an ethnomethodological approach to the coaching process**

Recently, scholars of sports coaching have asserted the need for a more sociologically informed coaching scholarship in order to develop more holistic and contextualised understandings of coaching practice. As a result, the sociology of sports coaching has emerged into a substantial subfield offering insights into important sociological topics as they manifest themselves in sporting contexts. However, a consequence of coaching studies' preoccupation with sociologically theorizing coaching activities is that the literature contains a gap consisting of the embodied, artful practices participants employ in accomplishing their sports coaching activities together. This presentation outlines an 'alternate' approach to sports coaching, informed by ethnomethodology, and provides a demonstration of the kinds of phenomena made visible by adopting an ethnomethodological lens, arguing that it is in the distinctiveness of these phenomena that the promise of this approach for enriching the sociology of sports coaching lies.

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

**Things Come Suitable to the Times: The Incongruity of Femininity and Athletic Achievement in National Velvet.**

This paper examines Enid Bagnold's 1935 novel *National Velvet* and its 1944 film adaptation, in which twelve-year-old Velvet Brown cross-dresses as a male jockey to compete in and win the Grand National steeplechase. Velvet's controversial victory, which is invalidated because females are not allowed to compete, causes a media sensation; but the transgressive nature of Velvet's win is overshadowed by the commercial impulse to capitalize on Velvet's girlish cuteness. I compare both sources and argue that many of the critiques Bagnold introduces in her novel concerning women's precarious relationship to achievement and power are not included in the film. In particular, her critique of the physical and social limitations facing women, which is worked out primarily through the bodies of mother and daughter in the novel, instead becomes a problematic philosophy that Mrs. Brown articulates about athleticism as a fleeting pursuit. I demonstrate how the film reinforces medicalized discourses that explain away "typical" female behavior, like athleticism, by having such activity occur during adolescence, a time of temporary behavior to be outgrown.

**Estee Fresco, Western University | Estee.Fresco@gmail.com**

**"Man With No Land": The 1988 Calgary Olympic Torch Relay and the Contractualization of Canadian Citizenship**

In this paper, I apply Margaret Somers' theory of the contractualization of citizenship (Somers, 2008, *Genealogies of Citizenship*) to the 1988 Calgary Olympics torch relay. When the torch arrived in Calgary, Olympic supporters threw snowballs at protesters, who were using the relay to draw attention to the Lubicon Cree's unresolved land claim. This confrontation highlights the

fact that the torch relay united some Canadians but excluded others, and I use Somers' work to analyze this dynamic of inclusion and exclusion. Somers argues that, under neo-liberalism, citizenship has been reconfigured as a right that individuals must earn by contributing to the nation in materially valuable ways. The Canadians that supported the Calgary Olympics by doing things like volunteering for the Games and lining up to watch the Olympic torch pass through their city added value to the Olympic and its' sponsors brands. As such, they successfully earned their citizenship rights. By contrast, anti-Olympic protesters threatened the profitability of the Olympics. Their exclusion from the physical spaces of the torch relay (i.e. protesters were not permitted to stay in Nathan Phillips Square when the torch arrived there) reflected a broader exclusion. Specifically, the Lubicon Cree had not fulfilled their contractual obligations as citizens and, as a result, were "internally displaced citizens". This term was coined by Somers who, informed by Hannah Arendt's conceptualization of the right to have rights, argues that individuals who do not make materially valuable contributions to the state are excluded from civil and political society.

**Donna Fickes & Nicole Melton, Texas Tech University | donna.j.fickes@ttu.edu**  
**Contesting social identities in sport: The aesthetic construct of athletic femininity and sexuality as a motivator to attend women's sporting events**

A common assumption of mainstream media in its use of athlete endorsers has been the expectation that sexuality, particularly female sexuality, motivates consumers. As Title IX increased playing opportunities, including professional, for female athletes, so, too, it increased endorsement opportunities. As companies advertising campaigns began to include more female athlete endorsers, the type of endorser evolved. A female athlete who is the best in her sport may often be superseded by a more feminine and attractive athlete, at least by media standards. But, are spectators and fans motivated by the first-rate bodies and faces, second-rate skills construct created in the media, or are they looking for something more at the game. This paper steps away from the experimental framework previously used to measure the female athlete aesthetic to explore the disconnect between the media's construct of athletic femininity and the role of sexuality in women's sport as a motivator through the lens of professional softball.

**Courtney L. Flowers, Texas Southern University | CourtneyLFlowers@gmail.com**  
**Title IX a "Hole in One" for Black Females in College Golf?**

Title IX of the Education Amendments of 1972, 20 U.S.C. §§1681-88, was enacted to eliminate gender-based discrimination in educational programs. Consequently athletic opportunities and participation for females were dramatically increased (Carpenter and Acosta 2005). Although the law enacted to provide opportunities for some has helped in eliminating them for others. Intercollegiate athletic access and participation opportunities for females are currently unevenly distributed along racial lines (Carter- Francique 2013; Flowers 2015; Butler & Lopiano 2003). Butler and Lopiano (2003) report that among athletes, females were underrepresented by 23%, but clearly state that the percentage only attributes to gender and does not take into account race. Moreover NCAA (2010) reported from 2000-2010 Black female student-athletes have

constituted for approximately 3% of NCAA college golfers whereas their white female counterparts account for approximately 80%. Some scholars believe the practice of racial clustering provides an answer for the low participation rates and others believe it's the single axis framework of Title IX that presents the greatest barrier for Black female college golfers. This framework provides a sense of double jeopardy for Black women; facing discrimination based on both gender and race. Henceforth triple jeopardy for Black female college golfers because they experience discrimination on three intersecting levels: race, gender, and athletic group. In conclusion, using a legal context this presentation seeks to explore the ramifications of Title IX as a barrier between college golf opportunities and Black females. Furthermore the presentation seeks to discuss the significance of racial clustering and the impact of triple jeopardy on Black female golfers.

**Elyssa Ford, Northwest Missouri State University | ebford@nwmissouri.edu**  
**Where Gay Men Can Be “Real” Men: The Gay Rodeo**

It can be hard to separate the rodeo from the visual images of that sport and of cowboys, seared into our minds from decades of movie Westerns and more recent television showings of professional circuit competitions. We often imagine a cowboy who is manly, rugged, and white. This is stereotypical, as the presence of women and the popularity of non-white rodeos demonstrates, but it simultaneously can be close to reality because the rodeo remains a very masculine place. The advent of the gay rodeo in the 1970s provided an opportunity for an alternative type of competition. While this rodeo focuses on inclusivity, it has done little to move away from the masculine idea of the rodeo and the cowboy. An examination of three decades of visual material shows that the gay rodeo actually is hyper-masculine, designed as a space for gay men to be “real” men, both masculine and sexual.

**Shawn Forde & Brian Wilson, University of British Columbia | shawnfo@gmail.com**  
**Radical Sport Journalism?: Reflections on ‘Alternative’ Approaches to Covering Sport-Related Issues**

In this presentation we examine three case studies of ‘alternative’ models for reporting on sport-related issues: a community-based journalism project, a scholar-driven ‘public sociology’ publication, and a critical alternative within mainstream ‘progressive’ media. Our reflections on these cases are informed by literature relating to alternative and radical media, social movements, and utopias – and our study is guided by the following questions: (1) To what extent, and in what ways, can the approaches be considered alternative; (2) How do journalists/writers in each of these cases conceive of success and what are some of the strategies they utilize to achieve success; and (3) How might these approaches contribute to changing the media landscape, sport, and society – and what are the explicit and subtle barriers to substantial change? The paper concludes with reflections on the importance of and complexities associated with introducing and assessing alternative approaches as a strategy for social change.

**Jennifer Fraser, Glenlyon Norfolk School | jfraser@mygns.ca**  
**Teaching and Studying Sport by Crossing Academic Borders**

The past year has seen an unprecedented number of Division 1 coaches fired for emotional abuse. Academic writers, novelists, sports journalists, medical personnel, educational authorities and student athletes all contributed to a dialogue that demonstrates a paradigm shift in sports culture which has the power to potentially influence policy and law. When we think about bullying, we tend to get an image of kids on the playground or teens jostling in a school's locker lined hallway. However, the very public firing of a series of Division 1 coaches have made us suddenly realize that the bully might be an adult and the bullying might take place on the court, in the pool or on the ice. Previously, speaking up about coaching practices was seen as a transgression. Whereas we appear to be entering an era where an athlete's interviews for academic research, speaking up candidly to the media, and informing authorities is shaping a new dialogic sports culture where athletes' voices appear valued not silenced.

**Evan Frederick, University of New Mexico & Ann Pegoraro, Laurentian University**  
**Legends worthy of lament: An analysis of social media content and the Legends Football League**  
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The purpose of this study will be to analyze the social media content of the Legends Football League (LFL), formally known as the Lingerie Football League. This exploratory study will utilize the theoretical framework of self-presentation and objectification theory. Specifically, thematic analysis and content analysis will be employed to explore how the league presents itself on social media and whether sexual objectification exists in its social media content. This was deemed a worthy avenue of investigation due to the league's popularity (nearly 500,000 combined likes and followers on Facebook, Twitter, and Instagram). Furthermore, while research has explored primarily traditional media content (i.e., newspapers and magazines) related to the LFL, there is a lack of research that has examined the LFL's use of social media platforms. This research is in progress and the completed data analysis will be presented should the abstract be accepted for presentation.

**Tali Friedman, The Hebrew University of Jerusalem | tali.friedman@gmail.com**  
**How do children become soccer fans?**

Supporting a soccer team is one of the most widespread global cultural phenomena, and for many fans it constitutes an affinity that lasts from childhood throughout their entire life. This paper fills a lacuna in research into soccer fandom by posing the question, *how do small children become soccer fans?* The ethnographic approach adopted here formulates this investigation in terms of the sociology of the body, which offers an understanding of the socio-cultural context of physical learning at a young age. The findings reveal the prominence of somatic and emotional aspects in the development during childhood of what I call the "fan

habitus". This process involves "double crossing" of the borders child/adult, and acceptable/non-acceptable fandom practices. Understanding these aspects can enrich our understanding of the place of the body in processes of socialization in other cultural arenas.

**Kristy Ganoë, University of Notre Dame | [kristyganoë@gmail.com](mailto:kristyganoë@gmail.com)**  
**Teaching Consent through Contact Improvisation**

This paper will discuss the author's recent experience of teaching Contact Improvisation in a University setting. Contact Improvisation (CI) is a postmodern movement practice that involves a very high level of interpersonal physical contact. As such, issues of consent are of huge importance to practitioners. These are heightened in the hierarchical social context of a University. Teaching these classes necessitated amplifying CI's techniques for preventing CI's close physical contact from becoming a sexually harassing activity. Students learned several specific techniques for respecting their classmate's boundaries, and for expressing their own boundaries. This presentation will discuss the methods employed to teach students about consent in this physical education setting. Current debates about how we should be dealing with sexual violence on campus will benefit from this discussion about how we can teach students to respect each other's personal boundaries.

**Justin R. Garner & John N. Singer, Texas A&M University | [jrgarner@hkn.tamu.edu](mailto:jrgarner@hkn.tamu.edu)**  
**Failure to Fortune: Combating Eurocentrism through College Sport and Scholarship**

According to E. Franklin Frazier (1962), the black intellectual has formerly failed to counter colonial control of the black community and fully combat the consuming nature of white Western social order (Woodward, 2014). This suggests the black community is in need of leaders who are aware of the colonial situation and have the capability to revolt against white supremacy and rejuvenate black heritage. Historically, college athletics in the USA served as a core context for the study and promotion of black culture and anti-colonialism discourse and activity (e.g., *The Revolt of the Black Athlete*, Edwards, 1969). In this regard, sport scholars and college athletes of today, especially those of black heritage, have the opportunity to provide positive counter narratives and cultural identities through critical, race-based research and/or participation in athletics. This presentation will focus on the role black scholars and athletes can play in addressing Eurocentrism in college sport organizations in the USA.

**Michael Gavin, Anne Arundel Community College | [mhgavin@aacc.edu](mailto:mhgavin@aacc.edu)**  
**Re-Membering the Nation**

According to Marita Sturken, we define nations not by borders, but by managing the constructs of an idealized citizenship serve as the representative of those nations. Sporting media, from columnists to commentators, have historically played a significant role in managing the borders of an imagined nation for the United States, especially in and immediately after moments of historic significance. For instance, after national tragedy, Americans have grown accustomed to looking toward a single team and/or sporting event to 'recover' or 'return to normalcy.' The way



in which the sports reporters and commentators tell the stories of these teams and games is often telling of the way in which the borders of the imagined nation are managed by including specific identities and excluding others. Often, however, sports reporters and commentators play a significant role in contesting a dominant narrative expressed by what are considered 'hard' news reporters by expanding mainstream definitions of citizenship. In this way, sports can be viewed as a liminal space exploitable by those whose academic work focuses on social justice.

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

**Public Lives/Public Costs: On Stadium Development and the Undoing of Democracy in Los Angeles**

From roughly 2010-2015, Anschutz Entertainment Group (AEG) aggressively pursued plans to construct a new football stadium in downtown Los Angeles, next the site of the Staples Center/LA Live complex. The agreement fell apart in early 2015, despite AEG investing more than \$50 million in the project. Into the gap leapt the nearby cities of Inglewood and Carson with their own stadium plans and political wrangling, backed by St. Louis Rams owner Stan Kroenke and a joint venture with the Oakland Raiders/San Diego Chargers ownership groups, respectively. Although such proposals have become commonplace, the unique location of the LA market to the NFL demands special attention. Drawing from the work of Wendy Brown, I pay particular attention to how neoliberal reason is now intersected by the 'financialization' of human capital, how this has played out across these stadium proposals, and the ways in which it signals an unraveling of democracy.

**Christina Gipson, Georgia Southern University** | [cgipson@georgiasouthern.edu](mailto:cgipson@georgiasouthern.edu)

**Accept or Not Accept: Will youth want a CrossFit after-school program**

Sport has been a vehicle identified as a positive outlet to help youth at-risk: (1) counter delinquent behaviors; (2) provide a safe environment instead of being on the streets or home alone; and (3) participate in group settings where social and moral values are developed while good sportsmanship and teamwork may be enhanced (Coakley, 2014; Wilson, & Frisby, 2010). The After-School Alliance estimates that 8.4 million US children are enrolled in after-school programming. There is little research that examines the acceptance of such programs by the participants. The purpose of this study was to observe the initial reactions, resistance or acceptance, to a CrossFit after-school program offered to middle school youths. This population is vulnerable to disconnection from school, family, and communities because of changes in their bodies, minds, and emotions (Fernandes-Alcantara, 2014). CrossFit was selected because of the challenging fitness routines in supportive environments that assist with personal and social development.

**Susan Glanz, St. John's University** | glanzs@stjohns.edu

**The effect of course sequence and time intervals between prerequisite courses on student learning outcomes in the sport economics course**

The Sport Management Program Review Council, which publishes accreditation standards for the sport management major, requires that students complete a separate sport economics course. The prerequisites for this sport economics course at St. John's University are the Economics 1002 (microeconomics), and the Economics 1001 (macroeconomics) courses. This paper will investigate the link between student learning outcomes in the sport economics course, measured by final grades, and the coursework patterns. It will analyze the impact of the length of time that elapsed between completing the prerequisite courses on the final grade in the sport economics course. The results should be of interest to advisors of future sport management majors, and to individual students planning the timing of their coursework.

**Matthew P. Gonzalez & Ted M. Butryn, San Jose State University**

**Coping, caring, and crisis following the death of a coach**

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While previous research has examined the psychological and sociological ramifications of the death of a teammate, little work has been done on how a coach's death affects the team, and the sense of loss experienced by athletes in the wake of a tragedy. The purpose of this paper was to examine the effects of the death of a longtime head coach of a DI women's water polo team. Drawing from Vernon's (1970) work on the social implications of a death-disrupted system, Jakoby's (2012) cognitive-structural model of grief, and in-depth athlete interviews, the experience of grief within the team-as-community, the transition to a new coach, and the social facilitation of the coping process were examined. Two primary findings emerged from the data, including the disruption of team dynamics and the critical role of social support in emotional recovery. Findings provide needed sociological work on how an unexpected death affects college athletes.

**Aaron Goodson, West Virginia University** | ATGoodson@mix.wvu.edu

**Clustering By Academic Major at HBCUs: A "Big-Time" Phenomenon or Widespread Issue?**

Follow-up studies of clustering by academic major indicate that it still occurs in revenue-generating sports (Fountain & Finley 2009, 2011; Otto, 2012). Clustering challenges the notion that student-athletes have control over their academic experience and reveals that their educational pursuits may not align with their professional goals or provide a meaningful educational experience (Sharp & Sheilley, 2008). Research on clustering is absent in member institutions of different NCAA divisions and institutions with unique missions and history. This study examined the academic majors of student-athletes in football and men's basketball at select HBCUs over four years. The results revealed that clustering by academic major occurred

at NCAA Division I and II institutions. From these results, it is clear that clustering by academic major is not just an issue at “big time” institutions, but a potentially widespread issue across collegiate athletics.

**Whitney Griffin, University of California Riverside** | drwhitneygriffin@gmail.com

### **Transformational Agency: How Black Football Players Cope with Stereotype Threat**

In light of the impact of negative perceptions of student-athlete academic performance, the purpose of this study was to conduct a qualitative study that examined how Black male football players cope with negative stereotypes at a predominantly White institution. Data was collected and analyzed from semi-structured interviews with 10 Black male football student-athletes employing grounded theory methodology to examine how they experience, are affected by, and respond to negative stereotypes. Findings reveal how participants engage in either transformational agency or specious agency to disrupt stereotypes and become scholar-activist-athletes. Implications for student-athletes, faculty and student affairs professional interventions are discussed in the context of counter/transgressive/third spaces.

**Richard Gruneau, Simon Fraser University** | gruneau@sfu.ca

### **The Invention of Sport**

The term *sport* does not appear as a subject area in the Encyclopedia prepared in France by Denis Diderot and Jean le Rond d’Alembert in 1751-52. There are references to “leisure,” “pleasure” “games” and “festivals, as well as “pugilism,” “wrestling,” and “footraces.” Why didn’t Diderot and d’Alembert commission an entry for “sport?” The answer is because sport -- understood as a distinctive field of social and cultural practice -- had not yet been invented. Sport had yet to emerge “as its own object.” However, over the next two centuries, sporting pastimes in Europe and its current and former colonies were *remade into a relatively coherent field which articulated new understandings of the kinds of people, bodies, and practices viewed as best suited to the colonial/modern world*. Any adequate analysis of this transformation will necessarily require a critical engagement with issues in history, philosophy, sociology, psychology, political economy and aesthetics.

**Oscar Guerra, San Francisco State University & Roxane Coche, University of Memphis**

### **Food-ball: Mexican food that enculturates during Mexico-USA fútbol matches**

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Adams, Baskerville, Lee, Spruiell, and Wolf (2006) stated that newcomer immigrants’ enculturation process is influenced by the media, the available social space, and social dynamics in the area. Enculturation, is the process by which an individual grows into her or his native cultural group (Knight, Bernal, Garza, Cota, & Ocampo, 1993). Food is one of the key factors in maintaining high levels of enculturation among Latino families (Ahern, 2009). This case study, examines the impact of the ritual of Mexican food preparation and the strengthening of Mexican identity through traditional food consumption during fútbol matches. Our study’s main

goal is to determine if there is a parallelism between food and identity and if so, how traditional food, as a social dynamic, is affecting the enculturation process of Latinos of Mexican descendants living in the United States during Mexico versus USA fútbol encounters.

**Dwayne Hagenow, Western Illinois University** | dp-hagenow@wiu.edu

**Graduate Assistant Athletic Trainer: Student Assistants or Full-Time Employees**

With athletic budgets changing and cuts occurring, the role of an Athletic Training Graduate Assistant is moving beyond the intended scope of practice the NCAA originally envisioned. Athletic Training Graduate Assistants are responsible for the medical well-being of all student-athletes. A graduate assistant is contracted to work 20 hours a week on top of their minimum 9 hours of academic classes to work towards their master's degree. With the Athletic Training Graduate Assistant needing to care for all injured athletes and also help teams maintain the physical and mental well-being of the athletes, the graduate assistant spends well over 20 hours a week during the season and during the off season treating athletes. This raises the ethical question of where is the work-life line drawn? The responsibility of the GA's is leaving very little time for academics and a social life. The work-life relationship seems very skewed, leaning heavily on work.

**Manal Hamzeh, New Mexico State University & Heather Sykes, University of Toronto**  
**Another 'Deliberate' Massacre of Egyptian Ultras: Border Security Technologies and the Sport-Military-Industrial Complex**

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Ultras have been at the forefront of the Egyptian January 25th revolution. This paper analyses a recent event in which 22 Ultras were killed, trapped, tear gassed, shot, stampeded and suffocated within metal barricades at the entrance to the Air Force Stadium (Mada Masr, 2015). The paper uses Arab feminist and anti-colonial theories to analyze what the Zamalek White Knights Ultras described as this 'deliberate massacre' (Mostafa, 2015). We discuss the necropolitical assemblage (Amar, 2013; Mbembe, 2003) between the military industrial complex, security technologies and the Ultras' resistance. The sport-military-industrial complex involves the Egyptian Football Association, President Sisi, national security forces and the armed forces. The metal tunnels and chemical weapons used by police and counter-revolutionary forces are part of the global industry in border security and colonial military occupations. Despite all this, the Ultras' continue to be a very visible site of anti-colonial and anti-militarist resistance in Egypt's unfolding revolution.

**Robin Hardin, Elizabeth Taylor, & Jessica Siegele, University of Tennessee, Knoxville**  
**Caught in the middle: Experiences of female mid-level administrators in intercollegiate athletics**

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Men have historically been perceived the norm in coaching and athletic leadership in sport organizations with the perception women are not viable candidates for leadership positions (Walker & Sartore-Baldwin, 2013). Additionally, traditional societal gender norms (i.e., men should be the providers and women should take care of the family and complete household duties) also play a role in the career mobility of women. When women are able to gain access to the male dominated industry of intercollegiate athletics, they are often put in charge of the "soft" areas of the department such as academic advising, life skills, and women's sports (Grappendorf, Pent, Burton, & Henderson, 2008; Hoffman, 2010). This research examines the experiences and challenges of women working in mid-level administrative positions in Division I intercollegiate athletics including the glass ceiling (i.e., inability to move up to athletic director) and glass wall (i.e., inaccessibility of specific positions).

**Spencer Harris, University of Colorado at Colorado Springs | sharris2@uccs.edu**  
**The London 2012 Olympic Legacy: problems of power, partnership and performance management**

Community sport in England forms a key pillar of the London 2012 Olympic legacy plan. This paper utilizes Marsh and Smith's dialectical policy network approach to analyze the community sport legacy from the perspective of those implementing it. The study uses documentary analysis and data from 42 semi-structured interviews with National Governing Bodies of sport and their partner organizations. The findings confirm the fragmented and divisive nature of the community sport policy process, represented by competing coalitions rather than a joined-up, epistemic community (Haas, 1992), largely a result of resource dependency, differing values 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 by summarizing the barriers that prevented effective implementation of the community sport legacy and recommendations for future sport legacy plans.

**Guy Harrison, Arizona State University | guy.harrison@asu.edu**  
**Panopticism, Twitter and the female sportscaster**

Society forces the female sportscaster to operate within a set of draconian boundaries that force her to, among other things, maintain a stereotypically attractive and youthful appearance, accept objectification and remain silent on controversial social issues. This paper argues that the Twitterverse and its most antagonistic users, colloquially known as "trolls," help to enforce these boundaries. Using Michel Foucault's concept of panopticism as a framework while utilizing a digital ethnographic method, this critical essay highlights the consistent usage of Twitter as a disciplinary mechanism against the female sportscaster. This usage is part of a

panoptic regime that reinforces the aforementioned boundaries, normalizing the female sportscaster's appearance and behavior through the creation of what Foucault calls "docile bodies" for heterosexual male sports fan to control.

**Phil Hatlem, Saint Leo University** | philip.hatlem@saintleo.edu  
**Monumental Summer: World Cup 2015**

In many cities, sports stadiums are the most visible civic monuments (Trumpour 2007, Katzer 2010). Adding to this visibility is when a major sporting event is held in the stadium. This summer six cities and their "civic monuments" are visible to a world-wide audience as they host FIFA Women's World Cup Canada 2015. The author will examine the legacy of hosting FIFA Women's World Cup Canada 2015 for these cities, and what role the stadium may play in that legacy. Whether it is tiny Moncton Stadium in New Brunswick, or expansive stadiums in Montreal and Vancouver, will these "civic monuments" be changed or affect change for their populations? Included in the discussion will be the controversial artificial turf issue (ESPN), and how that may affect the legacy of both the World Cup and the hosting stadiums.

**Matt Hawzen, Florida State University** | mgh14@my.fsu.edu  
**Marketing the sport mega-event in the 'Age of Big Data'**

Sport mega-events are large-scale sporting events "which have dramatic character, mass popular appeal and international significance" (Roche, 2000, p. 1). The purpose of this paper is to explore the dynamics of the sport mega-event in reciprocity to the intensification of measurement systems. I argue that the sport mega-event is a significant moment in Big Data, a moment rendered socially, culturally, and economically significant by unique configurations of space and time. I analyze marketing analytics in Sport Management to show how the sport mega-event is made rational and marketable (see Rose, 1999; Miller & Rose, 2008). I then complicate the sport mega-event's social and cultural significance in relation to its rationalization by emphasizing the crucial role of time. Overall, I re-position the sport mega-event as a spectacular intermediary and point of density through which varied and voluminous informational 'flows' are 'collected', 'entered', 'compiled', 'stored', 'processed', 'mined', and 'interpreted' into Big Data.

**Daniel Haxall, Kutztown University of Pennsylvania** | haxall@kutztown.edu  
**Beyond Azteca: The Politics of Soccer in Mexican Art**

From Mesoamerican ball games to twice hosting the FIFA World Cup, variations of soccer have been played in Mexico for centuries. The rich history of the sport includes the visual arts, with Mexican artists utilizing soccer as a complex symbolic trope. Where some depict the spectacle of competition, representing the history of soccer, its aesthetics, fan behavior, and athletes on the pitch; others question social norms and political systems, employing the game to critically address the commodification of athletes, nationalism and colonial legacies, immigration, class

and gender. In diverse ways, Mexican artists rethink soccer and its position in society, portraying fútbol in a range of mediums and formats. Prominent contemporary figures, including Gabriel Orozco and Miguel Calderon to Gustavo Artigas and Roberto Cardenas, will be considered for the manner in which they engage the sport of soccer and challenge our assumptions about “the beautiful game.”

**Sean Heath, Simon Fraser University | smheath@sfu.ca**  
**Contested Identities: Developing Bodies in Youth Swim Club**

In this presentation of preliminary research regarding developmental youth swim clubs in the Greater Vancouver Area, Canada, I will be exploring the boundaries of identity construction and maintenance by youth participants. These programs reside in a liminal space between “learn-to-swim,” and elite club swimming. The youth participants are not under the heavy strictures of result oriented performance and competition as in elite clubs, nor are they only swimming to survive. In this boarder space the youth engage in the programs with varying degrees of commitment. With a focus on how youth’s practices in and around the pool may be connected with identity creation and maintenance I seek to highlight some of the tactics they employ and the behaviours they exhibit as they interact with their peers, coaches, and parents.

**Linda Henderson, St. Mary's University, Calgary | linda.henderson@stmu.ca**  
**“Seeing” the Sociology of Sport: Analyzing For the Band**

In 2008, I worked closely with photographer Jan Rose as she documented the preparations and performances of the five-time World Champion Calgary Stampede Marching Showband before and during the internationally renowned Calgary Stampede. This presentation will show the 8-minute photo essay she compiled from this work, entitled For the Band, and discuss how it illustrates a number of issues directly related to the sociology of sport including: (1) visual ethnography; (2) Coakley and Donnelly’s (2009) definition of sports as “contested activities”; and (3) Goffman’s (1959) dramaturgical arguments about human behavior.

**Taylor Henry, University of Massachusetts at Boston | taylormhenry.10@gmail.com**  
**Linsanity: Asian American Identity, Basketball, and the Battle Against Stereotypes**

In 2010, Jeremy Lin became the first Asian American player in NBA history, a moment chronicled in Evan Jackson Leong’s documentary "Linsanity". Lin encountered numerous forms of implicit and explicit discrimination as an Asian American who tried to transcend out of what sociologist William Peterson termed the “Model Minority” stereotype concerning Asian Americans. Jeremy Lin can be seen as one who challenged the “Model Minority” stereotype, changed conceptions of Asian American masculinity by disrupting racialized conceptions of basketball, and presented an expansion of Asian American identity through his success as a basketball player. However, "Linsanity" also reveals that in defying these stereotypes, Lin was represented by the media in ways that reified traditional stereotypes of Asian Americans,

particularly stereotypes concerning Asian American masculinity. This presentation positions Lin as a symbol of the relationship between Asian Americans and sports, while also analyzing relevant historical factors contextualizing Lin's unique rise to fame.

**Catriona Higgs, Slippery Rock University | [catriona.higgs@sru.edu](mailto:catriona.higgs@sru.edu)**

### **Aligning Educational Practice to Optimize the Learning Environment in Sport Sociology Classes**

"HIPS" or High Impact Practices (First year seminars, Common intellectual experiences, Learning communities, Writing intensive classes, Collaborative assignments, Undergraduate research, Diversity/global learning, Community based learning, Internships, Capstone courses and projects) have been identified as strategies that significantly contribute to student learning and the development of competencies valued in the real world (Kuh, 2008). The many benefits of these practices include improved engagement, increases in critical thinking skills and a greater appreciation for diversity. This presentation will explore some of the components of HIPS as they relate to the teaching of sport sociology. The focus will be on projects/assignments in and outside the classroom aligned specifically to optimize the learning environment for students.

**Natasha Hill, University of Arkansas, Fayetteville | [nlhill17@gmail.com](mailto:nlhill17@gmail.com)**

### **Unequal Childhoods: Cultural Perceptions of Sport for Male Youth Development**

Many people in the United States have the view that society is open, they believe individuals carve out their life paths and that children have equal life chances (Lareau, 2003). To examine the impact sport has on youth, this presentation evaluates the perceptions of young athletes between ages 10 to 15 from two distinct cultures. Primarily, qualitative methods were utilized to collect data from participants involved in the study. The questionnaire completed by Caucasian and African American male students help identify the perceptions each culture has regarding the use of sport for their development. Personal interview responses from coaches involving their perception of sport for youth development of males shall further reveal cultural differences amongst the perceptions of what sport does for the development of Black and White males. Are we transitioning toward a culture where young males, regardless of race, see sport as the main influence for their development? The overall results of this study will be conclusive in interpreting how unequal childhoods can lead to similar male perceptions of how sport develops them.

**Matthew R. Hodler & Cathryn Lucas, University of Iowa | [matthew-hodler@uiowa.edu](mailto:matthew-hodler@uiowa.edu)**

### **Navigating the Border between Worker and Student via Collective Action**

Universities rely upon under-compensated and over-worked graduate assistants to operate. Graduate assistants teach classes, conduct research, direct cultural centers, and manage the everyday operations of athletic teams. As universities continue to push corporate agendas, administrators capitalize upon graduate assistants' dual statuses of student and worker to further their corporate agendas, e.g. emphasizing student status when seeking to raise revenue through student fees and worker status when discussing compensation. Many graduate



assistants have responded by collectively organizing. We are employed in the Health and Physical Activity Skills program and are actively involved with the University of Iowa's union (UE Local 896-COGS). In this presentation, we articulate the importance of collective action in the corporate university and discuss our experiences organizing graduate assistants. Furthermore, we examine how institutionalized sport and physical activity at the university has been hostile toward unionizing and argue that this very hostility creates space for collective action.

**Annette Hofmann & Karin Schicklinksj, Ludwigsburg University of Education**  
**Crossing Borders in German Physical Education: Between Support and Sexualized Violence**

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Lately a number of studies on sexual abuse and violence in sport settings have been published (e.g. Fasting, Brackenridge, Dzikus etc.). However, all of them focus on organized sports and none of them takes a look on physical education, at least in Germany. What is the situation here? Considering the fact that sexual abusive behavior of teachers has recently been uncovered in some German schools, the question arises as to what the situation is with respect to physical education. This paper will deal with aspects of crossing borders within physical education and other sports settings in German schools. Semi-structured Interviews with p.e. teachers and a questionnaire answered by about 200 former highschool students give some insight into this neglected or tabooed topic in Germany. Although the results hardly uncovered sexual abusive behavior of teachers, there are a number of situations that can be interpreted as a "crossing of borders". They border on sexual abuse due to teachers entering students' sphere of privacy, a setting that many p.e. teachers and students are daily confronted with. It shall also be taken into account that due to cultural differences, some behavioral patterns might be considered acceptable in Germany, but not in North America.

**John Horne, University of Central Lancashire | jdhorne@uclan.ac.uk**

**This changes everything; or does it? Corruption and Sports Mega-Events after the FIFA Crisis**

It is necessary to consider the contemporary crisis of international sport as part of a systemic crisis. This presentation sketches some of the ways in which corruption risks enter into the planning and hosting of sports mega-events and help create this crisis. It argues that it is important to understand that the sources, forms and consequences of corruption vary: 'Corruption is not an external or superficial feature but rather is embedded within political and economic systems. Its precise role and effects will depend on the configurations and dynamics of such systems' (Williams, 1999, 488).

**Matthew Horner & Joshua Newman, Florida State University | mih13@my.fsu.edu**  
**Life, Politics, and Streetball at the Margin**

Agamben (1998) argued that modern bio-politics has the constant need to redefine the threshold of life to establish the limit of governance and state of exception. This subtle delineation, in turn, creates the margins of a society where the "good life" yields to a place where life is made bare. However, it is at the margin that some of the most horrific affronts to humanity are fought (e.g., police brutality, poverty, population displacement, and what Montag (2005) called death by invisible hand—the human toll of the market). Increasingly, these issues attract the attention of society, but only rarely is their status as “marginal” contested. Instead, society’s aim is to defend the arbitrary boundaries of the margin and manage the bodies contained therein. Adopting this perspective, we explore the costs of the “good life” and discursive power of the margin during interactions with persons experiencing homelessness in/around games of Streetball.

**Mary A. Hums, University of Louisville | mhums@louisville.edu**  
**“Just Climb On the Airport Shuttle to Get to the Hotel...”: Reflections on Sport Related Academic Conference Attendance by Scholars with Disabilities**

While barriers exist for scholars in sport related fields due to gender or race, the barriers scholars with disabilities face take on a different form, a physical form to be exact. A recent article by Perry (2015) discussed the current situation for scholars with disabilities, particularly pertaining to attending academic conferences. As a faculty member with an adult onset disability, I found the article reflected what has become my professional reality in recent years. For people who are able-bodied, flying to a conference, finding a practical hotel room, standing behind a podium for a presentation, walking to dinner with colleagues after the sessions, or getting on a shuttle to go to an off-site event are all part of the usual routine – unless you have a disability. Inaccessibility of these typical conference activities moves a person with a disability away from the center and toward the fringes, creating boundaries that are non-existent for people who are able-bodied. This presentation addresses these issues from a personal perspective and offers strategies people with and without disabilities need to consider as we try to make sure scholars with disabilities in sport related fields are not left outside the boundaries of our professional conferences.

**Emese Ivan, St. John’s University | ivane@stjohns.edu**  
**Teaching and Studying Sport by Crossing Academic Borders**

How can we ensure that sport can thrive and in return nourish our society and how can we confront the influences that undermine or distort its ideals? And how can we work to realize sport’s potential to unite communities, overcome differences, and be a force for social justice and reconciliation? The paper overviews how the Sport Ethics and Social Justice Class has been incorporated into St. John’s University sport management curriculum and has gradually developed into an international, interdisciplinary course with students registering for the class

from all majors. The aim of this presentation is to describe the educational institutions' role and responsibility in introducing the social values of sport to future generations of professionals – both, in and outside of the sport management profession by teaching them to see sport as a valuable social, economic, and peace building tool – instead of just a billion dollar industry.

**Katherine M. Jamieson, University of North Carolina at Greensboro | kmjamies@uncg.edu**  
**Aztlán, Legacies of Brown Containment and San Francisco's Mission Playground as Agitative spaces**

In this essay, the author wrestles with what it means to imagine a better future through a physically active public . . . to willingly move toward a “queer futurity” as Munoz might argue. The imaginary that is Aztlán for many brown people may be seen as an agitative response to legacies of brown containment through harsh immigration policies, corralling of brown bodies in particular educational settings, and the creation of 21st century borders between public resources and the local public. Thinking through the work of Munoz, the author makes three arguments: a. that Aztlán may indeed be a “queer futurity”; b. that legacies of brown containment not only disperse and separate brown peoples, but also create deep links to an undercommons experience where brown is expansive and entanglements of difference are generative of new publics; and c. that one may become attuned to such experiences through careful observation of critical, agitative actions like those that transpired in September of 2014 around the Mission Playground in San Francisco, CA, USA. Taken together, the spaces of Aztlán, brown containment in New Mexico specifically, and struggles over “rights” to the Mission neighborhood reveal an “already past” and “not yet” sense of brown – perhaps aiding our attunement to a brown sporting commons.

**Alicia J. Johnson, University of Tennessee, Knoxville | ajohn158@vols.utk.edu**  
**Sport and Asylum Seeking: Calling Sport Sociologists to Action**

As a result of training to represent Afghanistan in the 2008 Beijing Olympics, Mehboba Ahdyar received death threats from the Taliban and as such reportedly applied for asylum in Norway (ESPN, 2008). To gain asylum, one has to demonstrate a well-founded fear of persecution based on their race, religion, nationality, membership of a particular social group, or political opinion (UNHCR, 2015). What role did Mehboba's sport participation have in her asylum application? Could “athlete” constitute a particular social group for an asylum application? Though the confidential nature of asylum applications makes these questions difficult to answer, this presentation will provide a theoretical exploration of the possible answers. I will conclude with a call to sport sociologists to join other scholars in discussion at the “asylum-advocacy nexus” (Redeker Hepner, 2015), and to ultimately provide expert testimony of the persecution experienced by athletes in relevant asylum hearings.

**Jay Johnson, University of Manitoba & Adam Ali, Queen's University**  
**Kating on Thin Ice? A critical interrogation of Canada's melting pastime**  
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When we look at the specific impact that climate change and global warming trends have had on access to sport, leisure, and physical activity, one need not strain very hard to identify several examples. In recent memory, for example, community members across Canada and the Northern United States, could access outdoor ice rinks in local parks, but here too; the ice is melting. In Toronto, Canada, summer days are increasingly (and in record numbers) coupled with health warnings encouraging citizens to stay indoors and refrain from exercise due to smog and particulate air contamination. These "external" environmental realities have altered many of our out-of-doors physical activity experiences and have created a greater dependency on climatically and environmentally controlled "internal" physical experiences. This presents an opportunity to unearth both the past meanings as well as the current value of outdoor hockey within a contemporary Canada through an intersectional analysis of environment, class, and race. Through a critical discussion that begins by first unsettling the pervading symbolism of the outdoor rink as a romanticized Canadian pastime and second problematizing the valuation of the outdoor rink in diverse urban centres such as Toronto, we reveal the outdoor rink as an insidious method to expand upper-class whiteness under the guise of a "multicultural" nationalist project within the Canadian imaginary.

**Hélène Joncheray, Université Paris Descartes– Sorbonne Paris Cité, Remi Richard, Université de Montpellier, Laboratory SantéSiH & Nicolas Besombes, Université Paris Descartes– Sorbonne Paris Cité, Laboratory TEC**  
**The evolution of social cohesion within a high-level rugby union team**  
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In sports, connections between cohesion and performance have been highlighted by numerous scholars. But while many researchers focused on empathic accuracy between athletes and coaches, only a few explored the dynamic relationship process between players in a high-level team sport. Players (n=30) of a national women's rugby union team were asked to fill out a sociometric questionnaire pertaining to their perceptions of the social preferences among them. The data was collected twice during a six-week competition. Because of the coaches' changes to the team, 14 of the 30 players completed the questionnaire twice, 8 other players before the first match and 8 others before the last one. The analysis showed that social cohesion evolved positively between T1 and T2. The differences in ages and positions did not curb the team's cohesion. However, a clear division between the subgroup of players with more than 12 selections and those with less was observed.

**Katharine Jones, Philadelphia University | jonesk@philau.edu**

**Using Cancer, Mindfulness and Feminism to Re-conceptualize Bodies, Movement and Identities**

My previous view of my body as healthy, active, even sporty, was changed during breast cancer as I encountered a mutant or “faulty” body. Frank (1994) asks how do bodies create selves? My illness and invasive treatments prevented my body from supporting me as a productive academic for a year. Cancer turned me towards self-reflection and away from my previous research. I have been re-identified and re-constructed as a new person, literally and metaphorically. Practicing mindfulness, meditation, yoga and qi gong have helped gratefulness and healing to emerge. Using feminist theories of the body that stress resilience and transcendence, I aim to reflect on the relationship between physical bodies and cultural identities in this autoethnographic paper. I also draw on journal entries, emails and other writing to elucidate the discourses about body work and faulty bodies in my journey from relative health to weakness to thriving in a new body.

**AeHyun Jung & R. Pierre Rodgers, George Mason University | prodgers@gmu.edu**

**Sexual Harassment Experiences of Elite Female Athletes**

A thematic and critical literature review was conducted to determine what is known about elite female athletes and their experiences with sexual harassment in sport. Four major themes were discerned from the literature, indicating: (a) the types of sexual harassment based on interviews with female athletes; (b) there are different types of sexual harassment based on different sport types; (c) the incidences of sexual harassment in sport varies based on culture and history; and (d) countermeasures have been instituted to combat sexual harassment in sport settings. Inconsistencies and limitations in the literature (e.g., lack of same sex sexual harassment, limited research addressing cultural influences) are discussed and suggestions are made for future research.

**Kent Kaiser, Ryan Wienk & Tyler Cate, University of Northwestern - St Paul**

**Final Four Sports Reporters on Twitter: Gender Differences and Similarities**

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Past research has found that there are a number of gender-specific stylistic language markers that exist across communication contexts. Yet recent studies have found that on Twitter these patterns are more fluid, especially depending on the communication context and audience. Through quantitative content analysis male and female sports reporters' tweets during the 2015 men's and women's NCAA Final Four basketball tournaments and also qualitative discussion, this study variously confirms and contradicts past research on communication differences by gender. Combining the medium-context of Twitter and content-context of sport, this study challenges traditional gender-communication expectations on several features while also providing a starting point for investigating some features unique to Twitter and other features

not previously examined in academic literature. The bottom line: Both male and female sports reporters demonstrated flexibility in the way they communicate in covering the men's and women's basketball tournaments and in interacting with their audiences.

**Mary Jo Kane & Nicole M. LaVoi; Tucker Center; University of Minnesota**  
**Translating and Disseminating Interdisciplinary Research as a Vehicle for Social Change**  
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From its inception, the Tucker Center has engaged in interdisciplinary research involving scholars from journalism to sport sociology/psychology while focusing on two lines of inquiry: 1) media coverage of female athletes; and 2) the decline of women in leadership positions post Title IX. Scholars have employed theories and methodologies from their respective academic disciplines to address ideologies and practices based on gendered relationships of power. Regarding media coverage, studies using Audience Reception Research were conducted with a sport management scholar. With respect to leadership, we're engaged in longitudinal research examining barriers and support systems for women coaches. These partnerships resulted in publications outside the boundaries of sport sociology such as communication studies. A central part of the Tucker Center's mission is to translate research for a wider audience and to target key decision makers such as sports journalists and practitioners (e.g., Alliance of Women Coaches). Strategies for conducting interdisciplinary research aimed at creating social change will be highlighted.

**David Karen & Robert E. Washington, Bryn Mawr College | dkaren@brynmawr.edu**  
**Advancing Standards of Normative Fairness: Sports' Unique Social Role**

This paper argues that sports should become more central to sociology because of their unique role in modeling and diffusing normative standards of fairness in modern societies. Though sports in neoliberal capitalist societies are often lauded as manifestations of the meritocratic ideal of fairness, we argue that the latter represent two important but elementary dimensions of normative fairness (i.e. contest fairness and access fairness) in modern society. The meritocratic ideal of fairness ignores broader normative standards of fairness (resource distribution fairness and developmental pipeline fairness) which tend to characterize social democratic societies. We hypothesize that the likely advance to those more inclusive normative standards of fairness in societies such as the United States will first be manifested in major sports before they diffuse to other institutions in the society.

**Jeffrey Kassing, Arizona State University** | jkassing@asu.edu

**An (Im)penetrable Fortress: The Mythology of Estadio Azteca in the US/Mexico Men's National Team Soccer Rivalry**

This paper considers how stadia fill a significant social space in the lives of sports fans and athletes. Sport scholars have examined stadia in terms of their cultural significance as public spaces, contributing to both identity and heritage. Yet commodification, corporate naming, public subsidation, and relocation have worked to erode the aforementioned social attributes of stadia. Building upon that tradition, this work documents how one particular stadium, Estadio Azteca in Mexico City, has become a significant feature of the US/Mexico Men's National Team soccer rivalry. An exploration of how the US media through print, broadcast, and web content have promoted a particular mythology of the Azteca as a once impenetrable fortress and signifier of Mexican dominance in the US/Mexico soccer rivalry is provided. An analysis of media content illustrates that several recurrent themes infuse the Azteca stadium with a socially significant role in the rivalry narrative.

**Darren Kelly, The University of Texas at Austin & C. Spencer Platt - University of South Carolina**

**From Student-Athlete to Scholar-Activist – Understanding the African American male student-athlete's journey to Academia**

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While the academic hardships of intercollegiate African American male student-athletes (AAMSA) and their disparate academic performance compared to their White counterparts have been well documented, there is less research on the successful academic experiences of this group. Further, there remains a void of scholarly work that vividly bring out the voice of AAMSAs who move into graduate school programs and go on to pursue careers in academia as faculty and administrators. There is a great opportunity to learn more about the experiences of academically successful African American male student-athletes who pursue doctoral degrees and use their experience and education for scholar-activism within higher education and athletics. Utilizing qualitative research methods and a Critical Race Theory (CRT) lens, particularly the use of counter-storytelling (Solarzano and Yosso, 2002) with former AAMSAs, this study analyzes AAMSAs' motivations for pursuing graduate studies, their social and academic experiences within the doctoral programs, and their scholarship and career paths within academia. Implications of this study will inform researchers and practitioners who teach, advise, and coach African American male student-athletes.

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

**Ecological Modernization and the Limits of Public Resistance on Staging Olympic Games: PyeongChang's Case**

Studies demonstrate that the facilitation of ecological modernization (EM) in the IOC's environmental requirements and in the Olympic host nations/cities environmental principles is evident. The modernist and technocratic approach to environment in Olympic staging

encounters wide range of criticisms. This study illustrates 2018 PyeongChang's interpretations and practices of EM in their Olympic building and discusses the relationship between the EM and public resistance regarding environmental issues. Specifically, this study first shows the three—institutional, technocratic, and cultural—levels of interpretations of EM by PyeongChang. Second, documents public criticisms (at national and community levels) on environmental issues around Olympic building in PyeongChang. Lastly, this study offers criticisms on EM, the systemic features of environmental problems, and the limitations of public resistance within the current processes of Olympic bidding and staging.

**C. Richard King, Washington State University | crking@wsu.edu**  
**Playing with Indigeneity in the Borderlands: On the SDSU Aztecs**

In this paper, I examine of the history and significance of the Aztecs, the moniker and mascot of the athletic teams at San Diego State University (SDSU) Aztecs. Unlike other racialized sport mascots, scholars and policy makers have largely ignored SDSU. In part, I argue, this derives from a narrow framing of indigeneity, rooted in stereotypic assumptions and national narratives, which looks away from the border and disappears indigenous peoples South of it. Nevertheless, my analysis suggests, SDSU, its students and fans have built upon popular conceptions of the Aztec to invent their mascot and moniker, negotiating shifting semiotic and social sensibilities to enhance its acceptability and utility. Throughout, my discussion considers competing claims on the Aztec trope, pondering the importance of Anglo appropriation to its inception at SDSU and Latino pride as an evolving source of legitimation.

**Ryan King-White & Adam Beissel, Towson University**  
**Show Me the Money: Student Fees and the Myth of Athletics as a Drain on the University**  
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Universities have become veritable all-inclusive enclaves for students to congregate with a focus on “experience” rather than the never-ending critical search for knowledge. Traditional critiques on these developments have often focused on the neoliberal University in “chains” (Giroux, 2007) or on the ways athletics programming is a “drain” on most Universities (Fisher, 2014). In this presentation we aim to expose how these twinned critiques cannot be understood in a vacuum whilst complicating some of the “truths” academics have come to proffer about athletics. With specific focus on student fee support for athletics at Towson University we want to move past the simplistic idea that athletics “lose” money for the University. Rather, by tracing student fees from the source to their final resting place(s) this presentation will critically evaluate this “myth”, and suggest that athletics can operate as a veritable shell-game and *de facto* money laundering scheme for the University.



**Samantha King, Queen's University | kingsj@queensu.ca**  
**Protein Cultures: The Lively Matter of Nutritional Shakes**

Over the past twenty years, the consumption of protein powder has moved from the niche realm of serious bodybuilding to the cultural mainstream, where it now represents a \$7 billion market built on an ever-expanding list of promises about its positive nutritional effects. Rather than demystify the allure of this fine granular substance by unveiling the human-powered social structures that have shaped its emergence, this paper centers the productive capacities, or agency, of the powder itself. Nutritional shakes may appear as the most processed of foods, the deadest of previously living stuff, but here the life of desiccated whey, its vitality and power, is noted and assessed. Inspired by new materialist approaches to vitality, distributed agency, and multispecies cultures, my goal is twofold: to probe the entanglements of animals, humans, and technologies that comprise this “thing becoming food” (Roe, 2006); and to assess the theoretical and political potential of approaching the lively matter of sport sociology in this way.

**Bobbi Knapp, Southern Illinois University Carbondale | bknapp@siu.edu**  
**Gender Representations in the Online CrossFit Journal: A Qualitative Content Analysis**

Using a feminist cultural studies perspective, this study examined 2166 photographs published in the CrossFit Journal - an online journal - to determine if ideal femininity and hegemonic masculinity were reproduced and/or resisted through the photographic representations. A qualitative content analysis methodology examining all issues of the CrossFit Journal from 2002, 2006, 2008 and 2012 was used to answer three research questions which sought to determine the amount of visual coverage given to males and females, if the images presented reinforced or challenged ideal femininity and hegemonic masculinity, and if the visual coverage of females has changed since the introduction of the CrossFit Games. The results suggest that although ideal femininity and hegemonic masculinity are reinforced in some ways, there are also a number of ways in which these characteristics are resisted.

**Annelies Knoppers, University of Utrecht, Frank Jacobs, The Hague University of Applied Science, Froukje Smits, Utrecht University of Applied Science**  
Elite sport is tough, do not complain: Coaches in elite youth sport  
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Research has explored how young elite athletes experience coaching behavior. This has in part, resulted in the creation of policies to eradicate abuse in elite youth sport. Young elite athletes however, still report incidents of being emotionally abused by their coaches (e.g. Knoppers, Smits, Jacobs, 2014; Owusu-Sekyere & Gervis, 2014; Stirling, 2008; UNICEF, 2011). Little scholarly attention has been paid to the ways in which coaches position themselves in relationship to these accounts. In this study we use a Foucauldian framework to explore the rationalities that coaches of elite women's gymnastics use to normalize and legitimize their approach to coaching. Coaches of 5 elite gymnastic clubs drew on four rationalities during their

interviews: the gendering of bodies, their coaching expertise, the implementation of policies, and the need/desire to win . We discuss the implications of these findings for organizational change that may reduce abusive coaching behaviors.

**Timothy Konoval & Jim Denison, University of Alberta | konoval@ualberta.ca**  
**Transforming Bodies: Exploring the Promise of Thinking with Foucault**

According to Michel Foucault (1978, 1995), in the transition to modern society the body became both the object and target of power. Central to the functioning of this power was an integrated system of control intended “to make useful individuals” that Foucault referred to as anatomo-politics, or disciplinary power. Drawing on the total force of Foucault’s analysis of an “anatomo-politics of the human body” scholars have been able to show that where practices of disciplinary control are prevalent, e.g., sport, schools, bodies can easily be made docile. In response to this, some Foucauldian scholars have begun to argue for the need to develop practitioners’ understanding of the docile making effects of anatomo-political power (e.g., Denison & Mills, 2014; Markula, 2011). In this paper, we discuss our own efforts in this regard as Foucauldian-informed coach development consultants.

**Ryan Kota, Florida State University | rwk14@my.fsu.edu**  
**Mental endurance: Bike-packing through my mind**

Building from the work of Thelwell and Greenlees (2003), and drawing from my own participant-observation in training for and ultimately participating in the Trans North Georgia Adventure (TNGA), I endeavor to conceptualize endurance in a way that sheds light on mental capacity and positive internal dialogue. The TNGA is a 350-mile self-supported mountain bike race through the mountains of North Georgia that includes more than 56,000 feet of climbing amidst forest roads, trails, pavement, and other challenging landscape. Throughout eight months of training leading up to the event, including participation in back-to-back 24-hour races, I was faced with multiple cases of physical exhaustion and extreme mental fatigue. I explore via auto-ethnography how the emergence of ‘bike-packing’ (i.e., backpacking with a bike), especially over long distances, has become a marker of pushing the boundaries of human cognizant and subconscious capabilities.

**Ryan Krzyzkowski, Western Illinois University | rj-krzyzkowski@wiu.edu**  
**Exploring the experience of injured student-athletes**

Any powerful experience (e.g. injury) can affect one’s identity. When enrolled at academic institutions student-athletes have two primary social identities; a student identity and an athletic identity. Changes to these identities can negatively impact the overall performance and well-being of student-athletes. When an injury occurs there are psychosocial factors, in combination with cognitive appraisals, that can affect the final outcome of a student-athlete’s injury experience. Social support and other sociocultural factors that injured-student athletes experience can have such an effect. Negative social support combined with sport norms of

isolation of injured athletes and preferred treatment of certain injured athletes, can collaboratively have a negative effect on injury experience and return-to-sport performance. Injury in its self is already powerful enough to alter an athlete's identity. The way in which an injury is experienced can further enhance an identity change.

**Robert J. Lake, Douglas College | laker1@douglascollege.ca**

**“Tennis in an English Garden Party”: Wimbledon at the Borders of both English and British National Identities**

Wimbledon and the All England Lawn Tennis Club have long occupied an important social position as a quintessentially English sporting institution, underscored with English nationalism. The club markets The Championships as “tennis in an English garden party”, and the historical connections to upper-middle-class elitism are transparent in the opulent ivy-clad Centre Court surroundings, the exclusive blazer-and-tie membership, players wearing all-whites, and the sale of strawberries-and-cream type refreshments. Somewhat in contradiction, Wimbledon's fans invariably sport the union flag over the St. Georges cross, supporting British players with equal gusto. Moreover, tennis is managed by one British association, the LTA, funded almost entirely by Wimbledon's profits. I argue that Wimbledon, as expressed in the “banal nationalism” shown by tennis fans and its media and the clubs' efforts to create an “imagined community” of fans loyal to the club and home-grown players, represents nostalgia for a now outdated English-dominated form of “Britishness”.

**Jason Lanter, Anna Appleton, Tessa Benson-Greenwald, & Rebecca Dowches, Kutztown University**

**The Impact of Athletic Identity on Student Motivations and Perceptions**

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Many times, there appears to be an inherent contradiction between academic and athletic identities. College students completed measures of academic self-concept and athletic identity, and responded to a variety of assessments about their academic and athletic motivations and perceptions. Female students reported working harder to earn a good GPA, using more self-motivation for their class assignments, and believing that smart college students are more respected than the male students. Students with a high level of athletic identity value this identity more than an academic identity, want to be known as an athlete first and student second, and would like friends to view them as popular more than students with a low level of athletic identity. Additionally, academic self-concept and athletic identity interacted to influence perceived pressures for the balance between academic and athletic goals of college athletes, and how college coaches prioritize these goals.

**Pamela Laucella, Indiana University-Purdue University Indianapolis & Kathryn Shea - Fisher College**

**Hope Solo: Domestic Violence, Women's Soccer, and the Media**

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Hope Solo is the heralded goalkeeper on the U.S. Women's soccer team, and is one of the best in her position worldwide. Her two Olympic gold medals, World Cup play, and other matches have earned acclaim, yet scandals plague Solo and her public persona. This research conducts a qualitative media analysis of Solo's 2014 domestic violence arrest from a current and retrospective stance. As the U.S. team competes in World Cup 2015, questions persist about Solo's arrest, counter-narratives of domestic violence, and U.S. Soccer's response. The research addresses the following questions. How did journalists frame: RQ1: Solo during her arrest and in post-narratives? RQ2: U.S. Soccer's response? RQ3: Domestic violence within sport and society? RQ4: Issues during 2015 FIFA Women's World Cup? The results reveal the importance of journalists' narratives and their power to expand awareness and activism on the intersecting worlds of sport, media, gender, and domestic violence.

**Jong Hoon Lee & Mike Stocz, University of New Mexico | nike7@unm.edu**

**An examination of in-groups and out-groups surrounding the Deflategate controversy**

On May 6, 2015, Theodore V. Wells, Jr. and associates released a 243-page investigative report concerning the footballs used by the New England Patriots in the AFC Championship Game against the Indianapolis Colts. The Wells report concluded that it was "more probable than not" that the Patriots had underinflated footballs. It also indicated that the Baltimore Ravens had an issue with the kicking balls in their divisional playoff loss to the Patriots a week before the Patriots-Colts game. Despite the preponderance of evidence cited by the report, the reactions of Patriot fans and non-Patriot fans have covered a wide gamut. Accordingly, this study will attempt to analyze and compare the tweets posted by Twitter users using the hash tag, #deflategate, as well as messages posted on Patsfans.com, a Patriots fan website. It will examine in-group members (Patriot fans) versus out-group members (non-Patriot fans) via social identity theory.

**Myungsun Lee, Loughborough University | M.Lee2@lboro.ac.uk**

**'Global sport, athletic naturalization and nationalism in South Korea: A case study of Chinese table tennis naturalized players'**

This presentation is structured around the identification and discussion of three main debates: globalization; athlete naturalization; and nationalism in the case of Chinese naturalized table tennis players in South Korea. The main focus of the study emerged out of an observation concerning the significant processes of globalization operating within South Korean society. The advent of Chinese athletes playing table tennis in South Korea with some becoming members of the South Korean national team raises important questions about globalization, nationalism and national identity. Therefore, this research addresses two main concerns. Firstly, it investigates the process of global sport migration/naturalization through the actions and

acceptance of Chinese table tennis players in South Korea. Secondly, this research considers the processes of these naturalized players and the formation of nationalism and national identity in South Korean society. In terms of methods, this research relies upon quantitative and qualitative methods. Quantitative methods included the collection of statistical data. In turn, qualitative methods are employed including semi-structured interview, newspaper analysis, and secondary document analysis. In particular, Norbert Elias' figurational sociology is used to explore the research questions both theoretically and methodologically.

**Wanyoung Lee & Kyungyun Park, Hanyang University | babalicool@naver.com**  
**Korea-origin female golfers' LPGA accomplishment as a construction site for pure-blooded national identity**

This study attempted to figure out how the media treat the successful Korea-American, Korea-Australian, and Korea-Kiwi golfers whose nationality is not Korea, in particular, when they win the tour championship. The main question is, 'Is there any difference in coverage between Korea nationality players and non-Korea national players?' For the study, the N portal, the most major internet portal site, was selected because its market share is over 60%. The results showed that the internet media regard Korea-origin female golfers as 'Korean athletes' because their parents were Korea-born and raised in Korea and because the golfers are pure-blooded Korean. When the media post the tour champions of Korean players, Korea-American, Korea-Australian, and Korea-Kiwi golfers are categorized as the tour winners from Korea. Lydia Ko, especially, is a Korean, not a Kiwi, in Korean media because she was born and raised by age 5 in Korea. When Ko won the tour, she was treated as one of the excellent Korean players; the article headline was 'Ko won the final round against other Korean counterparts and got the championship. Korean golfers won the title five in a row'. Korean media didn't pay any attention to their current nationality but their Korean pure-blood which is still important in 'global' Korea. The study concluded that Korea-origin female golfers' achievement in LPGA promotes Korean pride through Korean media treatment as 'Koreans' and still constructs the pure-blooded Korean national identity in the early stage of melting-pot global Korea.

**Yongmin Kim, Hanyang University | yongmin517@hanmail.net**  
**Hegemony struggle displayed during the integration process athletic organizations in South Korea**

Currently, sports in South Korea holds a structural problem where elite sports, school sports, and sports for all are not connected. Thus the government is aiming to integrate athletic organization which is classified into elite sports with sports for all. Therefore, this study aimed to conduct research about hegemony struggle displayed during the integration process for the advanced integration of athletic organizations in South Korea. For the study method, articles of the media displayed during the integration process as well as media analysis which interpreted the interviews of the concerned parties will be applied. The following is the main hegemony conflict that was displayed during the integration process. First, it is the conflict between the

government and the Korea Olympic Committee. The government will focus more on sports for all in order to gain great support from the public. Accordingly, they are trying to emphasize hegemony by separating NOC function. Meanwhile, the Korea Olympic Committee is against separating the functions of NOC to keep the vested rights as NOC. Second, it is the conflict between the Korea Olympic Committee and the Korea Council of Sport for All. Unlike the past where elite sports enhanced the status of the state and united all the citizens, Olympic medals no longer attract national support. Due to such flow, there is conflict between the movements which try to strengthen the hegemony of Korea Council of Sport for All with the Korea Olympic Committee which tries to maintain vested rights.

Third, there is conflict between the central organization, local body, and the sport group. To enhance their status, each organization insists importance of their role and emphasizes the weaknesses of other organization.

**Maeng Leeseob, Hanyang University & Park Inhye, Honam University**  
**Analysis of the growth process of KLPGA through self-sexualization**  
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Unlike PGA which has higher status than LPGA in terms of the prize, the number of events and its global recognition, KLPGA is positioned on higher status than KPGA. Consequently, this study is aimed to figure out how the KLPGA could be grown well under the male-dominated Golf industry. For this study, literature study is conducted by using media data and internet sources. The result is as follows. First, as more beautiful female golfers appear, sex-commercialization has been started. The first generation of KLPGA golfers were dark-skinned like 'Tomboy' in the past. On the contrary, in these days, fascinating female golfers with short skirts and a lot of makeup are quite appealing to the media and public. Second, appearance of female golfers became a more critical factor driving success than their ability and sex-commercialization has become more common. Particularly, in case of golfer A, even though she is not ranked among the highest golfers, she has been exposed quite frequently in media coverage. She is characterized as a tight, slim and scanty outfit-oriented golfer. The third factor is popularization of sponsorship. Generally, the sponsorship of golf events is targeted to the golf consumers. However, sponsors of KLPGA are the enterprises selling the most popular products, which means that media exposure of female golfers contributes to their sales. In short, ironically, the most bourgeois sport in Korea is sponsored by the most popular businesses.

**Wib Leonard, Illinois State University | wleonard@ilstu.edu**  
**A META-ANALYSIS OF ARREST DATA IN the NFL: Pluralistic Ignorance vs. Hysteria in Sports**

The conventional wisdom is that the NFL is full of criminals...wife-beaters, sexual abusers, murderers, rapists, etc. This contention went viral after the public disclosures of Ray Rice, Adrian Peterson, and Aaron Hernandez. But is this true? The National Organization for Women (NOW) called for the resignation of NFL Commissioner Roger Goodell after the Rice tape went public. NOW President Terry O'Neill said in a statement that "the NFL has lost its way. It doesn't have a Ray Rice problem; it has violence against women problem." Does it? Three provocative

conclusions emerged from the meta-analysis: 1. The rate of criminality in the NFL is lower than that of the general public. 2. The corresponding rate for NFL players, black and white, was less than half the rate for the general population. 3. Overall, arrest rates in the NFL are only 13 percent those for the general public among men aged 25 to 30.

**Meir Lewin, University of Maryland** | lewin@umd.edu

**Physical Culture and Development: An on-field analysis of DC United's 'United Soccer Club' inner-city youth development program**

In this presentation I will examine Major League Soccer team D.C. United's community outreach program called "United Soccer Club", which is partnered with First Lady of the United States Michelle Obama's "Let's Move!" campaign. The program intends "to address childhood obesity and promote healthy lifestyles to youth in urban under-served communities." This program will be analyzed through the lens of Foucault's concept of governmentality, as employed by Jette, Bhagat, and Andrews (2014) in their examination of the "Let's Move!" program. Drawing upon my experiences coaching for the program in 2012, I will explore 'United Soccer Club's' reductive health message, in which visible borders between healthy bodies and unhealthy bodies were constructed, with acceptable and unacceptable health behaviors associated with each. The instances of resistance to the dominant health discourses of the program will also be described and further contextualized within the broader field of sport for urban development.

**Keona Lewis, Georgia Institute of Technology** | keona.lewis@vpid.gatech.edu

**Beyond the Field: Black Athletes, Identity Construction and Academic Success**

African American male athleticism is comprised of highly contested constructs. In the public sphere, perceived characteristics associated with black athleticism are contested from the top down. Coaches, general managers, academic advisors, professors and a plethora of additional external stakeholders contest ideals and perceptions about black male athleticism and its academic and professional implications. This approach is problematic, in that it diminishes the real life experiences of black student-athletes and ignores the importance of the culturally relative supports needed to impact social and academic success. This paper describes the results of a case study designed to better understand the challenges faced by African American male athletes in higher education. Through open and candid discussions about race, sport, relationship building and identity, the case study participants provide a glimpse into their lives, their motivations and their beliefs about success, both on and off the field.

**Alvin Logan & Louis Harrison, University of Texas at Austin** | alo3@utexas.edu

**The Multi-Dimensional Black Athlete: The Borderland Between Success and Exploitation**

Today's Black collegiate athletes face a multitude of issues in their efforts to balance the rigors of being a student as well as an athlete, especially in the revenue earning sports. While some student-athletes experience academic success, many are also exploited. Exploitation occurs when the student athlete receives no benefit (viable education) from their athletic endeavors.

Exploitation, among other factors, often drives the Black student-athlete to become one-dimensional, serving an athletic goal solely. The theoretical concept of one-dimensional man as described by Herbert Marcuse will be used as a framework to examine the “flattening” of aspirations of Black student-athletes. Through this presentation, we seek to illuminate Paul Robeson’s life, successes, and accomplishments as a backdrop and motivational tool to develop the Black student athletes’ transition from the one-dimensional athlete-student to the multi-dimensional student-athlete.

**Sigmund Loland, Norwegian School of Sport Sciences | sigmund.loland@nih.no**

**Record sports: The threat from within**

The main thesis is that record sports are based on a non-sustainable social logic that necessarily leads to problematic challenges of biological and ethical limits. Disciplinary perspectives include social ecology and philosophy. Record sports are defined and distinguished from quasi-record sports and games. Quest for new records is seen as a non-sustainable quest for unlimited growth in limited systems. This mirrors the general quest for unlimited quantitative growth undermining the sustainability of modern society. It is argued that certain emerging sport practices are built upon a different and sustainable social logic. These practices could develop into a strong sport paradigm in the time to come.

**Charles Macaulay & Joseph Cooper, University of Connecticut**

**Reconciling Differences; Autoethnographic Methodological Approach to Working with Racially Similar and Dissimilar Ethnic Groups**

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Dr. Cooper, an African American, male, Assistant Professor at the University of Connecticut and myself, a white, male graduate student attending the same school share our experiences working with racially similar and dissimilar ethnic groups while elaborating on how autoethnography is capable of recognizing and reconciling racial and cultural power dynamics. Autoethnography is a diverse methodological and writing process that demands self acknowledgement of the researcher’s position in the social world of their fieldwork. Dr. Cooper and I will examine the various tenets of autoethnography, discuss their strengths, weaknesses, and grey areas. Dr. Cooper’s work educating, empowering, and inspiring athletes of colour and my own work with Bhutanese, youth refugees provides contrasting experiential data to explore the dynamics of working with these groups and how the autoethnographic process advanced our relationships and insights.



**Cheryl MacDonald, Concordia University, Montreal | che\_mac@live.concordia.ca**  
**Homophobia and Male Midget AAA Ice Hockey in Canada**

The presentation will outline the results of a three-year study of gender and sexuality with emphasis on homophobia among male Major Midget AAA ice hockey players in Canada. Using surveys, interviews, informative workshops, and a content analysis of social media profiles, the study examined the ways in which the athletes, aged fourteen to eighteen, make sense of homophobia in an ice hockey context as well as in their relationships with friends and family. Scholars characterize ice hockey as a sport that socializes boys and men to be hypermasculine and homophobic--a claim that is complicated by Midget-level ice hockey as the players are members of a generation that is understood to be accepting of the LGBTQ community, yet they participate in a sport that traditionally renounces such individuals. This study is the first of its kind and size in Canada. It contributes methodologically and pedagogically to empirical research on gender, sexuality, and youth participation in sport.

**Ian A.S. MacNairn, University of Calgary | i.macnairn@gmail.com**  
**Stepping beyond the village: global-local dynamics and community in ultrarunning**

Ultrarunning is a sport of extreme long-distance running. Ultramarathons are events in excess of 42.2K and are often 100 miles or more. They are typically held in harsh environments with arduous courses. The extreme nature of the sport is mirrored in the extreme alterations to self that are the result of training and competing. Yet, ultrarunning has been one of the fastest growing sports worldwide since the late 2000s. From 2009-2011, I conducted an autoethnography of embodiment of ultrarunners – following them as they trained for and competed in ultramarathons ranging from 50K to 100 miles. My current work explores connections that ultrarunners make through their practice and the implication these relationships have for individual and community development. This presentation will demonstrate how ultrarunners, worldwide, develop connections at ultramarathons and sustain them outside of these seasonal gatherings through the virtual world of online social media. The presentation will discuss how this case may relate to a number of concepts associated to study of sport including: (1) social networks; (2) rites of passage; and (3) *communitas*.

**Margaret MacNeill, University of Toronto | margaret.macneill@utoronto.ca**  
**Visual Mediation of Sporting Bodies and Culture: From Intertextuality to Interembodiment.**

This presentation examines visual case studies of sporting culture coproduced at the 2015 Pan American/ParaPan Games in Toronto. An ethnosemiotic approach is deployed to explore the meanings of sport struggled over between athletes, media and spectators in and around competition spaces. To develop this ethnographic approach, the media studies concept of intertextuality is adapted with considerations of inter-embodiment. Weiss (1999) previously proposed inter-corporeality, or inter-embodiment, to emphasize how embodiment can never be a private affair; rather, it is a continually mediated experience with other bodies, discourses and cultural artifacts. The scholarly work of corporeal phenomenologists (e.g. Merleau-Ponty, 1968, Grosz, 1994) and feminist scholars (e.g. Ahmed & Stacey, 2001; Springgay, 2008; Titchkosky

2003, 2011), is merged to uncover how sporting knowledge is co-produced through bodily and representational encounters. A synaesthesia of high performance sporting bodies, spaces, and visual discourses may emerge.

**Shawna Marks, University of Adelaide** | shawna.marks@adelaide.edu.au

**Transgressing the 'Imaginary Body' of the 'WAG': News media representations of Tania Hird during the 'Essendon Supplements Saga'**

The 'Essendon Supplements Saga' could be considered the most publicised Australian Rules Football scandal in recent times. It concerned the accusation that the elite level Essendon Football Club were injecting banned peptides and became heavily focused on the involvement of coach, James Hird. Almost by default his wife Tania also became a subject for much scrutiny in the context of the debate. This paper analyses the highly gendered shift in news media representations from before and after Tania gave a controversial interview as part of a segment about bullying in the AFL. This analysis engages with the conceptualisation and representation of transgressions in news media with particular focus on sport and gender. It would be highly relevant to the conference theme and fit into several existing sessions as well as the 'open' category. My preference is for the session titled 'Feminist practices, politics, and theories in sport' though 'Sport and Visual Culture' could also be appropriate.

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

**Flexible Feet: The 'Natural' Technology of Minimalist Running**

In 2004, Nike launched its 'Free' shoes. These shoes were designed to mimic barefoot running with "with minimal heel to toe offset, unconventional shape, and a super Phylon flexible outsole" (Click, 2013). The latter innovation, a flexible and articulated sole structure, was identified as the major breakthrough for the Nike Free design that was to allow the feet to flex naturally through the running movement. The Free shoes now feature as a part of Nike's campaign to introduce technologically innovative designs that intensify the body's natural movement ability. To locate the heightened 'naturalness' of minimalist running within the context of contemporary society, I employ Deleuze's (Deleuze & Guattari, 1987) conceptualization of capitalism as flexible in the intersections of co-existing 'striated' and 'smooth' spaces that continually shape how we know and experiences our moving bodies.

**Montserrat Martin, Joan Arumí, Albert Juncà, & Dídac Herrero, University of Vic – Catalonia**

**What does Derrida and feminist interpretations of his work tell us about sexual violence in sport?**

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Preventing sexual violence and gender-based violence in sport has lately become a priority for the European Union with reference to funding research projects. While everybody agrees that condemning sexual violence in sport as unacceptable and immoral, Derrida's work allows us to

pay closer attention to our tendency to debase certain kinds of practices –sexual violence - in tandem with our elevation of a phantom ideal – a sexual violence-free sport (Deutscher 2005). In this paper I try to read sexual violence in sport and its prevention with Derridean lenses, which allows me to deconstruct the constructed opposition between the inside and the outside sport. In other words, between the intrinsically pure highly humanistic value sport and the exterior devil practices. Derrida calls the attempt to restore purity (in sport), “the charges against exteriority as a supplement,” which unfortunately happens to contaminate/challenge the belief in the existence of an innate pure damaging-free sport.

**Jennifer McClearen, University of Washington | [jmcclear@uw.edu](mailto:jmcclear@uw.edu)**

### **Branding Her Fist: Selling Gendered Difference in the Ultimate Fighting Championship**

This paper examines the branding of gender and difference in the Ultimate Fighting Championship (UFC), an organization that sponsors and broadcasts mixed-martial arts (MMA) fights. I argue that the UFC introduced female fighters in 2013 to expand its brand and capitalize on embodied difference as a commodity—a novel notion that assumes that increasing the type of representations available appeals to areas of the market previously disregarded. I join scholars such as Herman Gray (2013) and Sarah Banet-Weiser (2012) to demonstrate how the capitalist logic of market expansion increasingly views minoritized races, genders, classes, sexualities, and nationalities as markets to be tapped. The UFC promotes and markets its female fighters as a means to spread its viewership and grow its brand. As a result, a sport that John McCain once called “human cockfighting ” is ironically expanding the borders of a once exclusively male domain and increasing the visibility of women’s MMA exponentially.

**Kristy McCray, Otterbein University, Donna Pastore & Susan Sutherland, The Ohio State University**

### **Perception and Prevention: Former College Athletes’ Knowledge of Sexual Assault**

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Research on sexual assault in intercollegiate athletics stagnated during the last 15 years, despite the fact that this time period has evidenced a multitude of high-profile cases in the popular media. Due to new Title IX regulations, there is further scrutiny on how college athletics influences the occurrence and prevention of sexual assault. The purpose of this study was to explore the ways in which former student-athletes perceive their athletic department’s response to occurrences and prevention of sexual assault. Semi-structured interviews were completed with 15 former college athletes from big-time athletics departments. Findings indicated three major themes: (1) Participant Knowledge of Sexual Assault; (2) Sexual Assault Within the Context of College Athletics; and (3) Creating Change in Athletic Department Culture, leading the creation of a paradigm model for the prevention of sexual assault for athletic departments. This presentation focuses on the first two themes, concluding with recommendations for future study.

**Emily McCulloch, York University | emccu03@yorku.ca**  
**Caring coaching methods: The use of shame in sport**

This paper marks the start of an extensive investigation into the experiences of athletes. Using Virginia Held's ethics of care, it begins with an analysis of coaching methods; specifically the use of shaming as a motivational tactic. The ethics of care attends to the moral salience of meeting particular needs of others for whom we take responsibility, while contending that any relationship involving care ought to be morally scrutinized and evaluated. This paper will shift the gaze of scrutiny towards the use of shaming. Shame has historically been a tool used to identify those who violate societal norms. This analysis will unpack the social experience of shame in sport. Evoking work by Martha Nussbaum, it will demonstrate how a coaches' use of the act of shaming to uphold athlete norms is an unacceptable method as it is incongruent with an ethics of care and is a barrier to athlete flourishing.

**Lisa McDermott, University of Alberta | lisa.mcdermott@ualberta.ca**  
**Online News Reader Canadian Deliberations on the "Problem of Childhood Inactivity:" Moral Panics and "Neglectful" Parents as Contemporary Folk Devils**

Operating from the premise that online news comments can be conceived as a public sphere forum, I examine reader deliberations 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. Despite the absence of the words 'fat'/'overweight'/'obese' in the actual news article, considerable debate was devoted to these subjects in relation to both children and parents. How does one unpack this metamorphosing of physical (in)activity discussions into weight-related ones with a resultant commentary on parenting that emerged in relation to (in)active children? Here I suggest Stanley Cohen's notion of moral panics and folk devils can be insightfully deployed to answer this question and make sense of the discourses and their produced effects at play through the online posters' deliberations.

**Simon McEnnis, University of Brighton | s.mcennis@brighton.ac.uk**  
**Product Placement: Media Ethics and the Wider Commercialised Sports Environment**

This paper discusses where the ethical boundaries should be in the media's relationship with a highly commercialised wider sports environment by analysing the confusion within U.K. broadcast and press regulation. The broadcast regulator Ofcom forbids prominent commercial references in TV programming for fear that it compromises editorial independence, causes financial harm to audiences and prevents viewers from making rational consumer choices. However, the press regulator IPSO contains no provisions on blurring editorial content with advertising. Sports broadcasters face increasing pressure from public relations/marketing professionals to promote products in editorial content as traditional television advertising

models break down because of shifts towards on-demand services. Meanwhile, the sports press stands accused of a lack of transparency in plugging brands in exchange for access – with the fractious relationship between the soccer club Newcastle United and newspapers a prime example.

**Kristal McGreggor & Ketra L. Armstrong, University of Michigan**  
**‘Separatist Solutions’: Re-Imagining Racial Segregation and HBCU Sports**  
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This presentation will use the premise of racial space to offer a critical narrative and autoethnography to explicate the meanings embedded in the racially segregated and racially integrated sports in HBCU and PWIHE settings. It will discuss the perils of racial integration and the promise of racial segregation for Black consumers relative to: (a) creating a bounded space that buttresses racial discrimination, (b) offering a space for performing and re-inscribing racial identity, and thus (c) incarnating sport as an unbounded place of cultural inspiration. The results will be discussed using the tenets espoused by DuBois (1934), namely his contention that ‘the opposition to segregation is an opposition to discrimination.’ The presentation will conclude with the application of DuBois’ ideals concerning ‘separatist solutions’ and their implications for: (a) marketing the ‘normative’ segregation and racial spatiality of HBCU sports, and (b) elevating the economic viability of the HBCU sport enterprise.

**Christopher McLeod & Joshua I. Newman, Florida State University**  
**On the tautology of “the biopolitics of sport” and how we might study it**  
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Reviewing a range of secondary empirical material from sport management, sport sociology, and sport sciences, the authors ask the question, “what is life in sport?” We use this question and our assembled empirical material—ranging from sport motive scales and heart rates to praxical calls for *vita activa* (Newman, 2013)—as the grounds from which to explore the limitations and advantages of studying the relationship between life and politics in sport. On the one hand it seems obvious that sport is a good place to study biopolitics because, in sport, life appears to be immanently present and necessary. On the other hand, as soon as we take a moment to consider this life—as has been done in the empirical material we present—we are left grasping a weak, qualified, politicized life. We share implications for studying sport from a biopolitical perspective.

**Lindsey Mean, Arizona State University**

**Gendered nationalism: American and Mexican media representations of the men's and women's US-Mexico soccer rivalry**

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This paper explores and compares American and Mexican mainstream news and sport media constructions of the men's and women's US-Mexico soccer rivalry. Sport is a powerful site for the construction of nation and through which national and gender identities are negotiated. But as a prominently masculine site, research suggests a difference in the ways men's and women's sport gets taken up "as nation" and male or female athletes re/produced and positioned within national discourses.

**Nicole Melton, Adam Cohen, & Donna J. Fickes, Texas Tech University**

**Challenging the culture of sport: A multilevel model to identify factors of the positive co-ed experience**

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In contrast to most traditional coed sports (e.g., basketball, softball, soccer), there are emerging sports that are challenging the norms and culture of coed sport. The real sport of quidditch, adapted from the fictional sport of the same name in author J.K. Rowling's Harry Potter franchise, is a non-traditional, coed sport played across the USA and around the world. The International Quidditch Association, the sport's non-profit, governing body, has declared quidditch to be the most inclusive, socially engaging, and competitive sport in the world. Previous research has shown that the non-traditional, co-ed nature of the sport leads to positive co-ed experiences for participating athletes (Cohen, Melton, and Welty Peachey, 2014). This paper expands on the work of Cohen, et al, to identify what elements of the league, team, or person create a positive coed sport experience, and to develop a multi-level, conceptual model to examine macro-, meso-, and micro-level antecedents of a positive coed experience that may enhance the outcomes of sport for all participants.

**Brian Menaker, Texas A&M University- Kingsville, Amanda Curtis & R. Dale Sheptak, Jr., Lake Erie College**

**Revelry or Riot?: Uses of language in media coverage of sport championship celebrations.**

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Sport offers an opportunity for communities to celebrate, especially after a championship. Just as crowds assemble to attend sporting events, mass-gatherings materialize on the cusp of a championship. Post-event celebrations may occur in the communities that host victorious teams and may include people congregating in city public squares to engage in celebratory behavior of singing, jumping up and down, embracing, and other non-threatening activities. In many instances of spontaneous celebration, crowds become violent. However, these violent acts of flipping over cars, vandalism, and setting fires are often portrayed as methods of celebration, when in other cases would be seen as purely violent. How these celebratory riots are interpreted is done through media coverage. Through historical analysis and content analysis of national

and local newspaper articles, this paper will explore the use of language by media outlets when covering celebratory riots in the after sport events and will seek to understand how crowd violence, even when part of celebratory activities, becomes acceptable solely in the space that is associated with sport.

**Sara Mertel, Arizona State University | sara.mertel@gmail.com**  
**Homonormativity and queer futurity in an LGBT Softball League**

This paper situates an LGBT softball league within the logic of homonormativity and queer futurity and examines how participants constituted, practiced, negotiated, and problematized community and identity. LGBT identified sports clubs, formed as a result of identity politics, are understood to be potential sites of transformation and/or assimilation. Although the League was imbued with the discourses of inclusion and acceptance, the valorizing of competition and normalization led to the creation of hierarchies and a politics of exclusion. The League as an identity-based community was defined by what it was not, by what it lacked, by its constitutive outside. It is possible to learn a great deal about community by looking at what and who is left out and the conspicuous absence of transgender and bisexual participants in the League highlights a form of closure, a limit to the transformative potential of the League.

**Rob Millington, Queen's University | r.millington@queensu.ca**  
**Brazil's Olympic development: Investigating the International Olympic**

When the IOC announced Brazil as host of the 2016 Olympics in October of 2009, the successful bid articulated the increasingly “common sense” notions of sport and sport mega-events as catalysts to development (Cornelissen, 2010; Gaffney, 2010; Millington & Darnell, 2014). Brazil 2016 is evidence of the IOC's increasing efforts to position itself as an agent of development on two fronts: through the Games themselves, and via their own sport for development and peace (SDP) program, 'Olympism in Action'. Indeed, while a myriad of governmental and non-governmental institutions have been active in promoting SDP, the IOC's efforts in this realm are unique given that it straddles the line between global institution and multinational corporation (Boykoff, 2014). This paper will explore the implications of having the IOC inform development practices and policies, and how its dual aims of “sport for profit” and “sport for good” may constitute competing discourses (Darnell, 2012).

**Cathy Mills, University of British Columbia; Larena Hoeber, University of Regina & Robert Sparks, University of British Columbia**

**Tensions regarding the inflexible expectations in figure skating**

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Figure skaters exhibit strength and athleticism executing difficult jumps and spins, intricate footwork sequences, and demonstrating flexibility all “with a smile on your face” (Megan). Costuming, hair, makeup, music selection, and body type all influence the overall performance and are a significant part of a skater’s training and experience. The first author engaged in narrative inquiry with high performance figure skaters (4 women, 3 men) as a way of “understanding and making meaning of [their] experience[s]” (Connelly & Clandinin, 2000, p. 80). While participants vividly described their love for figure skating, many expressed tensions surrounding music and costume selection, learning and performing choreography, and constant monitoring of their appearance suggesting limited flexibility within the sport. In this paper we explore the experiences of figure skaters and what it means to succeed in a culture where everything, except their bodies, is so inflexible.

**Jorge E. Moraga, Washington State University | jorge.moraga@wsu.edu**

**Beyond Funerals, Statues & Bobbleheads: The Cultural Politics of Remembering Peloteros in Major League Baseball**

In this paper, I explore the contested cultural memories of three peloteros: Cuban ‘Minnie’ Miñoso of the Chicago White Sox, Puerto Rican Roberto Clemente of the Pittsburgh Pirates, and Mexican Fernando Valenzuela of the Los Angeles Dodgers. Through their particular time and spatial affiliations, each one provides context to the broader shifts that have occurred in shaping today’s Major League Baseball (MLB). However, given the historically rooted cultural prejudices and institutional discrimination against browned peloteros (i.e. language barriers, racial bias, etc.) this essay goes beyond MLB celebration, and instead, problematizes how the MLB memorializes past (deceased, retired) peloteros. I argue that Major League Baseball seeks to contain the brownness of these players (and their experiences, histories) using normative racial-scripts of the brown other: the good, hardworking, loyal Latino. Conversely, I turn attention to the ways that local brown communities remember Miñoso, Clemente, and Valenzuela through an array of grassroots cultural productions like art, theater, and music. In all, this essay examines the contested terrains of brownness and shows how the Latina/o and Chicana/o community re-appropriate brownness in service of identity, community, and critical memory.

**Bill Morgan, University of Southern California | wjmorgan@usc.edu**

**The Social Criticism of Sport: When to Argue and when To Transgress**

There is no living without standards of living that purport to tell us what counts as a good reason, a good life, a good social order, and good forms of sport. In much of the critical theory of sport literature, however, these sorts of normative standards by which we justify to one another our actions in and outside of sport are viewed, to court understatement, in a conspicuously negative light. There is, of course, ample and impressive precedent for this



suspicion of normative standards in social theory ranging from Marx's famous claim that the "ruling ideas of society are merely the ideas of the ruling class" to Foucault's insistence that such standards are nothing more than dubious effects of power. Marx and Foucault were certainly on to something in casting "normativity" in this unflattering light. For sometimes the norms of a society are not to be trusted in forming our critical and moral judgments of what ideas deserve our assent. In such cases, true social criticism of sport and other forms of life require we transgress these norms. In this paper, however, I want to argue that sometimes the most effective criticism of sport is to appeal to normative standards, in particular, liberal ones, that give rise to powerful arguments that undermine rather than further the status quo. I will give specific examples of how such normatively powered arguments have led to real emancipatory changes in the way sport has been practiced and organized that it would be foolhardy to dismiss or ignore. My point in arguing such is not to claim we should privilege normative social criticism of sport over transgressive social criticism of sport, but rather that we should pick our critical weapons wisely to achieve the emancipatory results we seek.

**Erin Morris, University of Illinois at Urbana-Champaign | [elmorri2@illinois.edu](mailto:elmorri2@illinois.edu)  
Women's participation in club rugby, constraints and suggestions for growth**

Despite the growth of rugby in the United States, adult women's participation still faces many constraints, hindering sport growth. This study will analyze the lack of growth in women's rugby through the leisure constraints framework (Crawford, Jackson, & Godbey, 1991). Women in this study faced interpersonal, intrapersonal, and structural constraints including, time, juggling work and family with rugby, lack of knowledge of available opportunities, cost of the sport, lack of quality coaching, and a need for more structural support. However, it is insufficient to simply assess what constraints exist but a need for applied solutions. As such, the author would like to begin a conversation about increasing women's participation by suggesting several programming ideas that USA Rugby and local unions can implement to help increase women's participation. These include intramural touch leagues, increased connections between collegiate and club teams, and more guidance from USA Rugby.

**Ronald Mower, SUNY College at Brockport | [rmower@brockport.edu](mailto:rmower@brockport.edu)  
Crossing for the cause: On the politics of racial matching in qualitative inquiry**

Although racial matching in qualitative research has proven an effective tool in breaking down institutional barriers, providing space for more authentic accounts of lived experience, and mitigating distrust of the research enterprise and its anglo-centric epistemological whiteness (Twine, 2000; Ware, 2002), this paper suggests that it should not preclude social justice minded scholars of any ethnic/racial background from engaging in qualitative inquiry across and in-between these socially constructed, yet materially felt and experienced, positional boundaries. Drawing upon three years of ethnographic fieldwork in a starkly divided and suffering Baltimore City, 34 years of lived experience traversing race and class boundaries throughout the DMV, and two years as an Assistant Professor at a predominantly white, D-III college in upstate NY, I

discuss several moments of dialogic interracial engagement, and suggest the need for, and possibility of, strong Ally pedagogies to advance qualitative inquiry and a broader politics of hope (Denzin, 2014).

**Allison Musser, B. Christine Green, Jon Welty Peachey, & Erin Morris University of Illinois at Urbana-Champaign**

**Sense of community and persistence in rugby sport participation**

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The purpose of this study was to explore barriers to persistence in rugby participation. In addition, the researchers sought to identify motivations for continuation in rugby participation, and to examine persistence at specific transition periods in the sport. Sense of Community theory (McMillan and Chavis, 1986; Sarason, 1974) was utilized to frame the project. Using qualitative methodology, 50 semi-structured interviews were conducted with current and former rugby participants, who had competed in a variety of settings, including high school, university, and club. Findings indicated that sense of community is a key component of enjoyment of participation in rugby, and leads to continued participation in rugby in a variety of ways, including playing, coaching, and refereeing. Sport managers can use this information to capitalize on the importance of sense of community in encouraging continued participation in sport in a variety of capacities, rather than only focusing on continued playing of the sport.

**Munene Mwaniki, Western Carolina University | mfmwaniki@wcu.edu**

**'BAD' BLACK (IM)MIGRANTS: THE CONTINGENT ACCEPTANCE AND ESSENTIALIZED BLACKNESS OF AFRICAN ATHLETES**

Though migration for sports purposes seems unproblematic, the (im)migration and life of the migrant athlete is caught in a web of power relations (Maguire and Falcous 2011). This paper uses a cultural studies approach in order to analyze archival news data as it regards the contingent acceptance of black African (im)migrant athletes in Western sport. Though they are often represented as model minorities, the athletes in my study—including Didier Drogba, Mario Balotelli, and Hakeem Olajuwon—are also represented along stereotypical notions of blackness. I emphasize the discursive maintenance of white supremacy via the tenuous position of the black (im)migrant in Western societies and the remarginalization of native black communities. When black Africans fail to adhere to Western norms they are derided for both their blackness and their foreign otherness. These athletes are always at risk of literal and symbolic social exclusion, even when they are citizens of Western countries.

**Eileen Narcotta-Welp, University of Iowa | eileen-narcotta@uiowa.edu**

**“Booters with Hooters”: The 1999 U.S. Women’s National Soccer Team, Postfeminist Subjectivity, and a Politics of Exclusion**

The best bet to place in 1999 was on the U.S. women’s national soccer team. Not for its’ probable and expected win in the 1999 Women’s World Cup final, but for its appeal to mainstream America. Following Foucault (2008) and Rose (1997) I argue that the U.S. women’s national team is a conduit through which moral behaviors circulate in civil society. I contend corporate marketing strategies along with players from U.S. team aid in the construction of a postfeminist imaginary; one that fits with Lisa Duggan’s (2003) notion of an ‘equality’ market. However, this imaginary must also appeal to normative assumptions of masculinity and femininity to capitalize on this lucrative market (Women’s World Cup, 1999). I examine two commercials by Mattel and Bud Light. Each produces a different reading, but accomplish the same goal – to sell an inclusive subjectivity while subtly reinforcing the notions of whiteness, femininity, and heterosexuality as feminism.

**Benjamin Nam & Bob Rider, The University of Tennessee, Knoxville hnam5@vols.utk.edu**  
**Fostering global sports leaders: A case of an international partnership**

The purpose of the study is to explore a South Korean governmental project, which is fostering global sports leaders through retired South Korean elite athletes and the role of an international partnership between a South Korean governmental sports organization and an American academic institution. This study specifically examined the intended goals of the partnership, and whether these goals have changed or remained the same. Results indicate that gaining global leadership skills, academic, linguistic and cross-cultural competencies were the intended goals of the partnership. These goals have remained the same over the span of six years, despite the fact that leadership between the two parties has changed twice. At the same time, the program has become more sophisticated and has expanded its programs to include more field specific educational seminars and opportunities as well as more opportunities for social and cultural exchange.

**Heidi Nordstrom, Gonzaga University & Peggy Keiper, Central Michigan University**  
**Using Social Media to Ignite Social Causes**

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At universities nation-wide, many student-athletes not only succeed in their sport but also in serving their community. This study utilized a qualitative case study methodology with two NCAA Division I athletic departments. Examples will be provided in which these universities have used social media to interact with stakeholders and share with them ways that they are helping the community. By using key social media outlets such as Twitter and Facebook, student-athletes can strengthen relationships with fans and community partners, all while serving a social cause. This presentation will also examine the use of the seven social media

building blocks called the “honeycomb of social media” (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011) as a framework for functions and implications of different social media activities within college athletics.

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

### **Contemporary Sport Media and Subjectivity: Possible Feminist Interventions**

Recently, sport studies scholars have expressed growing interest in a set of contemporary shifts referred to broadly as neoliberalism. Alongside economic and political policy changes, neoliberalism also forms new kinds of subjects. Commercial media texts offer lessons about the good life and how to achieve it, while mobilizing a subtly different set of ideals and anxieties to legitimate new forms of (self-)governance. This paper argues that ideologies of gender and race have been central to the repositioning of subjectivity in this period. It proposes that the tools of contemporary feminist analysis provide a vital lens for grasping how new modes of subjectivity are being crafted through commercialized sport media. Drawing on the work of feminist scholars including Lisa Duggan, Amanda Lotz, Anna McCarthy, Laurie Oullette, Janice Peck, I offer a critical strategy for reading neoliberal subjectivity with feminist concerns at the center.

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

### **Marginalized Women: Negotiating Outsider Status in the Sport Marriage**

The findings of long-term ethnographic work with women married to male professional athletes offer a unique perception of the social exclusion they experience as a defining characteristic of the sport marriage. They must navigate what are often insurmountable work-family boundaries and, simultaneously, they are expected to successfully accommodate work spillover into family life. However, such work-family boundaries favor husbands and wives are accorded outsider status through different marginalization processes. They are frequently excluded by the husbands, the husbands’ families, and those in the husbands’ occupational worlds. As outsiders, they are guests or strangers to almost everyone but their families, and they may feel marginalized in their marriages. Therefore, they find it necessary to negotiate their ascribed status as they attempt to gain the acceptance of insiders, for example, in the husband’s family and/or his occupational world, and they are expected to know their place and remain subordinate in doing this.

**Anne Osborne, Syracuse University & Danielle Coombs, Kent State University**

### **Women Cussing, Men Hugging: Fan Performances Transgressing Normative Gender Roles** anosborn@syr.edu

Research suggests sport socializes boys to be aggressive, often violent, (Curry, 1998; Kennedy, 2000; Hartmann, 2003; Connell, 2005). Fan-based research has focused on how sport fandom also reinforces hegemonic masculinity (Crawford, 2004; Davis & Duncan, 2005; Ruihley & Billings, 2013). We argue that fandom, defined as Performative Sport Fandom (Osborne & Coombs, 2014) and enacted through two performances modes, Caring and Knowing, is more

nuanced. Based on extensive qualitative research conducted on Britain's EPL and US's NFL we suggest that, rather than simply reinforcing masculinity, sport fandom allows both men and women to transgress traditional gender roles. While watching football, women can take on stereotypically masculine behaviors such as drinking to excess and taunting. Fandom grants men freedom to cry, hug, and kiss one another. Women fans fight and curse; male fans form nurturing bonds that extend beyond game days. In this paper we examine sport fandom as a site for the transgression of gender norms.

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

### **The Strengths and Hope Perspective: A Generative Framework for Sport Sociology**

The Strengths and Hope perspective is well suited to Sport Sociology because of its ability to produce generative research. Gergen (1982) argues that generative research is measured by its "...generative capacity, that is, the capacity to challenge the guiding assumptions of the culture...to foster reconsideration of that which is 'taken for granted,' and thereby to generate fresh alternatives for social action."(p. 109). The Strengths perspective effectively does so as it challenges the dominance of a Deficit perspective in research about marginalized or underserved groups in sport. Practices of Hope challenge any exploration of the individual apart from his/her broader social/community context, through its conceptualization of hope as "social in nature, rather than individual and wrapped up in the web of social relations that each of us inhabits (Jacobs, 2008, p. 785). In this presentation, I outline the "fresh alternatives for social action" that have emerged through my use of the Strengths and Hope perspective in relation to research and teaching on Aboriginal sport, policy analysis and outdoor recreation pursuits. New alternatives for social action include complementary power relations, researchers acting as human resources within a hope enhancing environment, and the active co-transformation of the researcher in the research process.

**Megan Parietti, University of Wisconsin- Parkside | meganparietti@gmail.com**

### **Parental influence over the choice between student and athlete**

College student-athletes often have to choose between being an athlete and being a student. They are asked to dedicate themselves to being the best they can be at their sport at times to the detriment of their academics. One major influencer over the student-athlete's choice of whether to focus on athletics and academics is their parents. Student-athletes (three football, two baseball, and three softball) and their academic advisors for athletics at a large Midwestern university were interviewed to examine how parents are influential in the choice between athletics and academics. The findings showed that participants felt parents had a large impact on whether student-athletes prioritize athletics or academics. They believed parents often put an emphasis on one role or the other, and the student-athlete would do the same. This study supported the belief that parents have an impact over their child's behaviors. Implications for practitioners and researchers will be discussed.

**Inhae Park, Honam University & Hang Park, Hanyang University | 2010122@honam.ac.kr**  
**The crucial factors in TV coverage exposure time of KLPGA players**

This study attempted to investigate which factors were strongly associated with the exposure time of TV coverage in Korea Ladies Professional Golf Association Tours which has more than twice the figure in the amount of commercial sponsorship and TV coverage as opposed to other major sports. For the study, the first rounds of two events were selected and the TV exposure time of all players appearing on TV was measured. Spearman rank-order correlation coefficient was employed to find the relationships between the amount of TV exposure time and other factors including internet portal exposure, performance achievement, and outer appearance. The results show there was a strong correlation between the TV coverage exposure time and the exposure frequency presented in internet portal sites regarding female golfers. Even if the TV covered the first round of tour, it paid much attention to the big names' playing; the top-class golfers who are ranked in the top of prize money receive the high TV coverage. Regardless of their performance, finally, the 'pretty' golfers who were categorized from male perspectives got the much TV live coverage as compared to the 'average' golfers. The study concluded that TV coverage of women's golf reflects the patriarchal capitalistic practices about the ladies professional golf and reinforces social-cultural pressure against young female golfers who must be 'pretty' for media exposure which is directly connected to commercial sponsorship.

**Jon Welty Peachey, University of Illinois at Urbana-Champaign; Adam Cohen, Texas Tech University; Allison Musser & Nari Shin, University of Illinois at Urbana-Champaign**  
**Interrogating the motivations of sport for development and peace scholars**  
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The purpose of this study was to interrogate the motivations of sport for development and peace (SDP) scholars for engaging in their line of research. In addition, we sought to identify future directions for scholarly inquiry in SDP, to better enable translation between theory and practice, and to explore the transitions and transgressions that may occur in SDP research. Underpinned by Ryan and Deci's Self-Determination Theory (Ryan & Deci, 2000), this study involved interviewing eight well-established SDP scholars on their motivations as well as their thoughts on future directions. Findings revealed that while scholars were intrinsically motivated to engage in SDP research from an altruistic identification with social justice and social change through sport, they were also extrinsically motivated to initiate research in a nascent field that would generate publications and other deliverables valued by higher education institutions. Future directions for scholarship include theory building, critical reflection, program development, and partnership formation and sustainability. Implications will be drawn forth for scholars wishing to engage further in SDP research.

**Demetrius Pearson, James L. Conyers, & Russell L. Curtis, University of Houston**  
**New Millennium Sport Films: Salient Trends in the Data**  
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Sport films have been a powerful medium for well over a century. Without question they are an integral part of contemporary society and have been a major conduit through which culture is conveyed, explained, reproduced, and rationalized (Bartyzel, 2013; Daniels, 2005; Pearson, Curtis, Haney, & Zhang, 2003; Poulton & Roderick, 2008). "Sport films are not just movies or fantasies regarding the world of sports, or even mere sites of racial or gendered stereotypes, but a medium replete with American discourses, ideologies, and racial dynamics" (King & Leonard, 2006, p. 229). Such is the case in this current descriptive analysis of sport films released during the new millennium (2000-2014). Content analysis and archival research methodologies were employed to systematically identify, examine, and code all "theatre released" American sport films during the new millennium (N=97). This presentation will highlight some of the salient trends that have emerged thus far in the analysis.

**Sofia Pedroza & Faye Linda Wachs, Cal Poly Pomona**  
**Neoliberal Storytelling: Gender and Sexuality in Media Coverage of the 2012 Winter Olympics**  
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Despite a continued disparity in coverage of sports by gender, the Olympics still offer significant coverage for both genders. The 2014 Winter Olympics offered an opportunity for exploring gendered media coverage in that there were new co-ed competitions in figure skating, luge, and cross-country skiing, new men's and women's events in snowboarding and skiing, and new women's events in ski jumping. We conducted a content and textual analysis of three major newspapers and television transcripts. Coverage remains gendered by sport. Coverage of issues related to sexuality demonstrated similar trends. Trends regarding sensationalized personal stories and how those vary by gender are central to our analysis. However, we noticed Olympic sports coverage to be increasingly consistent with women's sports coverage. Gendered perceptions of the audience and what women viewers want to see provides a key piece of our analysis. Overall, we found a trend toward individualism, marketability and uncritical celebration.

**Cynthia Fabrizio Pelak, New Mexico State University**  
**Decolonial Pedagogy in the Borderlands: Teaching about the American Indian movement to eliminate racist and colonialist mascots in U.S. sports**  
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The two main aims of this paper are: (1) to analyze the discursive frames and rhetorical strategies (Bonilla-Silva 2010) that college students use to argue for keeping the current racist/colonialist name of the Washington D.C. NFL team (King, Staurowsky, Davis-Delano & Baca 2006); and (2) to consider the implications of these findings for developing effective pedagogical strategies for teaching about the American Indian protest movement to eliminate

racist/colonialist imagery in U.S. sports. This study is based on a qualitative content analysis (Esterberg 2002) of 76 letters written by students enrolled in a writing-intensive 'Sport & Society' sociology courses at a large university in the Southwest. Students addressed their letters to the owner of the Washington DC team and argued either in favor of or against changing the team name. The pedagogical questions and strategies discussed here are guided by my goals of decolonizing the classroom and empowering students to develop their critical thinking skills (King 2008; Pewewardy 1999).

**Gretchen Peterson, California State University - Los Angeles**    gpeters@calstatela.edu

### **Defining Deviance as Normative: Using Altered Bats in Adult Softball**

While it may be accepted and even expected that cheating occurs at the levels of professional sports or big-time college athletics, research has not delved closely into the norms of cheating that exist in adult recreational sports. Preliminary analyses from an online survey completed by 1727 respondents indicate that there is significant cheating among adult recreational softball players and that such cheating is viewed as normative by some players. Given the prevalence of teammates recommending cheating, it is apparent that a social context is created where cheating is not viewed as unacceptable as it might be in the absence of such a social context. This paper explores how a transgressive behavior such as cheating comes to be viewed as normative in an adult recreational sporting context.

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### **Treading lightly at disciplinary borders in sports pedagogy**

Just as sport scholarship is performed in isolated pockets across disparate disciplines, sports scholars note that "silos and bunkers" exist in the culture of research within kinesiology departments (Kretchmar 2008). Pedagogy is key in building interdisciplinary collaborations: undergraduate students will populate the ranks of future researchers and bring their educational training to community work as a form of knowledge translation. Heeding Moola et al.'s (2014) call for more kinesiology undergraduate curricular time focused on making connections between subdisciplines, this paper presents plans to introduce a meta-analytic foundation course. It deals particularly with the challenges that arise from designing a theoretical framework to inform empirical data collection in preparation for course design. We must attend to knowledge hierarchies not only in the landscape of sports studies itself (Moola et al. 2014), but also in the competing epistemologies we draw upon to imagine how we will help students navigate this difficult terrain.



**Manuela Picariello, Lars Dzikus, Elizabeth A. Taylor, & Allison B. Smith, University of Tennessee, Knoxville**

**Gender analysis of Italian women's basketball executives in Serie A1**

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For the last three decades, researchers have used homologous reproduction theory to explain women's vast under-representation in sport organizations (Knoppers & Anthonissen, 2008). This study extends previous research by exploring the Italian sport context of women's basketball to determine if homologous reproduction is at work at the executive level. We examined data from teams that played in the 2014–2015 season of Italian top league Serie A1 to determine the gender of executive teams' staff. The results indicate a male dominance among management positions. Homologous reproduction in male dominated work environments is one factor leading to the primary recruitment of other men (Holgerson, 2013). Thus, the male dominance in job positions within Serie A1 might have implications for women and their chances to get a job at the executive level in the Italian league.

**Andrew C. Pickett & George B. Cunningham, Texas A&M University**

**Yoga for Every Body: Physical Activity in Size Inclusive Spaces**

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Modern societal obsession with weight loss has resulted in the stigmatization of larger bodies, which fosters negative health outcomes, including depression, disordered eating, and exercise avoidance. The current study looks to expand the Health At Every Size (HAES) tenet of active embodiment, which encourages healthful exercise habits while also recognizing the importance of body diversity and inclusion. In the context of body-positive yoga classes, we seek to understand the experiences of practitioners; including past relationships with physical activity, health goals, physical experiences in participating, and self-concept. The study employed a qualitative method, using a series of semi-structured interviews (n=15) with instructors of body-positive yoga facilities. Findings were triangulated through observational data and source document analysis. Early findings are consistent with previous physical activity literature, suggesting improvements in overall physical and psychological well-being, greater sense of community, and adherence of those often stigmatized in other spaces. This research continues a conversation about body stigma in physical activity and provides a viable model for creating spaces that offer opportunities for active embodiment, regardless of body size.

**Daina Pidwerbeski, York University | daina19@yorku.ca**

**Adult Women Learn-to-Play Hockey Experiences: A Case Study**

This research project examined the experiences of women enrolled in the Adult Learn-to-Play Hockey (ALTPH) program in Toronto, Ontario. This case study identified the facilitators and the barriers to participation in hockey and the ALTPH program. Using qualitative research methods, this research project gained in-depth insight into the lived experiences of women in the ALTPH program. Participants consisted of 13 adult women enrolled in the ALTPH program in the fall, 2014, nine were interviewed. In addition the researcher was a participant in the program,

therefore this project includes an autoethnographic component. Findings indicate that barriers for participation in hockey were, lack of opportunities, familial obligations and influences, inconvenient time and location logistics as well as access to equipment. Facilitators identified are, family that plays, comfortable/friendly environment, prior skating experience, social class and individual desire. This project contributes to the gap in knowledge on older adult women and novice hockey participation.

**Laura Pipe, University of North Carolina at Greensboro | [Impipe@uncg.edu](mailto:Impipe@uncg.edu)**  
**Uncivilizing the City: Skateboard and Bicycle to Deconstruct the City**

Action sports in the United States have a tenuous relationship with mainstream ideals. On one hand, these sports have become part of mainstream America. On the other, these sports challenge the American sensibility of what is morally right and accepted by appropriating and redefining public and private spaces. Meanwhile, societies have used cityscapes to organize, define, categorize and civilize people and things. It is the purpose, intentionally or unintentionally, of the physical city landscape to maintain these organized spaces. Street skateboarding and bicycle motocross (BMX) challenge and disrupt the city landscape, by appropriating, deconstructing and redefining the individual pieces that make-up the City. Utilizing concepts of edgework, urban sociology and architectural design, analysis of these sports and their ability to deconstruct the organization of the city provides insight into larger societal issues surrounding access to space, social control of “deviant” and desired behaviors, and institutionalization of play.

**Ben Powis, University of Brighton | [b.powis1@uni.brighton.ac.uk](mailto:b.powis1@uni.brighton.ac.uk)**  
**Disability sport as embodied resistance: experiences of blind elite sportspeople**

This paper explores the embodied experiences of a group of visually impaired elite sportsmen. Focusing on international cricket players, it demonstrates how their sporting participation may resist socially constructed notions of blindness, disability and sport. Drawing upon the preliminary findings of a current doctoral study, the paper will highlight the multi-sensory sporting experiences of this physical activity. The player's negotiation of the dynamic sporting environment, through the active creation of unique strategies, arguably challenges the socially constructed prioritisation of sight found in the Westernised sensorium, as well as the fixed notion of 'physical ability' found in dominant conceptions of sport. Despite visually impaired cricket appearing to emerge as a site in which dominant ideals about the sporting body can be contested, the paper will also shed light on the existence of a 'hierarchy of sight', where particular players are valued more highly, both on and off the pitch.

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

**Since Cheryl Miller: Reflections on two decades of social media and sport research**

Social media is ubiquitous in contemporary society, and as a result the relationship between sport and social media is desirable object of inquiry to sport studies. This paper reflects on the historical development and contemporary configuration of scholarship on social media and sport from the perspective of an early practitioner in the field.

**Haozhou Pu, Joshua I. Newman, & Michael Giardina Florida State University**

**Beijing 2022, a Turn towards (Late) Modernity? A Contextual Analysis on the Prospective Legacy of the Beijing 2022 Winter Olympics.**

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Legacy has come to prominence in the study of mega-events in recent years. It is however a contested term that is subject to spatial and temporal changes. Following Roche's (2000) contextual approaches in understanding mega-events, this paper identifies multiple prospective legacy discourses surrounding Beijing's bid to host the 2022 Winter Olympics. In comparison with Beijing's first Olympics in 2008, we observed dramatic changes in the legacy discourse over time, as the latter bid was associated with obtrusive features of (late) modernity. By differentiating multiple levels of contexts in framing the prospective legacy discourse for Beijing 2022, this paper discloses the tensions and contradictions surrounding the prospective legacy and their neoliberal justifications. In conclusion, we suggest the continuing mania of staging mega-events in China manifests consistent efforts in routinizing the shock of spectacles to push through China's modernization (Horne & Whannel, 2012; Klein, 2007).

**Allison Rasquinha & Bradley J. Cardinal, Oregon State University**

**Association of Athletic Identity to Sport Cultural Popularity and Level**

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Athletic identity is the degree to which individuals define themselves as athletes. The present research explores empirically derived correlates of athletic identity, hypothesizing positive relationships between retrospective athletic identity in those playing sports with higher cultural popularity, and current and highest competitive sport level. Logistic regression was used to determine whether athletic identity was associated with participation in a culturally popular sport, and mean athletic identity was compared using an independent sample t-test across varsity athletes playing a culturally popular sport and those who were not. Regression analyses were used to determine the association among athletic identity and current and highest level of competitive sport.

Higher athletic identity was associated with athletes participating in a varsity sport with higher cultural popularity, and current and highest competitive sport level.

**Aarti Ratna, Leeds Beckett University, U.K. | A.Ratna@leedsbeckett.ac.uk**  
**Why do we (still) know very little about Black women and sport?**

Research about Black women in/through sport continues to be marginalised. Whilst there has been a trickling through of articles about Black women's sporting needs and experiences, within and beyond the subject discipline, this research is still relatively new and arguably at the borders of knowledge about both the gendered lives of white women and the racialized ontologies of men (Birell, 1989). In this paper, I want to suggest reasons for this continuing marginalisation, which includes 1) that white feminist discourses privilege hegemonic and western frames of thinking that render invisible or reify the politics of Black women; 2) the problems (and possibilities) of understanding and articulating the interpellations of race and gender; and 3) addressing the limitations of research which whilst centring upon debates about Black women in sport, nevertheless delegitimises their presence, experience and lived subjectivities.

**Barbara Ravel, Laurentian University | bravel@laurentian.ca**  
**The CWHL and digital media: Challenging or reinforcing gender borders?**

The Canadian Women's Hockey League is arguably the best ice hockey league in the world with players mostly coming from Canada and the USA, including many Olympians. While mainstream media rarely talk about women's hockey in Canada, with the exception of the Olympic Games, the league heavily relies on Twitter, Facebook and its own website to promote the league and connect with hockey fans. These digital platforms provide information about regular season games, the All Star Game, the Clarkson Cup, and more generally the league's players and teams. Adopting a feminist poststructuralist approach, we examined how the CWHL used digital media with its own website in particular over the course of the 2014-2015 season. Results will highlight the discourses pertaining to women's hockey and female athletes that are circulated on the website. The paper will discuss if and how these discourses challenge or reinforce gender borders in hockey.

**Danyel Reiche, American University of Beirut | dr09@aub.edu.lb**  
**How the US can promote internationalism at the Olympic Games: Allowing athletes from different countries to be in the same team**

The Olympic Games want to contribute to a better international understanding. However, events at the Olympic Games are organized along national lines. I suggest introducing events that allow for teams composed of athletes from different countries. A good example that could be easily adopted by the IOC comes from the International Table Tennis Federation (ITTF). The ITTF took in 2014 the decision that players from different associations were allowed to form doubles pairs. At the table tennis World Championship in Suzhou, China, in 2015 athletes from different countries were pairing for the first time, for example Ma Long from China and Timo Boll from Germany. According to ITTF President Thomas Weikert the new policy had the intention to "strengthen the good international relations between our national associations". If such mixed

teams are becoming common in different Olympic sports, this might become an effective measure to promote internationalism and cosmopolitanism. Given its multicultural background, the United States should lobby for such an approach.

**Remi Richard, Université de Montpellier; H  l  ne Joncheray, & Bernard Andrieu, Universit   Paris Descartes**  
**Sports, technologies and boundaries of (dis)ability**  
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Technological progress have provided rapid changes in disabled sports. Because of their performance, some athletes, using prosthetic legs, blur the established line between the 'abled' and 'disabled' bodies. The recent introduction of these technologies in disabled sports, makes it takes a step forward: powered leg prosthetics, exoskeletons or Brain Interface Computer (BCI) include a new population, so-called "severely-impaired" to sport practice. These 'cyborg' athletes embody and stage the hopes – and fears – of the human enhancement: they are the showcase of transhumanism. Based on a socio-historical approach of the evolution of disabled sports, and the experience of athletes who are preparing the 'Brain Interface Computer Race' for the Cybathlon in 2016, this paper examines how the technologisation of the "disabled sport body" questions (dis)ability's boundaries.

**Michelle Richardson, The Citadel, & Nicholas Schlereth, University of New Mexico**  
**Sport Management Students Ethical/Moral Compass Development**  
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The education of future leaders in sport is accomplished through participation in sport management programs every year, with a focus on various aspects of management. In light of the recent controversies in sport such as FIFA, University of North Carolina, and many others; greater attention needs to be paid to the education of ethics to the students to potentially decrease the likelihood of future unethical lapses in sport leadership. The proposed session will present the findings of the qualitative study that examined undergraduate sport management students' perceptions of leadership and ethics. A through understanding of students' perceptions is necessary gained from this study will aid in the development of future leaders in sport, especially how to mitigate the impact of media on the development of their ethical and moral compass. The results of the study will be discussed in respect to the ethical framework of impartiality in their moral reasoning (Simon, Torres, & Hager, 2015). In this session, the ethical borderland of educational preparation of future leaders is assessed and how media impacts the development of the future sport leader's ethical/moral compass.

**Brenda Riemer, Eastern Michigan University | briemer@emich.edu**  
**The Changing Borders of NASSS and Me: Identities and Acceptance**

Autoethnography allows an individual to analyze personal experiences within different contexts (Ellis, Adams, & Bochner, 2011). At a previous NASSS, I discussed the experience of interviewing lesbians for my dissertation, and how the interviews changed me. The purpose of this presentation is to discuss how I have experienced the NASSS conference from outsider status to insider status. My first NASSS was in 1983 and at that time I identified as Jewish, female, and master's level graduate student. I remember finding the "other" MS level student and we looked at the conference from the eyes of outsiders. During the early 1990s, there were other students and my outsider status was that of lesbian and feminist scholar. In 2015, my label is NASSS treasurer and, in some ways, a veteran. This paper will discuss my movement from outsider status in NASSS to becoming comfortable within the boundaries of the organization. I will also give my perception of how the boundaries of NASSS have changed over the past thirty-two years.

**Sekani Robinson, California State Polytechnic University, Pomona | slrobinson@cpp.edu**  
**What's there to Cheer About?: How Cheer Affects Girls of Color Self-Identity**

There is a lot of research being conducted on sports and physical activities while incorporating gender; however cheerleading is often left out. Cheerleading is usually seen as a white, female dominant activity, but as time progresses cheerleading is starting to have a lot of race and gender changes. This research will focus on a predominantly Black/African American, adolescent (Pop Warner) cheerleading team within the Los Angeles County, and how they project their ethnic-identity. While using participatory research, I will watch how cheerleading, being the master status, and race affect the cheerleaders' self-identity, confidence and ethnic identity. The research will include symbolic interactions i.e. their uniforms, as well as social interactions; how they interact with each other and other cheerleading teams. With participant observation, this research will include class, race, and gender, which will be factors that may influence the role cheerleading has on adolescents ethnic identity.

**Katie Rodgers, Coe College | krodgers@coe.edu**  
**Marriage at the End of the Game**

This paper will examine the role of the sport marriage at two specific stages in the athletic career: career end and life after sport. Based on in-depth life histories with twenty-eight NFL retirees, I will explore how retirees' marital status shaped their exit from professional football. How did wives contribute to the process of sport exit? Were wives generally supportive of career end? Did unmarried men have a different experience than that of their married peers? Additionally, I will examine how marriage contributes to stability in life after sport. How did marriage ease and/or complicate retirees' transition out of football? What role do wives play in their husbands' identity transformations?

**Maura Rosenthal, Jennifer K. Mead, & Daniel L. Chase, Bridgewater State University**  
**Breaking down borders between students and faculty: Sharing the power**  
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Sport studies scholars often teach the only required courses in physical education that engage students in thinking about social justice issues in sport/physical activity. Dismissed by colleagues and students for content without direct “application” in future professions, our critical perspectives may be seen as negative and even anti-sport (Sage, 1997). If we offer students a truly learner-centered sociology of sport classroom, borders between students and faculty break down and students may become more open to critiquing sport and physical activity in a more meaningful way. Students could shape the course by choosing their texts, their research topics, and their assessments. This paper will explore how our classrooms can be transgressive spaces through sharing the power with students. I will challenge faculty to consider who holds the power in their classrooms and how sharing power might be possible.

**Eryn Rothenberg & R. Pierre Rodgers, George Mason University | prodgers@gmu.edu**  
**Feminist Critique of Continuing Coaching/Administrative Inequalities after Title IX Implementation**

Title IX has certainly contributed to progress in women’s sports and female participation numbers at all levels since its implementation in 1972. However, while the law has contributed to increased participation on the playing field, Title IX has not generated similar opportunities for women in coaching and upper level administrative positions in sport (e.g., women’s experiences in coaching and athletic administration, policies that shape the opportunities available to women). Using textual material from the Stanley v. The University of Southern California (1994, 1999) legal case as well as related newspaper and journal articles, a feminist rhetorical analysis (Foss, 2004) was performed. By analyzing gender construction and ideological issues such as discrimination and unequal salaries, it appears that the Stanley case affirmed and supported the ideology of male domination that has occurred in sports at the coaching and administrative levels.

**Brenda Rossow-Kimball, University of Regina | brenda.rossow-kimball@uregina.ca**  
**Building Inclusive Community Through the Strengths of Young Adults Experiencing Complex Physical Disabilities: Parents Share Stories of Living in the Borderlands Between ‘Hopeless’ and ‘Hopeful’**

Service delivery for people experiencing disabilities has been historically rooted in deficit-perspective, dependency model paradigms. Typically, the more severe the disability the more prescriptive and dictatorial support services and programs become. When young adults experiencing complex physical disabilities leave high school at the age of 22, they have few post-secondary options and often enter an institutional day-program context where their adult lives are shaped by expert-driven ‘one-size-fits-all’ programs. These programs are designed to meet the perceived collective needs of a diagnosis rather than the strengths, dreams, and needs of each individual. This paper presents the voices of parents who choose to pursue what is

possible for their daughters experiencing complex physical disabilities, rather than institutionalizing them in deficit-focused, expert-driven programs. They have pioneered 'Astonished!', a community organization which aims to create inclusive, meaningful opportunities for social, recreational, cultural, and vocational engagement. Through in-depth conversations, parents of four young adult women experiencing disability shared stories of negotiating the borderlands between the dominant disability narrative of inadequacy, dependency, and hopelessness and a counterstory of possibility, capability, dignity, and hope. Creating space to imagine a new disability narrative is difficult work. The parent stories are tension-filled with anguish, frustration, and fear; joy, determination, and survivorship. However, by focusing on strengths and resourcefulness within/between individuals and families, Astonished! addresses barriers to inclusion and provides never-before-imagined life opportunities for young adults experiencing complex physical disabilities.

**Adam Rugg, University of Iowa** | adam.rugg@gmail.com

### **Fields Without Borders: The NFL Stadium and the Globalization of Football**

As the physical, unmovable “home” of teams, the professional sports stadium has long worked to symbolically imbue sport with a specific sense of place and community. For the most romanticized stadiums, it can even be argued that the stadium itself often supersedes a poorly performing team in fan devotion (e.g. The Chicago Cubs and Wrigley Field). In this paper I explore the ways in which the relationship between the stadium and senses of place and community are shifting amidst the globalization of professional sports and argue that NFL stadiums are being detached from the powerful communal meanings they once embodied. By examining recent trends in stadium financing, design, and use, I locate these shifting meanings within a system of interacting and overlapping processes: the increasing mediation of sport, the increasing use of stadiums as “hosts” for teams from other leagues or countries, and the escalating extravagance (and remoteness) of new, large-capacity stadiums.

**Hayley Russell, The Pennsylvania State University, Altoona; Emily Houghton, Fort Lewis College; Julia Dutove, University of Minnesota**

### **Treatment and Prevention of Injuries: Content Analysis of Running Magazines**

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Runners often self-diagnose and treat injuries (Russell & Wiese-Bjornstal, under review), and report beliefs about injuries unsubstantiated by research (Saragiotto et al., 2014a). Scheufele and Tewskbury (2007) suggest the way media sources frame a story can influence consumers' interpretation, for example, what runners read in magazines can influence their beliefs about injury. This study's purpose was to determine what running magazines present as strategies for injury prevention and treatment. Results of a content analysis revealed summaries of research and advice from coaches as the most common sources of evidence. The most frequent prevention and treatment strategy was stretching. Rarely were avoiding overtraining or seeking medical care/advice suggested. Consistent with framing theory, information in running



magazines is similar to what runners have identified as the common causes of injury (Saragiotto et al., 2014a), yet some of these injury treatment and prevention beliefs are unsupported by research (Saragiotto et al., 2014b).

**Jeffrey Sacha, University of Southern California** | sach@usc.edu

### **The Uneven Playing Field: The Black Student-Athlete Experience at Three Los Angeles High Schools**

The high school student-athlete experience has been presented by past research as a homogeneous experience for young people, often operationalized as a "yes/no" variable in survey research. Qualitative studies of high school sports, however, have shown how unique institutional contexts shape the motivations, experiences, and outcomes of sports participation for young people. This paper uses both survey and interview data to explore the student-athlete experiences of Black male high school students in Los Angeles. Respondents were drawn from all sports teams at three comparably sized high schools in Los Angeles with unique racial demographics: a majority-White high school, a majority-Black high school, and a majority-Latino high school. The experiences and thoughts expressed by interview respondents reveal the diversity of Black student-athlete experiences, based on family support and school context. Black student-athletic participation takes on unique meaning when done in a context of limited academic and non-athletic extracurricular opportunity. This paper concludes by stressing the need for future studies of high school sports to account for school-level and family-level influences.

**Gary Sailes, Indiana University** | gs@indiana.edu

### **One & Done: Risk, Success & Reality**

The concept of "One and Done" has permeated the landscape of college and professional basketball and is at the forefront of discussion regarding its potential impact on the future of the game. This investigation examined the historical origins of One and Done, its current and anticipated impact on college and professional basketball and chronicles the successes or failures of past One and Done student athletes. Interviews of players, coaches and a web based content analysis served as the foundation for data collection.

**Sumaya Samie** | Sumaya@Samie.se

### **Being and Becoming Tomboys: Sporting Muslim Women's Experiences**

Tomboyism has received critical attention from diverse disciplines deepening scholarly understanding of its enactment as a gendered identity across different geographical locales, races and Western and non-Western cultures (Abate, 2011; Ahlqvist et al. 2012; Lale-Steele, 2011). Little attention, however, has been placed on understanding the presence, construction and expression of tomboy personas amongst Muslim women. Despite increasing evidence to suggest that females in diaspora Muslim communities re/negotiate multiple messages about women's roles and „feminine“ conduct (Dwyer, 1998, 1999), research into Muslim women's

gendered identity work continues to imply that Muslim females are scrupulously watched, and expected to police their daily behavior so as to comply with and conform to parochial, paternalistic cultural and/or religious discourses pertaining to „girl/womanhood“ (Werbner, 2005). In contrast, the ways in which such women’s gendered identities may (also) evolve concomitantly within and/or a consequence of alternative dominant discourses remains under-researched. Theoretically grounded in the idea that identities are “constructions” that are “continually produced and reproduced” by political subjects (Bhambra and Margree, 2010: 59-60) this study draws on qualitative interviews with sporting British Muslim women (who self-identify as 'tomboy') to provide a more nuanced understanding of the racialized politics of being and becoming tomboy migrant Muslim women.

**Jimmy Sanderson, Clemson University, Evan Frederick, & Mike Stocz, University of New Mexico**

**When Athlete Activism Clashes with Group Values: The “Boycott the St. Louis Rams” Facebook Page and Social Identity Threat Management**

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On November 30, 2014, five African-American St. Louis Rams players locked hands and displayed a “hands up” gesture during player introductions in response to racial tensions in Ferguson Missouri, emanating from the Michael Brown case. This act generated significant media attention and prompted some fans to form a “Boycott the St. Louis Rams” Facebook page. A thematic analysis of 1,019 user-generated comments was conducted through the lens of social identity theory. Six primary themes emerged: (a) renouncing fandom; (b) punishment commentary; (c) racial commentary; (d) general criticism; (e) attacking other group members; and (f) reinforcing “facts” of the case. The results suggest that social media sites such as Facebook serve as venues where group members discuss and debate challenges to group values. This form of protest holds implications for minority athletes’ activism efforts as well as sport organization administrators.

**Emma Sande Ariyo & Jepkorir Rose Chepyator-Thomson, University of Georgia**  
**Examination of Boxing in Colonial and Post-Colonial Uganda**

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The purpose of the study was to examine the role boxing played in colonial and post-colonial Uganda and to explore its impact on society. Data sources used in this study included government documents, newspapers, archives, magazines and extant scholarly literature. The findings of the study show boxing became a way to strengthen British rule and to maintain social control. The findings also indicate post-colonial boxing served an instrument of nation building, promoted social and ethnic cohesion among diverse communities, enhanced educational attainment of the youth, and allowed for high school graduates to gain employment hence social and economic mobility. Boxing encouraged ideas of masculinity and gender relations in urban centers, where the sport became an on-going agent of change. Implications

from this study concern the following: boxer migration happened through globalization, boxing centers enabled people to strategize for independence and to meet their individual goals and aspirations.

**Jay Scherer, University of Alberta** | [jscherer@ualberta.ca](mailto:jscherer@ualberta.ca)

### **Grassroots community opposition to a world-class arena development: Resistance is futile?**

While the subsidy of major league sport franchises and ‘world-class’ urban development projects remains wildly popular with many constituencies, these expenditures have, increasingly, been met with organized resistance (Eisinger, 2000; Silver, 1996). For example, a grassroots community opposition group, Voices For Democracy (VFD), operated between 2011-2013 to oppose the use of public funds to build a CAD \$604.5 million arena and entertainment district in Edmonton, Alberta. Drawing from interviews with five members of VFD’s Board of Directors and my own reflections as an organic public sociologist (Buroway, 2005) who worked with the group, I provide an analysis of VFD’s political claims and tactical repertoire of contention (Tilly, 2010), in addition to the unfavourable political opportunity structure (Tarrow, 1994) that set decisive limits on the group’s political aspirations. I conclude by discussing why VFD was unable to cultivate a more widespread coalition of support and, in turn, how dominant interests were able to contain opposition over the course of this divisive debate.

**Kimberly Schimmel, Kent State University & C. Lee Harrington; Miami University (Ohio)**

### **The death of a stadium**

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Professional sports stadiums are projected as symbols of urban status and as late-capitalist generation successes –that is, in a sense, as the concrete embodiment of the urban American Dream. So, what happens when a stadium dies? Since 2000, fifteen “iconic” professional sports stadiums have been demolished across the United States. We utilize American play writer Arthur Miller’s, *Death of Salesman*, which centers around an individual’s loss of identity and failure to achieve the American Dream to provoke thought about the role and meaning of stadium death. We draw upon media studies, gerontological, and thanatological literature to explore how stadium destruction is presented in local media reports. Situated in the notion that cultural objects have a biography of a life span much as individuals do (Kopytoff, 1986), we ultimately explore implications of a thanatology of sports stadiums.

**Nicholas Schlereth, University of New Mexico** | [nschlereth@unm.edu](mailto:nschlereth@unm.edu)

### **Utilizing Business Principles for Study of Sport**

In this session, I will provide my insight into my experience straddling the fields of sport administration and business to study the social impact of college athletic departments on the stakeholders in their internal and external communities. My research surrounds the topic that an athletic department can have a social impact on their internal and external communities that can

be a catalyst for social capital in the communities. As a Ph.D./MBA student, my research actively pursues to use business principles in an attempt to increase social responsibility in college athletics. Communicating research in a manner that is effective in evoking change is essential and must be done in a manner that encourages change to ingrained institutional logics.

**Nicholas Schlereth & Shawn Berman, University of New Mexico | nschlereth@unm.edu**  
**The Myth of Division I Athletic Department Citizenship Behavior**

Division I athletic departments operate on a business model that places an emphasis on revenue generation while creating a myth of acting as a positive citizen in their respected communities. Businesses are created to serve the needs of society being granted the right to operate by the society in which they reside (Maier, 1993). In congruence with this meaning of business, athletic departments under the governance of NCAA, seek to serve student-athletes by providing social opportunities in education and athletics. The current model of college sports focuses on revenue generation allowing the rich to get richer, while neglecting the communities for which they reside. Citizenship behaviors toward the communities have the potential to create a social impact in the community and potentially create social capital towards the athletic department. The presentation will discuss how creating social capital in the community through citizenship can create a positive social impression of the athletic department and the potential positive effects on college athletics.

**Jordan E. Schmidt & Ted M. Butryn, San Jose State University | jordan.schmidt@sjsu.edu**  
**A Critical Analysis of Ronda Rousey's Self-Representation on Social Media**

Research has consistently shown that media portrayals of female athletes emphasize traditional notions of femininity and heterosexuality, and downplay athleticism. Over the last several years, however, various social media platforms have allowed athletes to assume some degree of control over their own representations. The purpose of this paper was to critically analyze the self-representations of UFC fighter Ronda Rousey on popular social media platforms. Athletes in combat sports like MMA present an interesting opportunity to examine how gender ideology intersects with self-representation outside the confines of the mainstream corporate media. Two researchers independently coded and analyzed Rousey's posts on Twitter, Facebook, and Instagram, over a 3-month period. The researchers then came to consensus on three interconnected themes, including Traditional Feminine, (Consumable)Tough and (only sometimes) Sexy, and Brash and Bold. Overall, the results indicated that Rousey's social media presence strategically resisted and conformed to mainstream media representations of female athletes.

**Kendrick Scott, Florida State University** | kscott37@gmail.com

**The Successful Learning Experiences of African American Male Student-Athletes and Salient Leadership Influences That Support Them**

This study explored the successful learning experiences of African American male student-athletes (AAMSAs) who participated in revenue-generating sports at Division I colleges and universities. The purpose of this qualitative study was to understand, from the perspectives of AAMSAs, their successful learning experiences and those salient leadership experiences that influenced them. Those successful learning experiences were defined as those experiences whereby AAMSAs were influenced by an identified leader to comprehend or gain knowledge. This study expands on previous qualitative research of AAMSAs by using appreciative inquiry as a philosophical approach to recognize and value their past learning experiences. Throughout this study, the roles of leadership influences were analyzed through relational leadership theory, communication theory, and critical race theory. I interviewed five AAMSAs to gather information about their learning experiences. I used phenomenological hermeneutic analysis to determine the meanings of the participants' experiences. The results of this research indicate that successful learning of AAMSAs is supported by high leader belief and expectations. Implications for learning methods of AAMSAs are explored, and practical implications for leaders are presented.

**Urooj Shahzadi, University of Toronto** | urooj.shahzadi@mail.utoronto.ca

**Punjabi Women: Defining Physical Activity and Barriers to Sport Participation**

South Asia is home to vast groups of linguist, cultural, geographical and religiously distinct communities. Diaspora populations exist across the world and the following research focuses on the physical activity experiences of Punjabi women living in the Greater Toronto Area. It is guided by two key questions: i) how do self-identified Punjabi women define physical activity and what are the barriers they report to participation? Past studies reveal several factors for inactivity including a lack of governmental and/or community based sport opportunities and challenges accessing sport programs due to struggles associated with immigration and newcomer status. By focusing in particular on the Punjabi community, this research aims to problematize the homogenous grouping "South Asian" and/or "Asian" and pushes for anti-racist strategies by emphasizing the historical and contextual terrain that racialized bodies occupy on a colonial landscape.

**Dale Sheptak, Lake Erie College** | dsheptak@lec.edu

**Youth coaching in the balance – an autoethnographic study of 20 years in coaching**

Filling rosters, recruitment, winning at all costs, and profits? Or athlete development, respect for the game, and sportsmanship? Choices faced by coaches in the changing landscape of youth sport. As youth coaches have become more professionalized there has been a shift in their focus and role. In a space once filled by community based recreation programs, private for-profit commercialized entities have risen to create a place in which parents can fulfill their need for their children to compete and win. This autoethnographic study analyzes over 20 years of

coaching in youth sport and follows the shift from what the researcher observes to be player centered coaching to a profit centered coaching model based on selling deception and false hope. As such the paper explores a new currency of power and shifting chains of interdependencies and the effects that these changes have had on the traditional teaching and mentoring role of the youth coaches.

**Wesley Shirley, Kirkwood Community College & Katie Rodgers, Coe College**  
**Exploring American Ideologies Through the Hollywood Sports Movie**  
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Sports, especially as seen through the lens of Hollywood, are often used to show how people overcome individual barriers and tensions related to social difference. In this way, sports are used to reinforce widely held American ideologies, including rugged individualism, post-racialism, American exceptionalism, and the myth of meritocracy. As sociologists, challenging these ideas is critical to helping students develop a sociological imagination. In this paper, we propose using a well-known cultural form, Hollywood sports films, to help students identify and evaluate these belief systems. Placing these films within a context of academic critique, we give students the opportunity to interrogate and explore quintessential American ideologies and the way they actually (rather than ideally) shape individuals' lives.

**Na Ri Shin & Jon Welty Peachey, University of Illinois at Urbana-Champaign**  
**Exploring the ethnic identity perception of Hyun-Jin Ryu's Korean American fans**  
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The purpose of this study was to explore Korean American fans' ethnic identity perceptions in relation to Hyun-Jin Ryu, a starting pitcher for Major League Baseball's Los Angeles Dodgers. In addition, we also sought to identify the process of ethnic identity transition that has occurred with Korean Americans as a result of Ryu's trade to the team. We utilized Tajfel and Turner's Social Identity Theory (Tajfel & Turner, 1986) to undergird this study. The study involved interviewing fifteen Korean American fans of Ryu from Los Angeles. Findings revealed that the Dodgers and Ryu have been a significant symbolic space for Korean Americans' pastimes and contributed to the construction of their ethnic identity. Participants mentioned that Ryu represents the Korean community and their ethnic identity perception changed positively because of him. Implications and future research directions regarding transnational players and their fans' identity perceptions will be discussed.

**John Shrader, California State University, Long Beach | John.Shrader@csulb.edu**  
**The Border War for Young Mexican American Soccer Players**

The tug-and-pull, the border war for the hearts, minds and considerable athletic talents, of Mexican-American soccer players has never been greater. These are young men and women who have dual nationality. Many of them grew up in the United States with parents who are Mexican citizens or of Mexican heritage. The young players are being 'recruited,' some at a

young age, to play for either the U.S. or Mexican national team. It appears on the surface more Americans, many of them born or raised in California, are the focus of these efforts. The decision can be difficult for the athlete, based on family history, as well as generational, cultural and national considerations. The paper looks at national and cultural identity, media representation, and family and generational psychology. It relies heavily on personal interviews with coaches, players, officials, historians, and others.

**Elena Simpkins & Ketra L. Armstrong, University of Michigan | [ketra@umich.edu](mailto:ketra@umich.edu)  
Bounded ...‘When and Where I Enter’: Black Feminist Thought and Sport Leadership**

Lorde (1984) contends that Black women have “become familiar with the language and manners of the oppressor...” (p. 114); Collins (1990) added, “...while hiding a self-defined standpoint from the prying eyes of dominant groups” (p. 91). This session will offer a narrative portrait of the experiences of a case selection of Black women who are sport leaders. Their stories offer a poignant and dynamic elucidation of the boundaries Black women in sport leadership must negotiate. This session will discuss: (a) Black women’s activism to and through the juxtaposition of the intersections of race, gender, and the hegemony of sport, and (b) the agency and empowerment necessary for Black women to have healthy, wholesome, and satisfying sport leadership experiences. In so doing, this session will illuminate the racial embodiment of feminism and the contributions of Black Feminist Thought as a standpoint from which to advance and ‘unbound’ sport leadership theory and practice.

**John N. Singer, Texas A&M University | [singerjn@tamu.edu](mailto:singerjn@tamu.edu)  
Does Sport Really Promote Racial Diversity and Inclusion?**

Sport is often heralded as a social context that holds great promise for fostering racial diversity and inclusion, and improving overall race relations between racial and ethnic groups in societies and cultures throughout the world. Many people embrace a functionalist perspective in viewing sport as a cultural practice that speaks a simple, common language people from all backgrounds can relate to, understand, and embrace; and as a result, the sporting experience allows people from various racial backgrounds to transcend differences. Although I acknowledge the potential of sport in promoting racial diversity and inclusion, I draw from critical theory in general (Coakley, 2015) and critical race theory (CRT) in particular (Delgado & Stefancic, 2013) to interrogate Eurocentricism in sport organizations, and discuss circumstances and examples of when and why sport has fallen short of the functionalist ideals many people claim. Implications for research, teaching, service, and practice will be discussed.

**Mark Slavich & Greg Greenhalgh, Virginia Commonwealth University**  
**Eating through the wall: Sport food concessions' role in bridging cultures**  
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The emphasis sport teams place on venue concessions has grown in recent years as the concessions industry now generates between five and 10 million dollars in revenue annually (Klayman, 2009). While teams have many financial reasons to focus on concessions, there are also sociological implications involved with food served at sport venues. Much work has focused on the social importance of food (e.g. Fischler, 1988; Douglas, 1966; Mintz & Du Bois, 2002), demonstrating the value food plays in many cultures. With increased globalization reducing the homogeneity of individual cultures around the world, this study sought to examine the role sport venue concessions plays in bridging cultures by investigating the desire of fans to consume “nontraditional” food items. I will discuss this study’s findings as well as possible future research into food throughout sports serving as a cultural connection to both understand cultural differences and erase cultural divides.

**Allison Smith & Robin Hardin, The University of Tennessee, Knoxville**  
**Female Student-Athletes Transition into Athletic Department Graduate Assistantships**  
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Transition out of sport can lead to psychological and physiological harm and in extreme cases thoughts of suicide (Lally, 2007; Pearson & Petitpas, 1990). Not all transitions out of sport are negative as some former college student-athletes reported that the transition out of sport enabled them to develop a new hobby, seek employment in another facet of sport, or move into another career outside of sport (Boixados, Cruz, Judge, & Torregrosa, 2004). This study interviewed 10 Division I Southeastern Conference female graduate assistants that were all former NCAA athletes. A thematic analysis of the interviews revealed three themes: opportunity to explore where half of participants revealed the ability to control their own nutrition, fitness, and schedules, the struggle is real where half of participants revealed depression and physical health lapses, and finally if I knew then what I know now describing advice given to current athletes about transitioning out of sport.

**Chase M. L. Smith & Gary A. Sailes Indiana University | smitchas@indiana.edu**  
**NCAA academic progress rates and its cultural barriers for student-athletes**

The NCAA introduced the Academic Progress Rate to monitor, measure, and report the eligibility and retention rates of each student-athlete. The fundamental intent behind the NCAA governing its members with the APR is to ensure institutional accountability (Ridpath, 2013). The investigators use a clustered linear OLS model to examine the relationship between academic progress rates at NCAA institutions and other variables. On average, a sport team that is considered to be nonrevenue generating has an academic progress rate 23.69 points higher than a revenue generating sport, holding all else constant.



**Lequez Spearman, Midwestern State University | quez862000@gmail.com**  
**Styling The Black Male Body: Stylists, Clothiers and Designers' Perspectives on Fashion in the NBA**

Since 2004 and the malice at the palace the National Basketball Association (NBA) has taken certain measures to re-brand the image of the league and its Black players (Leonard, 2012). At the malice at the palace, two NBA players Ron Artest and Ben Wallace, fought each other on the court; and Artest went into the stands to confront a White fan who threw water at him. David Stern, then commissioner of the NBA, wanted a dress code to be included in the 2005 Collective Bargaining Agreement, which banned large jewelry, baggy jeans and other forms of luxury street wear at official league events. To many of the league's African-American players, Stern's insistence on a dress code was a racist response to the malice at the palace. Players felt that the commissioner was trying to make Black players more acceptable to the league's corporate sponsors and its largely White fan base (Leonard, 2004). After the rule was implemented, NBA players were suited in more conservative styles of dress, i.e., dress shirts and ties, blazers and business casual wear. The purpose of this study is to examine how fashion plays a role in making African-American NBA players more acceptable to White fans. To understand the role of fashion in the NBA with respect to the Black male body, the principle investigator will interview 12 current and former stylists, clothiers and designers who have styled and are still styling current and former African-American NBA players. This project is guided by the following questions: (1) What is the role of fashion in the NBA? (2) How does fashion work against the images of the brawl? (3) What is the role of fashion for the players? The findings and implications will be presented at the conference.

**Carolyn Spellings, Ashleigh Huffman, & Sarah Hillyer, University of Tennessee**  
**The Intersection of Culture and Gender: Impacts on Qualitative Inquiry**  
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When conducting research across racial and cultural groups it is necessary not only to address issues of cultural similarity between the researcher and interviewee but also to attend to the impact of gender socialization on the interview setting. Gender differences between the researcher and interviewee have the potential to influence what information is shared and how that information is understood because gender socialization is heavily influenced by culture (Reinharz & Chase, 2003; Schwalbe & Wolkomir, 2003). Drawing from interviews with 118 men and women from over 40 countries, this presentation will explore the challenges of conducting cross-cultural qualitative inquiry by focusing on the intersection of culture and gender. A critical examination of the role of power associated with male/female and national identities and its impact on information that is disclosed in the interview setting will also be explored.

**Nancy E. Spencer, Bowling Green State University | nspencr@bgsu.edu**  
**Serena Returns to Indian Wells: Whose Transformative Moment Was It?**

In March 2015, Serena Williams returned to Indian Wells for the first time since March 2001, when she and sister Venus faced a racialized incident that led to their 14-year boycott. Although the boycott cost the Williams sisters in ranking points and earnings, they were determined to take a stance against racism (Williams & Paisner, 2009). Several factors contributed to Serena's decision to return to Indian Wells. Her reading of Nelson Mandela's autobiography revealed the importance of forgiveness (Clarey, 2015). Meanwhile, when the USTA and WTA took swift action in condemning Russian Tennis Federation President Shamil Tarpishev for mocking the Williams sisters, Serena realized that perhaps the (racist) climate surrounding tennis had begun to change (Clarey, 2015). While new USTA President Katrina Adams indicated that the decision was evidence of Serena's maturity (Clarey, 2015), few narratives about her return revealed if and/or how white racism had been addressed.

**Ellen Staurowsky, Drexel University | ellenstaurowsky@gmail.com**  
**U.S. College Athletic Departments: Separate & Unequal**

In recent years, as a result of vehicles such as ESPN's 30 for 30 documentary series and mainstream movies, the American public has been introduced to stories that suggest that the practice of racial segregation no longer exists within U.S. college athletic departments. Films like *Glory Road* (2006) and *The Express* (2008), for example, highlight the experience of African-American players during the Civil Rights Movement, contextualizing segregation as a thing of the past, something that happened but is no more. Using data for 2014-2015 from an ongoing study comparing the racial composition of players in the sports of football, men's basketball, and women's basketball in the 65 institutions that comprise the "power five conferences" of the NCAA, now referred to as the autonomous conferences, with an array of constituencies, including presidents, commissioners, athletic directors, head coaches, assistant coaches, students within the general student body, adult population within the state, this paper argues that there are spaces within college athletic departments where separate and unequal continues to exist and where challenges to those spaces meets denial because of the belief that segregation no longer exists. Preliminary results reveal an inverse relationship between the representation of racial minorities who play the college industry's most lucrative sports and those who control the lives of those players. Within the construct that Dubois proposed, that "opposition to segregation" constitutes "opposition to discrimination", in the minds of college sport officials and higher education leaders, if "segregation" does not exist, "discrimination" does not exist. An argument is made that this structural arrangement becomes an apparatus to deny athletes their rights.

**Jennifer Sterling & Mary G. McDonald, Georgia Institute of Technology**  
**Examining Sport, Society, and Technology: Pasts, Presents, and Possibilities**  
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Technology in sport, and the sociological study of it, is not a new area of research. However, the rapid development of new technologies and their expanding applications in sport – from telecommunications to high performance – creates an ever-expanding landscape in need of continued examination. Furthermore, the emergence of interdisciplinary fields of study interrogating the cultural, historical, and sociological intersections of science and technology – including science and technology studies and the history of technology – offer sports studies scholars additional empirical, theoretical, and methodological approaches. This paper aims to revisit past writing, review current research, and probe possibilities for new directions in the study of sport, society, and technology.

**Sarah Stokowski, University of Arkansas; Amber M. Shipherd, Eastern Illinois University, Bo Li, & Megan Turk, University of Arkansas**  
**In front of my family: The FCS in-season experience**  
stoko@uark.edu

Many scholars feel that due to the intensity of college sport, student-athletes are confined to borders, being denied a well-rounded experience (Potuto & O'Hanlon, 2007). Although past research has focused on the educational experiences in regards to the general student-athlete population, few studies have focused on the culture that constructs the overall student-athlete experience. This study utilized the narrative methodology, revealing the genuine human experience and assisting in mobilizing action for progressive social change (Riessman, 2008). Informed by the stress-buffering model, which suggests that social support can serve as protection from any harmful effects of stress on performance (Cohen & Ashby Willis, 1985; Rees, 2007), this study utilized semi-structured interviews and journals to examine the embodied in-season experience of an athleticly gifted Cuban FCS football student-athlete. Open coding revealed two major themes that will be discussed: family and football.

**Sarah Stokowski & Megan Turk, University of Arkansas | stoko@uark.edu**  
**Yes, ma'am: The young, white female experience interviewing black athletes**

The insider/outsider debate, in which some scholars insist that qualitative researchers must “match” the subject in regards to race (Buford May, 2014), has been referred to as one of the most efficient ways to ensure trustworthiness and allow for the researcher to successfully build “intimacy and rapport” with the subject (Young, 2008, p. 197). However, with the increasing number of female and minority scholars within higher education (Buford May, 2014; Young, 2008), and with 46.9% of NCAA Division I Football and 57.6% of Men’s Basketball student-athletes identifying as African American (NCAA, 2014), how important and impactful is “pairing” the researcher and the subject by race and/or gender? This presentation strives to inform and influence the future of qualitative research in sport by describing the trials and tribulations experienced by young females of white privilege that research black male athletes.

**Michael Stocz, Jong Hoon Lee, Alonzo Maestas, Peter Loughead, & Evan Frederick**  
**University of New Mexico**  
**Hooligan talk: An examination on firm social media usage**  
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This study will compare the content that individuals on Twitter are discussing through the use of the hashtag, hooligan (#hooligan), as opposed to what hooligan firms are saying using the same hashtag. This will expand on Poulton's (2008) work on hooliganism through Web 2.0. A pre-test of 318 tweets revealed five themes through a thematic analysis- classic hooligan activity (excessive drinking, violent acts), music/television reference (Bruno Mars, Peaky Blinders), interactivity, non-violence, and business promotion. These tweets will be compared to tweets from a hooligan firm that was discovered during the pretest (@indonesian\_firm). This study will add to violence in sport research and hooliganism by gaining insight into how Twitter users perceive the term, hooligan, while also showing how self-identifying firms are using the medium.

**Sarah Stokowski, University of Arkansas; Amber M. Shipherd**  
**Eastern Illinois University; Bo Li, & Megan Turk, University of Arkansas**  
**In front of my family: The FCS in-season experience**  
stoko@uark.edu

Many scholars feel that due to the intensity of college sport, student-athletes are confined to borders, being denied a well-rounded experience (Potuto & O'Hanlon, 2007). Although past research has focused on the educational experiences in regards to the general student-athlete population, few studies have focused on the culture that constructs the overall student-athlete experience. This study utilized the narrative methodology, revealing the genuine human experience and assisting in mobilizing action for progressive social change (Riessman, 2008). Informed by the stress-buffering model, which suggests that social support can serve as protection from any harmful effects of stress on performance (Cohen & Ashby Willis, 1985; Rees, 2007), this study utilized semi-structured interviews and journals to examine the embodied in-season experience of an athleticly gifted Cuban FCS football student-athlete. Open coding revealed two major themes that will be discussed: family and football.

**Synthia Sydnor, University of Illinois at Urbana-Champaign | syndy@illinois.edu**  
**Bended Boundaries: Reconsidering Sport as Ritual**

Building upon select unrelated works (chiefly Adam B. Seligman, Robert P. Weller, Michael J. Puett, & Bennett Simon, *Ritual and Its Consequences: An Essay on the Limits of Sincerity*, 2008; David Sansone, *Greek Athletics and the Genesis of Sport*, 1988; Richard Schechner, *Performance Studies*, 2013; and Brian Boyd, *On the Origin of Stories*, 2009) my presentation conceptualizes sport as a universal ritual form of human community. I twist selected ideas about ritual, sincerity, and universality to speculate that sport formally constructs boundaries (such as having to do with race, gender, ability, taste, fashion, aesthetics, sub-groups, religion, regionalism) that cannot be dissolved or merged. In my reconsideration of sport, sport is a "bendable" universal ritual form though, in which humans "live within and between boundaries"

(Seligman et al., p. 7). My amended understanding of sport has it that sport cannot harmonize or achieve utopia as presumed in development and peace initiatives; and that contest and active, “real” participation are not necessary elements of a definition of sport.

**Courtney Szto, Simon Fraser University | cszto@sfu.ca**

**Writing the National Narrative: Sport as cultural citizenship and co-authorship**

Citizenship is usually conceived of as the “right to have rights,” but Indigenous scholar, Renya Ramirez (2007) points out that citizenship is as much about feeling like a citizen, as it is about legislated identity. I contend that culture has been able to create a space for social struggle that was never valued in any of the classical Western approaches to citizenship. The few sport scholars that have evaluated sport with respect to cultural citizenship have approached sport as a conduit for inclusion, a way to be incorporated into the mainstream while remaining unique; however, there is a paucity of literature that examines how “minoritized” groups can contribute to the co-authorship of the national narrative. This presentation will look at the Punjabi broadcast of *Hockey Night in Canada* as a possible site for fostering cultural citizenship for Punjabi Canadians.

**Bahar Tajrobehkar & Mariana Bockarova, University of Toronto | btajro@gmail.com**

**Exploring the Differences and Similarities in the Constructions of Femininity in Beauty Pageants and Bikini Competitions**

In the ‘Bikini’ category of women’s bodybuilding competitions, female competitors are required to display domain-defined femininity and implied heterosexuality on stage through their appearance and posing. Because women’s bodybuilding manifestly challenges hegemonic understandings of the female body as weak, the muscular female physique is thought to be in need of having its femininity “restored”. In traditional beauty pageants, however, contestants capitalize on certain pre-defined patriarchal aspects of femininity (namely notions of docile femininity), and display asexuality as a means to further themselves within the competition. This paper examines Bikini and beauty pageant competitions by drawing comparisons between the two. Of particular interest are the differences and similarities in the notion of femininity constructed in each of these subcultures, and the ways in which performance of femininity generates ambivalence and contradiction for both Bikini and beauty pageants competitors.

**Elizabeth A. Taylor & Alicia J. Johnson, University of Tennessee, Knoxville**

**Sexual Violence in the Sport Classroom: Experiences of Female GTAs**

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It is not uncommon for sexual violence to be discussed in the sport classroom, especially considering its inclusion in sport sociology textbooks (Coakley, 2014; Woods, 2011). During this presentation two female Sport Studies Graduate Teaching Associates (GTAs) will share their experiences with sexual violence in the classroom. One GTA will share her experience of being sexually harassed by a male student and the steps she took to manage the situation. The other

GTA will share how she has used her past experience of rape in the form of a personal case study as a pedagogical tool when teaching sociology of sport classes. The presenters will share how these experiences with sexual violence in the classroom have challenged them to further explore and reflect on gendered power dynamics that exist in the classroom. Lastly, suggestions will be made for how faculty members can offer support for GTAs.

**Dain TePoel, University of Iowa** | [dain-tepoel@uiowa.edu](mailto:dain-tepoel@uiowa.edu)

**Transcontinental Acts of Physical Endurance: Climate Marchers "Racing" for Change**

This presentation highlights actions of ordinary citizens who mobilize for sociopolitical change by engaging in what I call "endurance activism." Participants undertake extraordinary acts of endurance to obtain a platform from which to promote a vision of social change. Specifically, I analyze the Great March for Climate Action (GMCA), a group of roughly 30 marchers who walked 3,000 miles across the U.S. in 2014 to call for political action on climate change. The study of long-distance marches is increasingly significant and justified in the current social milieu witnessing a nascent movement against automobility and fossil fuel economies. I situate the GMCA within the politics of walking and a much wider if under-examined U.S. history of traversing the nation on foot, while also scrutinizing local and national newspaper coverage of the march and GMCA-produced social media content such as blogs. I argue that endurance activism pushes the boundaries for social action in physical culture and sport studies in more inclusive, expansive and productive ways, beyond considering either the efforts of elite athletes or what Jules Boykoff refers to as a "moment of movements" during which activist groups coalesce around sport mega-events.

**Neal Ternes & Jacob Hindin Florida State University** | [nealcternes@gmail.com](mailto:nealcternes@gmail.com)

**The March of Consumptions: Emotional Labor, Spectacles of Capital, and John Phillip Sousa**

Following in the footsteps of previous discussions on musical corporeality in sports (see e.g. Caudwell, 2011), this paper examines the connections between march music form, as formalized in the works of John Phillip Sousa, and the consumption of sporting spectacle through their strict connection to the fundamental components of specific strains, separate melodies, and contrasting trios (Smith, 1993). Our comparative analysis is driven by three, auto-ethnographic vignettes which drive the structural comparison between the behavior of sports fans (consumers) and the components of march music. Through this comparison, we illustrate the ability of structured sport consumption to serve as a form of sign production (Baudrillard, 1981).

**Stanley Thangaraj, City College of New York | stan.thangaraj18@gmail.com**  
**Racial Transcendence, Racial Legibility in Sport: Gendered and Raced Fissures**

Using women of color feminist theory and queer of color critique, this paper engages in a project of salvaging celebrations of racial transcendence in sport to interrogate the particular borders of racial membership. By looking at these boundaries of racial legibility, the paper expounds upon how blackness is consolidated through masculinity, male bodies, and heterosexuality (Carrington 2010; Ferguson 2004). In the first instance of African American women, the continual production and interpellation of their bodies as in excess, deviant, and queer lends to a kind of racial invisibility within the discourse of racial triumph in sport. With an emphasis on citizenship based on the black-white racial binary (Goode 2002), Asian American bodies do not enter the realm of racial legibility. In the paper, I argue that a particular racial invisibility within the dominant black-white racial logic produces effeminacy and non-normativity that work against the boundaries of mainstream U.S. sport.

**Felecia Theune, University of Miami | f.theune@miami.edu**  
**No Other Choice: An Integrated Approach to Examining the Exploitation of College Football Players**

In previous analyses of student-athletes participating in revenue-generating sports (McCormick and McCormick 2012; Branch 2011; Meggyesy 2000; Adler and Adler 1991), exploitation has been explained simply as an unfair exchange between two parties. However, according to neo-Marxist theories, exploitation is not just a matter of unpaid surplus value, but also the result of a privileged actor taking unfair advantage of another actor who has no feasible alternatives. Believing that a professional football career is their only means of making a living and lacking their own access to the NFL, college players, particularly African Americans, become “willing” participants in their exploitation. This paper advances neo-Marxism and Intersectionality as a conceptual framework to critically examine the relationship between universities and college football players.

**Holly Thorpe, University of Waikato | hthorpe@waikato.ac.nz**  
**Youth Politics, Agency and Action Sports in Disrupted and Conflicted Spaces**

For many researchers and governmental and aid organizations alike, children and youth are perceived to be among the most ‘at-risk’ and vulnerable groups in contexts of war, conflict and disaster. Yet some are adopting innovative strategies to facilitate individual and community recovery and resilience. In this presentation I draw upon my ongoing research into youths’ informal sporting participation in the conflicted and disrupted geographies of Afghanistan, Gaza, New Orleans, and Christchurch. These are locations in which youths’ physical mobilities continue to be severely constrained, yet in each of these cases we also see youth creatively developing an array of strategies and initiatives to help improve their own and others health and

well-being. In so doing, this paper reveals new forms of youth agency, activism and resourcefulness that are specific to the local conditions, while simultaneously informed by global power structures and transnational flows of people, ideas and objects.

**Kim Toffoletti, Deakin University** | kim.toffoletti@deakin.edu.au  
**The postfeminist sports fan**

What might it mean to be a female sports fan in a 'postfeminist' age? In this paper, I contemplate this question in relation to images of the 'sexy' female sports supporter in media and popular culture. Drawing on the work of feminist cultural and media studies scholars such as Angela McRobbie and Ros Gill, I assess images of the sexy sports fan in light of the key characteristics of a 'postfeminist sensibility', which is typified by the co-existence of feminist and anti-feminist themes in cultural forms, media texts and popular discourse. I argue that postfeminist critiques offer a useful conceptual approach for theorizing the tensions, paradoxes and contradictions that inform conceptualizations of the female sport fan as emergent, visible and empowered, yet whose modes of support are commonly framed as insignificant and inauthentic.

**Jacob Toppel, Grace Yan, Nicholas M. Watanabe, University of Missouri & Chad Seifried, Louisiana State University**  
**Contested Sporting Space: The Boundary Making of Wrigley Field**  
jdtt24@mail.missouri.edu

The spatial dimensions of sporting environments are important sites to examine ideological struggles. Setting boundaries, in particular, is concerned with physical and conceptual borders tied to the creation and transformation of social relations (Lefebvre, 1991). With this in mind, this study seeks to examine the power struggles between the Chicago Cubs and the surrounding neighborhood of Wrigley Field over the contested space of rooftops. By employing a Critical Discourse Analysis, it examines articles published in *The Chicago Tribune* of the representations of rooftops from 1960-2015. The analysis delineates that the commercialization of rooftop spaces have initiated a conceptual boundary which separates fans and residents. Furthermore, organizational interests of stadium modernization contributes to a physical boundary between Wrigley and the rooftops. Such boundary making illustrates a concomitant process of reinforcing government of sporting spaces and bodies. It is thus laden with Foucault's (1979) articulations of spatial containment, surveillance and panopticism.



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

**“Are There Any Questions?”: Press Conference Participation as a Qualitative Research Method for the Sociology of Sport**

Every press conference I have attended has begun with the tournament intermediary saying, “Are there any questions?”, which, of course, sets journalists off to the races. Press conference participation has been my primary method for collecting qualitative data from current professional tennis players for my dissertation research on social activism in women’s professional tennis. There is an art to obtaining media credentials and, following that, there is an entire culture in the press room that needs to be respected in order to obtain further access to players beyond the press conferences, such as one-on-one interviews, and to increase the chances of obtaining media credentials at the tournament for the following year. With this paper, I describe my process, my successes and failures with using press conference participation as a research method. This method produces very rich data and should be transferrable to other sports.

**Chung-Lan Tsai & Shan-Hui (Tiffany) Hsu, National Cheng Kung University**  
**Becoming disabled women in sport: gender politics and practices in Taiwan**  
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Women with disabilities are socially and historically excluded from leisure activities due to the “double whammy” of being female and disable. This study attempted, first, to investigate how female bodies were described in these documentaries, and second, to explore the extent to which their modes of representation reflect the social norms of leisure for the disabled. Narrative analysis was adopted to provide a better understanding of the disabled body and gender as represented by three targeted documentary films. Four major themes emerged: 1) the constant absence of women with disability in leisure activity; 2) the re/production of marginalized discourse in constructing disability; 3) the becoming of ableists through sports; and 4) the representation of feminine traits to maintain the value of social norms for disabled women. The results were expected to shed new light on rethinking the discourses of disability and feminism in Taiwan.

**Ryan James Turcott, Jepkorir Rose Chepyator-Thomson & Emma Sande Ariyo, University of Georgia**  
**Exploration of Migration Patterns of Tennis Players in NCAA Division I and II**  
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The competitive nature of the intercollegiate athletics makes NCAA the primary destination for skilled sport players. The purpose of this study was to explore migration patterns of tennis players and to discover countries and continent of origins. The theoretical perspective used to guide this study is the preferred worker theory. The data used in this study were from NCAA.com website, and derived specifically from ITA rankings. The top 25 teams for both Division I and II were used in this study. Descriptive statistics were used in data analysis. The findings of the study revealed most of the international students athletes (ISA) to concentrate in

Division II school institutions. Thirty-two percent and 80% of male players in Division I and II were ISA respectively. Forty percent and 64% of female players in Division I and II were ISA respectively. The top exporters of tennis players were Europe and the Americas. There is an age-limit in Division I. Should NCAA coaches focus on recruiting ISA or should a quota system be established? Implications for this study include understanding skilled sport labor through international club systems and NCAA policy that governs amateurism.

**Samuel T Twito, University of Texas at Austin | [twito@utexas.edu](mailto:twito@utexas.edu)**

### **Brains & Brawn: Educational Requirements & Opportunities in Strength Coaching**

As of August of this year (2015), strength and conditioning coaches at all Division I NCAA athletics programs must be certified for the first time in the history of the profession. This is a far cry from 1960s-1980s strength coaches who were self-taught and had little to no training in the exercise sciences (Todd, 2008). This paper presentation discusses grounded theory interview research examining the educational background and professional training of Division I strength coaches in Central Texas. Specifically, it illuminates the differences between the largely experience-based educations of older strength coaches compared with the degree- and certification-heavy education of younger coaches. This shift in the educational expectation of coaches reflects the transitional theme of this year's conference. An emphasis on education has opened up the borders around strength coaching to a variety of people (including women) that have previously been largely excluded from the profession.

**Fannie Valois-Nadeau, Concordia & Queen's University**

### **The mediatization of the Montreal Canadiens Alumni engagement**

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This paper interrogates the mediatization (Hepp, 2012) of the Montreal Canadien Alumni engagement and the mediations (through traditional and digital platforms) by which the public presence of the former players is rendered possible. By the exploration of two distinct formats, such as the spectacle of Alumni hockey games organized to raise funds and the former players' interventions on the web (especially used to promote their activities), this paper addresses the coexistence and intersections but also the silences between these different mediated venues. Considering the conservative aspect of the hockey culture and the generational gap felt by senior with new technologies (Sawchuk & Crow 2012), this paper seeks how the former players navigate through these mediated formats. It also raises the question of how the cultures of mediatization frame the way to a ge as a hockey celebrity and to ensure visibility within a media landscape mostly centred on youth (Blaikie, 1999).

**Marloes van Eijkelenburg, Western Illinois University | m-vaneijkelenburg@wiu.edu**  
**Collaboration in academia; expanding and exceeding sports studies.**

Areas of study need to reach further than their respective fields to create synergy in academic research and knowledge share. The study of sports is timid to reach out to other fields to gain and enrich knowledge. While many industries can benefit from sports research, not enough do and vice versa. Especially in the light of today's globalisation, crossing academic and geographic borders is an untapped opportunity. Awareness of the mutual benefits needs to be created. Current research needs to be exposed to a broader audience and future research must be conducted in a more collaborative environment. With collaboration from the start and throughout the entire thought process, the next step is to market and publish research in different industries literature. On the field, the cross over effect is already put into practice with athletes participating in multi sports and coaches applying management and psychology principles (Dimengo, 2012).

**Cathy van Ingen & Erin Sharpe, Brock University, Brett Lashua, Leeds Beckett University**  
**The Neighborhood Effect: The sporting lives of young people in social housing**  
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As Robert Sampson (2012) argues in *Great American City: Chicago and the Enduring Neighborhood Effect*, communities matter a great deal. Embracing neighbourhood-level theories and methods, this presentation spotlights the sporting lives of young people who live in 'Rosetown', a social housing community in the Niagara region. We report on ethnographic fieldwork (interviews, field notes, go-alongs) and data culled from neighborhood-centric documents (census and municipal data, research and planning council reports, etc.) collected over eight months in 'Rosetown', one of two study neighbourhoods. At the centre of this research are narratives of place that highlight the ways in which youth experience and make meaning of sport and physical activity. In particular, the presentation highlights the ways that sport contributes to both reinforcing and contesting how place is mapped on to their identities, as well as how young people are 'remapping' their neighbourhood through the ways they use and inhabit it.

**Nicolien van Luijk, Devra Waldman, & Brian Wilson University of British Columbia**  
**Experiments in 'Sport Journalism for Peace' (SJP): Reflections on Coverage of the Vancouver and Sochi Olympics**  
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In this presentation we discuss a journalistic form, practice and analytic technique known as 'peace journalism' (Lynch & McGoldrick, 2005), and specifically consider how this approach might be useful for sociologists who study sport journalism. To do this, we reflect on our attempt to use an adapted version of Galtung's (1998) 'Peace Journalism Framework' – a framework designed to help researchers and journalists classify what he termed 'war/violence journalism' and 'peace journalism' – to analyze articles within Canadian mainstream media that focused on protests leading up to and during the Vancouver 2010 and Sochi 2014 Winter Olympics. We

discuss the value and limitations of Galtung's normative framework for analyses of sport media, and offer suggestions for using peace journalism alongside more critical and context-sensitive media analysis techniques.

**Heather Van Mullem, Lewis-Clark State College** | hivanmullem@lcsc.e  
**Who am I?: Strategies for Teaching about Power and Privilege**

Creating a classroom environment that facilitates and supports discussions about sensitive topics can be challenging. For example, encouraging students to explore the topics of power and privilege resulting from social classifications and their impact on the thoughts and actions of themselves and others is an important, yet challenging, step toward encouraging active and engaged learning and social justice. Using sport as the context, this hands-on, interactive session will introduce a teaching strategy that attempts to encourage self-reflection and dialogue about the impact of social classifications on power and privilege in American society. The goal for this presentation is to provide tools and materials for practitioners to use in their classrooms.

**Luisa Velez & Brady Rourke, West Virginia University** | Luisa.Velez-colon@mail.wvu.edu  
**Student athlete identity beyond their college sport**

Of all Division I sports, student-athletes of football and basketball struggle most in their transition to a career post collegiate athletics due to having a higher athletic identity (Murphy, Petitpas, Brewer, 1996). The literature further suggest athletes in revenue generating sports have a weaker sense of career exploration/aspirations than those in non-revenue generating sports and therefore at-risk for poor transition out of collegiate athletics to a post college career or the adjustments of life after college despite the education they receive during their time as collegiate athletes. (Murphy, Petitpas, Brewer, 1996; Ferrara, 2014).The purpose of this study was to a) explore the student-athlete experience and perceptions of career preparedness once eligibility has been exhausted. Identity Theory was used as the conceptual framework to guide the study focusing on the seven vectors of development which contribute to the development of the identity. Participants took part in a semester long intervention of career exploration and immersion as part of an academic course to enhance career preparedness and develop an identity beyond college sports.

**Matt Ventresca, Queen's University** | m.ventresca@queensu.ca  
**"Pink Concussions:" At the Nexus of Gender and Neuroscience**

This paper seeks to interrogate public discussions about gender in the context of sport's ongoing concussion "crisis." Contemporary anxieties about sports-related concussions largely emerged through media narratives detailing the devastating effects of head injuries for a relatively small group of elite male athletes. This one-dimensional understanding of the concussion problem, however, has been since complicated by well-publicized statistics suggesting that female athletes are sustaining head injuries at significantly higher rates than

men. This data has led some sport scientists to make claims about the possibility of a gendered “reporting bias,” where women are thought to be more likely to report concussion symptoms than their hyper-competitive male counterparts (Cantu, 2012; Dick, 2009). Meanwhile, other researchers have rejected these theories as implicitly trivializing women’s sport (Norris, 2015; Snedaker, 2015). They maintain that determining the physiological and neurological differences across genders will provide “unbiased,” scientific explanations for the discrepancies in concussion rates for men and women. My paper considers these debates in light of feminist and intersectional theories of the body, as well as critical work that highlights the propensity for “objective” neuro-science to reproduce cultural stereotypes about gender difference. By analyzing content disseminated through popular websites Her Concussion and Pink Concussions, I investigate how the interplay of gender and neuroscience is negotiated across these online spaces. Moreover, I argue that these discourses perpetuate the “seductive allure of neuroscience” (Weisberg, 2008) by producing a false dichotomy between cultural and techno-scientific explanations for the complex concussion problem.

**Maria Veri, San Francisco State University & Rita Liberti, Cal State East Bay**  
**Representations of Masculinity in Tailgating Television Commercials**  
mjveri@sfsu.edu

Tailgating is an important site for the study of the intersection of food, sport, and masculinity. Our aim for this presentation is to offer a close textual analysis of representations of tailgating in American television commercials. We focus on how masculinity is constructed, contested, and reified through the nearly two dozen commercials under review. This presentation builds on our earlier work on representations of tailgating in visual culture, notably the Food Network’s Tailgate Warriors series (Veri & Liberti, 2013). As in our Tailgate Warriors work, we found that hegemonic notions of masculinity are foundational to the ways that both men and tailgating are represented in these advertisements. These commercials are further gendered by their depiction of women as largely voiceless supporting characters or (hetero)sexualized objects of male desire.

**Jennifer Walton-Fisette, Kent State University | jfisette@kent.edu**  
**Enduring or Stubbornness? What it Takes to Be a Runner with Physical Limitations**

What is considered to be an endurance sport? What does it mean to be an endurance athlete? A plethora of literary and scholarly books and articles have been written on sports such as long distance running and cycling and successful athletes within these endurance sports such as Paula Radcliffe, Haile Gebrselassie, and Jan Ullrich. Although these athletes certainly deserved the recognition they received, what about every day individuals who attempt to engage in endurance sport who never achieve such stardom? What about individuals who complete one marathon or 50-mile bike event? Or individuals that consistently participated in endurance sport, yet had to decrease their level of participation due to age, injuries or physical limitations – are they still considered endurance athletes? In this autoethnography, I explore the notion of what it

means to be an endurance athlete, particularly from the perspective of a person who was once able to run long distances, but currently 'endures' what it takes to put one foot in front of the other with chronic physical limitations.

**Theresa Walton-Fisette, Kent State University | [twalton1@kent.edu](mailto:twalton1@kent.edu)**  
**Boston Strong: American Marathoner Meb Keflezighi**

On April 21st, 2014, two hours, eight minutes and 37 seconds after starting the race, Mebrahtom Keflezighi became the unexpected winner of the Boston Marathon. At just two weeks shy of his 39th birthday, he became one of the oldest winners of the race and the first American male to win since 1983. His win came 10 years after earning a silver medal at the 2004 Athens Olympic Games. Yet while his Olympic hardware garnered mixed reactions from Americans, who did not completely accept him as one of their own (Walton & Butryn, 2006), Keflezighi's win in Boston provided a unique space and place for his celebration as American, a unique experience for an American athlete born in an African nation. Coming a year after the horrific bombings near the finish line, which killed three people and wounded at least 264 others, the return of the race created a context for Boston to become a national symbol of resilience, with an encompassing 'Boston Strong' theme. Keflezighi's emotional win put him at the center of narratives of American strength, endurance and ability to overcome. In this paper, I examine the mediated discourse of Keflezighi's win to explore notions of American-ness and resilience within the context of narratives of terrorism.

**Yosuke Washiya, University of Toronto | [yosuke.washiya@mail.utoronto.ca](mailto:yosuke.washiya@mail.utoronto.ca)**  
**"Bow, arrow, goal and ego, all melt into one another" – Examining a different modality of learning through 'Eastern' bodily techniques**

While globalization brings a diversity of physical activity to the world, it doesn't necessarily broaden our mind and understanding (Jenkins, 2008). Indeed, diverse bodily techniques are dominantly framed into a single form; a culturally situated result caused by knowledge, habitus, or something in between subject and object. In a sense, our default position of learning is becoming linear and we are still living in Cartesian dualism. By focusing on Eugen Herrigel's memoir of learning Japanese archery in 1920s, this paper examines a different modality of learning that Herrigel experienced; bodily technique is understood as the product of relations but not cogito-caused result. By highlighting Herrigel's confusion and struggle, this paper discusses how different modality of learning ontologically produces different epistemology, but not other way around.

It further discusses the academic practice of knowledge seeking, and explores its possibility to impact everyday life.

**Gavin Weedon & Brian Wilson, University of British Columbia | gavinweedon@gmail.com**  
**Sociologists of Sport and 'Best Practice' Sport Journalism**

As part of a broader study of the methods of and barriers to the production of 'best practice' sport journalism, this presentation broaches debates on what constitutes and counts as excellent sport journalism in different scholarly and professional fields. Our particular focus is on how ethics, social issues and related matters are treated in sports journalism textbooks as part of journalistic best practice, and how these advocations sit with those made by others who produce and study journalism, including sociologists of sport. The hope is that engaging in these conversations may inform broader efforts to teach about, study and improve media coverage of sport.

**Anthony Weems & John N. Singer, Texas A&M University | anthonyweems@tamu.edu**  
**America, manifest destiny, and sport mascots: An analysis of white-framed sport(ing) organizations and their evangelist narratives**

Sport sociology scholars have discussed the pervasiveness of White racism in American sporting organizations (King, Leonard, & Kusz, 2007; McDonald, 2005). However, whiteness as a central structural component to White racism remains an elusive enigma within the academic community and broader society. This presentation will address the illumination and deconstruction of pro-white narratives propagated by professional sport mascots in contemporary United States (US) society, specifically within the National Football League (i.e. Patriots, Cowboys, 49ers, etc.). It is imperative that we view these organizations in the totality of their historical contexts; one stemming from a Eurocentric, colonial framing of economic, political, social, and cultural institutions that serve to benefit the elite white patriarchy (Carrington, 2010; Feagin, 2013). Critically engaging these organizations and their White evangelist narratives can help to deconstruct these Eurocentric structures as well as provide counter-narratives for historically underrepresented populations.

**Shlomo Weinish, University of Haifa, Israel | weinish19@gmail.com**  
**What do they lack for success?: Team leaders and coaches.**

In this study I examine why do some athlete stars that held roles as team leaders fail to succeed as coaches in the same athletic field. Literature regarding this phenomenon focuses on job descriptions and relates this failure in successful transfer to differences in needed characteristics of the different positions. Thus, the current study focuses on leadership characteristics, traits, and skills in order to identify those needed for successful transfer from team leader to coach. The study is among athletic teams (soccer and basketball) and compares the success of both coaches and players as team leaders. This study adds knowledge in the field of leadership characteristics in different situations and at different organizational levels. In addition, I suggest a new typology of leadership, which relates organizational level, leadership characteristics, and followers' identification with leaders.

**Lawrence Wenner, Loyola Marymount University** | lawrence.wenner@gmail.com  
**Sport and the Communication of Ethics**

This paper considers the conceptualization of a research agenda at the nexus of sport ethics and communication ethics for scholars situated in sport, media, communication, and critical studies. The first section of the paper, "Framing Ethics, Sport, and Communication," examines why the study of ethics in the contexts of sport and its communication is inescapable in a contemporary, and critical, research agenda. The second section in the paper, "Using Ethical Theories and Criticism in Communication and Media Analysis of Sport," assesses the applicability of major theories of ethical reasoning and tactics for ethical criticism in the study of how sport is communicated in interpersonal, group, organizational, and mediated settings. The third section of the paper, "Assessing the Scholarly Terrain for Ethics, Sport, and Communication," considers the contours and tendencies in recent scholarly study of the ethical and moral contours of sport and its communication. The concluding section of the paper, "Priorities for Research on Ethics, Sport, and Communication," considers the tenor and constancy of moral crises in sport and the importance of scholars to fashion an ethical criticism of sport that fully engages its characterization and structuration in communication, media, and the public sphere.

**Jennifer Wigglesworth, Queen's University** | 12jcw4@queensu.ca  
**Feminist analysis of embodiments fashioned through slow-pitch softball**

This paper employs a feminist lens to explore the recreational, co-ed sport of slow-pitch softball. I follow feminist philosophers who have adopted a phenomenological perspective to address the lived experience of female embodiment. I highlight how gender functions within the structure of the softball diamond to organize females' gameplay. Females often face two opponents – the other team and fellow male members jostling for space and place on the team. Objects and subjects are at play in co-ed softball, and where bases need to be covered, women also seemingly need to be covered; female players are spatially arranged in certain field locations to compensate for an 'understood' lack of ability. The sociological study of sport and the body stands to benefit from including a feminist analysis of embodiments fashioned through softball so as to better conceptualize how gender spatially organizes the female body in the co-ed recreational sport landscape and beyond.

**Nicole Willms, Gonzaga University** | willms@gonzaga.edu  
**"A men's 'sport' and a women's 'extracurricular activity'": Doing power in the discourse of women's basketball**

This research examines how undergraduates at a private U.S. university described their feelings about women's basketball on a random sample, omnibus survey. During data collection (2013-14) the university's men's and women's basketball teams had comparable post-season achievements and could both be described as successful teams. When asked their opinions on women's basketball in an open-ended survey question, many students responded with a supportive discourse. However, it was often paired with comparison statements that situated



men's basketball as the norm. Others engaged in a discourse that placed men's basketball as superior or otherwise disparaged the women's game. Using the ideas of Foucault, these remarks can be theorized as part of a discourse that "does power." Male respondents were more likely to engage in "doing power," but female respondents did so as well, supporting Foucault's notion that power is dispersed and enacted even by those who do not directly benefit.

**E. Missy Wright, Ben Ferrari-Church, Sara Silva, Arianna Mazzarini - CSU East Bay**  
**Examining various influences with youth sport and physical activity involvement**

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Research on youth sport participation has highlighted how sociodemographic factors play a significant role in barriers experienced and subsequent participation rates (Casper, Bocarro, Kanter, & Floyd, 2011). This quantitative study with 163 San Francisco Bay Area 9th grade students extended this line of research by examining participants' barriers to participation, their involvement with sport (as well as physical activity in general) and various other sociodemographic and related factors. To fill a gap in this research, we also inquired about strategies employed to deal with the barriers they encountered, as well as other open-ended questions regarding sport and physical activity programs. Data are analyzed by gender and by involvement level, addressing Messner and Musto's (2014) argument that much can be gained by centering the experiences of those who do not participate or participate in low numbers. Future research directions and suggestions for reimagining future programming are provided.

**Constructing 'Social Cohesion' in Sport: The Context of South Africa**

**Grace Yan, Nick Watanabe, & Jerett Rion, University of Missouri | yanc@missouri.edu**

The terrain of sport has always been deeply situated in racial struggles and social changes in South Africa (Cornelissen, 2011; Grundlingh, 1998; Nauright, 1997, 2011). In the divided past of apartheid (1948-1994), the practices of sport rigorously followed racial segregation, serving to reinforce the imprisoned and racialized identities (Hansen, 2012). In the post-apartheid, the African National Congress (ANC) government advocated the transformation of South Africa into a non-racialized and multiculturalist democracy. Sport was once again brought into the spotlight as an important tool to promote social cohesion (Hoglund & Sundberg, 2008; Nauright, 1997). However, while the conceptual association between sport and social cohesion has become a natural lens through which people make sense of sport in South Africa, its meanings are often unquestioned, and taken-for-granted with implicit assumptions. As such, it constitutes a regime of knowledge (Foucault, 1973) in the broader knowledge of South Africa sport. With such understanding, this study conducts a Critical Discourse Analysis to examine the discursive practices of social cohesion in the annual budget speeches (2008-2015) given by Makhenkesi Stofile (2004-2010) and Fikile Mbalula (2010-now), the Ministers of Sport and Recreation South Africa. The purpose is to critically understand the aspects that have been internalized as key logic in providing legitimacy to sport and social cohesion. The analysis reveals discursive

schema, critical contexts, and controversies that the notion social cohesion is operated within the speeches. In so doing, it seeks to illuminate the roles of sport in relation to a wider circuit of ideological struggles in South Africa.

**Matthew Yasuoka, University of Illinois-Chicago | myasuo2@uic.edu**  
**“Under the Stadium”: Akira, myth, and progress in the Olympics**

The 1978 anime film Akira opens with the image of the decimation of Tokyo by a psychic being, whose remains are stored beneath the 1964 Olympic stadium. Utilizing the motif of the Olympics, within the film's broader exploration of environmentalism, progress, and social justice, demonstrates how science fiction can be used to challenge the myths of national progress and triumph constructed by host nations. Building off of Foucault's work on history and power, Akira raises a counter-narrative to the celebration of Olympism that comes at a large environmental and social cost. Using a mixture of historical documents, media analysis, and theory, I seek to explore the transition from political reality to representational fiction and the role this passage plays in realizing and crystalizing critiques of the games. In doing so, I will analyze the use of counter-prediction and art to contest political mythology at the borderland of reality and fantasy.

**Chia-Chen Yu, University of Wisconsin-La Crosse & John Bae, William Paterson University**  
**Cultural Adaptation and Design on Multilingual Sport Websites**  
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Although websites are not amongst the most innovative of technology, the web's unique features of dynamic aid users in overcoming geographic barriers to retrieving information on websites. Hoft (1999) and Smith et al. (2003) suggested that cultural elements should be considered to reflect users' cultural expectations when developing cross-cultural websites. As a result, the major purpose of this study was to analyze cultural adaptation on professional sport sites that offer multiple languages. The researchers used the five dimension culture theory (power distance, individualism vs. collectivism, masculinity vs. femininity, uncertainty avoidance, long-term vs. short-term orientation) by Hofstede (1991) to evaluate 167 professional sport websites. The results show that both English and Chinese or Korean web pages are consistent in two dimensions: individualism vs. collectivism and long-term vs. short-term orientation. However, the websites show differences in both the power distance and the masculinity vs. femininity dimensions.

**Erica Zonder, Adrian College & Emily Dane-Staples, St. John Fisher College**  
**No Apps Allowed: Legal Ramifications Regarding the Usage of Application Technology in Sports**

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In April 2015, the PGA Tour revoked the press credentials of blogger Stephanie Wei for streaming video of an event's practice rounds through Periscope (Shipnuck, 2015). Since the Tour has no options for appeal, Wei can apply at season's end to be considered for a credential next year. As sport organizations have recently come under fire for acting as all three branches of the "government" (legislative, executive, and judicial), the focus of this study is to broadly explore how current app technology intersects with the law, in terms of intellectual property, torts, Title VII, Title IX, as well as the Constitution (Conway, 2015; Peoples, 2015). And then further, using the Wei case as an entry point into this area, exploring whether sports leagues' restrictions on the use of such apps are creating an "unintentional" gender barrier that is, in effect, restricting access for females in the industry.