ABSTRACTS
Thursday Sessions
Session 1
8:00 a.m. – 9:30 a.m.

Session 1A
Palma Ceia 1
Post-Feminism & New Female Subjectivities
Organizers: Jessica Francombe-Webb, University of Bath; Kim Toffoletti, Deakin University & Holly Thorpe, University of Waikato
Presider: Kim Toffoletti, Deakin University

1A Jennifer McClearen, University of Washington
“Branding the Rebellion Against Postfeminist Body Discipline”

This paper interrogates the growing cultural discontent with representations of thin and underfed white feminine bodies in postfeminist media culture. More specifically, I examine the trending emphasis in girls and women’s strength, fitness, and athleticism in contemporary brand cultures such as sports organizations and fitness apparel. Sarah Banet-Weiser argued in the 2015 NASSS keynote that the nouveau ‘strong is the new skinny’ advertising mantra is indicative of ‘popular feminism’—a discourse that includes the investment in increasing the self-confidence of girls and women through the consumption of sports and fitness brands. In this paper, I further argue that the contemporary branding of women’s physical culture positions the audience as savvy consumers who can recognize the assumed contradictions between white femininity and physical power. These brands imagine themselves as rebelling against protracted postfeminist notions of white femininity as physically weak and fragile and instead celebrating self-discipline and individual empowerment through the strong female body. However, as image after image of physically attractive white women demonstrate, this brand of empowerment is limited to bodies that maintain hegemonic femininity. The ‘empowered’ white feminine body becomes a vehicle for supporting neoliberalism, ignoring structural and symbolic inequalities, and maintaining white supremacy.

1A Jessica Francombe-Webb, University of Bath & Laura Palmer, University of Exeter
“Footballing Femininities: The Lived Experiences of Young Females Negotiating the ‘Beautiful Game’”

Within an era shaped by postfeminist rhetoric, female bodies are more visible within sports and beyond and ‘girls’ are being celebrated or chastised for their determination, their drive to succeed and their ability to seize life chances—they are construed as powerful actors with freedom to choose (what to buy, what sports to play, where to work). Anita Harris (2004) and Angela McRobbie (2007) eloquently represent these new ‘celebrated’ postfeminist subjectivities in the image of the “Future Girls” and “Top Girls” who are thought to have successfully transgressed gender barriers. Based on research focused on girls’ lived experiences of football, we look to shed light on the complex discourses of young femininity and the way that footballing femininities are embodied and negotiated in postfeminist times. Participation in football by females is increasing globally, especially within England where it is considered to be the number one sport for females. Football thus offers a particularly illustrative research setting to explore new modes of female subjectivity within a sporting context. Drawing upon data generated by a range of participatory methods this presentation looks to better understand the tensions of the postfeminist era for young females and their ‘can do’ subjectivity.

1A Molly Cotner, University of Colorado
“She Likes the “D”!: A Critical Look at NFL Female Only Fan Clubs”

Women currently account for roughly 45% of the current National Football League (NFL) fan base, and in recent years the league has gone to great lengths to capitalize on this new and profitable consumer demographic. Attempts to exploit female fanship has led many NFL teams to create and promote spaces
where women can feel like true, exclusive, and powerful fans. This effort has primarily taken on the form of female only fan clubs. The purpose of this research is to observe these spaces and more importantly the women that operate within them. Thorough examination of these fan clubs reveal a discourse of post-feminist language and action in which women are encouraged, and actively engage, in ways that are highly gendered while simultaneously being drawn in and employing feminist ideals of empowerment and inclusion. These spaces, under the cover of including and recognizing the female fan, only help to expand the NFL’s consumer reach and profit margins while being fully supported by female members. This is despite the fact that the NFL has traditionally been a male-centered playground. With very little research done on this topic, this study helps to explore the ways in which women express themselves as fans and under what conditions they are allowed to do so.

1A Holly Thorpe, University of Waikato & Marianne Clark, University of Waikato
“‘Good Mums take care of themselves’: Examining the experiences of mothers who wearing activity-trackers within a digital community in New Zealand”

This paper draws from Rosalind Gill’s (2007) conceptualization of postfeminism and Foucauldian thought to examine the experiences of mothers belonging to a digital community in New Zealand who wear activity-tracking devices. Analysis of interviews with 10 mothers suggest wearing the devices facilitated increased capacity for self-knowledge, which in turn prompted complex body projects requiring both practices of self-care and self-discipline. However, women actively challenged the ‘truth’ of information generated by the activity-trackers and negotiated this information alongside embodied meanings of ‘healthy’ motherhood. Women also described creating pleasurable connections with their bodies and social and physical environments, which were indirectly enabled by wearing the activity-trackers. As such, I argue that while activity-tracking technology acts to extend the workings of both disciplinary and bio-power, it does not produce total docility and may have unpredictable pleasurable effects that merit further theoretically informed investigation.

1B: Andrea Bundon, The University of British Columbia
“Declassified: Athletes’ Stories About Disability Identities and the Paralympic Classification System”

The International Paralympic Committee defines ‘classification’ as the system used to determine an athlete’s eligibility to compete in a para-sport and that also groups athletes for competition. The IPC and other para-sport stakeholders have spent considerable resources and energies developing a classification system intended to “minimise the impact of impairments on sport performance and to ensure the success of an athlete is determined by skill, fitness, power, endurance, tactical ability and mental focus.” However, little attention has been paid to the psycho-social effects that classification may have on individual athletes and specifically the potential consequences of labelling an athlete ‘unclassifiable’ or ‘declassified.’ In this paper, I draw on interviews with elite athletes to examine the role that being classified/declassified had in the formulation of their identities as athletes and as disabled people. In these accounts, the athletes tell stories of how, through their participation in para-sport and the process of being classified, they came to adopt various identities and how these identities were subsequently challenged and disrupted when they were declassified. I further discuss how the Paralympic Movement’s refusal to engage with the politics of disability or disabled identities has left sports organizations, athlete service providers and the athletes themselves ill equipped to cope with the issue of declassification.
1B: Yu-Hsien Tseng, Athletic Department, National Taiwan University
“Examining the Media Coverage of Female Paralympic Athletes in Taiwan’s Major Newspapers”

While there was increasing research on sport, media and disability in western countries, sport media and disability was rarely mentioned in Taiwan. The history of Taiwanese disabled athletes who participated in the Paralympics dated to 1996 when they received glory for winning medals; however, little attention was paid to them, similar to the situation of female athletes in Taiwan. Thus, the purpose of this study was to examine the media representation of female Paralympic athletes, and to explore the gendered and disabled discourse in the content of Taiwan’s four major newspapers. This study employed discourse analysis of the newspaper coverage of the 2000, 2004, 2008 and 2012 Paralympic Games. It was found that male athletes received more coverage than female athletes; however, with the higher athletic performance accomplished and more medals won by female paralympians, the coverage increased. Also, the media tended to represent “supercrip” images, and emphasized emotion and failure as the strategy to construct the stereotype of being a disabled feminine athlete.

1B: Brynn Adamson, University of Illinois at Urbana-Champaign
“Dynamic Roles of Physical Activity for Individuals with Multiple Sclerosis”

Multiple sclerosis (MS) is a chronic disease resulting in a wide range of impairments and disabilities. These impairments and disabilities fluctuate in the case of relapsing-remitting MS. Relapses are periods of increased impairment and disability. Physical activity (PA) is an important component of the management of MS symptoms, as well as an important daily concern of individuals with MS. We sought to understand the experiences of individuals with MS who had a recent relapse related to engagement in exercise and PA, as these are recommended to improve symptoms and prevent increased disability. Qualitative interviews with 15 individuals with MS revealed that exercise and PA occupy several roles related to MS relapses. These include: prevention of relapses/new symptoms, cause of relapses, remission preventer, remission promoter, mode of physical empowerment, source of fear (e.g. I may fall if I try to be too active), an activity limited/impacted by the relapse, and a benchmark for a return to normalcy. The roles that exercise/PA take inform the negotiation of disability identity for individuals with MS. Because of this, exercise/PA should be promoted carefully in this population as they occupy many important and sometimes conflicting roles in the life of the individual with MS.

1B: Natalie Campbell, St Mary’s University, London
“The Practicalities and Problems of ‘Doing’ the Sociology of Sport: A Case Study of Adaptive Crossfit in the UK”

In fitting with the conference theme of public engagement, this session will look to present the journey of creating, developing and implementing a community project for people with physical disabilities in the London Borough of Richmond upon Thames, London. The notion of Adapted Crossfit is well known in the USA, with a number of boxes, gyms and competitions hosting adaptive classes and opportunities for inclusion. However, this alternative consideration of disability strength training is yet to be successfully developed in the UK. At the time of the conference, the project will have been active for 3 months (with the launch coinciding with the Rio 2016 Paralympic Games in September) and will have been developed through a coach education workshop, participation opportunities, media attention and class launches – and who knows what developments will have been made! During this session I will take the audience through the experienced resistance, practicalities and success of setting up a community outreach project in my local area, highlighting that ‘doing’ publicly engaged sociology of sport is not always the idealised and welcoming practice we would hope.
1C: Toomas Gross, University of Helsinki
“Bodies, Selves, and Recreational Long-distance Running in Estonia”

Like many other countries, Estonia is currently experiencing a veritable fitness boom. The growing popularity of recreational long-distance running is one of its most notable aspects. Since the turn of the millennium, the number of Estonians running at least one marathon a year has grown nearly twentyfold. Drawing on fifty narrative interviews with recreational runners and the content analysis of dozens of runners’ blogs, I will pay particular attention to “runner’s bodies” in the context of broader socio-economic and value changes in Estonia, as well as novel ideals of health, wealth, and success. Subjecting one’s body to regular physical strain corresponds to various class-specific ideals of self-discipline, motivation, success, and perseverance. Also, recreational runners increasingly subject their bodies to constant self-monitoring and measurement by means of modern technology. Such technologically enhanced and informed “optimisation of the self” constitutes a new form of biopolitics that fits with the neoliberal values of efficiency and productivity. But many dedicated runners go beyond the conventional bodies for selves/others’ motives by learning how to distance themselves from their bodies to withstand pain, and some, ultimately, become “hooked on the unknown,” turning their bodies into “arenas of experimentation.”

1C: Shauna Cappe, York University
“Theoretical and Practical Considerations Regarding the Practice of Reverse Integration”

The practice of reverse integration, the participation of able-bodied individuals in disability sports, has not been widely studied from either a practical or theoretical perspective, though it has been noted in the literature that it represents a substantial trend of adult sport participation. There are a number of potential implications of this participation, both positive and negative. This paper explores some of these theoretical and practical concerns, including the potential for reverse integration to reduce the stigma of disability, the motivations of able-bodied participants to engage in this practice, and its potentially problematic application in high-performance disability sport. The potential for reverse integration to disrupt ableist discourses is explored, while weighing against the potential for reverse integration to decrease overall opportunities for people with disabilities to participate in sport opportunities designed for their benefit. Reverse integration has gained acceptance across Canada, with many able-bodied adults regularly participating in disability sports. In other national contexts, however, the practice is much less widely practiced and accepted. This paper makes connections between the acceptance of reverse integration and the prevailing politics of the disability rights movement in each context discussed.

1C: Ying Chiang, Chihlee University of Technology
“Beyond the Dualism of Empowerment and Discipline: The Gender Implications of the Practice of Sport and Consumption of Leisure in Taipei’s Citizen Sport Centers”

From the perspective of sport sociology, sports and leisure are necessary components of the structure of contemporary sex/gender identities, life styles, and communities. In the 1990’s, Taiwanese people started to do exercise/sport in private sports centers. In this context, there was a first wave of academic research on the influence of the global fitness consumer culture in the early 2000’s. However, since 12 public citizen sports centers have been established in Taipei City, the phenomenon deserves to be re-examined in further detail. This research focuses on the class and gender meanings of the sports practice and leisure consumption in citizen sports centers in Taipei. This is a qualitative research study, in which multiple research methods including field observation and in-depth interviews will be adopted to build a “thick description” of women’s sport practices in the field. The main goal of the essay is to cross-examine the meanings of class and gender of sport and leisure practices in the urban, public citizen sports centers.
1C: Mark DiDonato, Florida State University
“Collaborative Governance and the Development of Disc Golf”

In this study, I compare three case-study-based analyses of collaborative governance arrangements between municipal government parks and recreation departments and civil-sector disc golf associations. I utilize theories of collaborative governance, an arrangement between two or more organizations sharing responsibility for decision making, problem solving, and/or the provision of a good or service (Ansell & Gash, 2007; Bradley, 2012), to examine the extent to which free-market economic approaches to public sector sport and recreation administration influence the structurations within which disc golf courses are developed, administered, and resourced (Ansell & Gash, 2007; Elwood & Leitner, 2003; Ghose, 2005; Roy, 2015). I look specifically at how the restructuring of government agencies to partner with civil sector organizations for the provision of parks and recreation affect the quality and fluency of those services/facilities (Joassart-Marcelli, Wolch, & Salim, 2010; Holifield & Williams, 2014; Pincetl, 2003; Wolch, 1990). Overall, I examined participant perceptions of: 1) the management of disc golf space; 2) responsibilities of the organizations involved in collaborative governance; 3) benefits and challenges of the collaborative partnership; and 4) anticipated outcomes of disc golf related to economic development, social inclusion, and public health for policy.

1C: M. Renee Umstattd Meyer & Andrew Meyer, Baylor University
“Rich White Men Doing Good for Others: Social Aspects of Adults Who Participate in Philanthropic Sport and Recreation Events”

The LIVESTRONG Foundation sponsors for-cause sport events for thousands of adults worldwide. Many participate in these sporting events because they believe their participation will help individuals affected by cancer or other related causes. This study aimed to (1) describe characteristics of adult LIVESTRONG participants without a cancer diagnosis (n=6,758) who use their bodies in physically active ways to help others and (2) explore whether there are differences between individuals who use their bodies in physically active ways to help others and those who help others in only non-physically active ways. Descriptive statistics were examined by participation type (physically active or non-physically active), and differences between types of participants were examined with chi-square and independent t-tests. We discovered the persistence of upper class white male hegemony, related to muscular Christian themes, underlying participants’ decisions to engage physically at LIVESTRONG sport events. Using historic sport ideals related to muscular Christianity as a theoretical lens, we will present our findings on participants who physically participated at these events, what this means for philanthropic organizations, and for-cause recreational participation in general. Our findings allow us to think more critically about the social context in which adults engage in these recreational for-cause sporting events.

Session 1D
PALMA CEIA 4
Who Defines Me: Challenging Misguided Beliefs and Prejudice I
Organizers & Presiders: Alexander Deeb, University of Tennessee & Algerian Hart, Western Illinois University

1D Benjamin Downs, Louisiana State University & Adam Love, University of Tennessee
“Busted Coverage: Colorblindness and the Desegregation of Mississippi State Football”

Mississippi State University became the first white institution in the state of Mississippi to compete against a racially-integrated opponent during the 1963 NCAA Men’s Basketball Tournament. This moment, commonly referred to as the “Game of Change,” is often invoked to position MSU as racially progressive, particularly when compared to its in-state rival, the University of Mississippi. However, the experiences of some initial Black students at the university provide a contrasting narrative. After the university desegregated in 1965, the first Black varsity athletes, Robert Bell and Frank Dowsing, made their debut in the 1970 football season. The current study examined newspaper coverage of Bell and Dowsing during
and immediately following the desegregation of Mississippi State football from 1970-1973. In the post-Civil Rights era, a “color-blind” racism has emerged as the dominant form of racial ideology, characterized by the use of subtle, coded language that invokes racialized meanings without direct mention of race (Bonilla-Silva, 2014). Notably, we found that a similar “color-blind” ideology appeared to dominate newspaper coverage of Bell and Dowsing throughout their careers. Our presentation will provide insight about the ascendancy of “color-blind” racial logic during the initial years of athletic desegregation in the South.

1D Robert Turick, University of Florida & Trevor Bopp, University of Florida
“Racial Stereotypes and The NFL Draft”

The NFL Draft, an annual event in which NFL teams select eligible college football players, is one of the most anticipated televised sporting events of the year (Adamson, 2016) and has increased in popularity in recent years (Gagnon, 2013). Despite the event’s popularity, several scholars and journalists have criticized the draft by stressing how the evaluations of a group of predominantly Black athletes by a group of predominantly White men parallels the slave auction process (Livingston, 2013; Scott, 2014; Taibbi, 2015). Additionally, such evaluations tend to highlight racial stereotypes commonly attributed to athletes. Previous research suggests that assumptions regarding racialized stereotype differences between Black and White athletes exists within sport. Black athletes are viewed as naturally physically superior and are more individualistically driven than their White counterparts, who are characterized as being mentally superior and having a stronger work ethic (Anshel, 1990; Bopp & Sagas, 2014; Buffington, 2005). Such assumptions can negatively impact a draft prospect’s positioning as well as sustain racially disparate stereotypes. The purpose of this study is to ascertain, through a content analysis of online player profiles and live telecasts comments, to what extent coverage of the NFL Draft contributes to the perpetuation of those racialized stereotypes.

1D Alaina Di Giorgio, University of Tennessee
“The Biracial Athlete: What Box Will I Check?”

Being a minority brings about questions that would have never surfaced if you were white. As a biracial athlete, not only are you asked your nationality and ethnicity your whole life, but you are also asked to check which box you fit into. Categories like ethnicity list classifications like “other” or “prefer not to answer,” as if it may be safer to not disclose who you truly are, until more recently, “two or more races” made an appearance on the paperwork. When it comes to a biracial athlete’s skill, are they seen as an all-around athlete, or are their cognitive abilities brought to the forefront? This paper will analyze the representation of biracial athletes in the media while looking through a personal lens on experiences through sport as a former athlete coming from a multicultural upbringing.

1D Anthony Williams, Western Illinois University & Kieron James, Western Illinois University
“Distorted Realities: The Power of the Media on Public Perceptions”

The concept of framing has been drawing a lot of attention and research in recent years, and it is being used to label various topics, discussions, and viewpoints in the media. Due to the freedoms of the First Amendment, coupled with the fast-paced world of social media, the majority of events are displayed on media devices across the world in a matter of seconds. The media is responsible for finding all of the latest information and shaping the information in a way to control the opinions of the masses. The world of sport has become increasingly popular in the mainstream media, and professional athletes are becoming celebrities in their own way. Professional athletes differ from your everyday movie stars and artists because they are portrayed in a ‘superhuman’ nature. For example, an American football player by the name of Johnny Manziel has become an iconic superstar in the media, but has been represented in an unorthodox frame of analysis. In this session, we would like to discuss framework and how the media has the ability to define the success of athletes based on their race, beliefs, and athletic ability.
**1E: Simon Darnell, University of Toronto & Peter Nash, University of Toronto**

“*Athletes and Social Activism: Context, Continuity, and Change*”

In the context of sport, an activist has been defined as: ‘a person who acts strategically with others, on the basis of shared values, to create a more just society’ (Watt et al, 2003, cited in Wilson, 2012). In this presentation, we draw on various data (first-hand interviews, published interviews, journalist accounts) to understand the similarities and differences in the experiences of athlete activists from the 1960s through to today, as well as the current relationship between sport and social activism. The results indicate that while athlete activists in previous generations tended to view and understand social issues and sport rather separately, contemporary athletes experience sport and activism in a more direct and overlapping fashion. This increasing overlap or collision between sport and social issues is driven by a number of factors (e.g. increased sports media, the invention of social media, the corporatization of sport, the relationship between sport and politics), all of which contribute to the ‘social education process’ that contemporary athletes undergo. We argue, therefore, that more than ‘choosing’ to engage in activism, contemporary athlete-activists are effectively thrust into activism or feel compelled to act. The implications for sustained and effective social activism in and through sport are discussed.

**1E: Michael Giardina, Florida State University & Neal Ternes, Florida State University**

“A Common-sense, Fiscally-conservative Approach*: Sport, Politics, and the Undoing of Democracy in Wisconsin”

On January 27, 2015, Wisconsin Governor Scott Walker made public comments in support of at least $220 million in public funding for a new basketball arena for the National Basketball Association’s Milwaukee Bucks. Calling his plan “a common-sense, fiscally-conservative approach” Walker made sweeping statements that suggest the arena and tax revenue therefrom would “generate enough money to cover debt repayments on $220 million in state-issued bonds for a new arena.” In signaling support for the new arena, Walker and many other Wisconsin business leaders and politicians trotted out well-worn (if debunked) clichés about the economic impact of a new arena on the local community, and how such a move was absolutely necessary to keep the Bucks from leaving the city and/or state. On the very same day, Walker’s office also announced plans to cut the vaunted University of Wisconsin System by $300 million over two years, plans that would likely lead to faculty and staff layoffs, furloughs, and a diminished capacity to provide educational services to students. His plan also called for the elimination of certain key oversights protecting the rights of faculty. It is at the intersection of these two instances that the free-market logics of the neoliberal age are revealed. In this presentation, we read the competing narratives of arena construction and the assaults on public education over and against a prevailing neoliberal rationality, detailing how both narratives are implicated in if not constitutive of the ‘undoing of democracy’—a process through which, as Wendy Brown (2015) details, democracy itself is refashioned into an economic register of human capital, market competition, and so forth.

**1E: Peter Donnelly, University of Toronto**

“Some Tools for a Public Sociology of Sport: Crowdsourcing, Citizen Science and Citizen History”

The internet and the web have grown so fast in the last 25 years that it has been difficult for academics to keep up with the pace of change, and to utilize many of the possibilities available. In this presentation, I examine my own growing awareness and use of data readily available on web sites – especially for distributive analyses; and then outline three projects that use the potential of the internet to collect, evaluate, and provide living archives of data. At the Centre for Sport Policy Studies at the University of
Toronto we have used crowdsourcing for fact checking on our Olympic gender audits; citizen science for a major and ongoing project on multiculturalism; and citizen history for a current project relating to physical culture and Canada’s Centennial (1967) and Sesquicentennial (2017).

1E: Jay Scherer, University of Alberta; Jordan Koch, University of Alberta & Nicholas Holt, University of Alberta
“Structural Inequality, Homelessness and Neoliberal Economies of Moral Worth: Salvaging the Self Through Sport?”

Against the backdrop of the expansion of structural inequality in cities around the world, various public and private organizations continue to provide a range of sport-for-development programs for the ‘urban outcasts’ (Wacquant, 2008) of the global economy. This presentation explores the salience of weekly floor hockey matches in the inner-city of Edmonton, Alberta, for a group of men who are experiencing homelessness and who have themselves been publicly stigmatized within neoliberal economies of moral worth as social problems who lack personal responsibility (Farrugia, Smyth & Harrison, 2015). In so doing, we focus on how these sporting interludes served as convivial, safe, and consistent/ordered events that nurtured meaningful relationships (with other participants and social workers) and a genuine sense of community that helped to construct morally worthwhile subjectivities. The weekly floor hockey matches, thus, provided valuable resources in the broader struggle for what Snow and Anderson (1993) have called ‘salvaging the self’ for individuals who embody a repertoire of trauma associated with homelessness. Our analysis is drawn from over three-years of ethnographic field notes, as well as interviews with eight men aged 25-42 years who had attended the weekly floor hockey programs for at least four years.

1E Guilherme Nothen, University of Toronto & Secretaria de Estado de Educação do Distrito Federal, Brazil
“(Un)Masked Lives: An Inquiry into the Manufacture of an Ice Hockey Artifact”

This paper documents the changing landscapes of the manufacture of ice hockey equipment in Canada. This was once a burgeoning branch of industrial activity, but has more recently been heavily impacted by outsourcing and offshoring tendencies (especially from the early 1990s onwards). In little less than two decades, imposing manufacturing plants – in which thousands of workers were employed – have been systematically shut down by a handful of multinational corporations, thoroughly reducing Canada’s share in the production of the equipment needed for the practice of what is often deemed its national game. Today, roughly ninety percent of the hockey gear consumed in Canada is manufactured in the global south, most notably in Asia. The research presented here unfolds in the aftermath of these transformations, paying particular attention to the perspective of the small manufacturers of ice hockey equipment that are still based on Canadian soil. For six months, I have carried out participant observations in a factory where goalie masks are produced. Drawing upon the findings that derive from my experience in this setting, I try to shed some light on everyday life on the assembly line; the relationships that the workers have with hockey; and, most fundamentally, the difficulties encountered by small companies attempting to survive at the margins of a market dominated by major corporations. To conclude, I discuss the specificities of goalie masks as sporting commodities/artifacts, seeking to illustrate the residues of artisanship that, in some special cases, pervade the manufacture of these objects to this day – thus resisting the general drive towards standardization that characterizes the sports equipment industry more broadly.
Session 1F
Sport and Family I
Organizer & Presider: Steven Ortiz, Oregon State University

1F: Steven Ortiz, Oregon State University
“Taking One for the Team: The Heart of Teamwork in the Sport Marriage”

Although the public assumes that women married to male professional athletes support their husbands, it is not entirely aware of what their support requires. Findings from longitudinal research offer insight into players’ wives’ collective interpretations of spousal support and the meanings attached to what they describe as “teamwork.” This notion extends Papanek’s concept of the two-person career by examining the basis and cost of the wives’ perceived teamwork. According to an agreed work-family arrangement, couples share expectations about a wife’s ability to accommodate changes in the marriage or family caused by her husband’s occupation. A wife vicariously identifies with his career achievements through an internalized “we” partnership, believing that her efforts sustain the marriage and enable or advance his career. A married player depends on his wife because her efforts allow him to concentrate on his career with minimal domestic responsibilities. Although the wife believes she is part of a team, in reality it is an unequal arrangement from which she does not always benefit. Her efforts may hold their marriage together during his career, but they may no longer be required after he retires and, if this is the case, the marriage will likely be troubled or dissolved.

1F: B. Nalani Butler, University of Tampa
“Maintaining and Building Relationships within Transnational Sport Labor Migration: WNBA”

Globalization is a process which involves multiple moving flows of people, places, and information (Ritzer, 2010). These flows enable some to move in multiple directions within our social sphere and connect with various people and cultures on a micro-level. One of the many phenomena attributed to globalization is its influence on the more fluid and flexible ways people migrate and move throughout the world (Terret, 2008). This presentation will explore the various relationships that exist within the WNBA transnational sport labor migrant experience including: Experiences with teammates (domestic and international), experiences with Americans living abroad, and experiences with domestic partnerships. Ten WNBA sport labor migrants were interviewed about their experiences with maintaining and building relationships while playing basketball domestically and internationally. I will discuss the role of being a basketball spouse, and how these women transnational sport labor migrants try to balance work and life domestically and internationally.

8I: Diana Tracy Cohen, Central Connecticut State University
“Iron Dads: Class Activation and Identity Maintenance in Endurance Sport”

Iron-distance triathlon is one of the hardest athletic endeavors that one can undertake. The event is comprised of a 2.4 mile swim, 112 mile bike, and 26.2 mile run, all performed consecutively. With athletes typically signing up for the race a year in advance, taking on this challenge means training at high levels of intensity for many months. This paper explores how fathers with families, full-time jobs, and other responsibilities fit iron-distance training into their lives. Based on semi-structured interviews with forty-seven iron-distance competitors and three men in the multi-sport industry, as well as content analysis of triathlon blog postings made by Iron Dads, this work interprets first-hand accounts of how endurance sport training influences parenting, family, employment, and the self. I introduce two processes associated with identity construction and maintenance, exploring how social privilege shapes opportunities to negotiate competing identities. Special attention is given to how Iron Dads activate class resources to help them achieve their athletic goals.
In this paper, we examined the complexity of figure skaters’ familial relationships both at home and at the skating rink. Narrative inquiry gave us insight into athletes’ family-related stories increasing our understanding of their subjective and complex worlds (Smith, 2010). We explored seven former figure skaters’ reflections at both personal and social levels (sociality), over time (temporality), and as their participation in high performance sport changed (place; Connelly & Clandinin, 2000). While participants spoke extensively of parental support, they also often spoke of strained/distant relationships with fathers and siblings as well as guilt associated with their participation in the sport (e.g. taking mom away from the family / not achieving potential). While limited time at home sometimes contributed to strained relationships with their family at home, it often resulted in the creation of a ‘skating family’ or a ‘second family’. However, strong relationships with coaches and friends at the skating rink, built on common goals and passion, shifted in negative ways for some athletes when they retired from the sport or went through coaching changes. Participants highlighted tensions surrounding both families as they moved throughout training and retirement.

1G: Jennifer Sterling, University of Iowa & Mary G. McDonald, Georgia Institute of Technology
“Examining Sport, Society, and Technology: International Perspectives and Public Possibilities”

The study of sport, society, and technology is theoretically, substantively, methodologically, and disciplinarily diverse. Incorporating the rapid development of technologies and their expanding applications in sport – from telecommunications to high performance – interdisciplinary fields such as science and technology studies and the sociology of sport are tasked with interrogating the social, cultural, historical, and economic intersections of an ever-expanding techno-scientific landscape. In this paper we build upon a previous review of North American authors, topics, and abstracts, in order to assess current research. In doing so we also probe the possibilities for new directions through an examination of recent book-length works from sport studies scholars and an analysis of abstracts from internationally focused conferences such as the International Sport Sociology Association (ISSA) and the European Association for the Study of Science and Technology (EASST). This paper concludes with a brief discussion of the possible contributions of critical science and technology approaches to public engagements with, and understandings of, sports.

1G: Estee Fresco, York University
“Active Ageing Through Fitness-Tracking Technology”

This paper critically examines how fitness-tracking devices (such as Fitbits and Jawbone UP) are targeted to, and used by, ageing populations. I examine how commercial and medical narratives encourage Third Agers to use these devices in order to discipline their ageing bodies. Gilied and Higgs (2002) define Third Age as a cultural field linked to a post-working lifestyle shaped by widespread consumption and a rejection of old age. My paper will be split into two parts. First, I will critically analyse promotional and medical material published on fitness-tracking devices, investigating how Third Agers are positioned as a target market for these products. Second, I will analyze the contributions that Third Agers make to on-line discussion forums about their use of fitness-tracking technology (e.g. forums hosted by Fitbit and the “Quantified Self” movement). By gaining insight into their experiences with fitness-tracking technology, I will investigate how Third Agers navigate, and potentially challenge, the expectations placed on them to actively manage the ageing process. This focus on the personal experiences of Third Agers with fitness-
tracking technology aligns with a key interest of the “Sport, Society & Technology” panel, namely, public engagement with sport-related technology.

**1G: Sophy Chan**, Queen’s University


In the lead up to the 2012 London Games, the Health Protection Agency (HPA) developed an unprecedented number of biosurveillance systems to detect for disease outbreaks throughout the Games. By monitoring both physical (i.e. visits to primary health providers) and digital (i.e. social media feeds) expressions of sickness, the HPA sought to respond to and eradicate health threats with immediacy. By applying critical discourse analysis to public health reports and social media feeds, this paper investigates the discursive notion of biosurveillance in the 2012 London Olympics to offer insight on how the capitalistic and governmental underpinnings of the Games were reflected through the implementation of biosurveillance techniques. Drawing on Foucault’s notion of biopower and governmentality, Petersen’s risk literature, and Boykoff’s notion of celebration capitalism, this paper posits that biosurveillance was an essential practice to regulate the threat of health risks in order to protect the Olympic brand and its assets. In the process, the act of biosurveillance reifies the necessity of mass securitization and substantiates unprecedented levels of public surveillance for the preservation of the Olympic industry.

**1G R. Douglas Manning**, University of Southern Mississippi; **Margaret C. Keiper**, Northwood University; **Seth E. Jenny**, Winthrop University & **Dylan P. Williams**, University of Alabama

“eSports as ‘Sport’: Impact of Technology on Sociological Definition of Sport”

Organized competitive video gaming, more commonly known as eSports, has recently exploded in popularity through a significant growth of participants, online viewership, and even in-person championships, where revenue is estimated to reach $1 billion globally by 2019 (Ogus, 2016; Riddell, 2016). Previously viewed by many in traditional sport as a niche technologically-enhanced activity, recreational eSports initiatives are thriving on college campuses (“UCI to launch,” 2016). Furthermore, collegiate athletic departments have begun offering scholarships to eSports ‘athletes’ (Keiper, Manning, Jenny, Olrich, & Croft, 2016). The popularity of eSports is evident but the acceptance of eSports into collegiate athletic departments as a sport needs further investigation. This presentation will examine the contemporary topic of eSports through the application of Theory of Planned Behavior. Consideration will be given to the following:

1) to what extent eSports may meet traditional sociological definitions of sport;
2) behavioral, normative and control beliefs that may impact how a person views or accepts eSports within the greater realm of sport;
3) the extent technology influences the fit of eSports within traditional sociological definitions of sport (Jenny, Manning, Keiper, & Olrich, 2016); and
4) application of Theory of Planned Behavior to explain the adoption of eSports into intercollegiate athletic programs.
Panelists:
Brenda Rossow-Kimball, University of Regina
Donna Goodwin, University of Alberta
Bonnie Cummings-Vickaryous, University of Regina, Executive Director of Astonished!

Panel Abstract:
Attentive to Sabo’s (1995) presidential address, this panel session takes up question whether sport and physical activity research brings us closer to understanding community needs and knowledge construction or further away. The power dynamics and politics of knowledge generation that determines the research problems that are addressed and how they are answered will be interrogated. Through the lens of relational ethics, shifting ownership for body identification, visual disability representations, and independent leisure will be unpacked, disclosing cultural narratives of ableism, the normate, and power relations. Each panelist has engaged in community-based, collaborative and action-oriented narrative inquiry (Clandinin & Connelly, 2000; Etmanski, 2014). Weaving the representation of the panelists’ research through the political stance of relational ethics provides a unique framework for understanding the political act of research in the context of sport and physical activity. Given the recent interest in community based narrative inquiry in medicine, nursing and education, the panel speaks to the possible implications for sport and physical activity.

1I: Allison Smith, University of Tennessee; Elizabeth Taylor, University of Tennessee & Robin Hardin, University of Tennessee
“Parental Behavior and Implications for Effective Youth Sport Coaching”

Sport participation has many positive attributes including teamwork and leadership as well as aiding in positive character development. Recently, however problems have emerged in youth sport that can cause negative impacts on participants. Sports can cause health concerns in regards to both physical and emotional injuries, like stress and burnout. The Women’s Sport Foundation found children that dropped out of sport listed not having fun as the main cause. Youth sport participants can feel pressure to please parents, perform at high levels, and uphold a competitive edge; this can lead to dropout because the children lose enjoyment in the sport. This research explored parental behavior in a private baseball and softball lesson setting. Data was collected via observations of parents during one-on-one private lessons and interviews with 10 baseball and softball travel instructors/coaches. A typology of parental behavior emerged from data collection: a) pseudo engagement, b) overly aggressive, and c) supportive. Some parents were distracted by technology while others exhibited passive aggressive behavior. There were some parents who provided a supportive environment during the lesson. The implications of the findings provide guidance to youth coaches and administrators on how to effectively deal with parents in a youth sport setting.

1I: Chris Bjork, Vassar College & Bill Hoynes, Vassar College
Thursday, Nov. 3rd

NASSS 2016
8 – 9:30 am

“The Culture of Competition”

Travel sports teams have become ubiquitous features of the youth sports industry—in virtually every geographical location and sport. For many people, selection to a travel team is considered a sign of true athletic accomplishment. Playing on a travel team can also be a status symbol, for players as well as parents. As a result, the pressure to participate in travel sports can be intense. Adults may sign their sons and daughters to try out for travel teams without fully understanding the consequences. And because children usually continue playing on a travel team for several years, initial decisions connected to this process can have a strong and long lasting impact on families.

Drawing from a two-year ethnographic study of youth travel teams, we will explore the structure of the travel sports world, the options available to families, and the short and long term consequences of the decisions they make. The presentation will focus on the insights gleaned from our interviews with parents who have observed their children’s athletic careers from kindergarten through high school. Our analysis of these interviews is designed to create “a more development centered and kid focused youth sport culture,” one of the goals of the panel.

I: Max Klein, University of Connecticut; Charles Macaulay, University of Connecticut & Joseph N. Cooper, University of Connecticut

“Pressure and Economic Implications: Perspectives on Elite Youth Baseball Socialization”

The Major League Baseball (MLB) amateur draft is unique given that players are eligible to be drafted immediately following high school, also having the option to delay entry into professional baseball by attending college. Since high school baseball players have multiple options, MLB scouts, college coaches, and sports agents have a monetary stake in elite-level high school baseball. Players who are invited to play on top-tier travel teams or attend a national showcase have likely been playing elite baseball since they were 10 or 11 years old. One parent of a drafted high school player recounts his son’s time in youth baseball stating that “when he was 10 years old… someone invite[d] him to play on a club team… that lead to from fifth, sixth grade, even seventh grade to playing club ball… the Angels have a scout team here… so he played for them in eight[h], ninth grade…” Using Bronfenbrenner’s ecological systems theory and Giddens’s structuration theory, this multi-layered qualitative study examines how the macro-level organizations of MLB and the National Collegiate Athletic Association (NCAA) affect how meso and exo-level individual teams and colleges have a role in the micro-level experiences of elite youth and high school baseball players.

11 L. Julius Hanks II, Indiana University; Mary L. Priester, Indiana University Purdue University, Indianapolis; Chase M.L. Smith, University of Southern Indiana & Gary Sailes, Indiana University

“Game Ready, Prepared for the Future?”

The number of participants in high school sports reached an all-time high in 2014-15 with a total of 7.8 million (NFHS, 2015). Scholars have suggested that participation in extracurricular activities improves attendance, attrition rates, behavior, and academic achievement (Black, 2002; Fredricks & Eccles, 2006; Fujita 2006; Holloway, 2002; Nelson & Gordon-Larsen, 2006). Unfortunately, there still exists a disproportion of African American students who are labeled as at-risk. Previous studies have focused largely on African American students who have attended predominantly White colleges and universities (Hawkins, 2013; Hodge, 2015; Sailes, 1993). A dearth of research exists in regards to investigating African American students’ perspective as it relates to their experiences as a high school student-athlete and its impact on current college preparation and experiences. The proposed case study will utilize semi-structured interviews with recent student-athlete graduates of a predominantly White Midwestern high school. The purpose of this research is to examine how the participation in high school athletics at a predominantly White high school has impacted African American students’ college experience. Critical race theory will serve as a lens to examine the existing power structures that exist in interscholastic sport and education from the students’ perspective.
Ethics, Law and Sport I
Organizers: Brenda A. Riemer, Eastern Michigan University & Erica J. Zonder, Adrian College
Presider: Brenda A. Riemer, Eastern Michigan University

2A John Magliocca, Niagara University & Patrick Tutka, Niagara University
“The Ethical Responsibility of Publicly Funded Facilities to Protect Fans”

Professional sport stadiums in the United States are funded either through public-private partnerships or through the local, regional and state governments (Baade & Dye, 1988, 1990; Seigfried & Zimbalist, 2000). Starting with Camden Yards in 1992, facilities constructed in this modern era were built primarily in downtown areas and serve as a central location through which significant city revitalization can occur. Although the success of revitalization through the public stadium can be debated, facility managers and operators are faced with a more prominent issue: violence toward spectators. Whether from an act of terrorism or an inebriated group of individuals, violence at sporting events has become a consistent concern among facility operators since the September 11, 2001 terrorist attacks (Fosdick, 1995; Piccarello, 2005). Following the recent attacks in Paris on the Stade de France in late 2015, facility managers saw the potential nightmare occur, thankfully with limited success. While Stade de France was designed with terrorism in mind (e.g., significant distance between the stadium and the rest of the city), what ethical responsibilities do government agencies have to fund and finance security at venues managed for the benefit of a private organization?

2A Erica Zonder, Adrian College & Brenda Riemer, Eastern Michigan University
“Big League Chew: Tobacco Policy and the Role Model Effect”

As municipalities such as Boston and Los Angeles ban the use of smokeless tobacco in sport venues, Major League Baseball (MLB) has agreed to follow local laws and ban its use in dugouts in those cities. Smokeless tobacco has already been banned in minor league dugouts. Many players, such as Chicago pitcher John Lackey, have spoken out against the bans, saying, “We’re grown men. I don’t know about all that.” And further, Lackey’s manager Joe Maddon says, “If someone else is going to make up his mind for me, I’m going to have a hard time with that.” Cleveland Manager Terry Francona says he “wrap[s] gum around it because I don’t want kids seeing me with it,” but it is less clear that others feel that way. This presentation will examine both the laws regarding smokeless tobacco use and professional baseball policy, and then, consider whether MLB and its players owe a duty to fans, and children in particular, to set an example regarding behavior.

2A Francine Darroch, University of British Columbia; Audrey Giles, University of Ottawa & Roisin McGettigan-Duman, Believeiam
“Running from Responsibility: Athletic Governing Bodies, Corporate Sponsors, and a Failure to Support for Pregnant and Parenting Elite Female Distance Runners”

In this presentation we examine two questions: i) if elite female distance runners feel supported by athletic governing bodies and/or corporate sponsors during and post pregnancy; ii) if they do not feel supported, how do they cope with this reported lack of support? We begin by providing an overview of women’s participation in sport, specifically elite athletics, pregnancy, corporate sponsorship, and athletic governing bodies’ policies that impact women. We then present four main themes identified through poststructural feminist theory and thematic analysis of semi-structured interviews with 14 elite female distance runners: 1) they do not feel supported by corporate sponsors and/or athletic governing bodies...
during pregnancy or postpartum; 2) some participants “accept/rationalize” reduction/loss of contracts during and post pregnancy; 3) they strategize their pregnancies around competitions, contracts, and spousal support; 4) they face stress/uncertainty that their male counterparts do not. Finally, we draw on solutions from the participants, while concomitantly arguing that athletic governing bodies and corporate sponsors must be more transparent in their practices and improve policies to create more equitable sporting environments particularly during pregnancy and postpartum.

2A Emily McCullogh, York University
“Athletic Mistreatment in Sport: A Comparative of Care and Justice at the Structural Level”

This paper will present a comparative content analysis of the harassment policies and ethical guidelines of the Ontario Volleyball Association (OVA) through the lens of two ethical frameworks: the Ethics of Care (EoC) and the Ethics of Justice (EoJ). The EoC prioritizes relations between persons along with context-sensitive reasoning while the EoJ stresses the use of abstract moral principles. Both frameworks provide a unique perspective on the ethical issue of athlete harassment in sport. And while steps have been taken at the policy level towards minimizing and eliminating harms, these efforts often do not extend into practical application (Donnelly et al, 2014). The difficulty lies in the structure of sport itself; specifically, its primary aims taking precedence over the experience of athletes and the inherent relativity embedded in the concept of care and caring. Thus, a comparative analysis of the OVA governing documents through the EoC and the EoJ will show how care and justice for athletes are presented at the structural level. It will also examine the philosophical principles underlying the value structure of sport and further our understanding of how athlete rights and mistreatment have been conceptualized at the structural level.

Session 2B
Public Sociology of Sport: Moralistic or Radical Approaches (Panel)
Organizer & Presider: Peter Donnelly, University of Toronto

Panelists:
Jay Coakley, Emeritus Professor, University of Colorado, Colorado Springs
Peter Donnelly, University of Toronto
Mary Jo Kane, University of Minnesota
Roy McCree, University of the West Indies, Trinidad and Tobago
Don Sabo, Emeritus Professor, D’Youville College, Buffalo, NY

The growth of a more engaged public sociology of sport has again raised some troubling questions about activism, advocacy and scholarship. In 2002, when Ian McDonald established the moralistic and radical categories, he asked, “Is it possible to reconcile a commitment to progressive political change with sound sociological scholarship?” The panelists are all scholars who have engaged in advocacy and activism. They will each consider these questions from their own perspectives and experiences in an attempt to show how they have tried “to build a form of (sport) sociological understanding that combines conceptual precision and analytical rigour with an oppositional value agenda and political commitment?” (Brett St.Louis, 2007).
Two studies were conducted and results combined to examine the landscape of deviant behavior in sport. The first study was a quantitative content analysis of the last five years of American newspaper reports on sport-related deviant behaviors that necessitated a public apology. The second study quantitatively analyzed sport-related deviance in 25 years of internationally published literature from 25 academic journals spanning five disciplines. The top six most frequently occurring deviant behaviors were found to be the same in both studies. The most often occurring behaviors reported upon or researched (in order of cumulative frequency) were the use of performing enhancing drugs; spoken or Tweeted offensive slurs; aggressive behaviors; rule breaking or cheating; sexual misconduct; and racial or homophobic slurs. These incidents are discussed via detailed case study examples and further broken down by sport, by league and level (professional, collegiate, etc.), and by specific sport-related personnel (male/female, athlete/coach/owner/team, etc.). The mediated discourse and enhanced social need for remediation that followed only some of the deviant behaviors also is discussed.

Currently, the United States is simultaneously home to the largest number of obese citizens and the largest number of extreme fitness followers in modern history. We argue that this ‘fit are getting fitter and fat are getting fatter’ culture is a bi-product of a neoliberal govern-mentality in which individual citizens have contradictory impulses toward compulsive consumption and obsessive self-control. These contradictions are literally embodied in extremely deviant (obese) and extremely compliant (militaristically fit or Cross-Fit) citizens. Looking full circle, these contradictions also raise the question of what constitutes deviant or compliant behavior. The intent of this paper is to highlight CrossFit – "the sport of fitness" – as an exemplary manifestation of neoliberalism, as well as a constructed and a practiced form of healthism through social media surveillance. Utilizing four biographical texts, this paper reads neoliberalism both objectively and subjectively upon the physical bodies of CrossFitters. Rather than asking, ‘why is CrossFit as a fitness program becoming so popular?’, it will ask, ‘what about our contemporary period has made extreme fitness (and deviance-prevention) programs, such as CrossFit, so popular?’ The fundamental question then is not simply ‘why CrossFit?’ but the pre-suppositional questions of ‘why here?’ and perhaps most importantly, ‘why now?’.

This paper uses qualitative data to examine the reasons that adult recreational softball players give for cheating, which involves the use of an altered bat. Previous research on this topic (Peterson, 2015) found that 27% of respondents (n=1727) to an online survey admitted to intentionally using an altered bat. One of the major factors that predicted such intentional cheating in the quantitative data was the recommendation of a teammate to use an altered bat. This paper builds on that study by examine in more depth the qualitative responses given by study participants to the question of why they had used an altered bat. Initial review of responses finds references to being competitive as one justification as well as ideas about how different ways of altering bats are defined differently (i.e., shaving a bat is cheating, but rolling a bat is not). The results of this project will be a more comprehensive understanding of how
deviance in adult softball is viewed by players and how deviance is socially constructed in recreational sport.

2C Brian Menaker, Texas A & M University – Kingsville & R. Dale Sheptak, Lake Erie College
“Decivilizing Behavior in and Around Sporting Venues: Continuing the Quest for Deviant Excitement”

Sporting events offer a unique venue for people to act outside acceptable social norms. Increased excitement, arousal of aggression, combined with the fans’ tribal mentality often leads to criminal acts on game days. This paper analyzes the relationship between sporting venues in a major U.S. city and reported assault and property crime. Findings suggest that game days indeed influence crime in the vicinity of these stadiums. Elias and Dunning’s 1986 theory, the Quest for Excitement offers a salient explanation for spectator misconduct positing that mimetic behavior is created in an environment of excitable competition. This behavior can lead to unintended actions or intended action that lead to criminal activity. We will explore how the quest serves as strong theoretical underpinning for the problems associated with sports venues and game days.

Session 2D
The Sporting HBCU Diaspora, Social Change, and Public Engagement I
Organizer & Presider: J. Kenyatta Cavil, Texas Southern University

2D Ketra Armstrong, University of Michigan & Kristal McGregor, University of Michigan
“For Us, By Us: Preserving the Salience of HBCU Sports (The Marketing Implications)”

Black consumers have long demonstrated an affinity to HBCU sports, particularly the HBCU classics and HBCU conference tournaments. This presentation is based on some findings of a preliminary investigation of the attendance motivations, sport consumption profile, and general (non-sport) brand preferences of a convenience sample of Black consumers (n=134) in attendance at a prestigious HBCU sport event. The findings attested to the unique opportunity offered by HBCU sports as a venue to allow Black consumers to experience the wholeness of their double-consciousness: their racial self and their affinity to sport. The findings also revealed the consumers’ sense of ownership of HBCU sport event rites and rituals, and their growing angst over ‘public’ engagement and infiltration into ‘their’ event - a genuine cultural experience in its own right (Benzecry & Collins, 2014). This presentation will discuss the findings relative to: (a) the cultural aesthetics and racial effervescence of HBCU sport consumption, (b) Black consumers’ ties and symbiotic relationships with HBCU sports, and (c) the marketing implications for preserving the salience of HBCU sports.

2D Courtney Flowers, Texas Southern University & Aaron Livingston, Hampton University
“Playing from the Rough: Examining the Golf Sporting Culture at HBCUs”

Golf has been linked to an insurmountable number of health benefits; it promotes ethical standards, and strengthens cognitive skills. In addition, golf is a mental game that builds character and promotes self-efficacy. The game of golf is much more than a sport. In the movie “The legend of Bagger Vance” Will Smith eloquently stated, it’s a path towards finding your “authentic swing.” However due to athletic budget cuts many smaller institutions have eliminated golf programs leaving fewer opportunities for African American golfers to compete or obtain a college scholarship (Flowers, 2016). In addition, HBCU athletic departments have suffered colossally due to financial hardships. According to the USA Today NCAA finance database, the top 10 revenue-generating HBCU athletic departments generated approximately $117M combined in 2014, whereas, top money generator Texas A&M University amassed approximately $192M. Furthermore, in his article titled “Blacks in Golf,” Dr. Wornie L. Reed states “If blacks are to reestablish a presence in the professional golfing world, more individuals must compete at the collegiate level” (p. 22). However, less than 3% of NCAA golfers during the 2014-15 competition season were African American. This paper presentation will highlight the golf sporting culture at HBCUs and aligns with
the conference theme of “Publicly Engaged Sociology of Sport” since the objective of this presentation is to reframe dialogue on HBCU golf programs. In addition, the sport of golf will be reintroduced as a vehicle for reinvigorating the HBCU sporting culture.

2D Geremy Cheeks, Alabama A&M University, J. Kenyatta Cavil, Texas Southern University, & Joseph Cooper, University of Connecticut
“An Exploratory Examination of the HBCU Label Impact on Brand Perception”

The HBCU experience is embodied by the notion of cultural empowerment and community (see Armstrong, 2002; Cheeks & Carter-Francique, 2015; Cooper, Cavil, & Cheeks, 2014), which in turn is passed on through the connection of consumers to HBCU athletics. However, systemic oppression and the implementation of a classist structure within intercollegiate athletics has led to the devaluation of HBCU athletics in comparison with their historically White counterparts (Cheeks & Carter-Francique, 2015). This notion of disparity is further enunciated by Gill and Hart (2015) in their description of the negative impact of both financial and academic disparities between HBCUs and HWCUs. Even in the face of these disparities, HBCUs continue to build on a strong historical legacy which has collectively built the HBCU brand. Understanding the impact of the devaluation of HBCU athletics and the residual effects of systemic oppression on access to revenue generation opportunities for HBCU athletic programs, it becomes imperative to understand from key administrators just how the HBCU brand is perceived by those from which they seek financial support. Thus, the purpose of this presentation is to explore the perception of the impact of the HBCU label on the HBCU athletics overall brand perception.

2D Adriene Davis, Mississippi State University; Rachel Allison, Mississippi State University & Raymond Barranco, Mississippi State University
“Race and the City: A Comparison of City Socioeconomics and Demographics for Black and White Elite Football Players in the U.S.”

Popular cultural imagery in the United States presents sport as a meritocratic institution free of racial bias where black athletes from impoverished backgrounds may rise to fame and fortune. Despite this narrative, however, there is little empirical research on the social origins of those who play college and professional sport in the U.S. or how these vary by race. We use the case of American football, linking ESPN’s national recruit rankings data on incoming college football players from 2007-2016 with U.S. Census data. Our study compares city of origin, socioeconomic, and demographic indicators for black and white college athletes and then for those college athletes drafted into the National Football League (NFL). Findings show that the socioeconomic and demographic profiles of the cities producing elite football athletes vary by both athlete race and draft status.

2E Edward Kian, Oklahoma State University; John Vincent, University of Alabama & Andrew C. Billings, University of Alabama
“Examining Sport Sociology’s Place in Sport Communication/Media Academic Programs”

The influence of sport sociology on sport communication/media scholarship is substantial and entrenched. Whereas some seminal research was published in the 1970s and 80s (e.g., Duncan, Jhally, Kane, Messner, Real, Whannel, etc.), sport communication-focused journals did not exist until the last decade. Instead, the primary outlets for sport communication research were the three primary sport sociology journals, which still regularly publish scholarship in this area. But where do sport sociology, or even sport socio-cultural issues, fit in the foci and curricula of the rapidly-growing academic field of sport communication/media? This is concerning because nearly all of these programs (i.e., majors, cognate
areas, minors, certificates) are housed in either (A) journalism/communications, which usually focus on teaching vocational skills, or (B) in sport management, which focuses more on business and leadership. This case study examines curricula, available syllabi and uses interviews with the coordinators of several major sport communication/media academic programs to analyze the importance placed upon and the impact of sport sociology in the teachings and learning outcomes of these programs. How these programs incorporate sport sociology will likely have a great impact on sport communication scholarship in ensuing decades due to the growth of stand-alone academic programs in this realm.

2E Heather Van Mullem, Lewis-Clark State College
“Much More Than Meets the Ear: Media Discourse in Sport”

Creating a classroom environment that facilitates and supports discussions about sensitive topics can be challenging. For example, encouraging students to identify and explore the impact of racist or sexist media discourse is an important, yet often 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 dialogue about the influence of mediated language on sport consumption and viewership and empowers students to take their learning out of the traditional classroom and into their homes, engaging family and friends in critical analysis of sporting culture. The goal for this presentation is to provide tools and materials for practitioners to use in their classrooms.

2E Elizabeth Taylor, University of Tennessee, Knoxville; Allison Smith, University of Tennessee, Knoxville & Robin Hardin, University of Tennessee, Knoxville
“What are We Teaching Students about Sexual Harassment and Assault?”

Sexual harassment and sexual assault on college campuses have gained a great deal of media attention during the past several years. More than 200 colleges and universities across the United States have been under investigation for Title IX violations because of these issues. Sport organizations and sport management programs in higher education have been found to be male-dominated, and organizations that are male-dominated in nature have higher levels of sexual harassment, incivility, and passive aggressive behaviors. Sport has been described as a space possessing a permissive rape culture due to its overtly masculine culture. The current research examined the extent to which undergraduate and graduate sport management students were exposed to education on sexual harassment and sexual assault in the classroom. Results indicated that less than 50% of students are exposed to education on sexual harassment (46.1%) or sexual assault (35.9%) in their sport management courses. Additionally, students who had received education on sexual harassment scored significantly higher on the Acceptance of Modern Myths about Sexual Aggression Scale than those students who had received no training. These findings suggest faculty may need to begin questioning the quality and factualness of the education and training being given to students.

2E Robin Hardin, University of Tennessee, Knoxville; Elizabeth Taylor, University of Tennessee, Knoxville & Allison B. Smith, University of Tennessee, Knoxville
“Experiences of Contrapower Harassment by Female Sport Management/Studies Faculty Members”

Senior administrative positions in professional and college sports are male dominated. Sport management programs in higher education are male-dominated as well as 66% of sport management programs had fewer than 40% female faculty members, and 81.39% of sport management programs had fewer than 40% female students. Issues between female faculty members and students may arise both in and out of the classroom in the form of sexual harassment and incivility by the student toward the female faculty member because of the minority status of women in sports. These actions are known collectively as contrapower harassment. This study examined contrapower harassment experiences of female sport management/studies faculty members. More than 75% of the respondents had experienced incivility, and nearly 15% had been the victim of sexual harassment. Participants indicated they encountered contrapower harassment on course evaluations as they were called derogatory terms, e.g. a “feminist
Nazi bitch.” Other respondents reported frequently receiving inappropriate comments about their physical appearance on course evaluations. The findings have implications in regards to the curriculum, managing the classroom environment and students’ behavior in the professional workplace post-graduation.

### Session 2F
**Why Is Her Success Not Enough?**

**Organizer & Presider:** F. Michelle Richardson, The Citadel

#### 2F Joyce Olushola, Arkansas State University & LaDessa Y. Mitchell, University of South Florida

“Sisterhood, Scholarship, Service: Redefining Sport Success through African-American Women’s Experiences”

African-American women are the roses that grow through the hardwood. Despite the physical, financial, and educational barriers they face due to the intersections of their race and gender, these women are still able to rise to the top of academic and athletic circles (Collins, 2000; Carter-Francique, 2014). Yet, the ability of these women to find success in these arenas is often negated due to lack of recognition or the attribution of their success to natural ability or luck. The trickle-down effect of these theories is that more is not being done to understand how programs, like sport, have and can be structured to assist African-American women in defining and achieving success. The purpose of this presentation is to explore the motivations for African-American women engaging in sport participation and administration and the means by which they define success. Implications from this research seek to redefine the ways success is quantified in sport and consequently give more value (i.e., resources and recognition) to the success African-American women achieve. The research also seeks to promote the value of practitioners in theorizing beneficial sport participation and provide implications for the implementation and marketing of sport programs for African-American females.

#### 2F Nakia DeBlanc, California University Pennsylvania; Charles Crowley, California University Pennsylvania & Donya Andrew Little, Georgia State University Perimeter College

“The Mentoring Experience of Minority Athletes”

There are many researchers such as Carter and Hart (2010) and Harrison (2006), whose research generated discussion focusing on the importance of minority student athletes. According to Storch and Ohlson (2006), they express the importance of support services and mentoring of community college student athletes. The purpose of this research study is to assess minority female student-athletes’ involvement, access and helpfulness of college mentoring programs. The mentoring relationships are intended to help less experienced persons to be guided by a more established professional with greater experience, influence and achievement. They have the ability to be personal, reciprocal and can include emotional support, career development and role modeling. This presentation will describe formal and informal mentoring programs at three universities reviewing best practices of programming and evaluation, identifying benefits for both mentors and students and to compare the strengths and weaknesses of each. This research covers 20 minority student athletes from the National Junior College system, NCAA Division I and Division II. What this research will address is an understanding of best practices related to student mentor programming and evaluation. Then we will compare strengths and weaknesses of formal and informal mentor programs.

#### 2F Akilah Carter-Francique, Prairie View A&M University

“Margin to Center: Theoretical Perspectives on African-American Women in Sport”

In the United States of America, Black (e.g., African American) women are said to experience a “double burden” based on race and gender marginalization (St. Jean & Feagin, 1998). In this paper, critical theories (e.g., Black feminist thought, womanism) will be presented to illuminate how the framing and (re)framing of African American women contributes to their marginalization in sport and society. Scholars
have purported the utility of critical theories to: (a) unveil the intersections of racism, sexism, and classism (intersectionality) on African American women in sport and (b) unpack the effects of intersectionality (i.e., limited access, lack of representation, discrimination) on the experiences and pursuits of African American women participants, administrators, and coaches (Carter-Francique & Flowers, 2013; Carter-Francique & Olushola, 2015; Scraton, 2002; Smith, 1992, 2000). Hence, this paper will explicate how and why critical theories rooted in Black feminism are beneficial to demonstrate the barriers, the contributions, and the value of African American women in sport.

Session 2G
Sport, Media and Mega-Events I
Organizer & Presider: Lawrence Wenner, Loyola Marymount University

2G Belinda Wheaton, University of Waikato & Holly Thorpe, University of Waikato
“Olympics Seeks Generation Y: The Politics of Action Sport in the Contemporary Olympic Movement”

For the past decade the International Olympic Committee (IOC) has recognised, and been seeking to address the problem of an ageing audience (Thorpe & Wheaton, 2012). Agenda 2020 has facilitated more rapid change in the IOC, including the inclusion of more youth-focused action sports in the Olympics, evident from the shortlisting of surfing, skateboarding and sport climbing for inclusion in the Tokyo 2020 Olympics. In this paper we share findings from our IOC-funded 2015/2016 Advanced Research Programme Grant project titled Youth Perceptions of the Olympic Games: Attitudes Towards Action Sports at the YOG and Olympic Games. An international online survey (in 9 languages), extensive media analysis and interviews with 25 key members of the global action sport industry (in the media, event management, sports agents, elite performers and members of sport federations) provided insights into the experiences, debates and politics that influence youth’s current and future participation in, and consumption of, the Olympic Games. The research highlights the power and potential of action sports inclusion into the Olympic Games, and the ongoing and new challenges. In this presentation we discuss some of the key themes from our findings, and outline some of the challenges and politics of working with the IOC.

2G Haozhou Pu, Florida State University & Michael Giardina, Florida State University
“Framing Legacy Discourse: Media Representation of the 2022 Winter Olympic Bid”

The concept of “legacy” has risen to prominence in the study of mega-events especially the Olympics in recent years. The IOC has officially incorporated the concept of “legacy” into the Olympic Charter and redefined its mission to promote a positive legacy from the Games to the host cities/countries. Despite the notion of legacy gaining wider currency vis-à-vis the hosting of the Olympics, the reality is that such legacy often proves to be an elusive—if not deceptive—dimension of such events. Moreover, so far emphasis on legacy analysis has been generally placed on its substantive elements such as urban renewal projects. Nevertheless, legacy could be also perceived as discursive discourse that underpin the circulation of certain ideological values and meanings (MacAloon, 2008; Manzenreiter, 2014). This study will employ critical discourse analysis to unpack the framing of legacy discourse at the bidding stage of the 2022 Beijing Winter Olympics within Chinese media. Specifically, this analysis is situated within a broader context of the post-2008 Beijing Olympics era and the correlative political economic landscape, which has been in a state of transition within China over the last twenty years.
2G Peter Joseph Gloviczki, Coker College

In Game 7 of the 1991 World Series, Gene Larkin stepped to the plate in the bottom of the 10th inning and delivered a pinch hit to secure the championship for the Minnesota Twins. The purpose of this paper is to examine newspaper coverage on the day following Larkin’s hit. This case (Yin, 2003; Stake, 1995) provides a meaningful lens through which to examine how team sports are covered in the news. Most often, Larkin is mentioned within the context of his pinch-hit–his action supersedes coverage about him as an individual. Communication scholar Norman K. Denzin has written: “those who control the media control a society’s discourses about itself” (1996, p. 319). Inspired by Denzin, I assert news coverage about Larkin’s hit reinforces a self-congratulatory master narrative about sports as a team-building enterprise, which primarily serves to praise sports fans for their participation as members of the media audience. This case strongly suggests that sportswriters cope with surprising stories by reinforcing the universal elements of the game, especially the team and the sports fan. In doing so, the Twins victory becomes a shared victory, one enjoyed among the entire team as well as among members of the audience.

2G Yiyin Ding, Waseda University
“The Metamorphisis of Bodily Discourse in Olympic Coverage in China: The ‘Sick Man of East Asia’ and Chinese Nationalism”

The purpose of this paper is to analyze whether the growing success of Chinese participation in the modern Olympics has reshaped the Chinese nation’s perception of its own body and thus constructs and reinforces the modern Chinese nation and national identity. This inquiry begins with the old Chinese maxim, [China is the] “sick man of East Asia”, which appeared first in the 19th century. A century has passed since this phrase’s first appearance, however, it still remains active in Chinese sports discourse, especially in addressing how the success achieved by Chinese athletes in the Olympic arena has helped rectify this old body image of the Chinese. In this vein this paper seeks for a modern image of the Chinese nation heralded by the term “sick man of East Asia” in the Olympic arena in answering the following research question: what are the changes that have taken place in the “evolution” of Chinese body discourse and its nationalistic interpretation? The main research result reveals that on the contrary to the weak image the term “Sick Man of East Asia” establishes, the analysis of athletic body discourse in the Chinese media presented a rather new “Strong Man of East Asia” in the Olympic arena.

2G Tzu-hsuan Chen, National Taiwan Sport University
“OTT, You Know Me?—Global New Media/Sports Complex”

This essay aims to examine the growing influence of Over The Top (OTT) service in sports broadcasting. While OTT in sports broadcasting is still being regarded as an ancillary platform for sports broadcasting, its potential should not be overlooked. Sports OTT providers in the US are mostly affiliated or directly under control of sports leagues and pay TV providers. Sports leagues, like NFL’s Game Pass, NBA’s League Pass, or MLB TV, and traditional pay TV providers, like Watch ESPN and FOX Sports Go appropriate the new platform to harden their grip on the overall sports media market. In this sense, consumers are still kept on a tight leash by the gatekeeping cable distributors and satellite TV providers, as devices such as blackout are still in place to protect the interests of traditional TV. However, OTT has the potential to bring down the gates these gatekeepers have built for decades especially under the ever-intensifying pace of globalization. While OTT has not yet fundamentally transformed American sports business to-date, it will likely take place when current TV contracts for major sports leagues expire over the next 5 to 10 years. This essay uses LeTV, the China-based OTT service provider, as an example to explore the potential of OTT in global sports broadcasting and the impact on the global new media/sports complex.
2H Timothy Konoval & Jim Denison, University of Alberta

Recently, a number of Foucauldian-informed coaching researchers have illustrated that to become more effective, coaches need to learn how to problematize their understanding of disciplinary power. Yet, to date, no attempts have been made to make Foucault’s conceptual tools relevant to coaches’ everyday practices in order to explore how they might use their power differently. In this paper, drawing from Foucault’s analysis of discipline, we will analyze the experiences of one male university endurance running coach, who, over a five-month period, collaborated with a Foucauldian-informed coach developer in order to learn how to coach in a less disciplining way. Following Foucault’s notion of the strategic elaboration of the act, we intend to discuss how the movement of power often sustained the effects of discipline despite our best efforts. As a result, we will argue how Foucauldian-informed coach developers must take more time to help coaches understand all that a Foucauldian coaching logic encompasses in order to be able to problematize how power moves within and through their everyday practices.

2H Clayton Kuklick, University of Denver & Brian Garity, University of Denver
“A Foucauldian Intervention Implemented for Strength and Conditioning Coaches”

Researchers have demonstrated using Foucault’s ‘Discipline and Punish’ concepts (control of activity; art of distribution; organization of genesis; combination of forces) that dominant coaching practices exist in these forms and act as a socio-cultural norm which often produce negative and involuntary effects on athlete performance. While existing literature has explored how strength and conditioning coaches (S&CC) use dominant coaching practices, there is a lack of literature that has applied a sociological intervention enacting to disrupt the controlling of Foucault’s concepts. Drawing upon coach development literature, a facilitated learning community was constructed for S&CC where Foucault’s concepts were discussed and problematized. The purpose of this paper is to better understand how to bring application of Foucault’s concepts into S&CCs’ dominant coaching practices. The coaches’ experiences with understanding and implementing Foucault’s concepts are discussed. Further, practical application strategies for disrupting Foucault’s concepts are presented as they were devised within the learning community.

2H Robert Townsend, Loughborough University; Christopher Cushion, Loughborough University & Brett Smith, University of Birmingham
“Coach the Athlete, Not the Disability:’ A Bourdieusian Critique”

The purpose of this paper is to challenge the seemingly unproblematic discursive practice of “coach the athlete, not the disability.” The broad aim of this research was to understand the nature of coach learning in disability sport, by considering the interaction of coach and athlete within context through a sociological lens. Drawing on a qualitative, ethnographic methodology with a performance disability cricket squad, data were gathered using participant observation, in-depth interviews with coaches, athletes and parents within the field. In order to offer a more sophisticated level of explanation and abstraction, findings were considered in light of Bourdieu’s theory of practice on the construction of disability coaching practice. Evidence suggested that the field was a generative site of learning that was a platform for the legitimisation and reproduction of inclusive rhetoric and ideology (e.g. “coach the athlete, not the disability”). Data showed that practice was structured by taken-for-granted discourses that lacked critical application or meaning, resulting in the ideological uncoupling (Purdue & Howe, 2012) of the disabled body and the athletic body by coaches. Thus, “coach the athlete, not the disability” if used in a taken-for-
Endurance running coaching is one sport that is dominated by a general coherency of coaching methods that mirrors the circulation of scientifically-based knowledges and technologies that dominate sport (Denison, 2010; Mills & Denison, 2014). As a result, it is clear that effective endurance running coaches are expected to design scientifically-informed and carefully structured training plans. However, little is known about the intricacies and the effects of the operations of power that surround the construction of endurance running coaches’ training plans. Accordingly, in this presentation we examine the formation of a sample of high-performance male endurance running coaches’ knowledge of coaching in order to understand the various consequences associated with how they presently know, talk and think about planning. To conduct our analysis, we drew on the work of Michel Foucault (1972, 1978, 1995) who articulated knowledge as being expressed through discourses that were inextricably linked to an ever-present, relational and productive understanding of power. To conclude we then consider various limitations surrounding endurance running coaches’ knowledge of planning and the effects this has on their understanding of effective coaching.

2I Jimmy Smith, Gonzaga University
“Practitioner Perspectives on Sport Ministry Outcomes”

The premise of sport ministry (also known as sport outreach) combines faith communities with character building aspects through sport participation that has shown to benefit individuals and religious organizations worldwide (Coakley, 2009). The primary goal of sport ministry is to produce confident youth and adults that one day will provide a social contribution to their communities by guiding them toward a positive relationship with God through a biblical and sportsmanship foundation (Connor, 2003). The primary goal for this research was two-fold: (1) to gain a clearer understanding of how sport ministry programs contribute socially to their communities and (2) to understand the managerial capacity undertaken by sport ministers themselves. The current research applied a grounded theory approach with the intent to emphasize the creation and interpretation of meaning in real-life scenarios (Gephart, 2004; Strauss & Glasser, 1967; Suddaby, 2006). Interviews were conducted with 21 sport ministers, with questions focusing on the two main goals of this study. The results from the current research supports sport ministry efforts by increased community sport participation in such programs even with sport management support limited. The author intends to extend this research by building a sport ministry program in a local setting.

2I Leticia Silva, University of Brasilia & Dulce Maria Filgueira de Almeida, University of Brasilia
“The Significance of Dance in the Brazilian Catholic Charismatic Renewal”

The study’s main goal is to comprehend the significance of dance to Charismatic Catholics. Dance was established as a hybrid physical practice, set between the sacred and the profane. In early societies, dance was conceived as a means for people to make contact with their gods. During the feudal period, dance became associated with profane practices due to the stern Catholic model reigning at that time, which was opposed to any sort of pleasure in this world. Following the Renaissance and the subsequent loss of the Catholic Church’s hegemony, there was a shift in the general view of the human body. It was through Charismatic Renewal that Catholicism began to accept dance, in terms of a physical practice that
is expressed through the body’s interaction with the sacred, as a proper medium for religious effervescence. Among the Renewal advocates, the body practices were thus relived with new meanings. Based on research of an ethnographic orientation, a religious group from Goiânia–Goiás/Brazil, was studied. The conclusion was that dance is an element that was inserted into the group to promote social interaction that would also maintain the followers’ active in the religion and to achieve a greater connection with the sacred.

2I Randall Woodard, Saint Leo University & Philip Hatlem, Saint Leo University
“Athletes in Action: Social Justice or Charity?”

This year, with the passing of Muhammad Ali, much was discussed regarding his lifetime pursuit of social justice issues, as well as an apparent lack of involvement by today’s athletes. While there have been recent instances of athletes making symbolic gestures – Miami Heat players posing in “hoodies;” St. Louis Rams players holding “hands up” while being introduced prior to a game – few efforts at invoking social justice have gone beyond this symbolic stage. Many might fairly critique these efforts, no matter how well-intentioned, as deeply lacking as they do little to bring about change directed toward social justice. For Rawls and others, social justice is a means of ensuring elements of “justice and fairness” for others, particularly those who have the least among us. One might ask whether the many attempts of athletes, teams and programs might remain more at the level of charity as they do not attempt to bring about social change for justice. In this presentation, the authors will examine recent examples where athletes have attempted to invoke social justice to address perceived injustices. Through these examinations, the authors hope to determine that current state of social justice awareness in today’s sport industry.

2I Steven Waller, University of Tennessee
“Hoops and Heaven? A Snapshot of Parachurch Ministry Events at the Final Four”

Parachurch ministries have long used sports as an access point to contemporary culture. In modern America, basketball has become a ubiquitous part of the culture. Nowhere is basketball’s growth and appeal more evident than at the National Collegiate Athletic Association’s (NCAA) Final Four. The Men’s Final Four, the NCAA’s primary revenue generator, has grown into a sprawling, festival-like experience with concerts and attractions for fans across the host city, in addition to the actual games. It has become a mega-event by any measure, including intense media coverage, immense financial aspects, enormous popular interest (Davis, 2009; Packer & Lazenby, 1987) and a strong parachurch ministry presence. The National Association of Basketball Coaches (NABC) which was formed in 1927 hosts their national convention for coaches every year in conjunction with the Final Four. The events hosted by NABC serve as a source of renewal, rejuvenation, and encouragement for Christian coaches and their families. This presentation is a qualitative content analysis of the NABC Convention programming. Three parachurch ministries - the Fellowship of Christian Athletes, Athletes in Action, and Nations of Coaches - lead numerous ministry events aimed at coaches and their families during the nearly week-long convention. This presentation examines the impact of these events, namely on Christian coaches.
3A Richard Pringle, University of Auckland & Dillon Landi, University of Auckland
“Are Sporting Masculinities Really Inclusive? A New-Materialist Study of (Homo)sexualities and Sport”

The apparent liberalization of attitudes towards homosexuality in various post-industrial states is reflected in changes in legislation and policy. Although public opinion on homosexuality appears to be rapidly changing, Smith (2011) states that it is still strongly divided. Moreover, there is conflicting evidence of the change in attitudes towards homosexuality within sporting contexts. Several studies, for example, suggest that homophobia is nearly non-existent in some sporting contexts (e.g. Bush, Carr & Anderson, 2102). Whereas, other studies (e.g. Denison & Kitchen, 2015) reveal that concern about homophobia is still very much warranted. These differing findings provided an impetus for this study, within which we conducted in-depth interviews and focus group interviews with sportsmen of diverse sexual backgrounds to examine their experiences and understandings of gender and sexualities. Our results are discussed in relation to feminist-inspired readings of Deleuze and Guattari and with particular desire to move beyond binary thinking (e.g. straight/gay, inclusive/exclusive, hegemonic/subordinated). We draw on the notion of the ‘sexuality-assemblage’ (Fox & Alldred, 2013) to consider how affect flows within assemblages of bodies, objects, discourses and social contexts to produce material effects, including sexual identities, desires, power relations and codes of conduct.

3A Judy Liao, University of Alberta
“The Gif-able Ronda Rousey: Conceptualizing Materiality in Sport Media Analysis”

In this presentation, I explore what a “new” materialist media analysis may look like. Using the example of Ronda Rousey, I intend to work through the following ideas: how to understand materiality of a text/image-based and pixelated body, and therefore, to take materiality of a mediated body in sport media analyses. Mainly relying on Deleuze and Guattari’s (1989) and Latour’s (2004) conceptualizing the body as a productive and “interactive” event, and thus materiality as the process through which an entity that becomes affective, significant and intelligible (of whose differences/uniqueness” can be distinguished), I first reconsider a dichotomy of the “represented” body vs. the material/corporeal body that insists on a division of subject/object, (natural) body/embodiment, material/discourse and non-/human actants. Then, I discuss ways to account for movements, affects, and the “texture” of the world as parts and particles that enable connections and form networks that become “the body.” Using an example of the “unauthorized” (by the Ultimate Fighting Championships) presence of Rousey’s fighting body through various editing and new media distribution platforms (e.g. gif and Vine), I experiment with ways to discuss the (body) politics of mediated/digital materiality and approach toward female sporting bodies in media beyond the examination of identity and representations.

3A Kiri Baxter, Goldsmiths College, University of London
“Sport ‘Matters’: Feminist Embodied Inquiries into Another”

Coole and Frost (2010) note ‘thinking anew about the fundamental structure of matter has far reaching normative and existential implications’ (p. 5). I will discuss in this paper how a new materialist ontology significantly changes the playing field of an embodied piece of feminist research that seeks to engage with women’s sporting bodies. I argue that, by applying new materialism to empirical research on female bodies in physical activity, traditional materialist analysis can be extended beyond macro-level social
phenomena (Van der tuin & Dolphijn, 2010). This is because new materialism allows for the body to be understood as part of cartography of theory and praxis by de-privileging agency and focusing instead upon how assemblages of the animate and inanimate together produce the world (see Coleman & Ringrose, 2013). In order to actively address the importance of female sporting bodies within material environments and socio-economic structures, I argue there should be a predilection for social theorists of sport to engage with corporeality and embodiment, as well as the inanimate objects that create experience. Furthermore, when corporeality and embodiment are engaged in a new materialist ontology, policy and structures of hierarchy and inequality themselves can begin to be questioned.

3A Natalie Welch, University of Tennessee; Jessica Siegele, University of Tennessee & Robin Hardin, University of Tennessee
“Fitness or Pornography? The Sexualization of a Female Physique Athlete”

Physique (bodybuilding) competitors are judged on the perceived aesthetics of their physical body. Athletes are evaluated on the size and shape of their muscles, as well as their level of conditioning and overall physical appearance. Physique athletes have been increasingly posting their training and progress pictures and videos on various social media platforms. A growing conversation among participants in the sport has emerged on the sexualization of the female athletes and where the line is between fitness and pornographic content. This study focuses on the autoethnographic account of one of the researchers as she prepared for a physique competition. The researcher journaled her experience and posted progress pictures on her Instagram account. Results indicate that exposure of the physical body in a fitness context may be interpreted by those both inside and outside the bodybuilding community as sexual or pornographic. Postfeminism theory drives this research as an obvious gender gap emerges between the sexualization of female and male physique athletes. The female physique athlete is observed as a sexual object while their male counterparts are considered athletes or fitness professionals.

3A Doss Ramsey, Fort Lewis College
“Pumping Profits: Post-Natural Bodies and American Masculinity”

Issues concerning masculinity and men’s bodies have become increasingly tied to a culture of consumerism in modern America. This research addresses the impact of post-natural physiques (physiques “built” or constructed with modern chemicals, training regimens and supplements) in media on American men’s beliefs about their bodies, their definitions of what it means to “look” masculine, and how they approach embodying that definition. Why are men spending more and more money on gym fees and supplements without corresponding increases in health and fitness? By considering the evolution of idealized male bodies within American culture, the paradoxical relationship between masculine embodiment and modern consumerism is examined.
3C Ae Hyun Jung, George Mason University; R. Pierre Rodgers, George Mason University & Ellen Drogin Rodgers, George Mason University
“Elite Female Korean Swimmers: Perceptions and Impact of Sexual Harassment”

In the sport domain, there has been research exploring female athletes’ experiences of sexual harassment—its causes and impact on individuals, families, and society (Fasting & Brackenridge, 2009; Fejgin & Hanegby, 2001). Other studies have examined the impact of sexual harassment on female athletes’ behavior (Kim, 2009, Volkwein et al., 1997). The inclusion of culture in discussing sexual harassment issues has been advocated (Kalra & Bhugra, 2013; Luthar & Luthar, 2007; Pryor et al., 1997) largely because cultural features and standards play an important role in triggering sexual exploitation and violence (Luthar & Luthar, 2007). Rodriguez and Gill (2011) combined culture with sport to study narratives among Puerto Rican former female athletes and their perceptions of sexual harassment. Following their lead, the present study explored sexual harassment perceptions and experiences within a socio-cultural context among South Korean female elite swimmers. Rodriguez and Gill’s qualitative design was replicated and adapted; six South Korean female elite swimmers were interviewed to gauge their perceptions of and experiences with sexual harassment. Preliminary results of narrative analysis revealed recurring patterns in self-definitions of sexual harassment; and self-disclosure about the swimmers’ own experiences dealing with sexual harassment in a sport setting.

3C Allison Levin, Webster University
“Boys Will Be Boys: The Implicit Acceptance of Domestic Violence in Sports”

Athletes have the power to influence society both implicitly and explicitly. Some of their influence is very positive, including drawing attention to important causes and raising funds for disaster relief. Unfortunately, not all celebrity influence is positive. As Charles Barkley, a member of the NBA Hall of Fame said in 1993, “I’m not paid to be a role model.” Since then, athletes have been forced to accept that their actions are followed closely on social media and they are viewed as role models. One of the unexpected benefits of the widespread use of social media is that the in-depth coverage of these real or alleged transgressions sends a message to fans that these activities are not acceptable in society. Unfortunately, domestic violence is treated differently. Indeed, domestic violence is treated by the media, the athletes, and their employers as a necessary evil of employing “real men” (ESPN, 2015). This presentation uses discourse tracing to examine how the media framing of domestic violence has changed from Charles Barkley’s 1993 statement to the present. It will demonstrate that the conversation about domestic violence is occurring more often amongst women’s organizations, but the media’s coverage of the sport’s cases negates the work being done by sending the message that if you date a “real man” domestic violence is something you have to accept. The presentation critiques the language used in domestic violence stories and demonstrates how media framing implicitly sends the message that domestic violence is not newsworthy.

3C Belinda-Rose Young, University of South Florida; Sarah L. Desmarais, North Carolina State University; Julie A. Baldwin, Northern Arizona University & Rasheeta Chandler, Emory University
“Sexual Coercion Practices Among Undergraduate Male Recreational and Intercollegiate Athletes”

Research over the past thirty years has identified that intercollegiate athletes are at higher risk for sexual violence perpetration compared to non-athletes, and has suggested that negative elements of the sporting environment contribute to that heightened risk. Our research sought to explore the rates of verbal and physical sexual coercion among recreational athletes, who are regularly immersed in a similar environment. Our study assessed the associations between attitudes toward women, rape myth acceptance, and prevalence of sexual coercion among 379 male, undergraduate recreational and
intercollegiate athletes and non-athletes. The results showed no significant differences between the responses of recreational and intercollegiate athletes for all dependent variables. The results were significantly different between athletes (both recreational and intercollegiate) and non-athletes. Controlling for rape myth acceptance and traditional gender role attitudes removed differences between athletes and non-athletes in prevalence of sexual coercion. With only two publications specifically addressing sexual violence perpetration by male intercollegiate athletes in the last 15 years, it is necessary to continue research on environmental factors that support rape myth acceptance, lower opinions of women, and sexual coercion among both recreational and intercollegiate athletes.

**3C Jen McGovern**, Monmouth University

“Consent Communication: What Does it Mean for Student Athletes?”

The intersection of binge-drinking, hookup culture, and rape culture on college campuses has inspired scholarship about affirmative consent, yet this research does not focus specifically on how student-athletes understand and communicate consent. While they are part of the larger campus culture, athletes often operate with a set of norms and expectations that differ from their non-athletic peers. For example, the culture of hegemonic masculinity in some sports is associated with higher levels of sexual violence. The goal of this study was to gather information about student-athlete attitudes towards consent in order to recommend more effective rape awareness and prevention programs. Data were collected through student focus groups and from an online survey of 1,003 students at a mid-sized Division I University. The results showed that male and female student-athletes had different conceptions of consent. Female athletes were more likely to misunderstand consent than female non-athletes, demonstrating a need for more programs tailored to the unique experiences of female athletes. Among male athletes, the findings indicate that a positive team construct plus a variety of program delivery modes reinforced throughout the athlete’s career were the most effective ways to teach consent.

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**3D: Travis Bell**, University of South Florida & **Roxane Coche**, University of Memphis

“Post-apartheid Olympic Hero: Media Construction of South African Josia Thugwane”

At the 1996 Atlanta Olympics, marathoner Josia Thugwane became South Africa’s first black gold medalist, just two years after Nelson Mandela’s historic presidential election. In a nation divided by apartheid Thugwane “became a metaphor for the broader South African experience” (van der Merwe, 2010, p. 154). Yet, even though the media craved his symbolic, post-apartheid rise from uneducated coal miner to globally marketed icon, the South African basically vanished from the public sphere, another forgotten Olympic hero because of the limited, four-year media cycle. Merritt (2003) opines that Thugwane’s victory “could only have lasting significance if it has a long-term place in mass collective memory and the national psyche” (p. 46). In the span of three days in August 2015, Thugwane was profiled as a forgotten hero in international media outlets. Why now? That is the question the proposed mixed methods research seeks to answer. The authors examined 20 years of media reports to analyze how the South African shifted from heralded to forgotten Olympic hero. The Olympics are fertile ground for research surrounding national identity linked to sporting icons (Hassan, 2013). Josia Thugwane is an ideal case study.
The American South has been, historically, a region that is most sharply at odds with the rest of the United States (Granham, 1994). Stereotypical representations of the South paint the region as backward, racist, unintelligent, lazy, and violent (Jansson, 2003, 2005). With this in mind, this study seeks to examine the critical roles of sport media in representing the American South through Southern football culture. Using Critical Discourse Analysis, it examines the discursive constructions of The Paul Finebaum Show, which is a nationally syndicated radio show that broadcasts daily on ESPN Radio and the SEC Network. Specifically, the theoretical framework of Orientalism (Said, 1978) is employed, and re-adapted in the form of internal Orientalism (Jansson, 2003, 2005) to investigate the representations of college football fandom of the American South. The purpose is to reveal and critique sport media as a part of contemporary popular culture which participates in the knowledge construction of boundary, identity and culture, producing complex power relationships and stereotypes.

This paper examines the role of Sherpas in Himalayan mountaineering. It explores the limits and possibilities of both this particular field of climbing as well the scholarship on it. I examine three academic texts on the subject of Sherpas—James Fisher’s Sherpas: Reflections on Change in Himalayan Nepal (1990), Vincanne Adams’s Tigers of the Snow and Other Virtual Sherpas (1996), and Sherry Ortner’s Life and Death on Mt Everest (1999) to highlight two emergent, related themes: the search for Sherpa authenticity and the search for Sherpa motive. I argue that an examination of the racialized (and gendered and sexualised) labour in climbing is essential to any understanding of Sherpas in Himalayan mountaineering. I also argue that although Fisher, Adams and Ortner set out to deconstruct western representations and decenter western narratives about the Sherpas, each of them ends up in their own way privileging the relationship of the Sherpas with the west. This has the effect of reifying and objectifying Sherpas, and leaves us with an under-analysed sense of Sherpa mobility within and without climbing. Finally, I show how scholarship on Sherpas in Himalayan mountaineering can both contribute to and benefit from the sociology of sport.

Critical social science research has been an underutilized paradigm in sport management (Frisby, 2005) and, to expand the horizons of the field, future research should embrace paradigmatic plurality (Amis & Silk, 2005). This presentation will argue that anti-colonial thought is an alternative approach to traditional forms of management theory and is a suitable framework for engaging in critical sport management research. Anti-colonial thought is a sociohistorical approach which focuses on issues of race, power, politics, economics, and culture in regard to the material consequences imposed by hegemonic organizations, and advocates practices and strategies for combatting colonial systems (see Allen, 1970; Cesaire, 2000; DuBois, 1996; Fanon, 1970, 2007, 2008; Memmi, 2003; Simmons & Dei, 2012). Sport is a microcosm of society (Eitzen, 2001) and thus social issues such as institutional racism or neo-colonialism can be analyzed in and through sport organizations utilizing an anti-colonialism paradigm. Therefore, we will apply this framework to emphasize how colonialism influences sport organizations and practices, especially in the U.S., and its impact on marginalized populations in sport, particularly of the Africana diaspora. Research, theoretical, and practical implications and suggestions will be discussed.
3D: Dulce Maria Filgueira de Almeida, University of Brasília/Brazil & Ana Amélia Nerli Oliveira, University of Brasília/Brazil
“Sport Policies in Brazil: Progress and Regression”

The paper analyzes the sport politics of the government of Lula da Silva (Brazil) from the documents of the National Sports Politics, Multiyear Plan year periods 2004-2007 and 2008-2011 and valuation reports. The study is based on descriptive documentary research, whose discussion is supported by the authors problematizing various categories: state, citizenship, social rights, social policies, and policies of sport. We understand that the government favors programs that focus on high performance sport at the expense of socially oriented programs in the distribution of budgetary resources.

Session 3E
Mass Media, Social Media: Functions, Uses, and Effects in Race, Ethnic, and National Contexts
Organizers: Program Committee
Presider: Courtney Szto, Simon Fraser University

3E Seo Eun Jung, Yonsei University
“Effective Media Acceptance Factors in Sports Information Use Motivation and Value”

The purpose of this study is to examine sports information motivation according to the media acceptance and value of information. The population were adults who contact and use the media. The sample was male adults over 20 who enrolled in a soccer community in Seoul and Kyungki Province. 320 survey questionnaires were distributed and 294 were used for the analysis. The survey questionnaire was used after reliability and validity tests. The collected data were analyzed with SPSS 16.0 Version package. Frequency, One-way ANOVA, Correlation and multiple-regression were processed for the analysis. The results were as follows: First, we analyzed differences in media acceptance by various demographic variables. Age group had significant differences in radio and internet. Education and occupation groups revealed differences in TV, radio, and internet. Groups by income showed difference in internet. Second, we analyzed differences in media use motivation according to demographic variables: age, education, occupation and income groups all showed significant difference in their media use. Analysis of sport information value according to the demographic variables showed that age groups had a significant difference in easily acquired information and abundance. Education had significant difference in easily acquired information, abundance and characteristics. Occupation groups had a significant difference in easily acquired information and abundance. Income groups had a significant difference in abundance. Third, analysis of media acceptance difference, according to degree of exercise training participation, showed that newspapers had significant difference in participation period. But there were none found in participation frequency and time.

3E Na Ri Shin, University of Illinois at Urbana-Champaign; Doo Jae Park, Eastern Illinois University & Jon Welty Peachey, University of Illinois at Urbana-Champaign
“Critical Media Discourse Analysis of the South Korean Men’s National Ice Hockey Team”

The purpose of this study is to critically explore media discourses regarding a nation-building project around the South Korean men’s national ice hockey team. As South Korea is holding the Winter Olympics in 2018, the government and the Korean Ice Hockey Association have been working on a project of recruiting and naturalizing White athletes from Canada and the US in order for them to play on the team. White athletes‘ naturalization has been processed with ‘Koreanness‘ discourse constructed through the media. This study utilizes Anderson’s (1983) concept of ‘imagined community’ to understand the intersection of ethnicity and sporting nationalism built upon the discourses of the nation-building project within the sport of ice hockey. Since 2013, six White athletes have obtained dual nationalities of Korea and Canada/US. This study focuses on media reports on the Korean national team from 2013 to 2016. Preliminary findings show that Korean media has tried to link White athletes to the imagined ‘Koreanness’
Through elucidating their ‘pro-Korean’ behaviors. This was done to produce discourse embracing White athletes as ‘Koreans.’ However, the media developed racialized discourse emphasizing the performance differences between White and Korean athletes, perpetuating White athletes’ superiority. Implications and future research directions will be discussed.

3E Lequez Spearman, Midwestern State University
“Race Waves: How Sport Talk Radio Hosts Discuss Race”

Since the 1990’s, sport talk radio has grown exponentially in the United States. The Telecommunications Act of 1996, which promoted robust cross-media ownership without antitrust scrutiny, ignited the expansion of terrestrial radio (Drushel, 1998; Nyland, 2004). One of the more popular formats on the radio is sport talk radio (Goldberg, 1998). The purpose of this study was to examine how local and nationally syndicated sport talk radio hosts discuss racism and racial issues on the radio. This study was guided by 2 research questions: 1) How do sport talk radio hosts discuss racism on the radio? 2) How do sport talk radio hosts discuss racial issues on the radio? This qualitative study used a semi-structured interview protocol to examine how 15 sport-talk radio hosts discuss racism and racial issues on the radio. Bonilla-Silva’s (2003) color-blind racism, which is a lens to examine how existing racial structures in our purported “post-racial” society are sustained, was the conceptual framework used. Participants were recruited through Instagram and Twitter and interviews were recorded over the phone.

3E Courtney Szto, Simon Fraser University
“Mahriaa Shot, Keeta Goal: Hockey Night Punjabi and the Significance of Ethnic Sports Media”

During the 2008 National Hockey League Stanley Cup Finals between the Detroit Redwings and the Pittsburgh Penguins, the Canadian Broadcasting Corporation tried a pilot project offering hockey commentary in a variety of minority languages including Cantonese, Mandarin, Italian, and Punjabi. The assumption was that it would be a one-off venture into multiculturalism, and for most of the languages, it was. However, nine seasons later, the Hockey Night in Canada Punjabi broadcast has become a powerful symbol of Canadian multiculturalism, and a perfect example of how cookie-cutter models of sports broadcasting, and other communications strategies, are not necessarily transferable. This presentation will provide a broad introduction to the growth of ethnic sports media in hockey and highlight three main themes that emerged from semi-structured interviews conducted with the Hockey Night in Canada Punjabi broadcast team: (1) What makes the Punjabi broadcast successful, (2) the linguistic contributions of the broadcast, and (3) the legacy that the broadcast may leave as a contributor to the game’s culture and history.

3E YunJung Kim, Seoul National University; Eunhye Yoo, Seoul National University & Sun-Yong Kwon, Seoul National University
“How Do Social Media Messages of Sport Stars Become a Public Issue of the Mass Media?”

Social Network Services (SNS) in Korea -- “Myspace, Twitter, Facebook etc.” -- have appeared as newly accessible platforms of communication that have created human interaction easier and portable. These services have grown to develop a great influence on athlete-fan relationships that have gradually settled to a personal level on social media platforms -- forming para-social relations and constructing illusions that star athletes and the public are in direct contact. In contrast to the fundamental functions of social media outlets where the public can be openly engaged in online communities and voluntarily be involved in interaction, controversies surrounding sport stars’ social media usage --“personal views posted on personal SNS accounts” -- have caused mainstream media coverage and public responses to push sport stars a step back from any form of social media context. Sport stars in Korea are depicted as public figures who are desired and displayed to meet public expectation. Therefore, if the presentation of a star athlete does not appeal to the public, dissatisfaction is exposed in the media reports and public reactions. This paper analyzes athletes’ posts on social media platforms that have been debatable issues on
mainstream media channels and examines the resulting trend of social media use among major Korean athletes.

Session 3F  
Women's Soccer in the United States I  
Organizer & Presider: Rachel Allison, Mississippi State University

3F Lauren M. Burch, Indiana University-Purdue University Columbus; Andrew C. Billings, University of Alabama & Matthew H. Zimmerman, Mississippi State University  
“Social Media Commentary During the 2014/2015 FIFA World Cups”

As a mega-sporting event, the FIFA World Cup can lead fans to engage in self-categorization in terms of in-groups and out-groups based on nationality by supporting participating squads of the same national affiliation. During such events, fans engage on social media as an expression of the group with which they identify, often espousing an “us vs. them” mentality in which “them” constitutes an amalgamation of all other non-home nations. This study examined Twitter conversation surrounding the 2014 FIFA World Cup and the 2015 FIFA Women’s World Cup, centering on how supporters of the United States’ respective national teams described the tournaments. Analysis consisted of classification of 33,529 tweets and comparison between the U.S. teams and their opponents as well as comparisons between descriptions of the U.S. Men’s and Women’s National Teams. Results revealed U.S. teams were more likely to be described in regard to attributions of success or failure, while opponents were more likely to receive personal or physical attributions. Conversely, no differences were found between the U.S. men and women in regard to attributions of success or failure, but revealed the women’s team was more likely to receive personal and physical attributions. Interpretations and implications of these findings are further explored.

3F Elizabeth Cavalier, Georgia Gwinnett College & Kristine Newhall, Bridgewater State University  
“Stick to Soccer:’ Fan Reaction and Inclusion Rhetoric on Social Media”

In the wake of the United States Supreme Court ruling legalizing gay marriage nationwide, social media reflected a range of support and dissent. U.S. Soccer posted a photo featuring an eagle and the phrase “One Nation, One Team” in rainbow font on their official social media accounts. This paper explores the reaction to those posts by social media users. We examined comments made about the post and, using elements of grounded theory, found five themes emerge: 1) resistance to the intertwining of politics and sport, and pushback to that resistance; 2) patriotism/nationalism; 3) the symbolic importance of out gay players, coaches, and fans; 4) general negative comments; and 5) general positive comments. We contextualize these themes in light of 1) the tension around the role of politics in sports, 2) US Soccer’s historical heterosexism and its manifestations, and 3) the changing landscape of women’s sports in regards to homosexuality.

3F Michael Cottingham, University of Houston  
“Women of Power Soccer: Managing Disability and Gender”

Power soccer is a sport in which teams of four compete against each other in an effort to drive a 13-inch soccer ball through goals using motorized wheelchairs. The athletes typically have upper and lower extremity impairment and the sport is played co-ed. Because chairs are motorized, traditional physiological gender differences in sport have been removed. Still, the sport is over 80% male. This study explored the experiences of female power soccer players in light of three distinct positions they hold: as athletes with disabilities in a predominantly non-disabled world; as athletes with more impactful physiological impairments within the disability sport community; and as women in a co-ed male-dominated sport. Results indicate experiences of ableism and minimally impactful but present sexism. Finally, participants note how they engage with social dynamics related to their disabilities and gender.
Girls’ youth soccer is increasingly taking the form of a pay to play “youth sports to college pipeline” that systematically excludes low-income, “minority,” and non-suburban families. The often overlooked driving force behind this commercialized and commodified pipeline is an increasingly corporatized system of higher education that, with Title IX as a catalyst, is redirecting significant resources toward women’s intercollegiate athletics which is contributing to the skyrocketing cost of college. Commercial interests within the pipeline attract young girls and their overeager parents by greatly exaggerating the likelihood of securing athletics-based college scholarships or admissions advantages at the pipeline’s exit. This article, part of a larger project examining pipelines in five different female sports, uses quantitative and qualitative data to highlight how the girls’ youth soccer to college pipeline has become little more than an affirmative action program for some relatively wealthy families to subsidize their daughters’ college education.

In the ten years of its existence, the social media site Twitter has become a “disruptive force in sport communication today” (Pegoraro, 2014, p. 133) by enabling consumers to also become producers. Twitter is an important virtual space for collective, fan-driven cultural constructions of athletes. However, one question that remains somewhat open is whether Twitter’s “disruptive” character extends to dominant ideologies of gender whereby women in sport become visible only to the extent that they signal heterosexuality, femininity, and/or nation. This analysis is located at the intersections of studies of social media, fandom, and cultural constructions of women in sport. It asks how a prominent, elite woman athlete, U.S. women’s soccer player Abby Wambach, is constructed “from below” via Twitter. It compares the meanings attached to Wambach by Twitter users upon two distinctly different events: Wambach’s retirement from professional soccer in 2016 and her arrest for a DUI several weeks later.

The identity of the Chinese Dragon Boat culture by the foreign contestants affects the quality of their experiences in the event. In a strange environment, sports facilities, services and culture will let contestants have their own understanding. Using exploratory factor analysis based on the perspective of cultural identity, this research takes the Suzhou River Dragon Boat Race in Shanghai as an example and analyzes the factors of identity and experience. It confirms that the sense of identity has a positive impact on the race experience, then analyzes the relationship between identity and experience factors. The identity factor is divided into material identity, institutional identity and value identity, and the experience factor is divided into functional experience, emotional experience and social experience. We found that Chinese Dragon Boat style, venues and facilities, and festive atmosphere have distinct visual and sensory feelings to foreign contestants. The value concept of the contestants to Dragon Boat culture has been accepted in different degrees, and the material identity of contestants in the event has an impact on both emotional experience and social experience, but it has no impact on the quality of functional experience. While the institutional identity has no obvious influence on the various types of quality of
experience, the value identity has a positive effect on the quality of functional experience and social experience but has no obvious influence on the emotional experience.

3G Judy Davidson, University of Alberta & Jay Scherer, University of Alberta
“Prairie Settlement, Hockey, and Recuperative Indigeneity: The case of Edmonton”

This paper will consider how the development and building of settler colonial sporting venues has contributed to the settlement of Edmonton, Alberta, Canada. The occasion for this dialogue is the building of a new arena and entertainment district in the downtown core of this mid-sized prairie city that yet again displaces and removes Indigenous peoples. The (attempted) historical and ongoing elimination and removal of the indigenous peoples of this place (primarily the Nehiyawak Plains Cree, the Stoney Nakota Sioux, and the Metis), mean that the pre-contact history of Amiskwacis, or Beaver Hills, arbitrarily named Edmonton by British fur traders, is yet again disregarded by celebratory stories of settler civilization and often those triumphant tales are centered around sport. The paper ends with an analysis of three particular events in post-Truth and Reconciliation Commission Canada that are complex imbrications of professional men’s hockey, fetishized aboriginality, and recuperative indigeneity.

3G Jordon Koch, University of Alberta
“Sport and Re(Cree)ation: The Making of the Hobbema Community Cadet Corps Program”

In 2005, the Royal Canadian Mounted Police helped launch an afterschool military-drill program among the four Cree Nations of Maskwacis (formerly Hobbema), Alberta. The program, known as the Hobbema Community Cadet Corps Program (HCCCP), was widely celebrated by politicians, segments of the community, and the mainstream media as an effective tool for gang prevention for ‘at risk’ Aboriginal youth. However, a closer examination reveals a far more complex set of negotiations and power relations at the local level. This presentation draws from a series of in-depth interviews with Maskwacis residents (e.g., parents, youths, and other community members) to critically examine the stories behind the making of the HCCCP. Guided by Pierre Bourdieu’s relational sociology, the presentation argues that, beyond a ‘correctional’ sport-for-development program, the HCCCP also provided Maskwacis residents with an important site, and discourse, through which to conceive, negotiate, and, at times, contest their ideas about Maskwacis as a community, and about what it means (and doesn’t mean) to be Cree in the new millennium. The study, thus, extends upon a body of Aboriginal sport studies literature that has been generally slow to integrate the diverse voices, experiences, and complex power relations that have shaped the cultural production of Aboriginal sport in distinct communities across Canada.

3G Jafra D. Thomas, Oregon State University & Bradley J. Cardinal, Oregon State University
“Readability of Community-Based Print and Web Resources on Physical Activity”

Readability is an expression of how easily a written text can be read and understood. Derived from syntax and vocabulary, it can be conveyed as an educational grade level. Many organizations, including federal health agencies, provide freely available educational materials to community-based organizations for redistribution to their constituents or to individuals directly. Assuring such materials are understandable to their intended audiences is paramount to eliciting a desirable effect. Unfortunately, levels of educational materials on physical activity are often too high to be fully understood by the average U.S. adult (Cardinal & Sachs, 1992; Gorczynski et al., 2013). Over the years the U.S. government has made efforts to promote more readable federal resources, such as the passage of the 2010 Plain Writing Act by Congress. Other organizations have too. However, information on how well federal/non-federal health agencies are meeting readability recommendations specific to physical activity materials is limited. We documented the reading grade level of freely available Internet content specific to physical activity promotion from federal and non-federal health organizations using descriptive and parametric statistics, observing several gaps. The ramifications of our results for developers and distributors of these materials are discussed, particularly in terms of a publicly engaged sociology of physical activity.
Initial reaction to the allegations of systemic cover-up of sexual assault incidents at Baylor University varied with many fans condemning the school for their actions and others wanting to bring back the fired coach. Florida State fans, in a similar incident, rallied around their accused quarterback. Does the difference between a negative or positive response to crisis speak to the nature of the allegations or to a larger connection between the university, their fans, and the development of a collective identity through sport? This paper examines the impact of collective identity on community and fan response to negative publicity associated with specific teams or a university’s athletic department. Studies show that sport can provide a social identity that leads to strong psychological connections to the team, which may impact behavior as well (Heere et al., 2011). In response to this collective identity, individuals will highlight the positive identity of a group and may disassociate with groups portrayed negatively (Jones, 2015). Some individuals, conversely, will focus only on the positive aspects and deny any negative accusations against the university, despite corroborating evidence. Through case study examples, the depth of collective identity at individual institutions can predict fan response to negative publicity.

The study seeks to explore the social construction of sport and physical activity among members of Get Fit Muslimah TT by focusing on how members of this group view, interpret and make sense of sport and physical activity as part of their way of life. The study adopts a qualitative methodology utilizing semi-structured interviews. Participants will be asked about their current engagement in sport and physical activity, the definitions they have for these terms, the role of Islam in its construction, and other factors which are deemed critical to their conceptualization of and engagement in sport and physical activity. Interviews will be conducted at locations which are convenient to the participants, after which they will be transcribed and thematic analysis will be conducted. In addition to a critical insight into the experiences of Muslim women in constructing sport and physical activity, the element of a ‘safe space’, which is vital to Muslim women’s identity, will also be explored in its linkage to sport and physical activity.

There is growing scholarly interest in Muslim women’s experiences, conditions and negotiations in sports. This is partly due to the overt tensions between (Western) sports and some Islamic doctrines and traditions, such as eating (fasting during Ramadan) and clothing (i.e., wearing the hijab for women) practices (Benn, 2011). Exploring the impact of Islamic doctrines and Muslimhood on women’s lives and status (be it in sports or within the broader culture) necessarily invokes the question of Islam’s relationship with feminism. The rights and freedoms of female athletes (and indeed all women wishing to participate in sport and physical activity) in Islamic countries, as well as the approach taken to improve and maximize these rights and freedoms are, on philosophical as well as tactical grounds, contingent on the relationship between Islam and feminism. Therefore, the examination of this relationship must be recognized as an important concern to sport sociologists. In this paper, I will examine the concept of Islamic feminism and its potential for liberating women in Islamic countries. I will explore the possibilities it
offers to empower women in sport in Muslim countries, its effectiveness at accomplishing this, and the limits it poses for broader feminist endeavors in Muslim countries.

3H Moonkyue Shin, Seoul National University

“(Re)birth of a Football Player: Football Match as a Ritual and Pursuit of the Sacred”

This paper analyzes a football match as a ritual. This perspective does not concern a football match as a ritual that has religious functions in a certain context, but rather sees it as a ritual itself which is set to get ‘the sacred: ‘team as a community’ and ‘identity as a player.’ In the context of the lowest league of South Korean football, players who belong to this league experience social death and survival. It means that they are in a crisis of identity. Collecting data from fieldwork in this league, I analyzed the way that their identity as a player is constructed by a match or ritual. Their daily life is tightly knitted to prepare this ritual and, without it, their practices to be a ‘good player’ are nothing. As if a ritual consists of elements like a priest, believers, a chapel, ceremony and rules, a match has corresponding elements as well: referees, spectators, players, a stadium, laws, and ceremony. Especially as a performer, players are not only the sacrifice but also the sacred which is pursued through a ritual. Therefore, ‘the sacred’ as a player’s identity is a purpose and an outcome of a ritual which has to be constantly made through a repeated match.

3H Stanley Thangaraj, City College of New York

“Race, Islamophobia, and Sporting Cultures: The Case of Immigrant and Refugee Southern U.S.”

As sport has often been problematically legitimated as a site structured only through meritocracy, the lives of the athletes and their experiences of marginalization, exclusion, and violence are glossed over. This talk derives from my book, Desi Hoop Dreams (New York University Press, 2015), and new ethnographic research on refugee (specifically Somalis and Kurds) communities in Nashville, Tennessee. Through the venue of basketball and soccer, I decipher the parameters of citizenship and racialized politics of exclusion. While these young men of various religious backgrounds are interpellated as “terrorists,” their lives on the sporting courts demonstrate their challenge to that stereotype, a challenge that claims citizenship and global belonging. For the South Asian American men, their commitment to basketball is part of their performance of American masculinity. Kurdish and Somali Americans have recently migrated communities whose performance of cultural citizenship involves sports like soccer that can give them a global language of belonging while also investing in basketball and American-ness. In a political climate of Islamophobia where their Muslim-ness is read as un-American, playing a variety of these sports are part of the process of performing citizenship.

3I I.S. Keino Miller, Indiana University Bloomington & Jessica David, Indiana University Bloomington

“Intergenerational Trauma and the Reclamation of the African Spirit through Sport”

In this paper, we argue that athletics and athletic competition can not only serve as a conduit to physiological health and well-being, but also forge identities of resistance and resilience for Black Americans. Furthermore, we assert that if athletics is infused with cultural traditions that affirmed Black Identity, coaches and parents may encounter increased levels of cultural awareness, collective identity and self-efficacy; all of which are critical elements to induce healing and consciousness. Since the late 1800’s, “Black Athletic Identity” and expression has been critical to providing a counter narrative to the myth of White supremacy over African bodies and minds. Each successful attempt to prove this belief false has been heralded as a victory for oppressed people around the globe. This paper emphasizes the
emergence and utility of athletic participation as a protective factor aimed at redressing the effects of Post-Traumatic Slave Syndrome.

3I Chishamiso Rowley, Ashford University
“Game Changers: The Contemporary Social Construction of the Black Athlete”

In 2015, 30 African-American members of the University of Missouri football team joined with student activists to pursue removal of Tim Wolfe, president of the University of Missouri. This action was taken in response to racism that was said to exist at the University and subsequently led to the presidents’ resignation. Other Black athletes have taken similar actions in in the past 2 years, pushing back against narratives of good behavior and exceptionalism that arguably enshrine them. This presentation will examine the contemporary social construction of the Black athlete; presenting the findings of an exploratory, content analysis of news reports and social media posts related to activism on the part of Black athletes that occurred during 2014-2015. It will offer suggestions for future areas of study informed by a paradigm of scholar activism that is specifically intended to respond to the social justice concerns of communities of color.

3I Andrew Surya, Queen’s University
“The 2015 University of Missouri Protests: Intersections of Race, Sport, and Politics”

This paper analyzes the protest by the University of Missouri’s football team that occurred in response to racism on its campus. Black students had been the targets of numerous racist incidents and, in response to the university administration’s lack of an adequate response, had been calling for President Timothy M. Wolfe to resign. After several weeks of protest, the football team joined the effort, vowing not to play until Wolfe left office. The events of the boycott are examined through a social movement theory lens, highlighting the unique intersection of race, sport, and politics in an event that was able to challenge racial hegemony. I situate the protest within the larger context of the Black Lives Matter movement and assess what scholars of sport can learn from this particular mobilization of sport in the name of social change.

3I Rhema Fuller, University of Memphis & Kwame Agyemang, Louisiana State University
“Activism and the Division III Black Male Athlete”

After a period of silence (Agyemang, 2012), recent years have seen an increase in Black athletes addressing social issues (e.g., University of Missouri football players). However, the majority of scholarly inquiry and media coverage on Black athlete activism tends to focus on high-profile Olympic, professional, and college athletes (e.g., Schmittel & Sanderson, 2015). As a result, the role of activism in less-visible Black athletes (e.g., NCAA Division II and III athletes) remains under-examined. Therefore, the purpose of the current study was to examine activism in a less-visible Black athlete population. Interviews were conducted with 10 Division III Black male athletes to begin to understand their perceptions, intentions, and actions related to activism. The results revealed that participants viewed their social involvement as community service more so than activism. Furthermore, participants believed that their coaches would not be supportive of activism if it negatively affected the perception of the athletic program. Finally, participants questioned whether they possessed the social capital to bring about meaningful social change. This session will raise important issues with respect to activism including the difference, if any, between community service and activism and the role of social capital when attempting to produce meaningful change as an activist.

3I Joseph N. Cooper, University of Connecticut & Charlie Macaulay, University of Connecticut
“From Muhammad Ali to Mizzou: Lessons Learned and Future Directions for Black Athlete Activism”

The life and legacy of Muhammad Ali reflects the immeasurable impact of Black athlete activism. In the spirit of athlete activism, the football players at the University of Missouri leveraged their power and platform as high profile athletes at a Division I institution in the United States (U.S.) to generate
institutional change at their university. Historically, Black athletes have played a pivotal role in stimulating social justice and racial uplift in society. The plight of Black athletes in sporting spaces has often reflected the conditions of Blacks in the broader society whereby their bodies and labor have been exploited within the web of inequitable arrangements that privilege elite Whites. Given the heightened visibility of sports in society, Black athletes have a unique platform whereby they can leverage powerful influences that attract widespread media attention. Sociohistorical events including parallels between Black athlete activism and broader social movements such as the Civil Rights Movement of the 1960s and the Black Lives Matter (BLM) movement of the 21st century will be discussed. Using critical race theory and strategic responsiveness to interest convergence (SRIC) as analytical tools, this presentation will highlight key elements associated with effective Black athlete activism efforts: 1) clear vision and core purpose, 2) organization and strategic decision making, 3) bold leadership and courage, 4) connection with racial and sociopolitical empowerment groups, and 5) economic leverage. Historical instances of Black athlete activism will be highlighted as well as future directions for Black athlete activism will be discussed.
Friday, Nov. 4  
NASSS 2016  
8 – 9:30 am  
Friday Sessions  
Session 4  
8:00 a.m. – 9:30 a.m.

Session 4A  
Methods for Exploring Physical Education and Physical Activity  
Organizers: Program Committee  
Presider: Louis Harrison, University of Texas at Austin

**4A Ho Jin Chung**, Nanyang Technological University & **Chanmin Park**, Nanyang Technical University  
*“How do Singapore Schools Incorporate Core Values from Character and Citizenship Education into Physical Education Classes within Primary Schools?”*

What challenges do we face in school fields today? Recently, one of the key challenges has been associated with how schools educate students to be well-equipped with the competencies required in the rapidly changing 21st century global society (Chung, 2016). In Singapore, Character and Citizenship Education (CCE) is driven as a national agenda. The CCE educates students to grow as well-rounded and mature citizens so students learn to be responsible for family and community and to play their roles in shaping the future of Singapore (MOE, 2014). Schools are involved in inculcating various values among students at a school level and not just a class level. How then can Singapore schools incorporate core values from the CCE into Physical Education (PE) classes within primary schools? This study explores the latest content in the syllabus of the CCE and reveals how its core values are developed through PE classes within primary schools. It is expected that the findings of this study contribute to understanding the importance of a PE subject in building character of Singaporean students.

**4A Shaun Edmonds**, University of Maryland, College Park  
*“Have You Met Fran? On Becoming a Member of a Crossfit Box”*

In recent years, the subculture of Crossfit has become an increasingly popular, yet contentious, mode of physical activity within the United States fitness industry. Belger (2012) argues that Crossfit offers significant psycho-social benefits to participants whereas Heywood (2015) cautions that those benefits are tempered through Crossfit’s reification of neoliberal ideologies pertaining to issues of the body and personal health. As part of a larger study on the Crossfit subculture, this auto-ethnographic work explores the experiential physical and social process through which I became acculturated into a Crossfit “box”; a gym specifically designed with Crossfit’s unorthodox training protocols in mind. Utilizing Atkinson’s (2008) concept of “pain communities” I will explore the way in which the body becomes a central space for initiation into the practices, values, and identities of the Crossfit subculture and reflect on how my own narrative shapes the identity making process.

**4A Jessica Leitner**, University of Texas at Austin & **Louis Harrison**, University of Texas at Austin  
*“Dance in Physical Education: Gender Roles and Culture”*

The most popular form of physical activity taught in physical education programs are team sports, such as basketball, baseball, and soccer, which teach skills, strategies, and motor skills but often times do not engage all students equally in physical activity. This presentation aims to examine why many non-western countries incorporate dance into their physical education program while many western cultures do not. It will also explore how experiences with dance differ by gender. In many cultures, dance is regarded as a suitable and desired activity for males but in western culture it has been appropriated as a female sport. Despite the popularity of “Dancing with the Stars,” dance is often socially constructed to the desired attributes of females and when males participate they put themselves in danger of being perceived as effeminate. We utilize a feminist framework to provide a lens to examine the marginalization of dance in American and other western physical education programs and the patriarchy it stimulates.
since dance is often seen as feminine. We address the following questions: Does the popularity of sports, and unpopularity of dance, in physical education limit the access of physical activity in western culture students? How do these ideologies express themselves in other countries?

**4A Jaime DeLuca, Towson University & Jacob Bustad, Towson University**

“The Sociology of Physical Activity & the Mixed-Method, Interdisciplinary Imperative”

The authors of this presentation are sociologists of sport working within a Kinesiology department in a health-focused college at a large state University and are trained to critically analyze the operations of power in society and identify inequality within sport-related activities and institutions. As qualitative social science researchers, we are not in a field in which readily applying for or receiving grants and other external funding is realistic; however, we also operate as academicians at a time when funding is crucially important and tenure decisions are based on “the publish or perish regime” (Wagner, 2016, p. 85). Andrews (2008), articulating confusion as to how to reconcile these opposing realities, asserts that Kinesiology is “facing a crisis” as a discipline (p. 47). Thus we find ourselves at an intellectual and scholarly crossroads, intent on developing and executing important projects that will make a tangible impact on the discipline of Kinesiology. Following Gill (2007), we argue for a “truly integrative interdisciplinary research [agenda] to address relevant issues in kinesiology and physical activity” (p. 278). Accordingly, this presentation will detail a collaborative, mixed-method, interdisciplinary research effort aimed at understanding the multi-faceted issue of post-partum physical activity and body image. This project is theoretically informed, methodologically rigorous, and empirically driven, and investigates a complex women’s health issue, while at the same time crosses disciplinary boundaries and provides a model for an integrated kinesiology-based approach to public health, wellness, and social issues.

**Session 4B**

**Claiming, Increasing, and Measuring Modes of Identity Formation in Sport**

**Organizer:** Program Committee

**Presider:** Robert J. Lake, Douglas College

**4B Sunčica Bartoluci, University of Zagreb & Mojca Doupona-Topič, University of Ljubljana**

“He is Ours: Reinterpreting of National Identity in Post-Socialist Context”

Sociologists have long studied the complex issues related to national identity and nationalism. These issues became increased of significance during the last quarter of 20th century, especially in connection with the collapse of socialist regimes in Europe. Sociologists of sport have observed that sport is a particular reflection of society; following that observation, we are studying the connection between national identity and sport in Slovenian and Croatian society. The goal of this paper is to describe and analyze the case of biathlete Jakov Fak within a process of building and shaping national identity in post-socialist societies. Jakov Fak is a Croatian-born Slovenian biathlete. As a member of the Croatian biathlon team, Fak won a bronze medal at the World Championship in 2009 and another bronze at the 2010 Winter Olympics. In 2010, Fak announced that he would move to the Slovenian biathlon team and has represented Slovenia since the beginning of the 2010/2011 season. In this paper we deal with media representations of this case. We use multiple qualitative methods, including semi-structured interviews with high-performance athletes, as well as content analysis and discourse analysis of media coverage and documents.

**4B Brendan O’Hallarn, Old Dominion University & Stephen L. Shapiro, Old Dominion University**

“An Instrument to Measure Social Capital Through Twitter Hashtag Interactions”

There is an identified need in sport scholarship to better explore sociological phenomena occurring on social media. Social capital, which assesses the intangible resources of community, shared values and trust, has been deployed in social media research to gauge the durable benefit for participants and
society from the online interactions. However, there is no known scale to measure the generation of social capital from interactions through hashtags on Twitter. This study involved developing a social capital scale for Twitter, with items modified from previous scales created for Facebook. Three dimensions were identified and through factor analysis and further testing indicated evidence of reliability and validity. Then a confirmatory factor analysis was conducted on a dataset of tweets reflecting different types of hashtags - one connected to a calendar event, and two different “organic” hashtags that emerged in connection to issues in sport. The resulting scale suggests a way to quantify the social engagement benefit drawn from interaction through Twitter hashtags, and compare engagement levels between different hashtag types. It can also speak to the “Publicly Engaged” theme of NASSS, by providing deeper understanding of motivations and outcomes of sport and social media engagement. This scale could also be used in non-sport settings, as it is believed to be the first instrument developed to measure levels of social capital through Twitter hashtag use, in any field.

4B Robert J. Lake, Douglas College
“Tim Henman, Wimbledon Tennis and the Rise and Fall of a British Middle-Class Hero”

Tim Henman OBE (1974-) was a former professional tennis player. Born into a thoroughly well-off, middle-class tennis-playing family, Henman’s rise to British number-one and a world top-ten player in the late-1990s reflected an important socio-political juncture in British history: the rise of Tony Blair’s New Labour (from 1997), ongoing devolution for Scotland (Scottish Devolution Referendum, 1997; Scotland Act, 1998) and Wales (Wales Referendum, 1997; Government of Wales Act, 1998), and a cultural re-evaluation of English and British identity. Constructed by the British media throughout his career as quintessentially English, through his appearance, demeanour, ostensible personality and even playing style, Henman was presented as a likeable and relatable, boy-next-door, southern-English, middle-class up-and-coming hero. Toward the end of his career, however, as Henman had apparently failed to live up to the expectations of winning Wimbledon – and being the first British male since Fred Perry in 1936 to do so – dominant media narratives shifted to depict Henman as a (again, quintessentially English) plucky but sad loser. This presentation will analyse newspaper reports about Henman in leading British broadsheets throughout his career, to gauge how his constructed identity shifted in relation to his on-court successes/failures, and in the broader context of developments in English national identity.

4B Drew Brown, University of Houston
“Blathlete: Black-Identity Development among Black Male Student-Athletes”

In this presentation, I examine the development process of Black male student-athletes’ “Black identity” using William Cross’ theory, “Nigrescence.” Black identity is defined as 1) socio-political consciousness, 2) cultural awareness, and 3) racial connectedness. One of the major aspects of this presentation is the use of Michael Tillotson’s theory of “Agency Reduction Formation” to show how race-neutral “sports culture” discouraged Black student-athletes from developing a racial consciousness or engaging in political resistance, which often leave them apathetic to racial injustice. I argue that sports culture functions in a way that encourages Black male athletes to relinquish their “Black identity” in exchange for an “athletic identity,” reducing their Black identity development (BID). Lastly, through the works of Kevin Coakley and Daudi Azibo, I examine the various stages of Nigrescence and find it to be inadequate in addressing the under-development of Black male-athletes’ African cultural identity. Overall, this examination shows the systemic racism that pervades the sports world and diminishes Black identity development.
Applications such as Strava, mapmyrun, and Garmin Connect have been gaining in popularity over the past several years. They allow for a level of surveillance of physical activity which was never before possible. Applications can track where we ran, stride length, distance, pace, and maximum speed. Gear tracking reports how many miles we have run in our shoes and when to buy new ones. Users can sign up for “challenges” and set climbing and mileage goals for the month. Users of Strava will see head-to-head comparison analysis when looking at a “friend’s” profile, as well as full accounting of their friends’ activities and statistics. The sociological implications of these applications have thus far received limited attention despite their widespread use within running and cycling communities. Foucault’s frameworks of disciplining the body have clear applications here as our efforts are observable to all and we self-discipline our activities. While surveillance may be viewed as problematic, there is also potential pleasure and utility in this tracking. These applications can help individuals set goals and motivate them to continue in their exercise participation. This paper will explore and discuss the implications of fitness trackers using a Foucauldian framework.

Ultrarunning is a sport of extreme long-distance running. Ultramarathons are in excess of 42.2km and are often 100 miles or more. The extreme nature of the sport is mirrored in the extreme alterations to self that are the result of training and in the impact to one’s body with the greatest impact, often, to one’s feet. Ultrarunning has been one of the fastest growing sports, worldwide, since the late 2000s. However, many indigenous cultures have practiced what could be considered ultrarunning since time immemorial. Nearly all ultrarunners encase their feet in running shoes as is the norm in contemporary long-distance running. Indigenous cultures have never relied on such footwear. Rather, most indigenous runners wear some form of sandal. One group, the Rarámuri of northern Mexico, wear open-toed sandals called huaraches constructed from a rubber tyre sole and leather thong. The Rarámuri gained worldwide attention and infamy through the best-selling book Born To Run (McDougall, 2009). An American company, Luna Sandals (named after Rarámuri runner Manuel Luna), started designing and selling huaraches following the book’s publication. Many ultrarunners from the US and Canada have purchased and use Luna huaraches. This paper will explore the diffusion of indigenous practices into broader society with focus on the interaction with and impact on Rarámuri traditional ways that have resulted from ultrarunners who have visited their home, the Copper Canyons, for an annual ultramarathon in Urique, Chihuahua. The paper will discuss merits and limitations of sharing indigenous practices and relationships that have formed through ultrarunning, generally, and feet, in particular.

This news, broken to me as a 10-year-old at an audition for the Canadian National School of Ballet, was devastating, but also highlighted a previously unrealized importance of feet: of their aesthetics, function and capacity to affect. Drawing upon multiple conversations and shared movement experiences with an
experienced rock climber who coaches new climbers, a Pilates instructor, and my own experiences as a ballet dancer with ‘flat feet’, this paper examines the matter of feet. Specifically, these conversations yield insights into the multiple knowledges that construct understandings of feet in specific movement contexts, their socio-political implications, as well as the materiality and energetic forces of active, dancing, climbing feet. Feet as aesthetic objects and signifiers, commodified feet, feet as initiators of experimental movement, and feet that prompt connections with other matter and forces provide starting points for further analysis and inquiry, in sporting circles and beyond.

4C Pirkko Markula, University of Alberta

“Writing the Feet into Socio-Cultural Analysis of Physical Activity”

There have been several calls to consider embodied experiences and/or the material body as a central aspect of how we know about physical activity as a social and cultural phenomenon in contemporary society. While it is important to expand the social constructionist interpretations, there are few examples of studies that assemble the moving body as biological, psychological, social, cultural, and technological entity. In this talk, I experiment how the force of the body, specifically our feet, can enrich the ways we know about the world.

Session 4D

Divergent Racial Identities and Performatve Politics in Sport

Organizers: Program Committee

Presider: Ellen Staurowsky, Drexel University

4D Tarale Murry, Texas A&M University & John Singer, Texas A&M University

“I Don’t Have To, But I Want To: How Society Cultivates A Desire for Black Boys to Play Basketball”

Previous research has focused on the racial and athletic identity of Black males in U.S. society (Bimper & Harrison, 2011; Harrison, Harrison, & Moore, 2002; Harrison, Sailes, Rotich, & Bimper, 2011). According to Harrison, et al. (2002), Black youth often rely on “perceived positive stereotypes” of Blacks marketed throughout society and “anchor their racial identity” to the narrow channel of athletics and entertainment. Harrison, Lee, and Belcher (1999) found that Black youth were more inclined to see themselves as basketball players, and subsequent research has supported this notion of “hoop dreams” among young Black males (May, 2008; Singer & May, 2011). Some of our previous quantitative research focused on the relationships between basketball, hip hop, Christianity, and racial identity among Black male adolescents, and revealed the more these young boys desired to fit in with and succeed in society, the more they perceived that society viewed them as athletes. The purpose of this presentation is to extend this work by reporting the results of our follow-up qualitative study. Preliminary findings from our interviews with a small sample of these Black boys reveal that despite an awareness of various avenues to success as Black males they maintained professional sport aspirations. This presentation will discuss the implications for future research and practice going forward.

4D Doo Jae Park, Eastern Illinois University & Kristin E. Brown, Eastern Illinois University

“Exploring the Racialized Athletic Identity Perception of Korean Ice Hockey Players”

The purpose of this study is to understand the racialized athletic identity perception of Korean ice hockey players specifically members of the men’s national team. Their athletic identity has been re-constructed since six White players from Canada and the US obtained dual-nationality of Korea and Canada/US. This study also explores the negotiation process of racialized athletic identity that has occurred with players of Korean descent after the Korean Ice Hockey Association (KIHA) recruited and naturalized the White players. We utilized Bonilla-Silva’s (1997) structural theory of racism to undergird this study. The study involved interviewing six national team members of Korean descent on their racialized athletic identity perception, their perception of the ‘Whiteness’ of the sport of ice hockey in relation to the six naturalized White players, and changes of their identity perception after White players’ inclusion on the team.
Preliminary findings revealed that their racial identities influenced their athletic identities, especially their self-perception of athletic performance in comparison to the White players. Moreover, the KIHA has systematically constructed racialized organizational culture, representing only the White players in the media. Implications and future research directions will be discussed.

4D Robert Washington, Bryn Mawr College

This paper argues that these three great 20th century black athletes transcended sport as they represented three distinct models of black American identity that resonated with different social-historical developments in American race relations. Extending from the Jim Crow Era of racial segregation to the post-Jim Crow Era of racial protest and reform, their performances of black identity projected very different messages about black life in American society and the social responsibilities of black athletes. This paper is based on an analytical typology that delineates and explains the changing patterns of existential black identity within black America manifested in the radically divergent identities performed by these three great athletes.

4D Ellen Staurowsky, Drexel University
“Exploring the Racial Politics of the Washington Post R-word Poll”

The defense of the racial pejorative, “redsk*ns”, as the signature identifier for the professional football franchise located in Washington, D.C., has taken many forms over the years. One of the most publicized has been the use of what is perceived to be “scientific” evidence obtained through opinion surveys to prove that the term is not objectionable and does not harm American Indian respondents specifically, and other members of U.S. society more generally. Despite American Indian leaders and scholars (American Indian and non-American Indian) pointing out the flaws in these surveys (lack of clarity regarding racial identities of respondents, basic design problems with survey questions, irregularities in information as reported), the Washington Post (WP) commissioned a political polling firm to conduct a survey in 2015 which resurrected as its anchor question one used in the 2004 Annenberg Election Survey identified by scholars as violating basic research design. As a site for exploring how science, media, and racial politics converge, the Post’s decision to fund such an effort in light of these objections is worthy of scrutiny. In this presentation, the connections between the Annenberg and WP surveys, timing of the reported results, and impact on the national dialogue will be discussed.

4D Shlomo Weinish, University of Haifa
“From Facilitators to Leaders – The Next Stage of Latino Baseball Players”

In the last years Latino baseball players became a “hot commodity” in MLB. More than that, many baseball franchises opened baseball academies in Central America (mainly in the Dominican Republic). This phenomenon is parallel to the phenomenon of hegemony change in the MLB of white and Latino players and the misrepresentation of black players. This paper evaluates the impact of these two phenomena on MLB teams and players, fans and American society and eventually the place of Latino players in a team’s hierarchy through the story of Salvador Perez, a Kansas City catcher who won the last World Series MVP. In conclusion, this paper tries to identify the next stage of progress in the phenomenon - the evolution of Latino ballplayers from team facilitators because of their athletic skills to team leaders based on their personality traits and leadership skills, that eventually will have a great impact on them becoming MLB managers.
In 2010 Brazil elected its first woman President, Dilma Rousseff. Successor to former President Luiz Inacio Lula da Silva (popularly referred to as Lula) and leader of the Partido dos Trabalhadores [the Workers’ Party], or PT, she inherited the legacies of the Lula administration. This included the 2014 FIFA World Cup and the 2016 Olympic Games. The Cup and the Games, as integral elements of Lula’s political agenda and legacy (Gaffney, 2010; Canales, 2011; Clift & Andrews, 2012), at least partially contributed to the shaping of President Rousseff’s political agenda. Within this paper, I offer a reading of Rio 2016 contextualized within the political agenda and legacy of Lula, subsequently President Rousseff, and the respective changes in Brazil during the tenure of one to the other.

On May 15, 2013, the famous Brazilian ex-futebol (football) player, Romário de Souza Faria declared on national television that: “O Brasil abriu as pernas para a FIFA [Brazil has opened its legs to FIFA]” (https://youtu.be/E-o54JOaenk). With federal and municipal law rewritten to privatize profit and socialize debt, the Amazon Rainforest (the lungs of Latin America) ransacked for a now vacant 40,000-seat stadium and 20,000 families with notice of eviction, his comment is hard to refute. Brazil indeed opened for business with the new president/CEO named FIFA/the IOC. With little trepidation evident in his remark, the “opening” of the nation to two international sport conglomerates (and the violence both soon occasioned) was recognized as consensual, deliberate, even sophisticated. These were the entrepreneurial strategies of urban elites driven by visions of grandiose accumulation and capitalist expansion. In the collection of ethnographic data, I remained attentive to similarities shared between women, chastised for their (sexual) entrepreneurialism, and the entrepreneurial men that now work for FIFA/the IOC. In this paper I share a snapshot-analysis of relevant data to demonstrate the unintended impacts of event-led development on local entrepreneurialism and transnational economies of desire.

Rio 2016 is an event that draws the attention of Brazilians and brings several concerns. There are several issues associated with this event because of security issues, infrastructure, transport, pollution and other social problems that seems to have no solution, especially in the short term. The aim of this study is to analyze how the largest circulation newspaper in Brazil (Folha de Sao Paulo) presents the event and other issues associated with it, from planning, political, economic and sports performance. All the publications related to Olympic games were analyzed since January 2016. The sport performance does not appear as the main concern of this newspaper on the issues analyzed and the legacy of the event seems to be a mixture of positive and negative aspects but with a very high social cost.

Vila Autódromo was, when Rio de Janeiro was selected to host the 2016 Olympic Games, a favela community of around 600 families. Over the course of the preparations for the Games, the favela was decimated with evictions due to its location adjacent to the main Barra da Tijuca Olympic Park. Residents
resisted these removals and were supported in their struggle by various activists, collectives and NGOs based in Rio and further afield. Through their campaign, residents secured a negotiated settlement with City Hall allowing a small number of residents to stay in newly built housing. This paper analyses the role of these supporters in the community’s fight for permanence. This is drawn from twelve months of ethnography conducted in Rio de Janeiro in the year leading up to the Games. The particular focus is on RioOnWatch, a media project of the NGO Catalytic Communities, and The Popular Committee for the World Cup and Olympics, but also draws in other groups such as the Humanicidade collective and Amnesty International. These organisations and activists are involved in an ongoing discursive battle to secure the “right to the city” for the people who live there, as opposed to international tourists and businesses.

Session 4F
“Sings of freedom”: Discussing the Significance of Women of Color in Sport I
Organizer & Presider: Akilah R. Francique, Prairie View A&M University

4F Jasmine Hamilton, Prairie View A&M University
“Black Girls Do Run: Perceived Identity Association of Female Runners”

Two African American women created a running group in order to combat the obesity epidemic within the African American community. The duo sought to provide encouragement, resources, and access to make healthy living a priority. Since the inception of the organization, local running groups have become more prominent. The purpose of this investigation is to explore the perceptions of racial identity, gender-role identity, and exercise identity of African American females who are regularly active. Additionally, it seeks to understand the possible influence of the desired social association of group membership has on racial, gender, and exercise identity. The findings indicated a disconnect with physical activity, the presence of cultural barriers (i.e. food, hair maintenance, ideal body image), and the implications of educational, practical, and social components of the running group.

4F Brandon Crooms, University of Texas-Austin; Sam Twito, University of Texas-Austin; Latrice Sales, University of Texas-Austin & Ajanai Channel Inez Newton-Anderson, University of Texas-Austin
“The Fallen Athlete: Future of Black Female Participation in Sports”

Youth sports and physical activity (PA) participation declined while youth obesity is increasing in the U.S. Access to PA as a means to combat childhood obesity may be even more limited for communities most at risk. African American girls experience greater decreases in PA in high school and a higher attrition rate in sport, leading to a questionable future for the next generation of African American female athletes (Perkins, 2014; Withycombe 2011). With little athletic support services compared with male sports in high school and college, female athletes face systematic bias leading to attrition (Bruening, 2005). Finally, while sports media emphasized the success of professional African American female athletes such as Serena Williams, Gabby Douglas, Sanya Richards-Ross, it also objectifies and minimizes their performance relative to their male counterparts (Bruening, 2005). This presentation examines current literature on the impact of athletic support services on continuation in sport (i.e. athletic training, nutrition, strength and conditioning, and academics), participation among Black adolescent females in school sports, and how media portrayals model a mechanism by which black females leave sport. We will make recommendations for high school and collegiate athletic programs that manage allocation of support services that supports Black female athletes.
 Scholarly research indicates that Canadian Black students often use sports, such as basketball, to negotiate inequitable schooling environments and define athletic success as obtaining U.S. athletic scholarships. These discourses tend to be highly dominated by the experiences of Black males, who receive more social and economic supports and opportunities at all levels, which boosts athletic performance, but often at the cost of eventual poor social, economic and educational outcomes. Obscured from the narrative are the specific and gendered experiences of Black Canadian female student-athletes also engaging with sport in these ways, but with significantly less social and economic supports and opportunities than their male counterparts. How do they navigate their athletic and academic goals? How do race, class and gender shape their social, educational and athletic experiences? Are they successful or unsuccessful in their objectives and in which ways? With these questions in mind, my research aims to theorize how Black Canadian female athletes operate within the racialized, gendered and classed context of competitive sport. I will also examine the specific ways in which Black female athletes navigate the contested space of competitive basketball, giving voice to its impact on their social, athletic and educational outcomes and experiences. My research contributes to a body of knowledge that currently neglects the specific experiences of Black Canadian female athletes by elucidating the ways in which the axis of gender, intersecting with class and race, creates distinct social athletic and educational experiences and opportunities from those that currently dominate the Black male-centered discourse.

4F Cat Ariail, University of Miami
“Willye White’s ‘Flight to Freedom’”

In 1993 Willye White, a long jumper and sprinter who participated in five Olympic Games from 1956 to 1972, told “Runner’s World” magazine, “Athletics was my flight to freedom: freedom for prejudice, freedom from illiteracy, freedom from bias. It was my acceptance in the world” (Litsky, 2007). Because of the historically marginal position of black female athletes, White’s discovery of freedom through sport proves curious and warrants analysis. A historical examination of White’s experiences, such as winning the silver medal at the 1956 Olympic Games, leaving the Tennessee State University track team, and competing in elite sport for two decades, indicate that she used her athletic body to “sing” her “freedom.” In the context of the historical violation of black female bodies, her ability to find freedom by athletically asserting her body is significant. For instance, White’s silver-winning jump displayed a degree of bodily control and autonomy that challenged those who wished to confine black bodies and contested dominant conceptions of elite athleticism. White’s experiences thus exemplify how black female athletes physically script alternative narratives of blackness and femaleness that not only counter the racist and sexist presumptions of sport and society but also express a self-determined claim to freedom.

4F Tomika Ferguson, James Madison University
“How Black Female Student-Athletes Contend with Race, Gender, and Stereotypes”

The responsibility of negative images of Black women within society cannot be assigned to a particular entity, be it the media, education or sport. Rather, the complex and often contradictory images of Black female athletes are the results of lingering histories of racism and oppression faced by Black women at various social institutions. College athletics is a microcosm of society and provides an environment to examine how racism and oppression, which have bred harmful stereotypes, influence the daily lives and athletic experiences of Black female student-athletes. This paper investigates the ways in which stereotypes influence the college experiences of Black female student-athletes through a Black feminist lens. Derived from interviews with Black female student-athletes in NCAA Division I track and field, volleyball, and women's basketball, this paper's findings argues that athletics is a platform to enhance the college experiences and voices of Black female student-athletes. Coach-player relationships, academic
experiences, and physical appearance are pivotal to the engagement with and relationship of Black female student-athletes and their institutions. This paper looks at intersections of race, gender, and athletics within a college environment to identify areas where higher education institutions can take more responsibility in their commitment to Black female student-athletes.

4G Jon Welty Peachey, University of Illinois at Urbana-Champaign; Adam Cohen, Texas Tech University; Allison Musser, University of Illinois at Urbana-Champaign & NaRi Shin, University of Illinois at Urbana-Champaign

“Interrogating the Motivations of Sport for Development and Peace Practitioners”

The purpose of this study was to interrogate the motivations of sport for development and peace (SDP) practitioners for initially becoming involved in the field, and to better understand their involvement over time in this form of public engagement. Underpinned by Ryan and Deci’s Self-Determination Theory (Ryan & Deci, 2000), the humanitarian sector literature, and positioned against the neo-colonial and neo-liberal backdrop prevalent in SDP (Coalter, 2010), this study involved interviewing senior-level managers at 30 SDP organizations from six continents. Findings revealed that while practitioners’ involvement in SDP was intrinsically motivated from an altruistic identification with social justice and social change through sport, they also espoused an evangelical rhetoric consistent with the neo-colonial and neo-liberal view which often permeates SDP organizational philosophies. Many were convinced sport is a powerful engine for development purposes despite a lack of evidence or assessments for such overarching claims. They wished to use their passion for sport to make a difference in the world, and while laudable, these motivations could reinforce a neo-colonial and neo-liberal approach to development work. Critical reflection on these motivations and their implications for SDP policy and program design will be explicated.

4G Alex Otieno, Arcadia University & Katharine Jones, Philadelphia University

“The Transformative Power of Sport?”

Our dialogues about our work in sport, gender, race, and identity (Katharine), and social justice, human rights, peace and narrative analysis (Alex) have led us to engage in discourse on the transformative power of sport. In this paper we report on our recent engagements with two of these possibilities: (1) the history of the UN’s engagement with sport, and (2) the controversies surrounding the hosting of mega sporting events. We reflect upon our process of using Carol Bacchi’s (2009) “What is the problem represented to be” (the WPR approach) to examine the place of sport in discourses about social change. We report on how we have used selected cases as pathways for exploring opportunities and challenges associated with inquiry and pedagogy about sport, culture and society in the 20th and 21st Century. These include the role of sports personalities as UN goodwill ambassadors; the proposed role of sport as a “cost-effective and flexible tool” in the 17 Sustainable Development Goals (UNOSDP); and the Olympic spirit and its goals of peace, tolerance, and the “harmonious development of humankind” (IOC Charter). We conclude that researching and teaching about sport offers an avenue for engaging in critical and multidimensional sociological practice.

4G: Martin Barrett, North Carolina State University & Kyle Bunds, North Carolina State University

“Same Game, Greater Capital: Club Cricket for South Asian Immigrants in North America”

Stodolska (2000) attributed post-arrival leisure participation changes among immigrants to past latent demand, new leisure opportunities, and the decreased role of certain interpersonal constraints. Using insights gained from interviews conducted with South Asian cricket participants in the United States and
Canada, we argue that the lure of formal cricket in North America is providing first generation South Asian immigrants with new opportunities to experience a familiar sport that for many had only a recreational beginning. Furthermore, these formal competitions with umpires, team kits, sponsors and online league tables are providing access to capital symbolically whereby this “capital of prestige and honor” (Bourdieu, 1977) is outweighing the desire of immigrants to assimilate to the dominant sporting culture and practices of the United States and Canada. In doing so South Asian immigrants are actively “maintaining their own (or elements of their own) ethnic culture” (Eitle et al., 2009) and this selective acculturation is shaping the way that sport is being played across North America’s increasingly diverse communities.

4H Scott Brooks, University of Missouri
“The Trouble with Black Boys (South Philly Basketball Players): Critical Race Coaching”

Pedro Noguera explains that “the trouble with Black boys” is that their failure is accepted by society, they’re rendered a lost cause - not worthy of a national call to action or considered symptomatic of a failure of our public education system, and they’re not empowered to see, understand, and develop their own personal responsibility and solutions. As a society, we’ve given up on them and they, in turn, have given up on themselves. Through sports participation, Black boys are granted a glimpse of possibility, achievement and promise. Still, sports participation, even as it is mythologized as a pro-social institution is wrought with inequity. Coaches, particularly in school settings, often carry ideological frames and use pedagogical practices that intentionally and unintentionally stratify, alienate, and label the most marginalized. I have conducted an ethnography for ten-plus years in a Philadelphia summer basketball league, co-coaching with Chuck, a long-time coach and legendary player. Chuck is clear in his praise and speaks about his preferences: nice, suburban boys “can’t play a lick,” while boys from poor, inner-city Philadelphia have attitudes, but play hard, and are fearless. Chuck also describes his preferred player as players with “fight” and players who “ain’t finished playing until it’s over.” Chuck prefers players who need him: they’re coachable, they’re hungry for attention and approval and recognition. And he also likes the emotional work that goes along with our South Philly kids. Chuck’s perspective derives from seeing the cultural assets of poor, inner-city kids who are often labelled “bad boys,” deviant and troublemakers in school and elsewhere. In this way, and others, Chuck represents critical race coaching.

4H Jessica Siegele & Allison Smith, University of Tennessee
“Give Her a Chance: Women Coaching Men in Collegiate Athletics”

Women coach approximately 2.5% of men’s athletic teams at the collegiate level. Conversely, men have found ample space in coaching women’s athletic teams. Currently 40% of women’s teams are coached by women in the National Collegiate Athletic Association, a sharp decrease from the early 1970s when more than 90% of women’s teams were coached by women. Female coaches have been unsuccessful in making inroads into coaching men’s athletic teams at the collegiate level. This research examined the experiences of male collegiate student-athletes who do have a female head coach. Three themes emerged from the interviews: 1) Give her a chance, 2) A coach is a coach, and 3) Gendering of the female coach. Based on these findings, the researchers recommend female coaches intentionally pursue coaching positions of male teams, recruit male athletes who have previous experiences with female coaches, and understand the gendered perception their male athletes have of female coaches. Female coaches may be better prepared to coach men through an understanding of the experiences of their male athletes. Women may also be more open to the proposition of coaching men by gaining a better idea of their perception by the athletes.
4H C. H. Wilson, Georgia Southern University
“Game Changed: The Evolving Media Coverage of Coach Pat Summit”

The conference theme of “publicly engaged sociology of sport” is a perfect fit for analysis of one of the largest public figures in modern sports in general and women’s sports in particular, the late Coach Pat Summit. Summit is considered an icon, a legend, and a change agent far beyond her sport or even her country, in addition to being a championship coach. The purpose of this paper is to present a qualitative content analysis of local and national media coverage of Summit’s hiring in 1974, first NCAA championship in 1987, announcement that she had early-onset dementia, Alzheimer’s type in 2011, and death in 2016. The evolving manner in which traditional print, and later online media, covered her coaching and life milestones reflects larger societal changes that she helped usher along. The findings will be placed in the sociocultural context of the parallel increase in opportunities for women to participate in college athletics and their rising, even if still imbalanced, media coverage. In addition, the reactions contained in the media coverage of Summit’s career will locate her life as a springboard for both increased celebration of women’s athletics and also continued scrutiny of their coverage in the media.

4H Lars Dzikus, University of Tennessee & Alicia Johnson, University of Wisconsin-Oshkosh
“Being a Minority: Gendered Experiences of Female High-School Head Coaches”

The purpose of the current study is to explore experiences of female high school head coaches. LaVoi and Dutove (2012) examined three decades of research on female coaches and created an ecological model of barriers and support for female coaches. Their work also revealed some glaring gaps in the literature to date. These include a lack of research on female coaching experiences at the interscholastic level, a lack of understanding how female coaches are supported, and little consideration of intersecting social identities. The current project seeks to address these gaps in the literature based on an exploratory case study framework and semi-structured interviews with female high school head coaches from one school district in East Tennessee. Of the 182 varsity head coaches in this district, only 23% were women. Preliminary results suggest that participants describe their experiences as a constant struggle to find a place to fit in. Among the participants’ recommendations for other women considering coaching are (a) preparing for inequality, (b) sticking to your beliefs, and (c) networking. The authors propose to bring the study’s findings back to practitioners in the form of workshops for coaches and administrators.

4H Zachary Taber, University of Denver; David Goffman, University of Denver & Brian Garity, University of Denver
“A Trioethnography of Existential-PostStructural Sport Psychology and Sport Coaching Praxis”

Brian, Zach, and David know each other from their experiences in a graduate level research methods course in sport psychology. Brian was the professor, Zach and David students. After the course was over, we stayed in touch and eventually Zach and David approached Brian to do an independent study on spirituality and religiosity in sport. This project turned into an exploration into existentialism in sport, and then Brian’s understanding of poststructuralism kept creeping into our conversations. We’ve come to share a certain disdain for much sport psychology/athletic performance scholarship and practice, and the purpose of this trioethnography is to come to understand this disdain and to offer a new theoretical approach through the use of existential-poststructural sport psychology and sport coaching praxis.
This paper will explore the emergence of the National Association of Social Workers In Sports (NASWIS) and its effort to integrate social work into social work education. NASWIS is a national organization that aims to access the unique skills of social workers while addressing the needs of athletes and the athletic community. NASWIS decided that it was necessary to its intermediate future to work to integrate the notion of social work in sports into social work education. Unlike sports sociology, the notion of social work in sports is exclusively driven by practitioners and not by formal programs, concentrations of study, or certificate programs. Many social workers practicing within the various levels of sport just so happened to (initially) engage in clinical practice with athletes and became known for their work with athletes and sport organizations. Efforts to integrate sports into social work education are important to training the growing number of students interested in this practice area and the continuing education of current practitioners. This paper will discuss the qualitative results of 20 interviews with social work deans and chairs regarding the benefits of integrating sports into social work education as well as the barriers, facilitators and other emerging themes.

Division 1 Collegiate Athletes are at a confluence of circumstances that they are ill prepared for. The developmental tasks of late adolescence/young adulthood can be significantly compromised in these closed, dictatorially driven systems. This sets the stage for a shattering of illusions experienced as institutional betrayals. These can be small or large but emotionally injurious nonetheless. Examples of common institutional betrayals are abusive coaching, academic compromise, mistreatment of injuries, loss of scholarship and so on. The closed nature of the system, combined with the trust and naiveté of the students can often make these betrayals imperceptible at the time. These betrayals beg ethical questions of systemic collusion. As social workers we are positioned to appreciate and assist these young adults who find themselves struggling. The cultural, contextual piece of our training prepares us well for whatever aspect of social work application we pursue relative to the treatment of and advocacy for student athletes. We need to get out of the office and into the field. As founding members of NASWIS, including an activist who is the founding President, we will discuss these issues as well as the application of our skill sets to collegiate student athletes who find themselves in just these circumstances.

The field of social work, historically, has drawn diversely from theoretical frameworks in sociology to explore the practical implications of addressing pressing social issues, specifically among vulnerable populations. As a social construct, sport has played a significant role in many of these endeavors, particularly when serving the needs of marginalized youth. The Learning in Fitness and Education through Sports (LiFEsports) Initiative at The Ohio State University embodies public engagement through the medium of sport while being driven by rigorous scholarship. LiFEsports is a community-based positive youth development (PYD) program that integrates theory and best practices from social work, sport, education, and youth development to positively impact underserved youth. By using sport-, fitness-, and educational-based activities, the LiFEsports curricular model aims to foster social competence as well as
to address other social issues faced by marginalized youth. Among the 600+ youth (ages 9-15) in the greater Columbus area who are served annually, over 40% live below the poverty line, 50% live in single parent homes, and ~45% are overweight or obese. This presentation will highlight the program’s main research findings as well as showcase how LiFEsports uses evidence-based programming and practices to be a dynamic, successful, publicly engaged initiative.

4I Katlin Okamoto, University of Minnesota; Dawn Anderson-Butcher, The Ohio State University; Tarkington Newman, The Ohio State University; Jerome Davis, The Ohio State University & Rebecca Wade-Mdivanian, The Ohio State University
“The LiFEsports Initiative: A Community-Based Positive Youth Development Model (Part 2)”

The field of social work, historically, has drawn diversely from theoretical frameworks in sociology to explore the practical implications of addressing pressing social issues, specifically among vulnerable populations. As a social construct, sport has played a significant role in many of these endeavors, particularly when serving the needs of marginalized youth. The Learning in Fitness and Education through Sports (LiFEsports) Initiative at The Ohio State University embodies public engagement through the medium of sport while being driven by rigorous scholarship. LiFEsports is a community-based positive youth development (PYD) program that integrates theory and best practices from social work, sport, education, and youth development to positively impact underserved youth. By using sport-, fitness-, and educational-based activities, the LiFEsports curricular model aims to foster social competence as well as to address other social issues faced by marginalized youth. Among the 600+ youth (ages 9-15) in the greater Columbus area who are served annually, over 40% live below the poverty line, 50% live in single parent homes, and ~45% are overweight or obese. This presentation will highlight the program’s main research findings as well as showcase how LiFEsports uses evidence-based programming and practices to be a dynamic, successful, publicly engaged initiative.
Session 5A
Sport & Politics: Roles Sport Can Play in Societal and Political Issues I

Organizers: Nicholas Schlereth, University of New Mexico & Evan Frederick, University of Louisville
Presider: Evan Frederick, University of Louisville

5A Camille Croteau, Western University
“Bio-Politics: A Discourse Analysis on the 2015 Consensus for Sex Reassignment”

Since 2004, the International Olympic Committee has admitted the participation of transitioned (i.e. post-operative transsexual) athletes in elite competition through recommendations found in the Stockholm Consensus and, more recently, the IOC Consensus Meeting on Sex Reassignment and Hyperandrogenism, November 2015. These legal and hormonal modifications are argued to restrict the athletes’ human rights by requiring physical alterations to be required for inclusion. However, critics fear for the safety of female athletes specifically from physical characteristics or enhancements that could linger in male-to-female transitioned bodies, and physically and mentally diminish the spirit of women’s sports. Overlapping broader sociopolitical contexts, analysis of the 2015 IOC Consensus can identify how transitioned athletes are regulated through sport policy (Liao & Markula, 2009). Adding to the critical body of sport discourse analysis (DA; Nicholls, Giles, & Sethna, 2010), this Foucaultian DA examines the application of sexuality as a form of bio-power, which centers humans and sexuality as a form of leverage within the political system and identifies ways in which sexuality politics can transmit ideologies (Foucault, 1978; 1980). While non-exhaustive, this aims to understand the transitioned athletes’ place in today’s society as well as ideologies that are perpetuated.

5A Scott Jedlicka, Washington State University
“Sport and International Relations: Reconsidering State Interest and Influence”

Sport’s political “uses” feature prominently in studies of the relationship between sport and politics. In an international relations context, sport is often used by states to foster diplomacy and to demonstrate or exert soft power (Cha, 2009). While characterizations of sport as a political tool or as a medium through which to achieve political ends are empirically valid, they often fail to consider the more fundamental question of why states—in the course of using sport for political objectives—choose to respect the authority of an international sport governance system which operates mostly outside of direct state control. This paper advances and critiques three hypotheses for state acceptance of international sport governance; two are derivative of dominant paradigms in international relations, while the third builds upon sociohistorical research on the Olympic movement and international sport (Guttmann, 1992; Keys, 2006). Each suggests different conclusions regarding sport’s inherent political utility as well as governmental actors’ ability (and willingness) to advance national and global interests through international sport. As public movements calling for organizational transparency and accountability in international sport become increasingly strident, a fundamental understanding of international sport’s political status within the state system can inform the pursuit of effective governance improvements.

5A Wanyoung Lee & Eun Young Kye, Hanyang University
“Transformation of City Plaza from Street Cheering Space into Political Arenas from Liberalist in Korea”

This paper is intended to figure out how the discourses of a public space have been socially and politically constructed and changed. The 2002 Korea-Japan FIFA World Cup was an important occasion to draw huge crowd onto the Seoul Plaza which used to be few people’s resting area. During the FIFA World Cup, about several million people gathered around City Plaza to cheer Korean soccer team. Street
cheering at City Plaza provided the special meanings for Seoul Plaza; the Plaza is a civil space for all people regardless of class, gender, ethnicity and even sexual orientation. Just after the 2002 World Cup, thousands of people gathered to mourn two victims of American tanks under military drill and to protest against Korean government’s moderate reaction to the accident. Since then, City Plaza is a site for left social movement in Korea; labor union members have gathered at City Plaza for wage increase and cutting down of labor hours; political protests against conservative governments have been held at City Plaza; recently queer festival is organized at City Plaza. Finally, the paper argues that street cheering space has been easily transformed into political arenas because of its popular familiarity and accessibility.

5A Yoav Dubinsky, University of Tennessee, Knoxville & Lars Dzikus, University of Tennessee, Knoxville
“The Politics Around Israel’s Participation in the 2016 Olympic Games”

The Olympic Games are arguably the biggest event of humankind: not only do nearly all countries are engaged, the games also serve as a platform for future nations seeking independence to publically display themselves on the biggest international stage. This qualitative study analyzes how the Israeli-Arabic conflict, one of the most complicated conflicts in the world, is manifested in the 2016 Olympic Games in Rio de Janeiro, Brazil. Although the Olympic Games aspire to promote peace and respect between nations, international politics surrounded Israel’s participation even before the country’s independence in the forms of boycotts and even terrorism. The research focuses on political reactions of Muslim and Arabic countries and athletes competing against Israelis, on public engagements in peaceful activities where Israelis participate and on the controversy surrounding the commemoration of the 11 Israeli athletes, coaches and referees that were murdered in the terror attack during the 1972 Munich Olympic Games. The research follows the Israeli delegation in the news during qualification competitions, physically in Israel during the preparation of the delegation and as an accredited journalist in Brazil during the Olympic Games, analyzing different political manifestations and the use of sports for public diplomacy.

5A Dimitris Xenakis, University of Crete & Nikos Lekakis, University of Crete
“From ‘Hasbara’ to the Palestine-Israel Sport Conflict”

Studies in sport for nation-building mostly involve cases where rival segments in polarized societies build bridges and unite through sport. In the Israel-Palestine case, the problem stems from the Palestinian Football Associations (PFA) demands and aspirations to function independent of Israeli surveillance in a sovereign Palestinian nation state. Using netnographic methods, this paper presents this case in an international relations (IR) theoretic framework, the evidence showing that the Palestinian society’s collective memory of the nation state is hard to dissipate in solutions where Israel retains its hegemonic role. PFA’s institutional power, through its membership to FIFA (Fédération Internationale de Football Association), threatens Israel’s own membership and thus its international image, proving in essence to be a hard power resource. It appears that FIFA would operate more effectively as a non-political broker of peace, if its administration was restructured to include a small advisory unit, with expertise in the history, politics and IR of all its member states.
Session 5B  
Consulting and Activism: Publicly Engaged Sociology of Sport (panel)  
Organizer & Presider: Gary Sailes, Indiana University

Panelists:  
R. Dale Sheptak Jr., Lake Erie College  
Linda Henderson, St Mary’s University  
Emmett Gill, University of Texas San Antonio

As Sport Sociology scholars, our research and scholarship ultimately intersect with the sport settings in our respective communities whether that is on campus or the general community where we reside. History has disclosed that some scholars who consult/volunteer were met with resistance from their colleagues or superiors in order to preserve the research and teaching agenda of their respective academic institutions. Other scholars were challenged to suppress their research findings because coaches, athletes and managers were not open to hearing the truth about the social undercurrents within American sport. This panel seeks to start a conversation about sports activism and/or consulting and its place in our careers.

Session 5C  
Sport, Physical Culture, and New Materialism II  
Organizers & Presiders: Joshua I. Newman, Florida State University & Holly Thorpe, University of Waikato

5C Oliver Rick, Springfield College & Jacob Bustad, Towson University  
“Flattening the Active City: Physical Culture and Assemblage Urbanism”

Urban physical activity has received considerable attention within the Sociology of Sport and Physical Cultural Studies. This scholarship has been extremely useful in staking out, and advancing understanding of the unique challenges that exist around the idea of the active city. Yet we believe an alternative framework through which to conceptualize urban physical activity practices, cultures, and communities is now needed. Pushing beyond the potentially bifurcating and immaterially focused nature of current scholarship, we are reconsidering the city as a complex assemblage of material actants and a multiplicity of relationships in constant movement. By flattening the city, refusing to assign a priori positions of power and hierarchies of agency, this approach allows for a greater recognition of informal relationships and the often-overlooked gritty minutiae of urban life. Certainly it is an approach that challenges scholars to engage with a new ontological framework and epistemological stance, that demands abandoning many previously entrenched conceptions. However, what is gained is a mode of analysis that can better address a contemporary context in which “cities are distributed, sociomaterial and often incoherent” (McFarlane, 2011, p. 732), and facilitate a new fundamentally grounded politics of the active city.

5C Jim Denison, University of Alberta  
“8 x 400m: The Making of the Middle-Distance Running Body”

As Foucault (1980) argued, to do serious work that has “political meaning, utility and effectiveness…one [must] have some kind of involvement with the struggles taking place in the area in question” (p. 64). Otherwise, one cannot understand the “combats, the lines of force, tensions and points of collision which exist there” (p. 64). Accordingly, drawing on my 40 years in middle-distance running as a competitor, coach, researcher, and coach educator, I will discuss in this paper, based on my ongoing fieldwork with a male middle-distance running coach, how various relations of power traverse the following staple middle-distance running workout: 8 x 400m. Specifically, I will explore this workout’s history and problematize what it does based on Foucault’s (1995) analysis of disciplinary power—its effects on middle-distance
running coaches' knowledge and practice and middle-distance runners' bodies. The promise of this analysis lies in enhancing coaches' effectiveness by considering "a layer of material which had hitherto had no pertinence for history and which had not been recognized as having a moral, aesthetic, political, or historical value" (p. 51): the details of what middle-distance running coaches actually do with the bodies in front of them—the technologies of coaching—and what this means.

5C Todd Crosset, University of Massachusetts Amherst
“New Materialism and Racism in Sport”

“All I wanted was to be a man among other men. I wanted to come lithe and young into a world that was ours and to help to build it together.” Frantz Fanon

A basic tenant of new materialism is that social structures and everyday practices won't change simply by changing the way people think or the way they see the world. New materialist scholars of race, like Sharon Sullivan (2006), Charles Mills (2014), and Maria Alcoff (2014), recognize that race is not simply epidermal. We don't just "wear" or "read" race. Race and racial systems inhabit us physically (Sullivan, 2006). White privilege is recalcitrantly embodied (Sullivan, 2006) and is not challenged solely by making whiteness visible (Alcoff, 2014). Changes in perception requires shifts in how the body is lived in the world (Sullivan 2006).

In this paper I rely on Mills’ insight (2014) that person-hood (the denial of full person-hood) is the material basis of racism; the very foundation of historical socio-political system of colonial capitalism, to explore the both the recalcitrance of racism (i.e. re-segregation of American youth sport and spectators) in sport and sporting bodies, the necessity movement in anti-racism efforts and the critical potentiality of sport in racial justice movements.

5C Nicholas Watanabe, University of Mississippi; Grace Yan, University of Mississippi & Whitney Kwamin, University of Missouri
“Exploring the Political Economy of Concussions”

Concussions due to sporting competitions have drawn great interest in recent academic discussions (Howe, 2004). The injuries of athletes however must be understood as complexly entrenched in the market system of sport. On one hand, the dominant perception of masculinity often coerces athletes into risking their bodies to harm (Howe, 2001). On the other hand, the intensive commercialization of sporting contests into big business often means that making “invisible” concussions “visible” can potentially reduce team revenues as well as hamper salaries and marketability for individual players (Howe, 2004). Against this backdrop, our study seeks to introduce an economic theory - the two-team model (Fort & Quirk, 1995; Quirk & El-Hodiri, 1974) - to examine the political economy of concussions. The purpose is to explore how teams choose to make decisions based on the value they derive from talent, thus subjecting physical bodies to harm to create financial gains for others.
Over the last three decades, there has been an influx of Hispanic and Latino American students attending Historically Black Colleges and Universities (HBCUs), particularly in regions of the U.S. were the Latino population has had significantly growth rates (Ozuna, 2012). The HBCU experience is personified by the concept of cultural and community empowerment (Cooper, Cavil, & Cheeks, 2014; Cavil, 2015). While HBCUs have maintained an identity beyond the idea of Black individualized forced assimilation of the African American ethnic minority group, a similar phenomenon should be explored with the assimilation of the Hispanic and Latino American ethnic minority group associated with regards to participation in athletics at HBCUs. The smaller class sizes, athletic scholarship opportunities and the historical aspect of serving low-income, first-generation college students could be what are driving the growth of Hispanic and Latino American students at HBCUs. The high ethnic identity developments for those Hispanic and Latino American students who attend HBCUs suggest they feel comfortable with their ethnic backgrounds, their histories and the unique traditions that contribute to these ethnicities. Thus, the purpose of this presentation is to explore the experiences of Hispanic and Latino American students participating in athletics at HBCUs, particularly in the sports of baseball and cross country (men) and soccer and softball (women).

W.E.B. Du Bois’s seminal book, “The Souls of Black Folk” was published in 1903. In this intellectually shaping article, Du Bois rested his argument on several canons of the disciplines history, psychology, and sociology to develop the concepts of “double consciousness” and the “veil” in his writings. The term “double consciousness” was appealing to those black elites who had been educated through the “New England” style of higher education which was copied from the European higher education system. In essence, Du Bois knew these concepts and or theories would have mass appeal and would give a name to what many middle and upper middle class were experiencing. There are two significant concepts revealed in this work; the concept of “double consciousness” and the “veil.” DuBois operationalized these terms differently. In today’s high profile collegiate sport landscape the black athlete experiences double consciousness as they navigate under the veil of a ‘Win at all cost” environment, specifically when they attempt to reconcile several dichotomies; being a student and athlete; being a team player and being an individual, adoration by fans and animosity by fellow students. This paper will explore the Black Collegiate Student-Athlete’s matriculation at HBCU’s.

In recent years, scholars have focused on the importance of athletics at Historically Black Colleges and Universities (HBCUs) and the positive educational experiences of athletes at these institutions (Cooper, 2013; Cooper & Hawkins, 2012; 2014; Cooper, Cavil, & Cheeks, 2014). Cooper and his colleagues have drawn in particular from critical race theory (CRT) in examining the pivotal role HBCUs play in nurturing the overall educational development of Black male athletes, in comparison to the Historically White Colleges and Universities (HWCUs) that have redirected Black athlete talent from HBCUs post-integration. Cooper and Hawkins (2014) study of Black male athletes who transferred from HWCUs to HBCUs revealed these athletes felt like “outcasts” at the HWCUs, but felt connected and valued as holistic beings at the HBCUs. The purpose of our presentation is to build on this important work by...
embracing William Rhoden’s (2006) notion of the “Conveyor Belt” (i.e., a sophisticated recruiting apparatus designed to extract Black talent from the Black community) to illuminate the interesting case of Alfy Hill, a former five-star football recruit who began his career at the University of Alabama with brief stops at a football championship series (FCS) HBCU and two community colleges before culminating at an HBCU (i.e., Winston Salem State University). We will highlight the broader implications for Hill’s somewhat unusual and accidental journey into and through college sport and how, in many ways, he redefined the typical path of the Conveyor Belt by returning to his roots.

5D Charles Macaulay, University of Connecticut

“From within the Belly of the Beast: Working within an Athletic Department to Further College Athlete Social Justice”

I occupy the role of a Graduate Assistant for a sport management program, am a mentor for several academically underprepared athletes, am part of an athlete collective, and am part of an organization which works with inner-city kids. For the most part all of my roles inform and work with each other, informing my personal academic work as well as my continued actions towards social justice for athlete-students. However, being an academic mentor for academically underprepared athletes has placed me in the belly of the beast, so to speak. I am often in a duplicitous role of serving and upholding an exploitative and oppressive system while trying to retain a moral center of actively changing / dismantling it. With guidance and great patience I have found being actively involved on the inside, while perpetuating systemic oppression, can be beneficial in many of our missions that often fall outside the establishment. Choosing to focus on building relationships and trust with athletes from within the athletic department has allowed me, in partnership with others, to build the consciousness of several young athletes. I will pursue a discussion of the benefits from working on the inside.

Session 5E
Sport, Society, & Technology II
Organizers & Presiders: Jennifer Sterling, University of Iowa & Mary G. McDonald, Georgia Institute of Technology

5E Matt Ventresca, Georgia Institute of Technology

“No Conclusive Evidence: Traumatic Brain Injuries and Epistemologies of Ignorance”

A common theme in public and scientific narratives about sport-related concussions is how little is actually known about the scope and severity of these injuries. Ground-breaking scientific research and educational programs have worked to inform athletes, coaches and fans alike about the risk of traumatic brain injuries across specific sports; yet these conversations are commonly qualified with an admission pointing to substantial gaps in scientific knowledge concerning the causes and effects of concussions in sport contexts. While much attention should be given to the practices through which scientific knowledge and expertise about the brain emerge, this paper explores how ignorance and uncertainty regarding sport-related brain injuries are constructed, disseminated and maintained. Following feminist scholarship advocating for nuanced “epistemologies of ignorance” (Tuana & Sullivan, 1997, 2006), I interrogate how conditions of not knowing are produced and intersect with dominant power structures in the context of sport’s contemporary concussion “crisis.” I investigate complex manifestations of ignorance within statements from professional sports organizations, as well as calls for athletes to “know the risks” associated with their sport. This paper concludes by considering how critical attention to epistemologies of ignorance might lead to interdisciplinary collaborations across the sciences and humanities and inform a publicly engaged sociology of sport.
Concussions in sport have received widespread media attention, raising awareness of traumatic brain injury (TBI). Although TBI is a leading cause of disability globally, it is often characterized by experts as a “silent epidemic” that has vast, albeit overlooked, effects on sufferers, their families, and their communities. This paper critically looks at the emergence of sport-related TBI as a lens through which to discern how law, science, advocacy and social relations converge in shaping understandings of the injury. To borrow Karen Barad’s language, this paper traces TBI’s “becoming” in the world. It draws on insights from feminist science studies to illuminate how different human and nonhuman actors, forms of knowledge, representations, and politics contribute to narratives about TBI and its embodied effects.

Feminist science studies, a feminist materialist approach, enables a central focus on questions of power, knowledge, and the political without being bound exclusively to the categories of women or gender. Accordingly, this analysis scrutinizes how TBI becomes constituted through discourse, technicalities of law and science, material conditions, and inequality. In doing so, it gleans insight into shifting cultural norms that increasingly render the mind as part of – as opposed to distinct from – the body.

This paper emerges from an ongoing attempt to grapple both with protein as a material-affective-discursive subject and with the potential of vital materialist and political ecological approaches for reckoning with this “building block” of life. Protein – an inelegant descriptor for the infinite variety of ways that amino acids combine to support, catalyze, communicate, protect, and transport the essential substances and structures of animal and plant organisms – has a life of its own. Here we explore the ways in which protein’s capacities animate body projects, with a focus on how the building of ‘surplus muscle’ is entangled with complex political-economic forces, social relations, and body aesthetics. We trace how protein travels and mutates through and with bodies and machines in a dance of dispersion and assemblage that creates surpluses of value, whey, and waste, strengthening some bodies and compromising others, including those of non-human animals. In doing so we also consider how protein resists and refuses the attempts of agribusiness and biomedical professionals, as well as consumers, to harness its vitality for all sorts of ends. Protein powder - itself a technoscientific outcome borne of attempts to manage the unruly and environmentally destructive proteins constitutive of whey effluent – represents one site through which to assess the epistemological and political implications of protein’s agentic capacities.

Feminist science scholars have contested binary notions of sex difference by demonstrating its scientific fallibility. Yet even feminist versions of the biological bases of sex difference risk reifying the ascendancy of scientific accounts of truth. This paper presents a textual analysis of court proceedings when the Court of Arbitration for Sport was confronted with deciding whether Indian Sprinter, Dutee Chand, could compete as a female athlete. Chand’s case was built on the claim that the Hyperandrogenism Regulations of the International Association of Athletics Federations (IAAF) were scientifically flawed. But although the court ruled that sufficient scientific evidence had not yet been generated to justify the Regulations, they endorsed efforts to pursue that evidence. In short, the IAAF may have lost the case, but Chand’s scientific experts did not “win” it. By defining the right to compete as a matter of the content of science, Chand’s legal team and experts obscured the gendered and tilted playing field upon which scientific production takes place. Furthermore, the right to unconditional recognition as a woman – in sport and beyond – was reduced to a matter of science alone.
5F Andrew M. Guest, University of Portland

“You Better Feel Some Love: Social and Psychological Perspectives on Fandom Where (Women’s) Professional Soccer Matters”

By the metric of average home attendance, the Portland Thorns of the National Women’s Soccer League (NWSL) are the most popular women’s professional sports team in the world. This presentation draws on a mixed-methods case study of the Thorns, with an intentional focus on the fans and supporters culture rather than management and players, to analyze ways the Thorns relative success can inform women’s sports advocates and sport studies scholars. Drawing on a combination of historical, socio-cultural, and psychological perspectives, the case study demonstrates ways that the particular fan culture in Portland provides foundations for a type of agentic, inclusive, and values-based fandom that fits well with women’s soccer in the United States. Combined with a professional environment, high-level soccer, and intentional support for women’s opportunities, this type of Thorns fandom provides an example of how hybrid and counter-hegemonic sport cultures can gain popular appeal and inform understandings of sports fandom more broadly.

5F Christopher Henderson, University of Iowa

“Two Balls Is Too Many: Stadium Performance, Gender, and Queerness Among Portland’s Rose City Riveters Supporters Club”

Portland, Oregon’s Rose City Riveters are the largest independent organized supporters group for a women’s soccer team in the world. They support Portland Thorns with an organized, loud and organic performance of songs and displays that envelopes the entire stadium. With their largely female and queer membership and leadership, they challenge both the hyper-masculinity of organized fan support in soccer and heteronormative constructs of idealized female fans as perpetuated by the National Women’s Soccer League. In order to explore the potential liberative and limiting aspects of fan culture, this ethnographic study argues that the Riveters counter-hegemonic activity is based in a convergence of the organized active supporters culture and performance of soccer, the unapologetically queer assertions of the Riveters stadium performance from their marginalized subject positions as women and queers, and the decision made by the Riveters to work within the confines of the institutions of American soccer to assert their agency as fans.

5F Eileen Narcotta-Welp, University of Wisconsin-La Crosse

“Going Solo: The Specter of the 1999ers, Hope Solo, and the Practice of Freedom”

Although U.S. goalkeeper, Hope Solo, had guided the women’s national soccer team to the semi-finals of the 2007 Women’s World Cup, head coach Greg Ryan, benched Solo in favor of 1999 World Cup winning goalkeeper, Briana Scurry. The U.S. lost, 4 – 0, the worst loss ever in World Cup play. The loss did not capture news headlines; rather, Hope Solo’s post-game comments about Ryan’s decision to bench her went viral. I contend that Solo’s outburst, as a ‘practice of freedom,’ was a pivotal shifting point in the historical narrative of the U.S. women’s national soccer team. Haunted by the specter of the 1999ers, Solo’s action was an act of ‘truth-telling’ that confronted an oppressive team culture of female containment. In a 30-second sound bite, Solo altered the discourse of power on the team and in the media creating space for new conceptions of the female athlete to be recognized.
Expectations of women’s lower competence to men inform divisions of labor and authority in sport organizations. While recent research has focused on overt challenge to gendered expectations, few studies examine how organizational gender relations change without direct acknowledgment of gender and inequality. I rely on participant observation and interview data collected with the Momentum, one U.S. women’s professional soccer team, to examine how practices of paternalistic oversight shifted to allow greater autonomy for women. Unexpectedly low home game attendance initiated group sensemaking around the effectiveness of marketing practices. One group, comprised primarily of women, embraced grassroots marketing, while a second group, comprised entirely of men, felt this strategy was ineffective. Sensemaking took place in context of a male dominance that gave men the ability to marginalize women’s perspectives despite women’s positional authority. Change occurred when several men left what they felt to be a struggling organization, with the altered gender composition of staff enabling women’s greater control over their work. I discuss the implications of this example of change for future research on gender in sport organizations.

Session 5G
ESPLANADE SUITE 3
Fight for Your Rights and Your Voice: Public Sociology Across Organizations and Institutions
Organizers: Program Committee
Presider: Michael Malec, Boston College

5G Matthew Yeazel, Anne Arundel Community College
“The Effectiveness of the Olympic Project for Human Rights Via the Prism of Alinsky’s Rules for Radicals”

The paper will address the impact of the actions taken by the Olympic Project for Human Rights (OPHR) by using Saul Alinsky’s Rules for Radicals. Alinsky’s 1971 text provided a primer for future organizers to further their fight for social justice and equality. Despite sports not being his main focus, it is clear that an attempted synthesis with the OPHR, an organization spearheaded by Harry Edwards in 1967, is a fruitful exercise that might allow for a means by which future athletes can capitalize on the principles that Alinsky stressed. The discussion will initially focus on developing a rationale for the synthesis and be followed by basic principles that athletes of today might use in furthering causes that promote equality and social justice as Alinsky (and the OPHR) intended.

5G Alan Tomlinson, University of Brighton

From mid-1974 to early 2016 FIFA, the governing body of world football/soccer, had just two presidents, the Brazilian João Havelange and his successor the Swiss Joseph “Sepp” Blatter. Havelange won 1 election, against Englishman Stanley Rous to gain the presidency, and then was re-elected unopposed for a further 5 terms. Blatter was elected in 1998, defeating Lennart Johannson of the European governing body UEFA, then seeing off the president of the African confederation CAF, Cameroonian Issa Hayatou, in 2002, and Jordan’s Prince Ali Bin Hussein in 2015; in 2007 and 2011 Blatter was re-elected unopposed. How did these two men secure 11 terms of office, between them spanning 41/42 years? Blatter’s fifth term was foreshortened initially by his announcement (in the wake of the US Department of Justice’s indictments of 14 FIFA-connected personnel) of his intent to stand down by February 2016, though from the Fall of 2015 he was suspended by his own ethics committee. This paper examines the micro-organisational dynamics and strategies of the FIFA Presidents Havelange and Blatter, as well as the increasingly global reach of their influence and modus operandi from the mid-1970s to 2015. It considers how, both before and since the establishment FIFA’s ethics process in 2004, dissent had been routinely silenced within the organisation, and forms of collusion had bordered on corruption. The conditions of the emergence of whistleblowers and the rise of emboldened and sustained critical voices
within FIFA and its networks are reviewed. The paper provides a critique of the Swiss model of not-for-profit organisations that allowed FIFA presidents to wield such unbridled power for so long; and offers reflections on the public role of a critical investigative sociology of sport that can provide a source of critique when the power dynamics of the organization silence or marginalize potential voices of internal dissent.

5G Christopher McLeod, Florida State University & Matthew Hawzen, Florida State University
"The Event Market: Historical Material Conditions of Non-Athlete Labor"

According to the US Bureau of Labor Statistics, athletes comprise only 5.63% of those employed in the spectator sport industry, yet they have received the brunt of attention from sociologists of labor and political economists of sport. Turning to the employees not represented in this research we introduce the theoretical framework and preliminary findings of a study of non-athlete workers. Drawing on pilot data collected at college-football home games, we (1) demonstrate how the temporal and temporally productive characteristics of sport events constitute specific historical and material conditions for labor; (2) explore the extent to which these conditions make it easier to exploit workers; and (3) discuss whether non-athlete labor deserves a deliberate program of sociological study. This is important because more people are being employed in event markets 'casually,' for experience, or through a contractor; sport sociologists can help secure fair work when it is increasingly not.

5G Greg Yerashotis, University of Toronto; Amanda De Lisio, University of Toronto & Caroline Fusco, University of Toronto
"In the Shadow of Event-led Urbanism: Neighbourhood, Newcomer Youth and TO2015"

As the recent host of the 2015 Pan/Parapan American Games (TO2015), Toronto is an opportune site to interrogate dominant ideologies underpinning event-led urban (re)development and the impact of event construction on local communities. This paper will explore the impact of TO2015 on (newcomer) youth in a well-known settlement neighborhood known as St. James Town in Toronto, Canada. Situated in the southeast corner of the downtown core, this multicultural enclave is on the fringe of sport-prompted gentrification. Spatially, it is directly north of the 2015 Pan/Parapan American Village on the outer edge of an otherwise deprived downtown corridor. Several young people from the area served as volunteer security personnel and consumed the event through a TO-funded large-screen television installed in the neighbourhood community/recreation centre. With one researcher as a youth worker and coach in the corridor, we interviewed young people living in St. James Town to document the extent to which sport/recreation is intermeshed with urban imaginaries of (re)development to (un)intentionally influence the manner in which (newcomer) youth interact with, and reinvent their own urban. We argue that St. James Town served as a “shadow host” in the TO2015 moment: less popularly-celebrated in event rhetoric yet undeniably inflicted in host processes.

5G Adam McKibbon, Laurentian University; Barbara Ravel, Laurentian University & Ann Pegoraro, Laurentian University
“The Toronto 2015 Pan Am and Parapan Am Games on Twitter: Examining @TO2015”

In the summer of 2015, the Pan American Games and the Parapan American Games were hosted in Toronto, Canada. Unlike the Olympics and Paralympics, which both have their own organizing committees, the Pan Am and Parapan Am Games shared the same organizing committee. This paper aims to analyze how the Toronto organizing committee for the 2015 Pan and Parapan American Games promoted both competitions by looking at their use of Twitter before, during and shortly after the games. Specifically, the data collected will be submitted to thematic analysis and content analysis and will reveal how the organizing committee portrayed both competitions and represented able bodied as well as disabled athletes. We will discuss the results in light of previous research on how other international multi-sport events (mostly the Olympic and Paralympic Games) are covered by the media. The results will contribute to the emerging literature on social media in sport.
5H Miriam Merrill, Temple University
“The Ceiling is Concrete: African American Women in Athletic Administration”

The most current Racial and Gender Report Card indicates the percentage of African-Americans in the Athletics Director role is only 8 percent (Lapchick, Fox, Guiao, & Simpson, 2015). African American women are not represented in this percentage, which seemingly suggests access is denied. This roadblock is termed the concrete ceiling, instead of glass ceiling, because women of color experience racism and sexism as advancement barriers (Crenshaw, 1989). The purpose of this presentation is to disseminate research examining African American women administrators’ perceptions of the current climate intercollegiate athletic administration with a particular focus on: a) barriers that hinder representation of women of color in Athletic Director positions at National Collegiate Athletic Association Division I Football Bowl Subdivision and Football Championship Subdivision institutions; and b) the psychological and emotional experiences African American athletic administrators report as a result of their experiences. Fifteen African-American senior-level athletic administrators were surveyed and six interviewed with results concluding African American women in senior-level administration reporting: (a) access to opportunities, (b) disadvantages as a result of being an African American woman, and (c) being steered into specific positions were challenges to their professional growth.

5H Jacqueline McDowell, George Mason University & Joyce Olushola, Arkansas State University
“Analyzing African-American Female Athletic Directors’ Experiences: An Organizational Miasma Approach”

African-American women comprise less than 2 percent of collegiate Athletic Directors (AD). This percentage has remained fairly constant despite ongoing social efforts to increase diversity in athletic leadership positions. Research points to prejudice and discrimination as the root causes for the stagnation in African-American women’s representation as ADs. Underpinning this discrimination is a culture that may subconsciously foster negative perceptions of African-American women that preclude current administrators from hiring these individuals, or when hired, subordinates from trusting them. When these perceptions become part of the dominant discourses in the workplace, the organization can become encompassed by a cloud of miasma—a polluted environment characterized by explicit and implicit stereotype use and misperceptions (Livers & Caver, 2003; Livers & Solomon, 2010). The purpose of this presentation is to discuss the socio-ecological factors that create miasma in sport organizations, the effect of these factors on African-American female’s identity and career experiences, and strategies to assist these women in their personal and professional development. Theory driven implications will be discussed at multiple levels (e.g. individual, interpersonal, institutional, and environmental) to highlight the matrix of oppression that makes it hard to pinpoint effective solutions without addressing the problems holistically.

5H Emma Ariyo, The University of Georgia & Jepkorir Rose Chepyator-Thomson, The University of Georgia
“Career Experiences of African Women in sport leadership: A focus on Major Sport Organizations”
Leaders occupy a critical juncture in society and serve as instruments of change in social institutions. Scholars point to an underrepresentation of women in sport leadership and this is acute in the African continent. African women in sport leadership are rare in prominent spheres of sport organizations. The purpose of this study was to understand career trajectory and experiences of African women in major international and national sport organizations. The theoretical framework used to guide this study is Social Constructivism, with feminist theory being used to locate the women’s status in society. The participants of this study were purposively selected from major national and international sport organizations and they reflected diverse social and cultural backgrounds. In this study semi-structured qualitative interviews and thematic analysis method were used in data collection and analysis respectively. Preliminary findings in this study center on the following themes; (a) women have barriers to leadership roles and advancement in the sport industry, (b) education and athletic background influenced their entry into sport leadership, and (c) social and cultural networks impacted their sport careers.

5H Ketra Armstrong, University of Michigan & Elena Simpkins, University of Michigan

“Black Women in Sport Leadership: ‘Uncaged’ (An Organizational Critique)”

Most of the research seeking to unearth the seeds in and on the grounds of the race, gender, and class intersections that have silenced and marginalized Black women in sport leadership has done so from a critical race (notably Critical Race Theory) and/or critical feminist (notably Black Feminist Thought) perspective. These lenses have offered valuable insight; however, a veil remains. Sport organizations are ‘inequality regimes’ (Acker, 2006) that contain embedded structures and forces that normalize the assumptions, values, practices, processes, systems of power and access, networks, and domains of privilege (Collins & Barnes, 2014) that adversely affect Black women employed therein, attenuating their freedom. Thus, to further understand ‘how the caged bird sings’ requires critical and acute analyses of the ‘cage’ – the organization. This presentation will discuss how organizational theory in general and intraorganizational critiques in particular, should be infused into the ‘mix’ of critical analyses of race and gender in sport to: (a) expand our conceptual understanding, framing, and modeling of the intersecting personal, socio-cultural, and system/institutional dynamics operative in sport organizations that shape and sustain the relational positions of Black women’s voicelessness, and (b) improve our efforts to ‘uncage’ and empower Black women’s sport leadership opportunities and experiences.

Session 5I
Moving Pedagogies: A Critical Gym Class for Sociologists (Workshop)
Organizer & Presider: Mary Louise Adams, Queen’s University

Contributors:
Mary Louise Adams, Queen’s University
William Bridel, University of Calgary
Kathy Jamieson, California State University Sacramento
Laura Pipe, University of North Carolina Greensboro
Courtney Sztto, Simon Fraser University
Cathy Van Ingen, Brock University

This participatory roundtable/workshop/gym class is an attempt to think sociologically through the body, to think about ways of learning a sociology of the body through movement experiences. Embodiment is a key concept in critical analyses of the moving body, and this session will address it both as a mind/body/world relation and a process by which we come to express physically the discursive and material formations in which we are situated. Guiding questions for this session might be: In what ways might sociological ideas be conveyed through movement? What might be the implications of a more physical sociology? How might movement produce sociologies? This is a hands-on session in which audience members will be invited to engage in a series of activities (appropriate for use with
undergraduates) and to be sociologists who actually move. Discussion will consider the issues that this kind of pedagogy might raise.
The rise of extreme sports around the world has taken on a new level of popularity. Today, death-defying activities are performed not by fringe daredevils, but by members of the general public. These activities are known as "extreme sports". This documentary explores the sociological phenomenon of extreme sport activities and tries to discover the elusive question of "why" people participate.

6B Matthew Adamson, University of Illinois at Urbana-Champaign
“The Medicalization of Physical Activity in Multiple Sclerosis”

Recent years have seen a surge of research related to Physical Activity (PA) and multiple sclerosis (MS), with an accompanying medicalization (and moralization) of PA behaviors in this population. Wheatley (2005) argues that risk discourse establishing physical inactivity as a risk factor for disease is integral to the process of medicalizing PA. However, physical inactivity has not been implicated in the onset or progression of MS, and this paper explores the dynamics of the moralization of PA within that context. This paper explores MS as a unique context with important possibilities for both avoiding and exacerbating the problems of medicalizing PA. MS is characterized by unpredictable disease onset and progression stemming from factors such as genetics and disease type, some still poorly understood. Rapid onset of disability, as well as the nature of disability (cognitive, motor, and/or psychological), can be difficult for patients to cope with. Because of this ambiguity, moralization effects that place blame on the individual would be very detrimental. However, MS also provides a unique context in which the utilization of PA can become a resource for empowerment for those affected and can provide new contexts for renegotiating the orientations to the disease and the medical frame.

6B Sa Wu, China Institute of Sport Science & Yufeng Luo, China Institute of Sport Science
“Disability Sport in Sport Academic Research in China”

Scholars in the academic discipline of sport business should fulfill the role of constructing and transmitting knowledge pertaining to sport for people with disabilities through the dissemination of publications on topics relating to disability sport in scholarly journals. A content analysis of 16 core sport academic journals between 2006 to 2015 in China was conducted relative to sports, physical activity, recreation and leisure for individuals with disabilities. The purpose of this study was to provide a description analysis of the extent to which the sport business academic research is addressing the area of disability sport in China. Altogether 248 articles related to disability sport were coded in the following content categories in the Microsoft Excel: journal demographics, disability sport industry subsegment, type of research methodology, type of study subjects, demographics of study subjects, disability focus of article and disability sport focus of article. The study suggests that sport scholars do not identify the field of disability
sport, leisure, recreation, and physical activity for persons with a disability as part of the sport industry. The results provide empirical evidence that the discipline of sport industry is falling short in providing literature representative of people with disabilities in China.

6B Mary Beth Schubauer, University of New Mexico
“Comparing Paralympic Games Literature to Universal Design Principles”

The Paralympic Games have served as the pinnacle for those with disabilities competing in various sports arenas. Sport has been seen as a grounds for activism, from Tommie Smith and Juan Carlos raising their fists as an act of civil resistance during the 1968 Olympics, to the more current human rights protests we see from spectators today in Rio. Throughout the world, there are barriers to access for people with disabilities. Universal design principles are utilized to mediate those barriers when designing new facilities for use by both Paralympians and Olympians. This examination will explore if the International Paralympic Committee has acted as an agent for aspects of universal design for not only its participants, but also any disabled person. Under the lens of Crip Theory, and using grounded theory methods, the authors will code literature produced by the International Paralympic Committee (IPC) to see what themes emerge. These themes will then be compared with the principles for universal design to see if the IPG are working as an agent towards universal design. Universal design issues affect disabled individuals every day, and we submit that the IPC should back UD proposals proactively if they are not already doing so.

6B James Brighton, Canterbury Christchurch University
“Wheelchair Bodybuilding: Challenging Ableism or Reproducing Normalcy?”

Bodybuilding competitions that celebrate the construction of the ‘perfect’ muscular physique are now widespread in contemporary culture and have been subject to in depth academic analyses (e.g. Klein, 1993; Monaghan, 2001). To date however, there is little investigation into wheelchair bodybuilding or attempt to reveal the lived experiences of disabled bodybuilders. This could in part be explained by how in contrast to the ‘perfected’ muscular body that has long been synonymous with strength, control, success, and sexual allure (Dutton, 1995), the disabled body has been positioned under medico-tragedy stereotypes as weak, uncontrollable, ugly, monstrous, and asexual and deemed ‘imperfect’. For some therefore, disabled people engaging in muscle-building practices relative to normative standards of bodily perfectionism appear anathema. Against this backdrop, I draw on the corporeal experiences of Duke (pseudonym), a male wheelchair bodybuilder in his thirties in order to explore how disabled people aspire to normative notions of physical perfectionism. In doing so, I examine if disabled bodybuilding challenges ableism or continues to promote normalcy. In illuminating these tensions, I allude to the dilemmas that wheelchair bodybuilding faces in becoming more publicly engaged and how disabled people may be able to challenge contemporary tyrannies of body perfectionism and normalcy.

Session 6D
PALMA CEIA 4
Gender, Race and Sport: Intersections/Assemblages I
Organizers: Ann Travers, Simon Fraser University & Robert Pitter, Acadia University
Presider: John Markulis, Kent State University

6D Urooj Shahzadi, University of Toronto
“Complicating Narratives: The Physical Cultural Experiences of Punjabi Women Living in the Greater Toronto Area”

The physical cultural experiences of women from South Asia in the West are often too generalized or sidelined in the literature. With this in mind, this study centralized the voices of young Punjabi women living in the Greater Toronto Area. Punjabi is a specific, yet complex, marker for identity because it crosses linguistic, geographical, religious and ancestral boundaries. Through a series of traditional “Chat and Chat” sessions, five focus groups brought together eighteen Punjabi women to collectively share their
experiences. Particularly the complexities between gender, race and class were shared while confronting Whiteness and fatphobia in society. This study concludes by contextualizing anti-racist strategies for Punjabi (and South Asian) women in Canada while highlighting the importance between theory and methods.

6D Adam Ali, Queen’s University
“He Could be Dangerous:” Modern Orientalism in TSN’s Radical Play”

On March 30 2016, The Sports Network (TSN), one of Canada’s leading sports broadcasters, aired a documentary called Radical Play on its popular highlights show SportsCentre, which argued for the utilization of sport as a vehicle for deradicalizing young Muslim men. The story centers upon the Boxout Gym in Hamburg, Germany, where “at-risk” boys, many of whom are Middle Eastern migrants, are recruited from refugee camps and taught boxing by trainers specialized in identifying and deterring “radicalization.” Analyzing this documentary within the context of the endless War on Terror and the European migrant crisis, I argue that reinvigorated Orientalist tropes, first coined by Edward Said (1978), are deployed to reproduce the male Muslim body as what Sara Ahmed (2004) refers to as an object of fear. This justifies the containment of Muslims, and heightened surveillance and securitization within the borders of what are increasingly becoming the “paranoid states” of Europe and North America (McCintock, 2009). Furthermore, the interaction between these could-be terrorists and German boxing trainers catalyze further exploration of how assemblages of race, gender, and sexuality coalesce through sporting endeavors to reinforce hardened dichotomies of cultural difference. Such dichotomies propagate an ostensibly progressive, paternal West, and fundamental, suspicious East.

6D Erin Sharpe, Brock University
“Playful Transgressions: Neighbourhood Boundaries and Sport and Leisure Spaces of Encounter”

This paper considers sport and leisure spaces of encounter in young residents’ negotiation of neighbourhhood stigma. For Klocker (2015), neighbourhood stigma is boundary-making; by establishing where racialized bodies are in and out of place, it keeps people ‘in their place’ (Kelaher et al., 2010, p. 386). However, Ahmed (2000) argues that because difference is negotiated in momentary, unpredictable ways, boundaries can be destabilized through encounters that involve subjects coming “face-to-face” with the Other. The notion of spaces of encounter encourages complex and emerging theorizations entangled in Othering and racialization, while “holding open the possibility of destabilizing boundaries and creating new spaces for negotiating across difference” (Leitner, 2012, p. 830). Our presentation draws on ethnographic fieldwork (interviews, field notes, go-alongs) collected over two years spent with young residents of ‘Rosetown’, one of two stigmatized study neighbourhoods. Our findings consider the ways that neighbourhood-based sport and leisure introduced possibilities for ‘playful transgressions’ of social and spatial boundaries. We highlight the role of everyday movement and visceral experience in the production of spaces of encounter (Noble & Poynting, 2010; Wilson, 2016) and the ways that youthful encounters were mediated through local histories and broader power relations (Ahmed, 2000; Valentine, 2008).

6D Erica Tibbetts, Smith College
“Assessing the Utility of Sport and Exercise for Radical Social Change”

Sport and exercise have emerged as means of empowering individuals of all ages, social positions, and interests. Research and programs dedicated to “Sport for Youth Development” (Fraser-Thomas, Cote, & Deakin, 2005; Holt, 2016), “Sport for Desistance from Crime” (Meek, 2012; Meek & Lewis, 2014), exercise participation as a means to further women’s rights (Paul, 2015; Veli, Mierzwinski, & Fortune, 2013), and countless other causes have proliferated. And, while professional sport has long received criticism for promoting dangerous norms and stereotypes, sport for social change often avoids reproach. However, many dominant white, meritocratic, patriarchal norms are perpetuated through even the most well-meaning sport and exercise programs. Sociology of sport practitioners have a responsibility to
critique the utility, potential harm, and areas for improvement of sport and exercise as means for social change. This paper covers work done as part of a mixed-methods dissertation in a women’s prison, examining how stereotypes surrounding gender, race, and incarcerated individuals are combated through participation in an indoor cycling class. Additionally, the dangers implicit in fitness programs will be acknowledged. By using the words of chronically underserved women (both trans and cis gendered) and explicitly examining the mechanisms that can serve to make sport and exercise a place for radical change, this paper aims to lay out the beginnings of a model for creating, evaluating, and improving sport for social change.

Session 6E

Impacts of Global Sporting Events on Peace, Economies, and Sportsmanship

Organizer & Presider: Deep Andrew DeChoudhury, Saint Leo University and Sports Management Worldwide

6E Synthia Sydnor, University of Illinois

“Why Sport for Peace and Development? A Critique and Rejoinder”

Sports-for-peace-and-development scholarship and initiatives in academia and in global public policies; continued popular appeal for sport as an imperative means to acculturate “good” citizens and moral role models: all such schemes intend to help local and global communities make practical contributions to the public good. Sponsored by organizations such as the International Olympic Committee (IOC), United Nations Educational, Scientific & Cultural Organization (UNESCO), World Health Organization (WHO), and Right to Play, these sport for peace and development programs take as their basic assumption that sport is a tool for peacemaking and development. This study criticizes that “sport for peace and development” idea, arguing that sport for peace and development initiatives thus far lack a rigor that apprehends explicit qualities of “peace,” “development,” and “sport” itself. My work builds an amended understanding of a phenomenology/nature of “sport” and “peace,” founded in part from the thought of David Sansone (Greek Athletics and the Genesis of Sport, 1988) and Adam B. Seligman, Robert P. Weller, Michael J. Puett, & Bennett Simon (Ritual and Its Consequences: An Essay on the Limits of Sincerity, 2008). Re-thinking a phenomenology of sport is an endeavor that might influence local, corporate and global discussions/policies/programs. Understanding more profoundly this thing “sport” perhaps helps direct funds/resources to tenable goals, and frees future humans from the current constraints of a barely acknowledged understanding of the nature of sport.

6E Luke Lunhua Mao, University of New Mexico; Min Jung Kim, University of Tennessee & Benjamin Nam, University of Tennessee

“Global Hegemonic Image of South Korea Short-Track Speed Skating”

Globalization research in sport has emerged as one of the fastest-growing topics within sport studies and the broader field of social sciences. A recent and remarkable instance of inquiry in this area is the hegemonic image of sport through political, economic, and cultural forces in shaping globalization. Accordingly, the purpose of this study is to apply global hegemony theory as a reasonable concept for analyzing Korean short-track speed skating and its hierarchical structure in the global sport arena, thus contributing to enlightening scholars, administrators, and stakeholders in global sport to explore the current world flows and trends in their own sports. A total of twelve participants is recruited, including the current and former national members of the South Korean short-track speed skating team, coaches, and administrators in the Korean Skating Union. The research questions include how South Korean short track speed skating has developed in contemporary South Korean elite sport, how their nationalism influenced athletes to show strong athletic performances, how they have taken dominant positions in the global sports arena, and what are the current trends of world short-track speed skating. The findings are discussed from a broad range of sociological and global perspectives.
**6E Chenyu Shi**, Shanghai University of Sport

“Research on the F1 Regulation Changes Based on the Perspective of Commercialization”

Commercialization is a prominent feature of modern sports. F1, as a pure commercial sport, paid special attention to ensure and maintain its related subject of interest. Therefore, in order to meet the demand of commercialization, the competent and operation organization of F1 implemented reform from the season schedule, scoring system, qualifying system, safety measures and so on. Finally, these reforms not only enhanced the effect of F1 marketing, paid more attention to the competition balance, promoted the intense of competition, but also expanded the broadcasting and sponsor’s benefits.

**6E Kyle Rich**, Western University & **Laura Misener**, Western University

“From Canada with Love: Sexual Rights, Soft Power, and the Pride House Movement”

Recently, media attention around large multi-sport games has highlighted the ongoing struggle to recognize sexual rights in countries hosting these events. Notably, following homophobic laws in Russia, the IOC voted to include discrimination based on sexual orientation in The Olympic Charter. In this presentation, we engage Nye’s (2008) concept of soft power to explore the role of the Pride House Movement in public diplomacy, particularly from the Canadian perspective. First developed for the 2010 Winter Olympic Games, Pride Houses have since been established around events in Europe and South America. Further, during Sochi 2014 a series of remote Pride Houses, campaigns, and demonstrations were organized through the Pride House Movement in solidarity with Russian LGBTQ-identified persons. In 2015, PridehouseTO (Pan/Parapan American Games) was recognized as an arms-length organization to the games organizing committee and was the first Pride House to be recognized on the cultural program of the games. Drawing from content analysis of Pride House materials and media coverage, we explore the potential role of the Pride House Movement in public diplomacy and the international recognition of sexual rights. While scholars have suggested that mega-events are a platform where nations can exercise soft power, we extend this discussion by examining how soft power might be engaged through mega-events by a non-governmental organization. By capitalizing on the current status of public policy regarding sexual rights in countries such as Canada, and maintaining a non-governmental status, we argue that the Pride House Movement may continue to push the agenda of recognizing sexual rights in countries seeking to host these mega-events.

**6E Deep Andrew DeChoudhury**, Saint Leo University and Sports Management Worldwide

“Olympism and Physical Education Reform in the United States”

The Goals of “Olympism” include as stated by “International Olympic Academy’s Mission”: 1. The first goal is to build a peaceful and better world – to inspire and motivate the youth of the world; 2. The second goal is to instill a philosophy of life, exalting and combining in a balanced way the qualities of body, will, and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles; 3. The third goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity. These three goals are very important to the Olympic movement which is missing in the United States education system health and physical education curriculum system as well as many other countries around the world. This power of knowledge for “Olympism” in the health and physical education curriculum for private and public schools is needed in this country because student athletes and young adults in middle school, high school level, as well as the undergraduate level should understand and realize the important philosophy and education behind the Olympic games as well as physical education and health. This is so present day American students as well as student-athletes will be able to comprehend Olympic values and ideals to help and assist with the modern day principles of health, physical education, and competition.
This paper examines media discourse regarding transgender and intersex athletes. As one of the few activities that’s still nearly universally separated by sex identification, sport is an important site to consider how media shape assumptions about the essentialism of gender and sex identity. Bruce Jenner became an American idol, having won the decathlon Olympic gold medal. Forty years later, having undergone male-to-female gender reassignment surgery, Jenner was back on the cover of Sports Illustrated now as Caitlyn Jenner. In the article, she explains, “I was female on the inside.” Similarly, Chris Mosier, the first transgender athlete to appear in ESPN Magazine’s Body Issue, talks about “feeling very comfortable in [his] own skin.” These comments reinforce a gender binary, by underscoring the move from checking one box on the census form to checking the other. What then about athletes such as Caster Semenya, Pinki Pramanik, and Dutee Chand, who do not neatly fit into either box? Dutee Chand recently qualified for the Rio Olympics, having fought to compete as a woman because of her naturally high levels of testosterone. This paper seeks to understand how media discourse surrounding these athletes shapes what it means to be a man or a woman.

While much focus has been placed on the characterizations of GLBTQ athletes in the media, meager focus has been placed on the media professionals and outlets that make decisions in rendering coming out stories of gay athletes. This presentation focuses on interview data collected from a variety of media entities, including Outsports founders Cyd Zeigler and Jim Buzinski, ESPN Vice President for Storytelling Craig Lazarus, and Sports Illustrated columnist Franz Lidz. Decisions on the framing of stories (focusing on what to select, emphasize, and exclude) are examined along with assessing feeling about advocacy for social change and the degree to which these align (or not) with journalistic practices. Ramifications for sociology, media, and theory will be advanced as well.

Sport is argued to be a significant part of university life in the UK; it is often a place where students try new sports for the first time, and is a major way in which students engage with their student unions. However, the sporting experiences of lesbian, gay, bisexual and transgender students (as well as students with other non-normative sexual orientations and gender identities) at higher education institutions in the UK are relatively under-explored, as are the perspectives of student union officers, who often play a role in running university-based sport. Drawing on questionnaire, interview and focus group data with student union officers and LGBT+ students, as well as document analysis of student union equality policies, this paper aims to discuss issues in sport for transgender students particularly. Findings suggest there are several barriers and issues for transgender students in university-based sport, including ‘lad culture’, transphobic ‘banter’, policies which exclude transgender students from competitive sport and a lack of inclusive sports facilities.
The NCAA’s stance on transgender athletes is such that universities should adopt new policies and practices to best provide equal opportunities for all transgender students wishing to compete on a collegiate athletic team. However, there is very little research about transgender athletes in college sport. This case study serves as the voice of one collegiate-athlete who is transitioning from female to male while continuing to be a Division I athlete. The limited research on transgender athletes provide some insight into their experiences before, during and after the athlete came out as transgender (e.g., Lucas-Carr & Krane, 2012; Semerjian & Cohen, 2008). However, these accounts were not given as they were happening, they were reported after the fact. This study followed one transgender athlete through his transition, which included social transition and testosterone therapy and treatment. The participant partook in eight semi-structured interviews spread across nine months. This article discusses two overarching themes (collegiate sport and transition) that emerged from our narrative analysis (Smith & Sparkes, 2009) and touches on many smaller subthemes. The implications of this study will be of interest not only to researchers, but also university administrators, coaches, and teammates of individuals who transition during their collegiate career. The participant’s description of his journey throughout the transitioning process will provide important, in depth narratives for all to consider moving forward.

Roundtable I: Socio-Cultural Trends that Influence Youth Motivation & Enjoyment in Sport
Organizer & Presider: Emeka Anaza, James Madison University

Roundtable I: Augustus Hallmon, Northwest Missouri State University
“Relationship Building as a Key Practice for Minority Sport Participation”

The goals of this study was to develop a better understanding of the beliefs that Black mothers hold and how these beliefs may be realized through their children’s recreational participation. The findings emphasized beliefs of positive youth development in the choices Black mothers made, which impact how children’s recreation opportunities were provided and marketed to marginalized populations. A key determining factor revolved around relationship building, where parents wanted their child to be involved in sport programs that emphasized relationship building between adults (e.g. coach) and children. With the increasing change in community demographics, we are seeing communities experiencing more diversity among their constituencies. With this change, sport professionals will need to keep the changing demographic in mind as they are creating and implementing sport programs. The most effective way to approach this would be to train staff to become more culturally competent and have better cross-cultural communication (Holland, 2014). As Black mothers expressed their perceptions, their voice gave the impression that relationship building may be more important for sport participation than originally believed. Practitioners will receive insights that would assist in recognizing where their organization is currently and areas where they can improve with tips on how to do so.

Roundtable I: Maura Long, James Madison University
“Analyzing Socio-Cultural Factors and Motivations that Promote Youth Participation in Sport”

The purpose of my contribution to this roundtable discussion is to share my research of socio-cultural, institutional, and structural factors that lead to the lack of participation or motivation (i.e. parental influence and pressure, obesity, and over-served athletes) to physical activity amongst youth. I will highlight remedies to challenge, encourage, and sustain continuous youth involvement in community and recreational sports programs. For instance, Cote and Hay’s (2002) Development Model of Sport
Participation (DMSP) suggests sport sampling be encouraged at a young age. Children are able to try out different sports rather than specializing and investing in one particular activity. This model provides an example that allows youth the opportunity to find activities that they enjoy and can succeed in, which may lead to an active lifestyle as an adult. By observing a child’s background, practitioners and researchers can better understand their motivations for participation or lack of participation, and therefore better equipped to address their needs. By discussing these factors along with others, I hope to assist in establishing proactive solutions that promote physical activity and enjoyment among youth within recreational and community sport.

Roundtable I: Erin Morris, University of Illinois at Urbana-Champaign
“Youth Sport Retention Through Non-Traditional and Recreational Sports”

Within the context of youth sport recruitment and retention, the discussion often focus on mainstream sports, those that we watch on TV or played during gym class. But those sports have been accessible (to differing levels) for years and are clearly not retaining and supporting enough youth participants. A focus on growing non-traditional sports may help to increase physical activity levels of youth who have not found a home in traditional sport. Rugby, ultimate Frisbee, and triathlon have all experienced increases in their youth participation in the last five years. This shows there is a market and need for alternative athletic outlets from the standard sports historically offered to youth. In addition to new sport options, there is a need for recreational sport opportunities for older youth. Many programs end their house/rec leagues around U12 or U14. This leaves teenagers who are not skilled enough, do not want to, or cannot afford to play on competitive teams without a pathway to sport above this age. In order to increase youth retention in sport, there is a need for increased recreational pathways, including house and coed options for youth of all ages.

Roundtable I: Taryn Price, Oklahoma State University & Nicole Been, Langston University
“The Value of Implementing a Youth-Adult Partnership in Youth Sport”

Youth are consistently introduced into progressive development programs that seek positive youth development (PYD) outcomes (Coakley, 2011; Hansen, Larson, & Dworkin, 2003). Positive youth development outcomes include, but are not limited, the development of necessary life skills that enhance youth voice, empowerment, and leadership development, among other qualities (Mitra, 2003; Hansen, Larson, & Dworkin, 2003). A primary area of interest that has long been garnered to provide youth with these development skills is youth recreational sport participation. Recognizing that most PYD programs are developed by adults for youth development, the current research effort sought to understand the impact of a program developed by a youth-adult partnership (Camino, 2000; Larson, Walker, & Pearce, 2005). Results from the youth-adult partnership established by collegiate and high school students will be presented based on their collaboration of planning a recreational sport event within their local community. Among the observed findings, the benefits of the partnership provided insight for the adults who will be planning recreational sport events for their communities in their careers, while also increasing the youth participant’s sport enjoyment and value for recreational sport within their community.

Roundtable I: Emily Hardell, San Jose State University & Jessica Chin, San Jose State University
“Youth Sport Development Pathways of Division I Collegiate Female Soccer Players”

Early youth sport specialization is a growing trend and a contentious issue in the US. Some young athletes are encouraged to begin specialized training in a single sport at an early age with the belief that it will lead to a collegiate level scholarship (Malina, 2010). Within contemporary society, parents are driven by success for their children and usually perceive an early start in sport as necessary to achieve higher levels of play (Coakley, 2009). Few studies have examined youth sport development using the Developmental Model of Sport Participation (DMSP) as a guiding framework, and no published studies exist that describe youth sport development pathways for NCAA Division I women’s college soccer players (Côté, Baker, & Abernethy, 2007; Côté & Fraser-Thomas, 2007). The purpose of the current
study is to examine the youth sport development pathways and experiences of female collegiate soccer players using the DMSP. Data was collected through fifteen semi-structured interviews with athletes from two Division I university soccer programs in Northern California. Preliminary findings include personal accounts of prevailing trends in elite youth soccer development pathways, such as: early specialization, professionalization, commercialization, injury, and the growth of the club system in the US.

**Roundtable II**

**Protecting Sport Sociology from the Administrative Axe**

**Organizer & Presider:** Emily Dane-Staples, St. John Fisher College

Susan Birrell, The University of Iowa  
Emily Dane-Staples, St. John Fisher College  
Emily Houghton, Fort Lewis College  
Jane Stangl, Smith College

Increasingly, American institutions of higher learning are seeing an influx of administrative layers that separate faculty from decision making authority regarding their programs (Ginsberg, 2011). A rise in in assessment, abstract quantitative metrics, and administrators who have never taught are leading to environments where academic rigor and value are being defined in very different ways. Sport sociology can be seen as a niche program that lacks marketing power and doesn’t generate large numbers of student credit hours or majors which puts it in administrative crosshairs. As graduates of our programs become the public face of our programs, the removal of our programs diminish the capacity to serve greater society using our important critical perspective. This roundtable session will provide an open forum for faculty to discuss the situations they have faced at their institutions and for the collective to generate possible solutions to these trends in higher education. Of particular interest will be perspectives from non-American institutions to share whether this is a global or more isolated issue. The organizer will bring forth strategies discussed by both Ginsberg (2011) and Gerber (2014) to help frame the discussion.

**Roundtable III**

**“Sings of freedom”**: Discussing the Significance of Women of Color in Sport

**Organizer:** Akilah R. Francique, Prairie View A&M University  
**Presider:** Joyce Olushola, Arkansas State University

**Roundtable III: Tomika Ferguson**, James Madison University  
*“How Black Female Student-Athletes Contend with Race, Gender, and Stereotypes”*

The responsibility of negative images of Black women within society cannot be assigned to a particular entity, be it the media, education or sport. Rather, the complex and often contradictory images of Black female athletes are the results of lingering histories of racism and oppression faced by Black women at various social institutions. College athletics is a microcosm of society and provides an environment to examine how racism and oppression, which have bred harmful stereotypes, influence the daily lives and athletic experiences of Black female student-athletes. This paper investigates the ways in which stereotypes influence the college experiences of Black female student-athletes through a Black feminist lens. Derived from interviews with Black female student-athletes in NCAA Division I track and field, volleyball, and women’s basketball, this paper’s findings argues that athletics is a platform to enhance the college experiences and voices of Black female student-athletes. Coach-player relationships, academic experiences, and physical appearance are pivotal to the engagement with and relationship of Black female student-athletes and their institutions. This paper looks at intersections of race, gender, and
athletics within a college environment to identify areas where higher education institutions can take more responsibility in their commitment to Black female student-athletes.

Roundtable III: Akilah Francique, Prairie View A&M University
“Sings of Freedom”

In 1983, the late Dr. Maya Angelou spoke of the “Caged Bird” and the recognition of a life beyond her captured self that “sings of freedom.” Similar to the “Caged Bird,” Black women are caught in the “matrix of domination” and caged within its oppressive racial, gender, and class constructs which can limit their voice and experiences (Collins, 2000). Despite these limits and interlocking oppressions, scholars work to illuminate the societal realities of Black women and women of color in the sporting contexts. The goal of this session is to: (a) understand theories and methods employed to explain Black women’s sporting experiences; (b) unveil the barriers when capturing Black women’s sporting experiences; and, (c) elucidate the representational benefits of voice for Black women in sport. Hence, this session welcomes presentations that promote scholarly efforts on- and acknowledge the significance of- “freedom” for Black women and women of color in sport.

Roundtable IV
Black In Black Out: Dissecting Issues Concerning Today’s Black Athlete
Organizer & Presider: Algerian Hart, Western Illinois University

Earl Smith, Wake Forest University
Angela Hattery, George Mason University
Autumn Arnett, Editor, Out of Bounds Magazine
Cat Ariail, University of Miami
Algerian Hart, Western Illinois University

As discussed by Dr. Harry Edwards, “The pattern of continuities and parallels between the substance and dynamics of Black circumstances and subsequent protests from San Jose State in the fall of 1967, to the University of Missouri in the fall of 2015, forty-eight years later- are as revealing as they are striking”. This panel will engage topics concerning today’s Black Athlete from Conference Re-Alignment influences on the Black Female NCAA Athlete, to Caribbean women and their influences on the modern Olympic movement. Subsequently, the panel will examine the media portrayals and public perceptions of Black vs. White Athletes.

Roundtable V
Insights on “Doing” the Strengths and Hope Perspective
Organizer: Victoria Paraschak, University of Windsor
Presider: Audrey Giles, University of Ottawa

Brenda Rossw-Kimball, University of Regina
James Anderson, Independent Scholar
Victoria Paraschak, University of Windsor

The Strengths and Hope perspective is co-transformative in nature; it intentionally directs both researchers and participants to be open to transformation through their shared interactions and the identification and adoption of a shared vision for a preferred future, which then frames future actions. Members of this roundtable will speak to their experiences while applying a strengths and hope perspective to their academic work (e.g., in research, in teaching), pointing out ways they have seen participants being transformed, and been transformed themselves as they adopt this approach. These
Roundtable VI
“Choose Your Reading Set”: Students Taking Responsibility for Learning
Organizer & Presider: Maura Rosenthal, Bridgewater State University

Roundtable VI Deockki Hong, University of Northern Iowa
“Applying a Flipped Classroom Model to Pursue Student-Centered Learning”

Student centered learning shifts the balance of classroom power from teacher to student thus fostering active learning and engagement among peers. The flipped classroom is a pedagogical model in which the typical lecture and homework assignments of a course are reversed. In the flipped classroom, students watch short video lectures and prepare the course before they come to class and the class time is used for hands-on activities, problem-solving skills and discussions. The flipped classroom model situates the teacher as facilitator and contributor rather than authoritarian and director of knowledge. I have used flipped classroom model in my physical education pedagogy course for two years. After an implementation of flipped classroom, students were able to discover their strengths and weaknesses and take part in directing their own knowledge gain. Student centered learning employs effective assessment to promote learning and inform future practice. The flipped classroom model enables critical thinking and is a means to develop knowledge rather than a collection of facts by building upon and challenging prior learning, thus foster student-centered learning.

Roundtable VI Ellen Berg, California State University, Sacramento
“A Plea for Insights on Fostering Student Collaboration in Groups”

I am very excited at the prospect of a Roundtable session focused on fostering student responsibility for learning. I look forward to additional details on the approaches highlighted in the session description. To contribute to the discussion I will bring the most recent version of the prompt for an empirical research project in which students perform a content analysis of some type of sport-related media (films, episodes of SportsCenter, on-line sports media sites, NCAA Final Four games, etc.). This assignment has morphed over the years and still has a long way to go. I will provide a brief explanation of the challenges with the assignment and some questions for group discussion. This past semester students wrote individual papers but were to work as a “research team” in terms of designing their research project and performing the media analysis. Discussing this assignment and ways to encourage student empowerment and responsibility in a group effort will be incredibly beneficial to me, and I hope will also benefit other attendees in the context of encouraging student empowerment more generally.

Roundtable VI Chase M. L. Smith, University of Southern Indiana
“Group Project Realities: Classroom Experiences Gained by Sport Management Students for Developing Accountability and Responsibility in Preparation for a Career in Sport”

Students were given a semester group project assigning them the tasks to delegate responsibilities, meet deadlines, and present in-class on a professional sport organization’s sponsorship portfolio for a grade the entire group would receive. The aim for the assignment was to prepare students for real-life experiences in the sport field workforce. The instructor routinely announced this intent in an effort to encourage responsibility and accountability, along with the assignment’s implications related to jobs in sport. All groups were also notified at the beginning that there would be a peer-evaluation on performance, effort, and accountability for an additional grade in the class. Included in the responsibilities were an initial group meeting, individual proposals from each member for the team they preferred to research, and a checkpoint group grade to determine the group’s progress. The checkpoint allowed the instructor to assess the group’s assigned responsibilities and current information researched. From the
instructor’s feedback, the groups were able to collectively determine their next course of action to improve their project. Reactions from the students varied. There was a sense of appreciation from students who performed well, and even from those who received a lower grade than what they were accustomed to receiving individually.

Roundtable VII
“Practicing” Sport: Doing Critical Sociology in Sport & Physical Activity
Organizers: Matthew Hodler, Miami University & Diane Williams, University of Iowa
Presider: Diane Williams, University of Iowa

Cathryn Lucas, University of Iowa
Marta Mack-Washington, University of Kentucky
Brian T. Garity, University of Denver
Melissa C. Wiser, Ohio State University
Nikolas Dickerson, University of Lincoln (UK)

Sociologists of sport have long critiqued the power relations that shape and influence sporting practices. Many of us play and work within these power relations as participants in Sport and Physical Activity as coaches, officials, parents, partners, trainers, and/or athletes. As such, we have the opportunity to practice our critical approach with friends, family, peers, and/or fellow community members. How do we practice our critical approaches with the sporting communities in our different publics? What challenges do we face in practicing and living our critical perspectives/doing our theory? How do we address these challenges? What sort of lessons can we learn from our experiences? This interactive and collaborative roundtable will provide space for critical scholars who engage in community building/social justice oriented practices to discuss their experiences and strategies, their failures and their successes, in an effort to continue engaging critically with multiple publics in Sport and Physical Activity.

Roundtable VIII
Sociology of Sport, Public Engagement and Experiential Learning
Organizers: Program Committee
Presider: Jennifer McClearen, University of Washington

Roundtable VIII Leigh Ann Danzey-Bussell, Trevecca Nazarene University
“On Your Mark, Get Set, ENGAGE!”

Today’s college student has high expectations for what college learning will impart during their tenure at a university. Employers’ expectations of new employees include not only experiences, but also transferable skills such as problem solving and critical thinking, teamwork/collaboration and the ability to effectively communicate. As faculty we must consistently design pedagogy that not only enlightens, but also entertains and engages at the expected levels for both constituents. For this reason, it is imperative for faculty to foster industry relationships that allow students to “practice what we preach” in our lecture courses. This sifting landscape challenges the professorate to be creative in designing projects and opportunities for both face-to-face and online students to be actively engaged. A discussion of assignments and projects along with rubrics that have been proven to be effective at actively engaging students during their college career will be discussed.
Roundtable VIII

Thomas McMorrow, Florida State University & Mark DiDonato, Florida State University

“Engaging the Public: Educational and Philanthropic Student-run Events”

The purpose of sport management as an academic discipline has recently been debated amongst scholars (for examples, see Dane-Staples, 2013; Newman 2014; Yiamouyiannis, et al., 2013). A majority of sport management courses concentrate on preparing students for a career in the sport industry by focusing on practical skills related to sport marketing, finance, and management. These classes often align with efforts to sustain and maximize economic growth in the sport sector. Conversely, another perspective advocates for a comprehensive curriculum incorporating critical thinking, increased public engagement, and experiential learning initiatives connecting theory and practice. This presentation is focused on the latter – that is, educating sport management students through experiential learning and public engagement. As current instructors and former practitioners, we reflect upon our implementation of practical strategies incorporating sociology of sport, public engagement, and experiential learning into undergraduate Facility and Event Management courses. As a key component of the course, students engaged in planning and managing a sport-based charity event with proceeds of the event benefiting a local charitable organization. The students incorporated local businesses as sponsors and partners creating an educational, commercial, and philanthropic endeavor benefiting the community.
Since the late 20th century, basketball has continued to see tremendous growth globally in terms of its registered participants and the overall competitions taking place. As basketball coaches and scouts across the world are more easily able to observe these distant games, players of different nationalities have become more attainable at the NCAA DI level. The theoretical perspectives used to guide this study were: world systems theory and transnationalism. The purpose of this study was to understand migration factors and experiences of former international male basketball student athletes at colleges and universities in NCAA Division I institutions. Data collection method used in this study was an open-ended, semi-structured interview. Sixteen participants were interviewed through videoconferencing. Data analysis was conducted with the use of a constant comparison method and data categories that emerged were organized under themes (Glaser & Strauss, 1967). Findings in this study include: participants’ experiences, decision-making processes in migration, and overall experiences as student-athletes in the U.S. college basketball system.

The ascendant rise of the global sport industries driven by multinational corporations and international non-governmental organizations like the IOC and FIFA created an environment in which athletes can now more readily ply their skills around the world. The “discovery” of specific racialized and ethnicized athletes as being somehow “emblematic” of prowess and “excellence” directly shapes athletes’ ability to produce their own mobility. This paper uses two sports “rugby union and basketball” to demonstrate the ways in which athletes produce mobility or are rendered immobile because of the accident of their race, or a physical injury. Athletes’ movement or stasis is shaped by apparatuses beyond any individual’s own control, such as those of migration, race, and sport. Athletes in this paper do not lack the necessary skills to migrate, indeed some have done so. They all, however, lack, a certain capital, that of mobility, and it is that lack which constricts their ability to migrate and continue their career beyond their current location. That mobility is precarious, and can be lost through accidental injury is evident in how these men deal with these apparatuses and the precariousness of being a migrant athlete.

The purpose of this study is to understand Korean professional football league (K-League) exodus and explore its causes and countermeasures. This study classifies the historical background of K-League players’ labor migration as three generations: ‘realized first-generation’, ‘regularized second-generation’ and ‘accelerated third-generation’ which is present among players in the center of the exodus. First, the main structural causes of the K-League exodus were classified as an Asia quota system, due to China’s football rise, the Middle East’s oil-money and Southeast Asian’s football growth. Secondly, the financial deterioration of the parent company and salary disclosure were shown as the additional main structural
causes. In terms of those who implement, the main motivation of migration was classified as poor infrastructure of the K-league, the challenge of a new environment, the lure of high salaries, and players’ limited lifetimes. Based on this analysis, the change to selling the league under the K-League exodus phenomenon is an unavoidable choice and worthy of discussion. Also, the strengthening the entries system for players aged 23 or less can ensure a game participation of young players and provide more synergy of the investment for youth team development.

**7A Jerry Reynolds**, University of South Carolina; **Victor Kidd**, University of South Carolina; **Richard Southall**, University of South Carolina; **Anna Scheyett**, University of Georgia; **Mark Nagel**, University of South Carolina

“Risk and Resilience: The Transition of Division I Male Athletes Out of College Sport”

National Collegiate Athletic Association (NCAA) Division-I football, men’s basketball, and baseball players experience significant challenges after their intense competition and campus visibility has ended (Adler & Adler, 1989; Ferrante, Etzel, & Lantz, 2013). These difficulties (e.g., risk factors, Fraser, Galinsky, & Richman, 1999) include significant negative graduation gaps (Harper, Williams, & Blackmon, 2013; Southall, Eckard & Nagel, 2014), emotional and behavioral challenges, inadequate employment opportunities, maladaptive coping skills, and role identity confusion due to athletic role engulfment (Baillie, 1993; Cadigan, Littlefield, Martens & Sher, 2013; Ferrante, Etzel, & Lantz, 1996; Irick, 2012; Murphy, Petitpas, & Brewer, 1996; Turner, Southall, & Eckard, 2014). These difficulties are exacerbated by constant media exposure and revenue generation expectations (Baillie & Danish, 1992). Utilizing Fraser’s et al. (1999) Risk and Resilience Framework (RFF), this ongoing interdisciplinary study (current N = 18) used a mixed-method approach (Southall, Amis, Nagel, & Southall, 2008) to explore the extent to which identified risk and resilience factors predict college athletes’ transition outcomes. This study’s results confirm the presence of both risk and resilience factors among college athletes, and highlights their difficulties and transitions out of sport. This presentation, which summarizes the study’s results, provides an informed basis for policy recommendations, increased and targeted support services, and broad-based sociological discourse concerning college athletes’ post-university sport transitions.

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**Session 7B**

**PALMA CEIA 2**

**Social Media Activism: Student-Athletes’ Strike at University of Missouri** (Panel)

**Organizers & Presiders**: Grace Yan, University of Mississippi & Ann Pegoraro, Laurentian University

**Panelists:**
- Grace Yan, University of Mississippi
- Ann Pegoraro, Laurentian University
- Nicholas M. Watanabe, University of Mississippi
- Cynthia M. Frisby, University of Missouri

Considerable discussions have shed light on the current governing systems of the National Collegiate Athletic Association (NCAA) and educational institutions as co-operatively exploiting student-athletes (Donnor, 2005; Hawkins, 1999; Sailes, 1986). As a direct result of such a coercive environment, resistance and pursuits for justice mostly resort to lawsuits and appeals to the court of public opinion to have grievances addressed (Belzer & Schwarz, 2012; Southall & Weiler, 2014; Staurowsky, 2014). In this background, protests by football players at the University of Missouri in 2015 invoked a relatively unique scenario in the development of student-athlete activism. That is, counter to previous protests, social media played a vital role as the site of contestation. Thus, this panel will discuss the use of online platforms by the Missouri football players, as well as the content they produced to consider how these sites have become important locations of engagement and activism in sport.
In today’s media-driven society, attention paid to deviant behavior is constant and ever present, and the world of sport is no different. Whether it be television, the internet, or mobile device, sport-related news outlets are likely to have attention-grabbing headlines centered on the deviant behavior(s) of athletes, sport organizations and athletic administrators. As such, deviant behavior has garnered a good deal of research in both sport (e.g., Coakley, 2015; Woods, 2011) and media literature (Young, 1986), suggesting that as reports of deviant behavior increase, so too does the subsequent social reaction and interest that manifests. In 2014, a Media Insight Project found that 70% of Americans got their news from the Internet, rendering it a media outlet that impacts society with a staggering influence on that which is most salient (Flanagin & Metzger, 2001). However, little research has explored the relationship between sport, deviance, and Internet coverage. Based on previous research examining Internet coverage of deviant behavior in sport (Waltemyer, Sosa, & Clopton, 2007), this study examines current Internet coverage of deviance in sport and compares it to 10 years ago. Findings from this study will have particular significance in the overall understanding of society’s fascination with deviance and sport.

Dennis Rodman, the quintessential example of deviant behavior as a player in professional basketball, fast tracked the normalization of tattoos in the National Basketball Association. Still considered deviant behavior in Western societies, the prominence of highly visible tattoos in the NBA and collegiate basketball world has been growing rapidly. In this presentation, I will discuss how professional and collegiate basketball players perceive tattoos in regard to identity and performance. I will also explain how tattoos act as a channel for nonverbal communication in this population. Through these two topics, players inadvertently or inadvertently address the interplay of deviance and identity, how deviance situates social groups, the commodified body, and the performance of masculinity. With the increased visual media presence of players through social media, smart phones, the internet, and other forms of technology, the necessity of understanding what role tattoos have among the players cannot be understated. Beyond the academic implications, this topic could also have an importance to the applied work of coaches, professional and collegiate team administrators, and fans.

The following study examined how different media outlets depicted the recent FIFA (Federation Internationale de Football Association) scandals surrounding Sepp Blatter. A content analysis was used to examine 50 articles published from 2015-2016 written about the FIFA scandal by major international media outlets such as The British Broadcasting Network (BBC), Entertainment and Sports Programing Network (ESPN), and USA Today. Preliminary results indicate a negative view of FIFA as a corrupt organization headed by the previously untouchable Sepp Blatter. Another theme that emerged was the perception that the United States overstepped their authority in arresting FIFA officials. According to framing theory, the way these media outlets cover the FIFA scandals can have a strong influence on how sport media consumers’ views corruption within FIFA and the role of the United States in the investigation.
7C Tanujit Dey, Independent Scholar & Robert Case, Old Dominion University
“Problems and Issues Affecting College Athletics: A Case Study of the University of North Carolina Scandal”

Sport scholars have studied the problems and issues associated with college athletic programs for over 100 years. Many of the problems affecting college athletics have been described in the reports of special committees and commissions (e.g., Carnegie Commission, 1929, Knight Commission, 1991, 2001, 2010) as well as sport sociology textbooks, best selling books, academic journals, and scholarly research efforts. A recent academic and athletic program scandal and investigative report at the University of North Carolina suggests that several of the traditional problems involving college athletics still exist with some problems taking on new dimensions. The purpose of this case study is to examine the facts and root causes of the University of North Carolina academic/athletic scandal in order to better understand the problems and issues that were identified as a result of the investigation into the scandal. The root causes of the University of North Carolina issues will be discussed along with potential possible long-term solutions to the problems.

Session 7D
Politics, Policy, and Participation: Physical Activity and Sport Perspectives from China, Israel and USA
Session Organizer: Program Committee
Session Presider: Daniel Burdsey, University of Brighton

7D Keqiang Cao, Shanghai University of Sport; Lin Yu, Shanghai University of Sport & Hanhan Xue, Florida State University
“Sport as Lifestyle Choice and Consumption: The Trends of Chinese Sport Participation”

Recent years have seen significant structural changes in China’s sport “most notably in the continued growth in residents’ participation in sport, fitness, recreation, and physical activities. According to the 2014 National Fitness Survey, the number of Chinese urban and rural residents who participate in physical exercise was 400 million and the percentage of those who regularly participate in sport and physical activities reached 33.9% in 2014, significantly higher than the year of 2007 (General Administration of Sports of China, 2015). Further evidenced by the launch of the state policy documents, “National Fitness Program” (2011-15) and Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption, sport for all, instead of elite Olympic sport, has obviously become a “national strategy” in China (Sun, 2016, para. 10). “Sports participation has become an emerging life necessity of urban Chinese people after food, clothing, and housing,” as a Chinese sport official pointed out (Sun, 2016, para. 29). In this study, we thus seek to look at how and why the role and status of sport participation has shifted in China, based on policy and government documents analysis. In so doing, we could further understand the transition and transformation of sport in China in the context of state-led capitalism – more specifically, the trends toward the marketization of the political and cultural economies of the Chinese sport system.

7D Daniel Burdsey, University of Brighton
“Physical Culture and Age(ing) in South Asian Communities in the United Kingdom”

Over recent decades, research has increasingly explored the sporting and physical cultural experiences of young South Asians. Sociological analyses (including my own work) have framed these phenomena around issues of identity and integration, referring to hybridity, diaspora and citizenship. However, this work has not addressed the experiences of the parents and grandparents of these young people. Participation in physical cultural activities may hold different meanings for older diasporic South Asians, such as health and well-being, sociability and the celebration of tradition. Yet, their experiences are largely “invisible” and “inaudible” outside their communities. Marginalised due to both ethnicity and age,
they are overlooked in policy initiatives and ignored in academic research: emerging work on physical activity and the lifecycle has largely disregarded the experiences of racialised groups; while more established research on race and ageing underplays the role of physical culture. This exploratory paper calls for the sociology of sport to take the intersections between race and age(ing) seriously, and to consider the experiences of older minority ethnic participants in physical cultural activities. In line with this year’s conference theme, it also considers how practices of research with older members of racialised groups can be relevant, empowering, accountable and socially just.

7D Bonnie Everhart, ThinkBig, LLC
“Stepping Out: Exploring Recreational Walking and Social Change in Israel”

Different subcultures in Israel lead separate lifestyles in order to maintain their cultural, religious, or ethnic identities. The pluralistic way of life reasons that conflict and dialogue results in ostensibly-common good and builds on a social environment in which concerns of diverse views on life and beliefs can be led broadly toward everyone’s advantage (Pittinsky, Ratcliff, Maruskin, 2008). Within these social norms, the idea of routine neighborhood walking and walking as a health enhancing activity formally began in Israel in the late 1980s through community recreation centers. This study explored participation in recreational walking beyond its fitness qualities to its plausible use as a community relationship tool. Social divides undermine cohesive relationship building in communities broken by conflict and distrust. The use of sport as a change agent is aligned with the social cognitive theory (Bandura,1986) which underscores that human behavior is caused by personal, behavioral and environmental influences. Additionally, the study explored social values as an essential component in understanding culture within diverse communities. The aim of the presentation is to encourage future research that would contribute to the practice and development of recreational walking as a health enhancing physical activity coinciding as a positive relationship builder among diverse communities.

7D Matt Moore, Ball State University and National Association of Social Workers in Sports
“Sport Social Work: A Holistic Approach to Promoting Athlete Functioning”

College athletes are a vulnerable population, who experience a range of biopsychosocial challenges. Current literature examining psychosocial risks of athletes correlates athletic participation with high levels of depression, anxiety, and suicide attempts (Cox, 2015; Rao & Hong, 2015; Wolanin et al., 2015), alcohol use (Druckman, Gilli, Klar, & Robinson, 2015; NCAA, 2015), illicit substance use (including performance enhancers) (NCAA, 2013), the development of eating disorders (McLester, Hardin, & Hoppe, 2014), and lower levels of overall well-being (Watson & Kissinger, 2007). Adopting a social work perspective in an effort to help athletes overcome these risk factors is an emerging idea. Social Workers strive to ensure the dignity and worth of individual athletes, to empower athletes to seek self-determination, and to emphasize athlete strengths as global citizens and not just as athletes. Sport Social Work models embrace theories of development and sociology, models of direct practice, and social policy and research reform. This presentation will review the challenges facing athletes and how the social work profession can promote the well-being and functioning of athletes. In particular, how social workers can help athletes transition into and out of athletics, address needs through direct services, and advocate for athletes’ rights through grassroots efforts.

7D Louise Mansfield, Brunel University London & Tess Kay, Brunel University London
“Compromised? Co-production of knowledge in community sport for public health partnerships”

This paper critically examines the significance of co-production in a collaborative research-policy-practice partnership which aimed to design, deliver and evaluate a Health and Sport Engagement (HASE) Programme in local community contexts. The paper identifies the role of academic researchers, local and national policy makers, local authority commissioners and managers, service delivery professionals and public participants in challenging the existing hierarchy of evidence and the status of public intellectuals in public health. I argue that informed community sport policy requires an approach to knowledge and
understanding that is underpinned by research-practice alliances that capture and reflect everyday realities through qualitative methods. The intention in this discussion is to propose the idea that the role of the publicly engaged sociologist in the public health domain must be concerned with reflecting on and committing to the difficult public work that arises when professional, critical, policy and public knowledge collides.

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**7E Katelyn Esmonde, University of Maryland & Shannon Jette, University of Maryland**

*“Techno-Dystopia or Techno-Indifference?: Exploring Uses of Digital Technologies in a Physical Education Classroom”*

As a trend that some are referring to as the “New PE,” school physical education (PE) is increasingly making use of digital technologies in the form of pedometers, heart rate monitors, fitness trackers and apps, and more. The goal of such technologies is to motivate students, enable instructors to better evaluate students, and to encourage self-evaluation and monitoring by students. The impact that the rise of these surveillant and self-monitoring technologies has on students and teachers in PE is in need of investigation, particularly given their positioning as tools in the “war on childhood obesity.” Drawing on participant observation and document analysis, we share an examination of how digital technologies are being taken up in one particular PE setting. First, drawing on a Foucauldian framework of discipline and surveillance, we use Lupton’s (2016) five modes of self-tracking to investigate how students and the instructor in a university-level physical activity class utilized digital technologies. Next, we examine the differences between expected and observed uses of technology in the classroom. In particular, we focus on the students’ processes of sense-making with regards to the data outputs of the devices that were used. In doing so, we complicate the techno-utopian and techno-dystopian binary to illustrate that students are both disciplined by and resistant to digital technologies in PE. These findings contribute to scholarship examining digital technologies and the quantification of bodies through technologies in physical culture.

**7E Corina van Doodewaard, Utrecht University & Windesheim University of Applied Sciences; Annelies Knoppers, Utrecht University & Ivo van Hilvoorde, Windesheim University of Applied Sciences & VU University**

*“Normalizing Practices Through Body-Selections for Digital Instruction Movies in PE”*

About 75% of Dutch PE teachers integrate ICT in their PE lessons or plan to do so in the future (Reijgersberg et al, 2014). Yet relatively little research has been focused on the consequences of the use of such technologies for the constructions of bodies of students. Contextual research on PE suggests an implicit curriculum (re) produces inequalities among students through dynamics such as communication about and/or visualization of desired bodies (Azzarito & Sterling, 2010; Hill & Azzarito, 2012; Hope, 2015; Van Doodewaard & Knoppers, 2016). The purpose of this study was to explore discourses that guide teachers in their constructions of bodies they select to use in digital instruction movies (DIM), and the consequences of these selections such as the privileging and marginalizing of certain students. The results of semi-structured interviews with seven teachers in phase one and four focus groups (28 teachers) in phase two suggest they created three implicit categories of bodies to select students for participation in DIM: visible bodies, invisible bodies and erroneous bodies. This categorisation was embedded in normalizing practices that suggested a hidden curriculum that disadvantaged and advantaged specific groups of students, and reflected an intersection of ability, gender and ethnicity.
**Effect of Type of Organization of Sport Activities on Mental State and Social Support of Middle High School and Primary School Students in Beijing**

New technology and new methods are common in Beijing’s primary and middle school. Although multimedia technology and network technology, electronic terminal equipment can improve students’ learning effectively, they also reduce face-to-face contacts and interactions and cause adverse effect to student’s emotion, so there exists “alienation of technology” problem. In this study, the primary and middle school students’ physical activity questionnaire, POMS (Chinese version) and social support rating table (SSRs) are adopted in the investigation and test evaluation on 1782 primary and middle school students from 40 classes of 7 schools in Beijing. Random cluster sampling method was conducted to select six classes of 243 fifth-grade students. Effect of age on primary and middle school students’ mental state comes both from academic pressure and also teaching environment. Sports activities especially collective sports activities play a very important role in teenager’s socialization and individual self-esteem development. Besides, sports activities can eliminate the adverse effects of technology alienation in network era. Sports activities participation can help to improve students’ self-esteem and social support level. Organized sports, especially with a certain competitive nature of the collective physical activity had a significant effect on improving primary school students’ health and social support.

**Big Bodies, Big data: The ‘Soft(ware) Governance’ of Physical Education through the FitnessGram™**

The FitnessGram™ (FG™) is a web-based fitness assessment tool being rolled out in schools across the United States as part of the fight against childhood obesity. The FG™ software produces visual report cards designed to educate children about their health risk, and offers a data management and reporting system used to obtain an aggregated reading of student fitness levels for institutional testing, evaluation, and comparison. Developed by the Cooper Institute, a non-profit research organization that maintains one of the nation’s largest fitness-based databases, and funded by corporate entities such as General Mills and the National Football League, the FG™ was recently chosen to be the assessment instrument of the President’s Youth Fitness Test, an initiative of the US President’s Council on Fitness, Sports & Nutrition. Drawing upon theoretical and methodological insights from the fields of Science, Technology and Society (STS) studies, and Governmentality Studies, our aim is to identify and articulate the political coalitions, ethical calculations and professional practices that coalesce within, and through, this emergent form of ‘soft(ware) governance’ (Williamson, 2016). This paper is part of a larger and on-going project wherein we critically contextualize the creation of the FG™, and examine its enactment in physical education classrooms.
7F Kim Toffoletti, Deakin University & Holly Thorpe, University of Waikato,
“Exploring Social Media Engagement by Female Athletes in a Postfeminist Age”

In a context where traditional media outlets have been criticized for ignoring or trivializing female athletes, it has been suggested that social media harbors feminist potential to challenge dominant representational regimes by providing avenues for sporting women to enhance their visibility on their own terms. Moving beyond analytical paradigms which examine whether representations of female athletes have ‘improved’, that is, whether sportswomen are being depicted ‘fairly’, ‘accurately’ and in ‘positive’ ways by others and/or themselves, we investigate how postfeminist tropes of ‘agency’, ‘autonomy’ and ‘capacity’ operate as discursive logics informing how female athletes craft the self online. An exploration of how sportswomen use social media platforms within a neoliberal and postfeminist context has broader relevance to understanding the transformative shifts in media representations of female athletes, whereby self-expression becomes the mechanism by which the feminine body and self as a commodified brand is simultaneously produced and regulated (Banet-Weiser, 2012, 2015). The significance of this study lies in what digital media platforms can reveal about wider social conditions informing how female athletes make themselves visible online.

7F Joanne Mayoh & Ian Jones, Bournemouth University
“I Am My Body, My Body Can: An Instagram Journey”

Motivational images of sport and physical cultures which adorn Instagram and other self-authored social media sites and have been heavily criticized for contributing to women’s ongoing oppression and objectification within a neo-liberalist context. However, such ubiquitous critique has failed to adequately represent the voices of women who experience a phenomenological sense of empowerment through active engagement in the practices of posting and consuming these images. This paper will critically adopt a postfeminist approach to analyse both images from the social media site Instagram and phenomenological accounts of women’s own lived experience of engaging with this platform in order to explore one of the diverse ways by which engagement with sport and physical cultures can be a pathway to wellbeing and empowerment for women. Specifically, we draw upon phenomenologically informed dwelling-mobility theory in order to explore examples of how this form of engagement with sport and physical cultures online provides a pathway for women to have positive body experiences by developing an embodied identity that encourages a sense of ‘I am my body’ or ‘my body can’.

7F Matthew Hodler, Miami University & Cathryn Lucas, University of Iowa
“#TakeBackFitspo: Contesting Fitspirational Discourses in/through Social Media”

With millions of hits, posts, shares, and likes, fitspiration has become a social media phenomenon. While fitspiration has the potential to combat dangerous messages about women’s bodies, the imagery – and attendant discourse – oftentimes perpetuates longstanding hegemonic beauty ideals, appearance-based notions of health and fitness, and heteronormative gender ideologies. A “fitspo” body is a desirable one, and physical activity/exercise are commodified tools for achieving that body. The ubiquitous fitspo meme includes an image of a white, thin-yet-toned, woman’s body overlaid with “inspirational” phrases like “strong is the new skinny.” Such memes promise an achievable fit-looking body through proper consumer choices. But, because they are intertextual, user-created internet content that can be easily and rapidly shared, copied, or altered, memes have also been used to call into question the circulating messages of fitspo. Tagged as #changeourfitspiration, #stopfitspiration, and #takebackfitspo, these memes critique postfeminist ideology by explicitly challenging fitspo discourses. In this paper, we explore how various
fitspo memes work in a world where women are proclaimed to be the makers of their own capitalist destinies.

7F Anna Baeth, University of Minnesota
“Playing the Female Athlete: Elite Sportswomen’s Choices of Self-Representation in Autonomous Media Outlets”

In 2016, Serena Williams was named Sportsperson of the Year by Sports Illustrated. Consumer responses to the celebratory cover of Sports Illustrated (Williams in a small black bodysuit draped across an ornate golden throne) were immediate and dichotomizing. Sports Illustrated reacted swiftly, highlighting that Williams chose the photo herself. Williams’ choice is consistent with the literature that a majority of elite female athletes portray themselves – often to their disadvantage – as simultaneously athletically competent (the queen of the court) and as sexually appealing (in a lacy bodysuit). Given the emergence of globalized and instantaneous social media, athletes – female athletes in particular – have more opportunity and autonomy to brand themselves. The primary purpose of this study is to discern how four elite female athletes chose to be portrayed in self-dictated media outlets. This study serves to answer the questions: 1. In what ways do elite female athletes most often sell their personal brands? 2. Do elite sportswomen use sex to sell themselves and their sport? 3. Do sportswomen sell themselves and their sport differently depending on their intersectional identities? These questions aim to discern whether female athletes’ choices in branding are indicative of more broadly constructed and contested narratives pervading women’s sport.

Session 7G
ESPLANADE SUITE 3
The Struggle for the Heart of Youth Sport II
Organizers: R. Dale Sheptak Jr. & Amanda Curtis, Lake Erie College
Presider: Amanda Curtis, Lake Erie College

7G Joseph Bradley, University of Sterling, Scotland
“Narrating Active Communities: Gaelic Football in Schools & the Wider Community”

The post-industrial town of Coatbridge in Scotland contains some of the country’s most negative statistics for bad health, alcohol abuse, obesity, psychiatric problems, poor housing, debt, unemployment and suicide. As part of an innovative, pro-active and inspiring sports strategy to contest such ills the ‘Active Communities Gaelic Football Initiative’ constitutes a partnership between the regional North Lanarkshire Leisure and the School of Sport at University of Stirling. What has resulted is a program of physical literacy, fitness, team-building and sports skills in Coatbridge primary schools and in the post-primary wider multi-cultural setting. This initiative importantly utilizes the presenter, a local community based academic and sports coach-educationalist, to plan and execute this program using the minority sport of Gaelic Football. The project has become one of the area’s best known and most successful active sports socio-cultural regeneration enterprises.

7G Kurtiss Riggs & Elisabeth O’Toole, University of Sioux Falls
“Playing For Keeps: Best Practices for Youth Sports”

The culture of youth sports is fragmented by differing expectations from key stakeholders. This study will compare the development of expectations from athletes, parents, and coaches within midwestern youth sports organizations, and track their development over time as various factors modify their environment. I will utilize both quantitative and qualitative methodology to understand the culture of local youth sports organizations. My goal is to identify organizational components/practices which contribute to an unhealthy culture for youth sports, and to develop an evidence-based model which promotes positive development for athletes and organizations. This study originates from my roles as a coach/practitioner/mentor and sociology professor. Youth sport has the potential to provide tremendous positives for athletes from all
backgrounds, but it often falls short, and athletes can suffer extreme negative consequences. There is ample research to support coaching education, neighborhood sports programs, and multi-sport involvement. However, organizations don’t uniformly incorporate those ‘best practices,’ and many kids quit sports altogether due to a toxic culture. By better understanding motivation and points of conflict among stakeholders, youth sports organizations will be able to promote a healthier culture for athletes and develop a ‘best practices’ model for successful community-based programs.

7G Chanryong Kim, Dongeui University & Lee Jaehyung, Korea Maritime and Ocean University
“The Exploratory Study of Longitudinal Change of Relationship of Physical Activities and School Adaptation of Young People in South Korea”

Many previous researches show positive benefits of physical activities of young people. Most of students (even elementary school students) have lack of physical activities in South Korea. They don’t have enough time to participate in physical activities after school. Because of they have to get in lots of private educational institutes for their academic prerequisite learning. Most of Parents hope their kids enroll higher ranked school from elementary students to college students. This study are examined how physical activities affect their school adaptation in their school life for Korean awareness change. In order to get the results, 2200 of young people were used, Data were collected same sample with repetitive for 5 years from 2010 to 2014 by Korean NYPI Youth and Children Data Archive for longitudinal study. Collected data were analyzed by one-way ANOVA, t-test, Duncan test as post-hoc test, exploratory factor analysis, and multiple regressions with SPSS program (version 23.0).

7G: R. Dale Sheptak Jr., Lake Erie College & Amanda Curtis, Lake Erie College
“The Sport-Education Myth: Former Athletes Perspectives on How School Sport Prepared them for Work Life”

Youth and school sport have long been seen as an extension of the education process and a vehicle to teach life lessons. This view has not been without opposition. In their book, Lessons from the Locker Room, Miracle & Rees (1994) describe what they call the “myth of school sports”. Components of the myth include sport being an avenue to learn social skills that will help them in business and life, dedication (hard work) and discipline, respect for authority, how to work as a team, how to work through and overcome adversity, and how to win. Lastly, sport offers a space to release aggression that otherwise may spill over into other parts of society. This research looks at the “myth of school sports” by exploring the perspectives of former school athletes who have spent at least five years in the workforce. In particular, the research uncovers the participants’ views on the role that youth and school sport in their personal development and capacity for success. Further, participants were asked to reflect on and compare themselves to associates and friends who had not participated in high level sport and compare the skills (that were represented in Miracle & Rees “myth”) that they thought sport had taught them. Preliminary findings suggest that the participants did find sport, combined with academic work and family influence, to be an important part of who they are and the success that they enjoyed. However, participants could not easily separate themselves and the “sport learned” skills from others who had not participated in youth sport.
7H Dax Crum, University of New Mexico; Nicholas Schlereth, University of New Mexico & Evan Frederick, University of Louisville
“#RaysinCuba: An Examination of Stakeholders’ Perceptions of Bridging Boundaries Through Sport”

The Tampa Bay Rays were a part of a unique experience when they played a Spring Training game against the Cuban National Baseball Team in Havana, Cuba. The event was unique and timely due to the improving relationship between Cuba and the United States government. The Rays are part of a community that is home to a large population of Cuban-Americans who reside in the Tampa Bay area. Many Cuban-Americans have a negative sentiment toward Cuba. Therefore, the Rays playing in Cuba could lead to the emergence of a heightened negative sentiment among a large market segment within their home market. This study will present the findings of a thematic analysis of Facebook and Twitter comments tied to the hashtag #RaysinCuba. The Rays utilize social media to communicate with stakeholders on topics outside marketing and promotion, communicating socially responsible actions within the community. The Rays use of social media is an effective means to engage stakeholders and how they bridge social and political boundaries through sport.

7H Kevin Gardam, University of Ottawa; Audrey Giles, University of Ottawa & Lyndsay Hayhurst, York University
“The Use of Sport in the Mining, Oil, and Gas Sector’s Social Corporate Responsibility Strategies in the Northwest Territories, Canada”

In the Northwest Territories (NWT), Canada, the political landscape has created opportunities for mining, oil, and gas (“extractives”) industries to “replace” some of the federal and territorial governments’ provision of social programs, particularly in the Aboriginal communities that their resource extraction affects. With the “boom” or “bust” uncertainty of the resource economy in Canada, questions arise concerning the long-term stability of extractives industry-funded provision of services, including sport for development (SFD) initiatives. In this presentation of SFD in the NWT, we use a Foucauldian approach to examine historical and present-day discourses to identify the conditions of possibility that have created the apparent need for- and need for funding- of SFD in the NWT by the extractives industries.

7H Jian Dai Shanghai University of Sport & Xiaoqiang (Victor) Shi, Shanghai University of Sport
“Self-Organizing Sport Clubs in China: A case Study of Shanghai 550 Run for Dream”

China’s sport system has continuously undergone significant state- and market-led changes in recent decades (Tan, 2015). One prominent trend in this dynamic context is the emergence and growth of a new type of self-organizing sport clubs (Tencent, 2016). These organizations are created and run by individuals (mostly sport and fitness enthusiasts), not-for-profit, and committed to promoting a healthy lifestyle as well as encouraging more people to participate in sport and physical activities. The purpose of this paper is thus to examine the nature and features of such self-organizing sport clubs, including organizational identity, culture, and structure, in order to explore the way by which they survive and develop in the context of systematic transformation of sport in China. To do so, we used a case study of “550 Run for Dream,” a self-organizing running club in Shanghai built in 2013. We conducted interviews with 20 club members and analyzed relevant organizational documents. The mission of this running club is running every day at 5:50 in the morning. 91.9% of club members run for 30 minutes or more every time and run three times a week. We found that the running club establishes organizational relationships with multiple stakeholders including state-owned sport institutions, large sport companies, and local residents to promote its legitimacy. Further, the club relies on social media (e.g. WeChat) in facilitating internal member communicate and information transmission, through which a greater sense of democracy
is invoked. Meanwhile, the running club members feel their sport is valued and respected because of the non-governmental and not-for-profit nature.

7H Ana Amelia Oliveira, Universidade de Brasília & Dulce Maria Filgueira de Almeida, Universidade de Brasília
“Socio-Economic Profile and Social Participation in the Community Sports Program”

The article aimed to outline the socioeconomic profile of the population served by the Sport program in the Community, in addition to knowing their profile according to indicators of social participation. The research was to design a case study, which involved five core program: Universe Plateau, Rosalina, Serrinha, President Kennedy and John Paul II. The sample consisted of 140 subjects. We use as a technical questionnaire, which was composed of 33 questions of closed type, open and dependent. The analysis was based on data obtained through the questionnaire with the help of Computational Statistical Package Program for the Social Sciences (SPSS). The results, the population is composed mostly of children and male adolescents who live with parents and enrolled in the elementary school. Families have low social strata. The time for the program is 1 and more than two years, often 2 to 3 times a week. The main reason and purpose of this participation are to learn how to play football. community participation in public arenas, both in meetings and community assemblies as in participatory planning is reduced.

7H Benjamin Nam, University of Tennessee, Knoxville
“Exploring Korean Sports Administrators’ Perceptions on Effective Global Leadership Development”

The ‘Vision 2020’, launched in 2007, is a South Korean governmental project which is fostering potential global sports leaders through retired elite athletes who could take administrative positions in major global sports organizations. However, South Korean sports policy makers have lamented the limited global leadership positions in international sports organizations. Therefore, the purpose of this qualitative study is to explore the South Korean government’s current expectations and Korean sports administrators’ perceptions on effective global leadership development in order to suggest a customized conceptual model for both scholastic and professional fields. A total of sixteen Korean sports administrators from national governing bodies participated in this study to answer the research questions: 1) what kinds of global sports leaders the South Korean government specifically hopes to foster, 2) how the current Korean sports administrators perceive the essential skills necessary to become effective global sports leaders, and 3) how the Korean sports administrators expect to develop these essential skills. Findings indicated four of the most important dimensions in turn: 1) linguistic competency, 2) professional knowledge about both domestic and international sports, 3) clear goal setting, and 4) cross-cultural competency.

Session 7I BAYSHORE 1
Author-Meets-Critic: Stephen Poulson’s Why Would Anyone Do That?: Lifestyle Sport in the Twenty-First Century (Rutgers UP, 2016)
Organizer & Presider: Jeffrey Montez de Oca, University of Colorado, Colorado Springs

Critics:
Becky Beal, Cal State East Bay
Kyle W. Kusz, University of Rhode Island
Michele K. Donnelly, Kent State University

Respondant:
Stephen Poulson, James Madison University

This session will offer a discussion of Stephen Poulson’s Why Would Anyone Do That?: Lifestyle Sport in the Twenty-First Century (Rutgers UP, 2016)
Session 8A
Teaching the Sociology of Sport: Ideas, Issues and Innovations II
Organizer & Presider: Linda Henderson, St. Mary’s University, Calgary

8A Catriona Higgs, Slippery Rock University
“Transforming Pedagogy: Reimagining the Teacher/Student Dynamic”

In the past it was thought that the most important factor that affects student learning is the teacher. However, transformative pedagogics now maintain that in order for students to succeed they must take the responsibility for learning and that the faculty role should be to teach students how to do this. This presentation will focus on how to reimagine the classroom and teaching role of professors to impart knowledge and foster learning. Specific examples of how do this will be provided to aid in understanding the application of this new dynamic in sport sociology classes.

8A Dana Munk, Grand Valley State University
“Developing Inclusive Learning Environments for Teaching the Sociology of Sport”

Inclusive teaching includes the use of pedagogical strategies that address the needs of students with a variety of backgrounds, learning interests, and abilities. These strategies contribute to an overall inclusive learning environment, in which students feel welcome and equally valued. Instead of standing in front of faculty and telling them how to engage students in sociology of sport classes, this session will be hands-on and minds-on. Easily adaptable approaches will be modeled which will help faculty think more deeply about how they relate to and engage with students. It will also help them consider how they can create more equitable and inclusive classroom spaces. Participants in this session will engage in learner-centered activities designed for the first days of class and which can be used to replace presentation of material via traditional methods. In addition, strategies for helping students take responsibility for their own learning will be discussed, including alternative final exams. This interactive, learner-centered session will demonstrate ways to build community and facilitate discussion around social issues in sport in ways that are thought provoking and fun.

8A Evie Oregon, Western Kentucky University & Lauren McCoy, Western Kentucky University
“Rethinking the Online Classroom: Incorporating Active Learning in Sport Sociology”

Many instructors take traditional learning strategies and conveniently transfer them into online versions when developing online courses, relying completely on asynchronous communication technologies (i.e. lecture slides, recorded lectures, discussion boards). After a number of students in the 100% online Sport Sociology graduate course expressed a desire for more collaboration and an in class experience given the topics covered in the course, an active learning strategy was implemented to enhance the online classroom environment. Active Learning means students engage with the material, participate in the class, and collaborate with each other. In short, active learning requires students to do more than listen and memorize instead has them analyze arguments, and participate in meaningful learning activities reflecting situations they may encounter as a sport professional. This presentation will assist in understanding the purpose, applicability and the educational value of incorporating Active Learning. Through the use of active learning, educators can cover research strategies designed to enhance learning in a way that highlights critical thinking in relation to sociology, whether meeting face-to-face or online. These strategies will also demonstrate to the instructor how to create active learning in your course design that will further student development and comprehension.
“Teaching Sport Sociology: To Lecture or Not to Lecture?”

According to Ken Steele (2016), the advent of new technologies (i.e., social media), shorter attention spans, and empirical testing of learning outcomes, have led university educators to question the effectiveness of the longstanding tradition of the “transmission model” of teaching—the lecture. Carl Wieman (2016) argues that university teachers must abandon the lecture and incorporate evidence based, “active learning” methods of teaching and learning, such as problem solving and group work. In this paper, I engage with the scholarship of teaching and learning that calls for us to abandon the lecture and contemplate what this might look like in the sociology of sport. I will discuss my own experiences with active learning methods in a small classroom setting (40 undergraduate students or less) and will argue for a “blended” model of teaching: a combination of active learning methods and effective aspects of lecturing, such as storytelling. I will also discuss the practicality of incorporating active learning methods in the classroom in the context of expanding class sizes in the neoliberal university.

“Historical Trends and Themes in Athlete Activism”

High profile athletes achieve a status that allows them to influence American culture (Gill, 2016). One way athletes do this is by being athlete activists (Kaufman & Wolff, 2010). I will highlight three distinct historical trends in athlete activism. During the 1960s and 1970s, athletes such as Muhammad Ali, John Carlos, Tommie Smith, and Billie Jean King used the platform of sport as to advance social change during the civil rights and women’s rights movements (Gems, Bori, & Pfister, 2008). Following the 1970s and into the 2000s, however, many athletes shifted to being apolitical in fear of losing endorsements or their fan base (Kaufman & Wolff, 2010). Today we have seen a reemergence of athletes speaking out on social issues. Consistent with advances in social communication, technology and consumerism provide new outlets for activism. Athletes display activism through posting on social media, engaging with charitable organizations, and showing solidarity after tragic events, such as the deaths of Trayvon Martin and Michael Brown (Demby, 2012; Gill, 2016). A comparison of these trends in athlete activism shows how activism has shifted over time. By analyzing these themes, we can develop a better understanding of social change through the platform of sport.

“Conceptually Framing Social Justice Engagement in Sport”

As we consider various forms of athlete activism, what has been effective, and future directions for continued efforts, our sensibilities are grounded in feminist cultural studies (Krane, 2001). This perspective guides us to consider often unnoticed ways in which privilege and activism are supported and reinforced. Sport often reinforces maintaining the status quo and prioritizing competitive success over questioning authority or speaking out against injustice (Messner, 2002). Feminist cultural studies guides us to consider how gender, race, sexuality, and other social identities impact social justice efforts. This interaction of privilege and activism sometimes is limiting while at other times it opens opportunities. We also are interested in what motivates individuals to engage in social justice actions. As such, we integrate into our analysis social identity perspective, which links individual thoughts and behaviors to collective action (Wright, 2001). Combined, feminist cultural studies and social identity perspective set the foundation for us to understand how individuals become engaged in social justice and collective actions as well as frames these actions within the broader culture surrounding contemporary sport.
Contemporary athlete activism has brought visibility to many important issues (e.g., Black Lives Matter, LGBT equality). Yet, previous research suggests that social justice initiatives through sport often promote the perception of inclusion instead of creating legitimate structural change (Bury, 2015). This critique of contemporary social justice initiatives is framed within feminist cultural studies and guided by questions posed by Bury (2015): Is there a true commitment to inclusion? Is there true institutional change? What change is beyond the media discourse? Often, athletes use their privilege to bring visibility to issues through digital media (Baer, 2016) and commodity activism (Duvall & Guschnan, 2013). These types of activism have provided new avenues for athletes to address social issues and have opened the door for more athletes to become socially engaged. However, the enduring impact and the long-term commitment of this type of activism may be questioned. In this critique, I also will consider how gender, race, sexuality, and other social identities impact athlete activism.

In this presentation, I offer strategies for creating theoretically framed, meaningful social change through sport using one campus-wide social justice initiative, We Are One Team (WA1T), as an example. Social identity perspective suggests individuals who perceive inequality as unjust become agents of social change (Wright, 2001). Evoking emotions such as sympathy and anger also can be effective tools leading to collective action (Iyer & Ryan, 2009). Critical pedagogy prompts us to create environments that value collaboration by highlighting diverse voices and deconstructing socially constructed ideologies (Fisette & Walton, 2015). Thus, education-based outreach projects employing critical pedagogy are an important first step. Guest speaker events that highlight voices from low-status groups as well as awareness-based projects such as photo campaigns are also important to illustrate the pervasiveness of inequality in the community. Helping athletes develop a social identity based on social justice and concomitant social norms of supporting social justice can lead to sustained activist efforts. Taking into consideration these insights from social identity theory and critical pedagogy, WA1T’s tactics aim to enhance athletes’ understanding of their privilege, increase recognition of inequality, cognitively and emotionally engage athletes in social justice, and encourage sustained efforts towards social justice.

The historical, economic, sociological, cultural and psychological importance of football (soccer) fandom has been explored and analyzed in European research since the 1960s. Nearly all studies have been based on the premise that the supporter is male, and that supporter culture as a whole is a male phenomenon (Armstrong 1998, Giulianotti 2012). Supporter culture has also been perceived as thoroughly embedded in a hegemonic masculinity (Connell 1995). This study has a different focus: issues pertaining to female fandom. The purpose of this study is to map out, analyze, and understand female football fandom. There is a distinct lack of research on female supporters, both nationally and internationally (Hynes 2012). The following questions will be posed: How do the women who are active supporters perceive their role and fandom, gender structures, arena culture, identities, and the role of social media in creating this culture? How do the women choose to enact their fandom in social media? The analysis will be enhanced by sociologist Erving Goffman’s theories of social interaction as well as
through Judith Butler’s theories on performative gender. The study is based on media analysis, participant observation and interviews. The study will focus on both lived experiences on the terraces and the interaction through social media.

8C Seo-Im Chung, Hanyang University & Ji-In Woo, Hanyang University
“Female Fan’s Consumption of Male Athletes’ Bodies at Soccer Stadiums”

With the increase of women’s socio-economic power and their strengthened roles as major sport consumers, female soccer supporters have enjoyed different types of commodities including players’ bodies and dance, cheering materials, or music provided in soccer arenas. Some female supporters would consume male soccer players’ semi-naked bodies just after the game and some clubs have events to attract female fans; if the team wins the game, the athletes promise to take off jersey. Using in-depth interviews, this study intends to figure out how female supporters, as the actively empowered sport consumers, perceive male athletes’ bodies at the stadium. The results are as follows: 1) Some fans think that women's consumption of male bodies can be socially and culturally accepted; 2) As male fans like female athletes’ feminine bodies, female fans are able to enjoy male athletes’ masculine bodies in their own ways at public arenas; 3) Some fans as consumers see male players as being consumed. Finally, this study argues that the increase of women’s social status has enabled women to emerge as active consumers of male bodies or even male sexuality in publicly open space.

8C Sung Jin Cho, Hanyang University & Doosik Min, Hanyang University
“Bringing More Active Female Fans into Sports: Korea Professional Baseball League”

This study attempts to highlight the rise in female fans of the professional baseball league in Korea in terms of women’s social empowerment. The Korean professional baseball league has experienced a steady rise in female fans in past decade. According to Ticketlink, a ticketing agent site, female fans make up about 43.1% of the overall sales. Moreover, female fans in their 20s have higher attendance rate than those of male fans in same age group, 23.6% vs. 23.5%. Female fan’s engagement off the stadium is also on the rise. They show strong activities through social media, making up about 30% of the sports related posts. More surprisingly, 32% of the participants in ‘screen baseball,’ a virtual baseball game arcade, are female users. The rise in female fans have changed the way the league and the teams strategize their marketing plans. This study implemented in-depth interview, survey and date research. Some macro-social data was used: women’s employment rate, women’s average marriage age, female fans’ diverse consumption styles at baseball parks, and female fans’ attitude toward male sports. The results showed some relationships between women’s social empowerment and their increased consumption and strong involvement regarding professional baseball.

8C Katharine Jones, Philadelphia University
“Using Autoethnography to Examine Attitudes Towards Gendered, Racial, Class and Sexual Discrimination in Soccer Fandom”

In this presentation, I use my experiences interviewing English football (soccer) fans over a 10-year period to offer insight into female fandom, and how gendered, national/local, class, sexual and racial identities intrude upon ethnographic interviews. Many fans felt that most women, non-locals, and middle/upper-class people were inauthentic fans: as one male fan explained, “women may enjoy watching football, but they don’t know much about it.” This attitude extended to me -- a white, female, visiting “American” academic, with difficult feminist questions about discrimination. My “outsider” status might have been a benefit during my interviews, by allowing me to learn what so-called inauthentic fans did “wrong.” However, looking back, I realize that I sometimes presented myself as knowledgeable to avoid making the same mistakes as those less authentic fans. My desire to be seen as a real fan mirrored the struggles of the fans who were excluded from the definition of genuine fandom because of their gender, class, race, sexuality, or attitudes toward discrimination. Using autoethnographic methods, I discuss the attitudes to female fandom by women and men that my strategies highlighted.
8D Jules Boykoff, Pacific University in Oregon

“Green Games: Sustainability and the Rio 2016 Olympics”

The International Olympic Committee has increasingly folded environmental ideas and rhetoric into its official documents and the Olympic Charter. Environmental sustainability has become a significant element in Olympic bidding, planning, and legacy. This paper offers a brief history of the Olympic Games’ relationship to sustainability, describes the environmental promises embedded in Rio 2016 Olympic bid, and provides critical examination of Rio 2016’s follow-through on its environmental pledges. As mainstream media have clearly indicated, many of the sustainability promises touted in the Rio 2016 Olympic bid are not on track to be met. This raises questions about accountability as well as the specter of greenwashing. This paper concludes with an assessment of how the IOC and local organizing committees could improve their environmental efforts, syncing up their words and their deeds.

8D Linda K. Fuller, Worcester State University

“Gals on Greens: Female Golfers in the Olympic Games”

Fore! After more than a century, golf is returning to the Olympics—scheduled to be played at the 2016 Summer Games in Rio de Janeiro, allowing one week for men and another for women. In addition to discussing schedules, settings, and wider implications of its inclusion, this presentation focuses on an historical review of female golfers dating to Margaret Ives Abbott’s Gold in 1900 Paris with a score of 47 for nine holes up to interest in current pros and up-and-comers of women’s golf. In addition to discussing the rhetoric of golf, as well as its coverage in the media, considerations are given to the future of the sport. [Note: At the time of this submission, there are serious issues as to whether golf can, in fact, be played at the Olympics; after a 116-year gap, there have been environmental and organizational problems that typify all the concerns scholars have about mega-events.

8D Kyoung-yim Kim, Boston College; Heejoon Chung, Dong-A University; Yongchul Chung, Sogang University

“Eco-modernist Olympic Staging and Public-action of Counterpublic: Civic Engagements in 2018 PyeongChang Games”

Studies demonstrate that the facilitation of ecological modernization (EM) as discourse and policy is evident in the International Olympic Committee’s environmental requirements and in Olympic hosting nations’ environmental principles. However, the modernist and technocratic approach to environment in the Olympic Games encounters a wide range of criticisms in local contexts. This study illustrates Korean nation-state’s discursive interpretations of EM and their public dialogue for hosting the Winter Olympic Games. This study also discusses the parallel discursive arenas formulated by civil societies. Specifically, this study first shows the three levels “cultural, institutional, and technocratic” of EM interpretations by the state, and discusses how the eco-modernist discursive conventions function as powerful public communication in Olympic bids and staging. Second, this study documents various forms of counter Olympic demonstrations regarding environmental issues and illustrates its alternative discourse conventions. Lastly, this study discusses the dynamics between public and subaltern counterpublic discourses within the conflict structures of Olympic public sphere, and examines the limitations of public resistance within the current systemic processes of Olympic hosting/staging.
On its surface, golf’s return to the Olympic Games at Rio 2016 is a product of the growing international popularity of the sport. Yet, its inclusion after a 112-year hiatus also speaks to the broader conjuncture between sport, environmentalism, and development, whereby golf, and the Olympics more broadly, are meant to catalyze Brazil’s sustainable development on a global stage. In drawing upon the notion of ecological modernization, we explore how three key stakeholders – the state, the International Olympic Committee, and the golf industry – articulate a complementary vision of sustainable development in which capitalist-driven scientific and technological advancements can ostensibly not only attend to the world’s pending environmental crises, but even lead to ecological improvement, thus allowing sustainability and consumption to continue in concert. Ultimately, we argue that the notion of ecological modernization, as constructed and promoted within the overlapping spheres of environmental concerns, development politics, and the global sport industry, offers important context for understanding the return of golf and the development promises attached to the Rio 2016 Olympics.

The United States of America is based in a dream of equal opportunity, shared success, and prosperity! For many minority communities a genuine way to achieve that dream falls on the physical ability to play sports, and the use of that avenue opens doors to education and ultimately a “way out” from their current environment. What happens when you not only face double jeopardy with your race and gender in America, but your gender and race continue to remain catalysts for your success as a student athlete entering into retirement? The constructs and dynamics of matriculation coupled with sport retirement are just beginning scrutinization from Academia. However, what has come to the forefront is that our Student Athletes are not prepared mentally, emotionally, and in some cases physically for sport retirement and this unpreparedness can cause strain in all aspects of life (Cash, 2015). This paper attempts to delve into that relationship of Race, Gender and retirement of student athletes, specifically in African American women.

Previous research has shown that Black college quarterbacks run the football a significantly higher number of times and throw the football a significantly lower number of times, on average, than their White counterparts; a phenomenological difference that Bopp and Sagas (2014) contend results from racial tasking. Racial tasking suggests the tasks athletes are asked or expected to perform are dependent upon the athlete’s race and vary despite holding the same playing position (p. 140). This particular playing position, quarterback, and sport, football, provide a context in which racialized roles are evident and in accordance with infamous stereotypes. Thus, racial tasking offers a plausible explanation. However, additional research is needed to determine in what other ways might this discriminatory practice manifest in sport. To that end, a legitimate and valid definition of racial tasking must be determined. The aim of this study is to explicate the working definition of racial tasking to better explain the parameters and factors involved. Currently, three critical elements exist: 1) playing position, 2) race, and 3) quantifiable metrics of
behavior(s) or expectation(s). This paper will detail the role of each in defining racial tasking, as well as offer potentially new factors and a working definition.

8E Kat Longshore, Lafayette College; Erica Tibbetts, Smith College; Miriam Merrill & Jen Ciaccio, Temple University
“I’m Always the Only One: Solo-status Experiences of 4 Sport Psychology Professionals in Athletics, Teaching, Administration, and Community-work”

While the worlds of sport and academics can be places of acceptance, coalition building, stereotype deconstruction, and progress towards equality, they can also often be the opposite. Instead, sports teams and academic environments can be isolating, highlighting the efforts of the “one” to the detriment of team unit, reinforcing dangerous stereotypes, and placing too much pressure on an individual. Being the only minority representative in these majority environments elicits the sense that one’s differences are emphasized in relation to others (Kanter, 1977). Athletic and academic departments can be homogenous in terms of race, gender, identity, age, or thinking. Even whole campuses can feel like outposts of normativity, leaving anyone with a minority identity to feel at best alone, but at worst like they must fight to be considered an individual, in constant fear of speaking for everyone in their group, worried about fulfilling detrimental stereotypes, or asked to carry the weight of the team/department on their shoulders (Steele, 1999; Thompson & Sekaquaptewa, 2002). In this talk, four different perspectives will be discussed in relation to solo-status: race, gender (identity), language, and ideology. We will relate our own experiences to what the body of literature has to offer on solo-status individuals; including the challenges, protective factors, mediating factors, and relation to task being performed. Lastly, we will discuss how we navigate being the “only one” ourselves and propose suggestions for how to create more inclusive departments and teams.

8E Charles Crowley, California University of PA; Algerian Hart, Western Illinois University; Wardell Johnson, Eastern Kentucky University & Emmett Gill, Jr., University of Texas at San Antonio
“African American Basketball Student Athletes Perception on Service Learning in the Community”

In today’s athletic department some of the athletic program go out in the community to help out like reading to kids, highway clean up or working in nursing homes. Experiential and service learning help make education more relevant to students, teaches positive values, develops leadership and citizenship, provide guidance, and experience for future career choices (Moser 2005; Baldwin 2007). Increasing research has demonstrated application of experiential learning to increase skills and marketability of students (McKelvey, & Southall, 2008; Pauline & Pauline, 2008; Southall, Nagel, LeGrande, & Han, 2003). Service activities are becoming equally as prevalent and are not just the focus of faith based institutions but prevalent at all kinds of higher educational institutions incorporate service learning activities (Gunaratna, Johnson, & Stevens, 2007), in addition to the experiential learning activities typical in business and sport management programs. This research will examine the service learning experience of African American male basketball players. In this study the basketball student athlete was required to complete 2-10 hours before the season. These athletes were from 3 difference NCAA Division I and II institutions. At the end of their season they were asked to complete a short survey about the experiences they had throughout the year. The results show that students do understand about the experience and found it a rewarding experience.
8F Nicole LaVoi, University of Minnesota
“Let the Data Tell the Story: The Landscape of College Athletics for Women Coaches”

Women sport coaches face multilevel barriers which impact, impede and limit success and career longevity – ranging from athlete allegations of abuse and mistreatment, to marginalization, to unconscious gender bias in the hiring and retention, to fulfilling the role of primary child caretaker in the family. These complex levels of influence are well documented in LaVoi’s (Ed., 2016) recent scholarly book *Women in Sports Coaching*, as well as popular press articles which cite a “College athletics war on women coaches” (Griffin, 2015). Data from the Women College Coaches Report Card, patterns of coach turnover by age and gender, and a recent study on athletes’ gender bias on coach leadership style (Burton, Walker, Wells & LaVoi, 2016) will be presented and placed within the Intersectional Ecological Model of Women in Sports Coaching (LaVoi, 2016). Emphases will be placed on intersectionality identities of women coaches, and the socio-cultural and organizational level barriers of the model that are of most relevance to sport sociology scholars, as well as how this body of work is utilized for public scholarship.

8F Mary Jo Kane, University of Minnesota & Nicole LaVoi, University of Minnesota
“An Examination of Intercollegiate Athletic Directors’ Attributions Regarding the Declining Number of Female Coaches in Women’s Sports”

Two generations removed from Title IX, women have made unprecedented advances in sports ranging from participation rates to fan interest. Yet there remains one key arena where females have not made significant inroads but have witnessed dramatic declines – leadership positions, most notably in coaching: The percentage of female coaches has declined from 90% in the early 1970s, to 40% currently. In the late 1980s, Acosta and Carpenter surveyed athletic directors regarding their attributions for this decline. They found significant gender differences whereby male ADs blamed individual women (e.g., they’re unqualified), while female ADs blamed institutional failure such as success of the “old boys’ network.” The purpose of this investigation was to replicate and extend Acosta and Carpenter. We surveyed a nationwide sample of college ADs in Division I and III to determine their perceptions for the underrepresentation of women head coaches. Results indicated that in Division I, significant gender differences emerged. For example, female ADs rated success of “old boys’ club” and unconscious discrimination as key factors. Key differences between institutional levels were also present: Division III vs. Division I ADs—regardless of gender—attributed the decline to female coaches’ family obligations and conscious discrimination in the hiring process.

8F Don Sabo, D’Youville College; Ellen J. Staurowsky, Drexel University & Phil Veliz, University of Michigan
“Perceptions of Gender Bias Among Coaches of Women’s Collegiate Sports”

This study describes and analyzes gender bias and differential treatment of U.S. coaches in the college sport workplace. Results are based on the responses of nationally representative samples of 2,219 current coaches and 326 former coaches of women’s college teams across the spectrum of sports sponsored by NCAA institutions. Descriptive and analytical statistics were used to test hypothesized differences between subgroups such as female and male coaches. Qualitative content analysis of coaches’ written comments informed interpretations of statistical findings. Findings showed that males dominated hiring practices in athletic departments, (2) many female coaches believe men’s sports receive more resources than men’s sports, (3) majorities of female coaches believed it is easier for men to get top-level jobs, salary increases, promotions, and multiyear contracts upon hiring, (4) many hesitated to raise Title IX concerns with department directors and campus administrators, and (5) male coaches often
claimed reverse discrimination. Analyses revealed intersections between gender, sexual orientation, and race/ethnicity with regard to perceived male advantage. Finally, many female coaches continue to experience gender bias and professional disadvantage in the current workplace of women's collegiate sports.

8F Janelle Wells, University of South Florida & Elizabeth Taylor, University of Tennessee
“Barriers and Supports of Female Athletic Directors: A Multilevel Perspective”

Despite an increase in participation rates among girls and women across all levels of sport, women are still underrepresented in leadership positions. Less than 10% of National Collegiate Athletic Association (NCAA) Division I athletic directors (ADs) are female. Although numerous descriptive studies have been conducted on frequencies and percentages of female coaches and administrators in intercollegiate athletics, little qualitative work has been done looking at supports and barriers experienced by women, especially ADs. The current study examined the supports and barriers of 10 NCAA Division I female ADs using a multilevel framework. Utilizing a three-level framework (i.e., macro, meso, and micro) allows readers to see how factors shape and are shaped by one another. Through semi-structured interviews barriers and supports at each level were revealed. Macro factors included power, hegemonic masculinity, inclusive environments, stakeholder expectations, and institutional gender discrimination. Meso factors included occupational segregation, family-work life, organizational demography and culture. Micro factors included self-efficacy, gender socialization, career intentions, self-limiting behaviors, human and social capital. Overall, three factors emerged as support-only factors: inclusive environments, human and social capital, while seven factors materialized as barrier-only factors. These results have both theoretical and practical application opportunities for individuals, organizations, and society.

8G Veena Mani, Indian Institute of Technology Madras
“Playing the Ball: Football and Masculinities in Malabar, India”

In this paper I will look at the production of masculinities through football practices in Malabar. Football (soccer) is a dominant practice engaged by young men in Malabar. Football is not only one of the favourite pastimes but also a source of work. Playing, organising and at most times earning from it, seem to construct a form of masculinity in the region. This playing field and its relation to gender and race are complicated with the inclusion of foreign players from African countries. These local tournaments where players from various nationalities play and compete with and against each other, becomes a rich site where masculinities and race are defined, destroyed and reproduced. Through my ethnographic work, I attempt to look at the lived experiences and representation of masculinities along with the politics of the region as played out in the domain of football in Malabar.

8G Seungyup Lim, Korea University; Benjamin Nam, University of Tennessee, Knoxville & Adam Love, University of Tennessee, Knoxville
“Dong-Gu Chung: A Case of Paradoxical Leadership in International Sport”

This presentation examines the career of Dong-Gu Chung, a South Korean athlete, coach, and sport administrator. As a wrestler, Chung was a national champion. As a coach, he guided the South Korean wrestling team at the 1976 Olympic Games, from which one of his athletes earned the first Olympic gold medal in South Korean history. As an administrator, he served as president of the Korea National Sport University. In these roles, which coincided with a time period during which South Korea’s government was dominated by military rule, Chung was known as an authoritarian leader, who severely punished athletes
when they did not perform well and ruthlessly pursued a goal of enhancing national prestige through success in international sport. However, since the end of military rule, Chung has held a much different set of leadership roles. For example, he has served as president of the Asia University Sport Federation, which seeks to foster sports diplomacy among Asian countries, and the Korea Foundation for Next Generation Sports Talent, which provides educational and professional development programs for former athletes. This presentation explores the apparent contradictions in Chung’s career through a biographical approach using pragmatism as an analytical lens.

8G Maureen Smith, California State University Sacramento
“Three Stars and a Ticker Tape Parade: The United States Women’s National Soccer Team and the Art of Forgetting”

The United States National Women’s Team has won three World Cup titles, their most recent in 2015. This paper traces their three victories, with an emphasis on the celebration of their most recent championship; specifically, the team was honored with a parade in New York City, marking the first time a women’s team was honored with such an event. Attention will be given to the narratives around the parade, as well as counter narratives, with an aim at thinking about how such a spectacle helps construct public memory. I contend that such a parade is an ephemeral monument that contributes to both the public remembering, as well as forgetting, related to the team and its treatment as a women’s team in America, marginalized and faced with structural inequities, as well as other familiar forms of sexism.

Session 8H
Teaching in the Aftermath of Freddie Gray (Panel)
Organizer & Presider: Tyler M. Sigmon, Towson University

8H Tyler M. Sigmon, Towson University
“Teaching Ethical Decision Making in Sport – The Show Must Go On”

This presentation focuses on the way ethical decision making was discussed in KNES 456 – Legal and Ethical Issues in Sport following the civil unrest in Baltimore in response to the death of Freddie Gray. Specifically, I hope to encapsulate how the decision was made to hold a Major League Baseball game at Oriole Park at Camden Yards on April 29th, 2015 without spectators in attendance two days after the most violent demonstrations in the city related to the movement. Then, I hope to discuss how the class used these events to apply the concepts and theories they had learned in relation to ethical decision making in a practical context to deliberate the ethics involved in the decision to play the baseball game in an empty stadium in Downtown Baltimore with the National Guard standing watch over City Hall just a few blocks away.

8H Jacob J. Bustad, Towson University
“Teaching Sport in the City – the ‘Dickensian Aspect’”

This presentation examines the challenges often involved in teaching about sport and physical activity in urban environments and in relation to urban social inequality. As the faculty at Towson University teach in a predominately white institution situated just outside of the city limits of Baltimore, Maryland, the events of April 2015 related to the death of Baltimore resident Freddie Gray had particular implications for curriculum and student engagement with local issues related to sport and physical activity. Both these events, and the local and national reaction to them, provided opportunities to engage with issues of urban inequality in the classroom – however, they also evidenced the limitations of teaching about cities as centers of inequality. By considering and explaining one interpretation of what has been referred to as the ‘Dickensian aspect’ of post-industrial cities (Burns 2008), this presentation seeks to create a dialogue regarding the scholarly and pedagogical representations of urban sport and physical activity.
8H Jennifer L. Metz, Towson University
“Teaching Sport and the Media in the Wake of Freddie Gray”

This presentation will focus on the media portrayal of the civil unrest in Baltimore in April 2015 following the death of Freddie Gray while in police custody. More specifically, I hope this presentation will convey how the members of KNES 437 – Sport and the Media, which is a class I have taught for a number of years at Towson University, conducted an informal critical media analysis of the event coverage. To conduct this critical media analysis, students paid special attention to print, broadcast, and social media to follow how different media outlets and government officials classified the movement and its participants both during and following the demonstrations. Lastly, I hope to demonstrate how this unfortunate series of events served as a significant vehicle to teach the importance of classifications and behavioral attributions, in relation to race, as part of media agenda setting.

8H Ryan E. King-White, Towson University
“Freddie Gray and Sport Event Management”

For several years I have taught a capstone course at Towson University (KNES 460 – Cultural Economy of Sport) whereby the final lecture makes the argument that whether or not my students want to “be politically aware”, events will eventually force them to confront a variety of biases and beliefs. In the Spring 2015 semester I was also teaching KNES 470 Sport Event Management concurrent to teaching KNES 460. In KNES 470 my students were tasked with organizing and implementing the King-White Speaker Series where five leaders in the sport industry were to come to campus, speak, and network, the 2nd Annual Tamburo Cup golf tournament fundraiser, and 2nd Annual Towson University Sport Management Networking Event at Camden Yards. These were all scheduled during the week following the Freddie Gray uprisings. This presentation will outline how the students and I used the unfortunate events as a practical and theoretical moment to utilize critical pedagogy.

Session 8I 8I: Megan Parietti, University of Wisconsin-Parkside & Donna Pastore, Ohio State University
“Parental Support and Pressure: Views from Student-Athletes and Their Advisors”

Much of the research on how parents influence their child’s academic and athletic behaviors examines behaviors that parents exhibit that act as an influence. Researchers have considered two types of behavior that can be used to influence an individual: pressure and support (Lauer et al., 2010; Rogers et al., 2009). This study examined how pressure and support were utilized by the parents of collegiate student-athletes. The participants in this study were eight student-athletes and five academic advisors for athletics. Each individual was asked to participate in two interviews and complete a journal. Thematic analyses of the interview transcripts and journals were conducted. One of the most common words in all the interviews was support. The participants in this study shared that there were different ways that parents supported their children. The types of support included financial, travel attendance at games, emotional, guidance, academic and other. In regards to pressuring techniques from parents, many of the student-athletes used the term “push” in regards to both academics and athletics. Participants also compared the pressure and support behaviors they felt parents exhibited. Further findings about parental support and pressure will be shared and discussed as well as implications for sport researchers and practitioners.

8I Michelle Bauer, University of Ottawa
“Exploring Same-Sex Fathers’ Perspectives on Risky Play Behaviours”
In the 21st century, fewer parents support their children’s outdoor risky play behaviour, and overprotective parenting and hyper-vigilance have caused a shift in where children are being active and the activities in which they are engaged. Thus, fewer children are engaging in outdoor risky play and an increasing number are playing inside. In response to this, health researchers worldwide posit that there is a dire need for parental support for children’s outdoor risky play. Although there is scant research available on the influence of fathers’ perspectives on risky play for their children, there is an even greater lack of research concerning same-sex fathers’ perspectives. In this presentation, I address the questions, “what are same-sex fathers’ perspectives on children’s outdoor risky play behaviours?” and “what roles does masculinity play in these perspectives?” I will present preliminary findings from semi-structured interviews and photo-elicitation interviews with same-sex fathers of children aged 6-12 in a major Canadian city. This research makes a timely contribution to bridging the gap in knowledge that exists between the fields of gender, sexuality, family dynamics, and injury prevention by exploring same-sex fathers’ perspectives and support for their children’s outdoor play behaviours.

81 Theo Randolph, Ohio State University & Chris Knoester, Ohio State University
“Patterns, Predictors, and Effects of Father-Child Interactions in Sports and Outdoor Activities”

Using Fragile Families data (N = 2,652), this study analyzes father’s engagement in sports and outdoor activities with their nine year-old child. First, the results indicate patterns of relatively high levels of father engagement. Among fathers who had seen their child more than once in the past month, nearly 2/3 reported playing sports or outdoor activities with their child once per week or more. Second, the results reveal discrepancies in which fathers are most likely to play sports or outdoor activities with their child. The present study is relevant to publicly engaged sociology of sport because it presents research evidence that can be used to better understand, and enhance, opportunities and potential positive effects of father-child interactions in sports in all communities, among all family structures, and for father-child dyads with different background characteristics.
9A Evan Frederick, University of Louisville & Nicholas Schlereth, University of New Mexico
“'Just Another Black Athlete Causing Problems': An Analysis of Facebook Comments Surrounding the Missouri Football Players’ Protest”

The University of Missouri encountered a unique situation last fall, when students protested against the school’s lack of response to racist incidents on campus. Heightened tensions resulted in the school’s football team engaging in the protest. When the football team joined the protest, it caught national attention as ESPN began covering the event. This coverage highlighted the demands of the players who stated that they would not play their upcoming game until the school took action against university administrators. Social media provide an outlet for individuals to put their voice on display. With that said, this study analyzed user comments on the University of Missouri’s Athletic Department Facebook page during the timeframe of this particular protest. Preliminary results revealed that users commented more on the actions of the athletes, displaying racially charged overtones. The comments are analyzed and discussed in order to shed light on how individuals perceive the protest behaviors of college athletes.

9A Ryan King-White, Towson University
“Sport in the Neoliberal University: Profit, Politics, and Pedagogy”

This presentation will provide an outline for a broader 12-point project on several issues plaguing NCAA sport. Despite its small sample size it will provide a general outline for how most problems and solutions in college athletics are playing out. At the institutional level we critically evaluate how Penn State, Wisconsin, Maryland, and Spelman have dealt with being a part of the development of sport in the NCAA. Next the project moves to the level of the athlete and delves into the way(s) athletes are used and use the system. In most, if not all, cases, the power of the institution wins out. Finally, this project takes a turn into some less observed aspects of intercollegiate sport – using Title IX as a means to cut teams, extorting families to keep programming, outsourcing recruiting, and consulting. In all, this book project looks to open up dialogue between administrators and faculty about the current state of intercollegiate athletics.

9A Danyel Reiche, American University of Beirut
“Why is ‘Sport and Politics’ a Niche Issue in U.S. Academia?”

Sport has impacted the political landscape in the United States, but it remains a niche issue in U.S. academia. While the North American Society for the Sociology of Sport (NASSS) was formed in 1978, there is no American Society for the Politics of Sport. The International Review for the Sociology of Sport (IRSS) celebrated in 2015 its 50th anniversary; the Sociology Of Sport Journal (SSJ) dates back to 1984. However, there is no journal in the U.S. dedicated to the politics of sport. The presentation seeks to explain why working on the politics of sport remains a niche issue in U.S. academia (different from the UK, for example, where the Political Studies Association (PSA) has a “Sport and Politics” specialist group and where the “International Journal of Sport Policy and Politics” was established in 2009). This might have something to do with the different ways that sport is organized in the U.S compared with other sport powerhouses such as Australia, China, Germany, Norway, and the UK, where much more governmental involvement into the sport sector is happening on a federal level.
9A Robbie Matz, University of Georgia & Jepkorir Rose Chepyator-Thomson, University of Georgia
“Examination of Major League Soccer Clubs’ Impact on Communities Through Corporate Social Responsibility”

Sport organizations promote social and economic development through a variety of activities. Increasingly, corporate social responsibility (CSR) is used as a method to instill beneficial changes to diverse persons residing in underserved local or global communities. This study aims to understand the extent to which Major League Soccer (MLS) clubs impact communities through CSR initiatives such as involvement in youth sport, education, and regional nonprofits. Driving factors for clubs’ involvement in these areas include societal and economic implications. The globalization of MLS clubs has also influenced how clubs engage in CSR. Data collection, through empirical analysis, focused on CSR activities employed by the clubs as documented on their websites and news articles. Data analysis involved all 20 current MLS clubs, as well as clubs scheduled to join the league between 2017-2018.

9A Patrick Tutka, Niagara University; Dylan Williams, University of Alabama & Mark Slavich, Virginia Commonwealth University
“The Potential Impact for Boycotts to Reshape College Athletics”

Following successful boycotts from student-athletes at Grambling State University and the University of Missouri (Yan & Stapleton, 2015; Zirin, 2013), college athletes may have found a successful path to realigning the power structure of the National Collegiate Athletic Association (NCAA) and intercollegiate athletics overall. In general, boycotts emerge when individuals abstain from a particular product or service due to an egregious act perpetrated by a boycotted entity (John & Klein, 2003). Within the sport world, boycotts are prominent as social issues impact the decisions of sport entities. The most well-known sport boycotts include the decisions by United States and Soviet Union officials to boycott the 1980 and 1984 Olympic Summer games in Moscow and Los Angeles respectively (Redihan, 2015; Sarantakes, 2009). However, boycotts outside of sports experience limited success, serving as a ceremonial statement of disagreement opposed to having any significant impact. Regardless, boycotts legitimize problems for several groups that otherwise lack a voice to determine change (Mertig & Dunlap, 2001; Rowley, 1997). The purpose of this study is to examine the actions taken by Grambling State and Missouri boycotters to determine if their actions could further the goals of improved student-athlete experiences on college campuses.

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9B Alaina DiGiorgio, University of Tennessee at Knoxville
“Black Activism in Sport: Past, Present, and Future”

The protests performed by the University of Missouri football team attracted much media attention, but it stands as a reminder of how much time has elapsed since the discussion surrounded the “Black 14” at the University of Wyoming in 1969. Both of these incidents are significant in that they perpetuate the dialog surrounding social justice and activism in sport. This paper will outline the significance of black activism in sport, highlighting historical campaigning attempts to keep the conversation alive, as well looking at future social justice efforts.
**9B Demetrius Pearson**, University of Houston

“**Crusaders for Social Justice: Pioneers for African American Sport Inclusion**”

This archival sociocultural and historical analysis highlights the social advocacy of arguably the two most significant figures in the evolution and development of amateur basketball in the African American community. Referred to in this work as “Crusaders for Social Justice,” E. B. Henderson has been deemed the “Grandfather of Black Basketball” and the architect of the sport in the Washington, D.C.-Baltimore metroplex (Spencer, 2011); whereas John McLendon, known as the “Father of Black Basketball” (Klores, 2008), changed the game of basketball at every level. Henderson’s societal contribution may be best summed up as follows: “Nearly every article, book chapter, and survey text written over the last half-century that includes information on the history of African American athletes has seemingly been influenced by Henderson’s work in one way or another” (Wiggins, 1997, p. 222). McLendon, the innovative and cerebral coach, revolutionized basketball with his up-tempo style of play (“fast break offense”), press defense, and platoon substitution system. Like Henderson, McLendon’s basketball contributions were intertwined with his social conscience (McLendon & Bryant, 2000). Their social advocacy for the inclusion of African Americans in sport and society at-large, during the period of federally sanctioned segregation, has contributed immeasurably to the black diaspora.

**9B Douglas Hartmann**, University of Minnesota

“**Contemporary Athlete Activism in the Light of 1968**”

Activism among Black athletes in the United States has entered a new era, highlighted by the University of Missouri’s threatened football boycott and subsequent resignation of the President and Chancellor. In this paper I review research and analysis on the iconic 1968 Olympic demonstration of Tommie Smith and John Carlos—frequently referenced in contemporary media coverage and cultural commentary—as a means of contextualizing and sharpening our understanding of contemporary African American athletic activism. I focus on (1) the consciousness, commitment, and social positioning of Black athletes; (2) the relationship of athletic activism to external movements (the Civil Rights/Black Power movement in the case of 1968, and Black Lives Matter today); (3) strategic goals and actual accomplishments; and (4) mainstream responses, including backlash. This exercise highlights the complex relationships between athletic and non-athletic race-based activism, as well as the power and leverage—both symbolic and material—that Black athletes possess today. The paper concludes by suggesting that research on current athlete-activists and their respective movements—including backlash against them—can deepen our understanding of sport’s role in American race relations and mainstream culture.

**9B Anthony Weems**, Texas A&M University, **Kiyadh Burt**, Texas A&M University & **John N. Singer**, Texas A&M University

“**Exploring Political Relationships between Black Athlete-Activists and Black Activist Leaders**”

The purpose of this presentation is to explore the political relationships between Black athlete activists and Black (non-athlete) activist leaders (particularly Paul Robeson and W.E.B. Dubois, Jackie Robinson and Martin Luther King, Jr., Muhammad Ali and Malcolm X). Throughout the struggle for Black liberation in the United States (U.S.) these dyadic relationships proved to be fruitful communions because they served as a successful mechanism for distributing Black political knowledge and values to the broader U.S. population. Through an exploration of the historical development and the significance of these friendships, this presentation will pose questions and suggestions moving forward in an effort to revitalize the important political and social roles bestowed upon and/or taken up by Black athlete activists, past, present, and future. Additionally, this presentation will briefly shed light on other raced political relationships between athletes and non-athletes (e.g., Tom Brady and Donald Trump) and discuss the White backlash that has historically followed the Black progress born from the relationships between Black athlete activists and their Black (non-athlete) activist peers.
9B Alvin Logan, University of Texas at Austin & Louis Harrison, Jr., University of Texas at Austin
“BlackAthletesMatter: Media, Crime, Athletes, and Representation”

Historically, the media and Black males have a complicated relationship in the U.S. The reverence and portrayal of the iconic athletes collegiately and professionally have provided a platform for the media to shape the narrative that politically influences the interpretation of Black bodies domestically and internationally. The media’s one-way communication serves to convey information to corroborate a White hegemonic understanding of Black males, especially Black male athletes. This presentation seeks to provide a comparative analysis of media portrayals of Black male collegiate athletes and their White counterparts. The inequitably violent language towards and portrayals of Black males in comparison to their White counterparts suggests an association with the pervasive forces of White supremacy and negative scripting of Black bodies throughout the history of the U.S. The case studies of two male collegiate athletes both convicted of rape will be examined to elucidate the underlying racism that breeds negative portrayals of Black male collegiate athletes while seemingly softening and dismissing similar crimes of their White counterparts. This presentation also seeks to provide informative analysis to aid practitioners, journalists and all other constituents surrounding collegiate sports and media in understanding the impact and implicit bias associated with portrayals of Black and White collegiate athlete criminal activity.

9C Julie Maier, University of Maryland at College Park
“A Critical Examination of Exercise Prescriptions for Mental Healthcare”

In May of 2015, the Washington Post published an article entitled “D.C. doctor’s Rx: A stroll in the park instead of a trip to the pharmacy” (Sellers, 2015). In the article, the author described a Washington, DC physician’s efforts to encourage healthcare providers to prescribe their patients outdoor recreation, or a “park prescription,” as a way to reduce the negative health outcomes associated with a range of chronic health issues. This DC-based program is an example of a growing nationwide effort focused on the promotion of exercise as a type of therapeutic. At times, as evidenced by the news story, physical activity is juxtaposed with pharmaceuticals, with exercise positioned as the (morally) superior alternative. Interestingly, feminist and critical scholars who speak out against the medicalization and pharmaceuticalization of women’s health are less vocal when it comes to such “exercise is medicine” discourse. In this presentation, I examine the reasons why lifestyle approaches to healthcare are not as heavily scrutinized as pharmaceuticals. This will entail mapping the myriad economic, political, sociocultural, and individual-level factors that come together in the current Western context to create binaries (e.g. natural vs. synthetic; exercise vs. biomedicine) and hierarchies related to mental health treatments.

9C Andrea Scott-Bell, Northumbria University
“The Medical Management of Mental Health in English Professional Football”

Utilising data derived from semi-structured interviews with doctors and physiotherapists, this paper reflects on the medical management of psychological issues among English professional footballers. Although few would expect sports medicine to lead the way in the bio-psychological understanding of mental health conditions, clinicians in the current study recognised their role in the management of athletes’ emotional health, including where this manifested in a mental health condition. Despite this, clinicians talked of their uncertainty around the management of these conditions. Interview data exposed
dissimilar practice relating to athlete-clinician confidentiality/disclosure of conditions to managers, coaches and fellow athletes. While physiotherapists were often the first port-of-call for athletes, many felt ill-equipped to manage their needs. Conversely, although doctors recognised their greater expertise of mental health conditions, their often part-time status in football negated their ability to establish the relationships needed for athletes to seek their support. Data indicate a need to further assess the degree to which athletes experience mental health problems. Most importantly, a review of the training needs of clinicians must be established if mental health needs are to be identified and managed appropriately. Finally, a careful look at the social organisation of sports medicine in professional sport, particularly the autonomy of clinicians relative to coaches and managers will be central to establishing collaborative athlete-clinician relationships that will be at the heart of better mental healthcare in sport.

9C Meungguk Park, Southern Illinois University; Incheol Jang, Southern Illinois University; Taeho Yoh, Southern Illinois University & David J. Shonk, James Madison University
“Examining Factors Affecting Cancer Survivors’ Loyalty to Charity Sporting Events”

Charity affiliated sporting events (CSEs) have become one of the most popular fundraising methods for community service organizations. However, the number of participants in major CSEs has declined in recent years. In order to develop effective strategies to retain participants in CSEs, it is critical for practitioners to enhance participants' loyalty to the event. This research examined factors affecting cancer survivors' loyalty to their CSEs. Data were collected from 72 cancer survivors who participated in the American Cancer Society’s 2012 and 2015 Relay For Life events in a Midwestern State (Male = 26.8%, Female = 73.2%). From the comprehensive review of the literature and interviews with CSE managers, the authors identified three antecedents influencing cancer survivors' loyalty: Sense of Accomplishment, Trust in the CSE, and Sense of Community. The regression model with the three factors on Loyalty was significant (F (3, 66) = 28.71, p< .001), and the three antecedents explained 56% of the total variance in Loyalty. Furthermore, Sense of Community (r² = .47) and Trust (r² = .38) were found to be significant predictors. Findings of this study will provide both practitioners and academics with valuable insight into how to enhance cancer survivors’ loyalty to their CSEs.

9C Noah S. Webb, Florida State University; Amy M. Burdette, Florida State University; Joshua I. Newman, Florida State University; Sherrina S. Lofton, Florida State University & Michael C. Turner, Florida State University
“Health and Injury in American Football: A Life Course Perspective”

Background: While numerous studies highlight the health and social benefits of sport participation across the life course, scholars and public health officials are increasingly aware of the potentially deleterious effects of high impact sports on health in later life. Our qualitative study explores the motivating factors that influence football participation and the associated health benefits and risks of playing football throughout the life course – from adolescence to late adulthood. Methods: This study incorporates fifty-five semi-structured interviews with athletes at varying stages of football participation: interscholastic (middle and high school, including their parents), intercollegiate (Division-I), and professional (NFL, including current and retired). Participants were recruited via purposive, convenience sampling. We used a set list of questions during the interviews that specifically addressed sport-related socialization, the perceived health benefits and risks, and the role of injury in football. Findings: Results suggest that perceptions about football participation and health are influenced by a variety of social factors. We identify discordance between the perceived social benefits of sport and the associated health risks of football participation. Our findings will help facilitate research on this topic in the sociology of sport and will contribute to the public engagement between scholars and public health officials.
Session 9D
True selves: Exploring the Role of Authenticity in Sport and Fitness Culture
Organizers: Cathryn Lucas, University of Iowa & Kristine Newhall, Bridgewater State University
Presider: Diane Williams, University of Iowa

9D Kristine Newhall, Bridgewater State University
“*My Authentic Self: Coming-out Narratives of Coaches and Athletes*”

Though homophobia and homonegativity in the American sports landscape are pervasive, the last decade has seen more athletes and coaches coming out as gay, lesbian, bisexual, and queer. Media coverage always accompanies these coming out moments which have generally been framed positively. I argue that the positive framing is due, in part, to the authentic self narrative that the majority of athletes feel and employ as part of their coming out stories. This narrative positions coming out as individual choice and in so doing de-emphasizes institutional discrimination, and positions the individual as previously broken and immoral before being healed and made whole by coming out. In this presentation I problematize the authentic self discourse by positioning it in relation to the gay pride/gay shame dynamic, discussing its origins in the psychological literature, and offering Foucault’s technologies of self as an alternate way of positioning and understanding out athletes and coaches.

9D Dillon Landi, The University of Auckland & Richard Pringle, The University of Auckland
“*Neoliberalization of Queer Sporting Bodies: A Deleuzean Analysis*”

Sport has long been labelled a bastion of exclusion for particular bodies, specifically women (e.g. Cahn, 1994), non-white (e.g. Hawkins, 2010), and those with disabilities (e.g. Nixon II, 2000). In addition, and the focus of this paper, queer (or non-heterosexual) bodies have also been historically been marginalised in sport (e.g. Griffin, 1998; Pronger, 1990). Recent research has illustrated that there has been a cultural shift toward the softening of fear toward non-heterosexual sexualities (McCormack, 2012), which has also influenced the culture of sport (Anderson, 2009). Conflicting evidence, however, has illustrated that homophobia and competition are still linchpins of sport culture (Denison & Kitchen, 2015). Using a Deleuzean (Deleuze & Guattari, 1987; Deleuze, 1992) framework, the authors analyse the ‘neoliberalization’ (Peck & Tickell, 2002) of queer bodies in sport. By examining ‘coming out stories’ of queer athletes from Outsports.com, the authors develop an argument linked to neoliberalism and Deleuzean theory that queer bodies may be inadvertently reinforcing the hegemonic structures they were once (or continually are) oppressed by in sport.

9D Cathryn Lucas, University of Iowa
“*Becoming Your Authentic Self: Trans Narratives and the Limits of Sport*”

When it was first developed as a medical category, transsexuality demanded that people first be visible as transsexual, then undergo transition, and finally become invisible as their “new” sex/gender. However, as LGBT movements evolved and “coming out” came to be a major political tool, trans narratives changed. Coming out, “becoming one’s true self,” and claiming a distinctly trans identity became hallmarks of the dominant trans narrative alongside feeling trapped in the wrong body, cross-gendered behavior, and a deep-seated sense of being the opposite sex. Therefore, being visible as trans became a possibility. But, visibility is a fraught concept ruled by the politics of recognition. Notions of trans embodiment have been imagined through a white racial frame, and the stakes for being visibly trans are much higher for people of color. Sport offers a unique space in which to examine these issues as the binary logics of gender structure access to competition and limit articulations of trans-ness. And yet, many recent trans athletes are also people of color. In this paper, I examine mediated narratives around trans athletes’ participation in order to ask how coming out works to produce dominant narratives and delineate who counts as a trans athlete.
Orthodox gender ideology has greatly manipulated sport participation, motivation, ideas, and overall beliefs (Coakley, 2015). Coakley (2015) believes orthodox gender ideology (or the traditional way of thinking about gender) influences the following: identity, relationships, expectations, and rewards. Traditional gender ideology consists of ideas and/or beliefs used to define masculinity and femininity (Coakley, 2015). Ultimately, such ideologies determine the expectations of what is male and female; defining what is considered masculine/feminine. Orthodox gender ideology distributes the thought that women who participate in sport are invaders (Coakley, 2015). Furthermore, dominant gender ideology revolves around the belief homosexual feelings are deviant and dissipated. Thus, if female athletes are portrayed as invaders and homosexuality immoral, what impact does sport have on lesbian athletes? Informed by social identity theory (Tajfel, 1979), the purpose of this study is to explore how lesbian student-athletes (i.e., invaders) navigate their social world in the collegiate athletic setting. Through the use of semi-structured interviews, this study can assist in demonstrating that sport greatly assists in development of gender ideologies; however, sport can also assist in re-configuring traditional social norms to promote tolerance and understanding. Exploring the experiences of lesbian student-athletes may shed additional light on struggles faced within the athletic department.

According to Griffen et al. (2002), 42% of student-athletes report harassment in the form of exclusion and 64% of the harassment experienced takes place in an athletic setting. Though initiatives are in place such as GO! Athletes, Athlete Ally, You Can Play project, and Nike’s Fearless campaign to shed light on sexual minority athletes, research on the sexual minority student-athlete experience in a collegiate setting is still an underrepresented research topic. The purpose of this study was to explore the "coming out" process of current and former sexual minority student-athletes in collegiate athletics and its' effects on the overall experience of the individual and explore the influence of "coming out" on interpersonal relationships with friends, family, teammates, coaches, fellow students, administrators, athletic support staff, and athletic department personnel. Guided by Bandura's (2004) Social Cognitive Theory, semi-structured interviews were conducted with current and former collegiate student-athletes that either "came out" or were "out" while competing in intercollegiate athletics. The research expands the knowledge of social experiences of sexual minority student-athletes, provides insight of the "coming out" process of student-athletes in collegiate athletics, and provides athletic department personnel with feedback on policies and rules that may discourage disclosure of sexual orientation.
interesting applications of digital technology is visualization and sport studies. As scholars have shown, computer-aided visualizations can serve as powerful forms of scholarship. Socio-cultural scholars can use visualizations to move beyond linear written scholarship and provide completely non-linear perspectives. For many, the most interesting types of visualizations are virtual reality applications. Popular and scholarly pundits have discussed virtual realities’ potential for over twenty years. We have seen technologies such as Second Life allow scholars to hold virtual conferences. However, virtual reality as a Star Trek “Holodeck” experience has not come of age. With the release of the Oculus Rift as well as other high quality virtual reality headsets, humanity is closing in on the “Holodeck” dream. In sport, many scholars talk about the technologies’ potential. Much of the scholarship has focused on sport and performance. The technology, though, holds potential as scholarship in critical sport studies. In our own experience, visualization can be an important scholarly tool and product. In 2009, I (Ari) converted an image I found of a 1908 Madison Square Garden Six Day Bicycle Race in the Library of Congress’ digital photo archive into an interactive visualization. The visualization still exists as “Ghosts of the Garden” on Ohio State’s ehistory website. Thus, we examine our experiences with digital visualizations and sport and its potential future.

9E Jiaxi Xu, Shanghai University of Sport
“A Preliminary Study of the Relationship between Online Sports Gambling and Fantasy Sports”

With the rapid development of online sports betting, a variety of negative events like problem gamblers/Internet security/credit system risk have been becoming more and more severe. Recently, eight departments in China issued jointly an announcement to prohibit online lottery selling and lawfully deal with illegal online sports betting. This both challenged the sport lottery industry in China and also reflected imperfection of relevant laws and regulations, loopholes in supervision, immaturity of market-driven formation, etc. Many counties or districts, in which some sports betting or games, especially like Fantasy Sports, similarly face deficiency in structure characteristics, laws and monitoring, fall into “nationwide discussion” with affiliated social issues. With the method of literature review, the current study reviewed the development of Fantasy Sports and the relationship between Fantasy Sports and online gambling. The study then discusses several questions from which four suggests are provided: Ulteriorly complete legal system, centralize guidance in the order of development of online sport lottery; Being in high gear to safeguard technology security and value ideas; Carrying out responsible gambling in sport lottery and keeping healthy ways of development; Deeply exploring elements of sports and highlight the connotations of sports in the lottery.

9E Ezzeldin Aly, Florida A&M University & Sherin Y. Elmahdy, University of Wisconsin La Crosse
“Study Sport Socioeconomics Impact of using Internet Fundraising on Team and Individual Sports”

This study is about the importance of using web-fundraising, different online programs, and social media for team and individual sports fundraising. Researchers explore ideas and programs for internet fundraising and address internet fundraising, and how it can improve the socioeconomic impact of team & individual sports participation. Currently, joining youth sports programs such as baseball, basketball, soccer, football, and swimming has become expensive. Parents enrolling their kids in sports is a stressful experience because of traveling, lodging, equipment, and tournament fees. The researchers interviewed and surveyed parents, coaches, managers and tournament organizers. Some issues that arose were dependence on internet fundraising experience, the importance of web – fundraising to support financial expenses, satisfaction with the facility entry fees, tournament fees, and the amount of events each week. The researchers used SPSS (Statistical Package for Social Science) to analyze the data collected. The use of internet fundraising will have a positive social and economic impact on families. Internet fundraising will encourage parents to enroll their kids into different sports programs. In addition, internet fundraising will help close the socioeconomic gap and open more opportunities to all youth to participate in sports.
Melanie Dammel, Florida State University
“Physical Education in a Digital World”

By way of state mandate, high schools are required to offer health and physical education (HOPE) courses online to their students. This controversial initiative, promoted by Florida Virtual Schools (FLVS), serves the nearly 500,000 students who enroll in online PE and other online course offerings as part of their educational experiences. In this auto-ethnography, I reflect upon my experiences as a high school physical education teacher working in traditional, ‘in-person’ PE contexts in the age of virtual PE. I discuss both the skepticism I and other school-based teachers held (and to some extent continue to hold) and what I came to see were some benefits of the online platform—namely in how virtual PE’s space-time dynamism led to increased participation and engagement for many students. In my analysis, I draw upon a qualitative analysis of my own experiences and those of fellow teachers and students to explore how online enrolled HOPE students might better develop the skills needed to be healthy and create a positive self-conception as achieved through face-to-face classes (see also Taylor, Spray, & Pearson, 2014). Further research through document review and interviews will determine the challenges faced by teachers and students partaking in online classes. I look specifically at relations and complexities of body-space mediation and immediacy whereby the school setting (where the teacher can observe if a student is able to perform sport skill) and how the publically-engaged pedagogue might look to enhance the corporeal co-presence of teacher and learner in the digital environment. The similarities and differences of the programs can be used to provide more effective and accountable ways of engaging students in physical education, both online and in the classroom.

Dunja Antunovic, Bradley University
“We Wouldn’t Say it to Their Faces: Analysis of Feminist and Postfeminist Discourses around Online Harassment of Women in Sports Journalism”

In April 2016, a US-based independent sport media organization Just Not Sports launched #MoreThanMean, a digital media campaign to raise awareness about online harassment of women in sports journalism. The campaign began with a four-minute video on the organization’s Facebook page which reached over 3.7 million views within the first few weeks. The men behind the campaign and the women sports journalists featured in the video subsequently appeared in interviews with major media outlets in the US. The campaign is an example of public engagement with issues feminist sports media scholars have researched for decades. Using the #MoreThanMean campaign as a case study, this paper assesses how feminist discourses circulate in the sports media environment. Although online spaces allow for self-representation of political activism, feminist messages become postfeminist as they journey from online platforms to mainstream media (Darmon, 2014). With a particular awareness of the contemporary postfeminist context (McRobbie, 2004), this study examines how various producers of content—including women sports journalists, Just Not Sports, ESPN, and mainstream media—engage with feminist politics in relation to online harassment. This study considers the corporeal implications of digital media activism upon gendered forms of power in the sports journalism industry.
9F Kent Kaiser, University of Northwestern
“Women’s Sports Have ‘Arrived’—Not! Newspaper Sports Coverage Pre-/Post-Title IX"

This paper presents results of a quantitative content analysis of large-, medium-, and small-city newspapers from 40 years before and 40 years after the passage of Title IX. It shows large-city newspapers (agenda-setters for other media and thus purveyors of media hegemonic ideas) have actually strengthened practices that undermine women’s sports—indeed, the media sample examined here shows the situation to have been better for women in 1932 than in 2012, in terms of quantity of articles and space on the first pages of sports sections. These findings provide concrete evidence to counter postfeminist suggestions that women’s sports have “arrived” or that there is little more to do. The quantitative findings are bolstered by qualitative evidence, as well. What is new and even more interesting here is that, meanwhile and while still far from equal, medium- and small-city newspapers in the same time period made greater strides toward equality, however unintentionally those strides might have been. Within the data set, movement toward equality appears in an inverse relationship with the newspapers’ city size. Therefore, this paper suggests that the most media-savvy strategy to break through intractable power structures and to claim the media agenda might involve a local, grassroots-level-up approach.

9F Ally Quinney, Florida State University
“@UFC and Third-Wave Feminism?: Gender, Fighters, and Framing on Twitter”

Since its 2013 inclusion in the UFC, discourses on women’s MMA are increasing on social media. While the UFC’s inclusion of female fighters is positive for gender equality, I question the extent to which this change has truly impacted the perception of women in the sport. In an attempt to analyze public perception of female UFC fighters, I use framing analysis and an intersectional feminist lens to examine a dataset of tweets published over a four-year period. I draw from research on women’s sport (Channon 2014; Jennings 2014; et al.), feminist media theory (McRobbie 2009; et al.), and social media (Bruns and Burgess 2012; Heinecken 2015; et al). I found that there is an imbalance in attention paid to female fighters in regards to gender, race, class, and sexuality, and this constructs contradictory messaging about gender equality, female fighters’ bodies, and the UFC on Twitter. The inclusion of women in the UFC has the potential to make contributions to gender equality both in and outside of the octagon. However, if gender, sexuality, race and class, are not included in both the online and offline discourses about female UFC fighters, the UFC’s potential to improve gender equality will be reduced.

9F Julie Brice, University of Maryland
“The Influence of the Empowerment Narrative of U.S. Women’s Soccer on Female Millennials”

The 1990s sparked a pro-girl movement where concepts such as “girl power” and women’s empowerment became rampant in U.S. culture. Although “girl power” rhetoric originated as a collective social justice movement in punk rock, it was quickly commodified into mainstream culture including women’s soccer as evidenced by the 1999 Newsweek Cover with a “Girls Rule!” headline featuring a shirtless and celebratory Brandi Chastain, and in the 2015 FIFA Women’s World Cup with the U.S. Women’s National Team’s #SheBelieves empowerment campaign. Research has shown that empowerment rhetoric is part of the neoliberal agenda encouraging women to engage in activism via their purchasing power rather than with feminist, political activism. However, there is little research exploring how the cohort of women who experienced “girl power” as children negotiate the empowerment rhetoric in a “post-feminist” society, especially as it pertains to the empowerment campaign in women’s soccer. To begin to address this gap, in this presentation I share preliminary findings drawn from interviews conducted with female millennials who consider themselves fans of women’s professional soccer. The following sub-themes will be addressed: (1) How did the empowerment campaign shape female millennials’ physical activity practices,
and understanding of their selves and bodies? (2) What is social activism and public engagement to female millennials and how does the empowerment campaign inform this social activist understanding? Results will be analyzed through a critical lens that aims to advance understandings of postfeminism.

**Session 9G**

**Sport and Religion III**

**Organizer:** Jeffrey Scholes, University of Colorado, Colorado Springs  
**Presider:** Steven Waller, University of Tennessee  

**ESPLANADE SUITE 3**

9G Neal Ternes, Florida State University

“Wake up the Echoes; Sport, Education, and Faith at the Convergence of Neoliberalism and Paleo-Conservative Politics at Notre Dame University”

This paper examines the evolving connections between faith and sport at the University of Notre Dame, perhaps the most iconic religious educational institution in the United States. While the conflict between neoliberalism and the political left in academia has been well documented, Notre Dame’s unique history and symbolic connection to paleo-conservative traditions – particularly through the social and religious significance of its football program – have been the site of their own set of political controversies. In this analysis, I document the shifting symbolism of faith and football at Notre Dame in order to highlight the growing friction between the free-marketization of education and the paleo-conservative ethics encoded into religious education institutions. Through a historical re-reading of the institutional space, combined with interview and ethnographic material, I locate the commercial re-organization of game day events and activities within a discursive framework which challenges both the claims of equality within the university community and the moral framework under which Notre Dame claims to operate.

9G Jeffrey Scholes, University of Colorado, Colorado Springs

“From Morality Play to Spectacle: Super Bowl Halftime Shows and the Religion They Express”

Super Bowl halftime shows have gone from being perfunctory performances that merely interrupt the play on the field to, for many, the reason to watch the game. The obvious explanation for the change is money—big stars performing at halftime keep those not interested in the game watching, which enlarges the market for advertisers. Yet economic reasons alone fail to capture the meaning of the historical trajectory of Super Bowl halftime shows. In this paper, I will demonstrate the role that religion has played in these presentations through the decades. First, the location of the Super Bowl halftime show in the midst of a sporting event will be highlighted for the role that sports plays in framing such events. And while lurking beneath the surface of these shows, the religious sentiment (or lack of it) of America is often reflected in them. From the early moral messaging of “Up with People” to the sheer spectacle of Michael Jackson in 1993 to the politically charged routine of Beyoncé of this past February, the history of the shows can, in part, be understood by attending to the primary way that American religion is being accepted and expressed for any given epoch.

9G Kylee Studer, Houston Baptist University

“Serving Two Masters: An Examination of How Faith Impacts the Recruitment of Student Athletes”

Few distinctively Christian universities boast Division I athletics. It is conceivable to understand that Christian values may not coincide with the current model of Division I athletics thus discouraging staunchly religious universities from venturing into the sphere of Division I sport. This presentation offers a case study of how the coaching staffs across 15 varsity sports at a Division I Christian institution are impacted by faith in their recruiting of potential student athletes and ultimately gets at how these coaches believe distinctively Christian values help or hinder their individual recruiting processes. Furthermore, this presentation offers an explanation as to if these coaches in question have to disregard Christian distinctives or recruit athletes with questionable moral standards in order to maintain a competitive program, or if these coaches hone their recruiting on student athletes where faith is a major component in
that athlete’s decision-making process. Do these coaches feel pressure to serve two masters, faith and competitive sport, so to speak? In the end, this presentation seeks to recognize if an institution that prides itself upon Christian values can maintain a high moral standard and yet be successful in Division I athletics by understanding the mindset of coaches in the recruiting process.

9G Andrew Meyer, Baylor University
“What Does a Disgraced American Cyclist Have to Do to Get Some Redemption Around Here? Biblical and Postmodern Readings of Lance Armstrong”

Before his “fall,” Lance Armstrong’s heroic-athlete depiction in the media was clearly an instance religious hero-worship. Today his image is that of a social pariah. Using biblical and postmodern theological lenses to examine Armstrong allows for new insights about how or if he will ever experience some sense of redemption. This presentation aims to: 1.) explore biblical themes of redemption found in the book of Isaiah, and situate them within the context of modern sport; and 2.) provide context for Armstrong’s redemption using a Radical Orthodoxy framework. This presentation seeks to explore the personal, professional, and philanthropic dimensions of Armstrong as an agent of social change (on and off his bike), and specifically for those in the cancer community. I will pose and addresses three questions: 1.) How does a biblical reading of Armstrong’s story provide context to questions of redemption for fallen hero-athletes? 2.) How can we use the postmodern theological lens of Radical Orthodoxy to think about Armstrong’s actions as already redemptive? 3.) Are we ready to forgive Lance Armstrong for his regrettable drug-related performance enhancing actions? This presentation seeks to provide new theological context of one of the most famous sporting dopers.

Session 9H
Sociology of Sports Coaching III
Organizer & Presider: Brian Gearity, University of Denver

9H Pilar Walker, Eastern Kentucky University & Joel Cormier, Eastern Kentucky University
“Coach Bully: The Effects of Negative Coaching Behaviors in College Athletics”

In recent years, there has been much discussion in popular sport media on coaching harassment on various college campuses. The mistreatment that some players receive can be defined as bullying in that is a systematic abuse of power in which a stronger individual exhibits a pattern of intimidating behavior against someone weaker or less powerful (Swigonski, Enneking & Hendrix, 2014). When college athletes are mistreated, it can have an effect on themselves and it can change the way they look at their sport or sports in general. The purpose of this study is to examine the effects that emotional abuse in a player-coach relationship can have on a student-athlete, how the student-athletes perceived their coach, or coaches, and sport on the collegiate level, and why athletes choose to report or not report these incident(s). Grounded theory will be used to analyze the reports of athletes, many of whom have been victims of physical or verbal abuse from a coach or coaches, to discuss their experiences. Discussions will focus on why there are not more policies that will protect the student-athlete from this type of coaching behavior.

9H Jordan Bass, University of Kansas; Jonathan Mays, University of Kansas & Peyton Stensland, University of Kansas
“Pressure to Conform: An Analysis of Culture Within Intercollegiate Athletic Departments”

The primary purpose of this study is to compare responses from intercollegiate coaches to discover differences and similarities between the perceptions of their team culture and athletic department culture. As such, the authors used institutional theory, isomorphic behavior, and organizational culture literature to inform and examine three hypotheses. For the study, the authors contacted 4,200 NCAA coaches via email. The coaches were sent a survey that incorporated the Organizational Culture Assessment
Instrument (OCAI). After receiving 345 completed surveys (8% response rate), three one-way ANOVA’s were used to measure group differences of the average difference between perceived cultures of the team versus the athletic department. Three significant findings emerged from the results (differences based on tenure of coach, tenure of athletic director, and revenue generating status of the sport coached) and will be used to further the literature surrounding coaching, institutional theory, and isomorphic behavior. The findings will also aid in the ongoing discussion of length of tenure among coaches and athletic directors, as well as address the divide that is occurring between revenue and non-revenue athletic programs.

9H Brahimi Tarek, University of Kasdi Merbah Ouargla, Algeria
“Burnout with Basketball Coaches in the Province of Djelfa”

A coach is the main driver of the process of training. There is not only his work on the delivery of his information and experience to the players, but this is linked to much of the other commitments which go beyond the issue of teaching the game to the issue of liberal arts education. The coach should be an example and role model for his players. Expose the coach to psychological stress, especially during competition and there appears the term burnout, which represents a state of fatigue and mental stress, both physical and emotional. Burnout is characterized by the possibility of the emergence of negative trends that may affect the coach’s relationship with others. Coaches vary in the likelihood that and the degree to which they will experience burnout in coaching young people. The importance of this research is its aim to identifying the degree of burnout and in finding the differences between the coaches and trainers of advanced youth. This research sample included the instructors’ class Applicants and young people, and numbered 20 coaches. The researcher used measures of symptoms of burnout in sports coaches. The most important conclusions reached by the researcher is the lack of significant differences in the degree of burnout, of the scale as a whole, between the coaches of applicants and young people. This can distinguish youth coaches as they are more exposed to the combustion of psychological variables in mental fatigue, physical exhaustion, and lack of personal accomplishment.

9H AJ Newton-Anderson, University of Texas
“College Coaches Pivotal to Holistic Student Athlete Development”

Collegiate coaches occupy a pivotal space in regards to the student development of student-athletes. The importance of coaching impacting the student development process can no longer be viewed separately from other key university resources such as student affairs or student developmental programs across the institution. Perna et al. (1996) investigated the prevalence of mentoring relationships among collegiate athletes and non-athletes, and examined the effects of mentoring on their psychosocial development. The results indicated that mentoring occurred more frequently among athletes than non-athletes based on their daily interaction with coaches and other administrators that operate athletic departments. Athletes who had coaches acting as confidants, counselors, or positive role models reported a higher degree of comfort to express emotions and communicated feeling well rounded or developed upon graduation (Bloom, 1998). The significant time dedicated to athletic activities signals a question if collegiate coaches are spending adequate time, or if any, on the student development aspect in the same context to achieve broader student success goals. Drawing from a framework of Student Involvement (Astin,2007) & social conflict theory, I will present a conceptual model arguing collegiate coaches as critical student affairs professionals in the lives of student-athletes. The implications of this research can assist athletic departments in the cultivation of coaches as a student affairs professional. In addition, this inquiry of coach development should include an exploration of how racial identity and race relations impact relationships between student-athletes and coaches in this context.
9I Lawrence Wenner, Loyola Marymount University
“Mediatization and the Super Bowl at 50: Key Changes in an American Sporting Mega-Event”

Using an interlinked set of critical theories centered on mediatization and commodification, this paper assesses key changes seen in a case study of the Super Bowl’s 50th anniversary to understand the evolution of the penultimate American sporting mega-event. The paper is framed by consideration of how the Super Bowl is unique in terms of its context as a sporting mega-event and how its overarching “super logic” interacts with its mythic and structural functioning. The analysis focuses on select key changes evident in Super Bowl 50, including changes in the nature of communal focus, in a shift of figure-ground relationships in heightened celebration of Super Bowl advertising, in the mediated packaging of the Super Bowl through manufactured events, and in how “deep play” and motivations for watching the game have been altered by the raised profile of online betting. The conclusion focuses on how three interlocking forces—technology, history, and nation—continue to play an outsized role in the Super Bowl spectacle being able to command cultural influence.

9I Simon Licen, Washington State University
“Effects of Media Consumption of Two (Mega-) Events in Slovenia”

International mega-events contribute to the promotion of patriotism. Quantitatively and qualitatively skewed media reports are rewarded with increased circulation and viewership, though recent studies indicate that they might attract more nationalistic audiences rather than making them such. While the relationship between media consumption and nationalism has been methodically examined in long-standing democracies, studies in countries with short histories of nationhood remain isolated. These countries usually need to (re-)shape a national identity and often try to use sport for this purpose. This paper will compare the effects of media consumption of two international sports events—the 2013 EuroBasket and the 2016 Summer Olympics—on nationalistic feelings in Slovenia. While only the second is a mega-event, the first is a major event that Slovenia hosted. Results cannot be summarized at this time because the survey related to the Rio Olympics has yet to be distributed; still, the comparison should provide insight into the scope and magnitude of the influence of sports onto national populations. Nationalism and mega-events are occasionally discussed in mainstream media (e.g., fan violence at the 2016 UEFA Euro), and scholars are sometimes invited to comment on such occurrences. This paper will hopefully inform their appearances and contribute to public debates in “new democracies.”

9I John Vincent, University of Alabama; Edward (Ted) Kian, Oklahoma State University; Olan Scott, University of Canberra & John Harris, Glasgow Caledonian University
“England Expects but the Welsh Dragon Underdog is Defiant”

Shaped by inductive framing analysis, and drawing on Anderson’s (1983) concept of the ‘imagined community’ and Guibernau’s (2007) strategies for creating and uniting citizens around a collective national identity, this study examined Englishness and Welshness through the prism of British newspaper narratives during the 2015 Rugby World Cup and 2016 UEFA EURO Football Championships. Both of these mega international sporting events provided a context where national identity politics and athletic competition intersected for the mediated consumption of the ‘imagined community.’ Inviting comparisons, both tournaments pitted neighbors and traditional rivals, England and Wales together in the same groups. Given the popularity of both rugby and football in these nations, in the buildup and immediate aftermath of both games the eyes of the British newspaper journalists were fixated on the Welsh and English teams. In
this context the coaches and players became exemplars of their respective national myths and values, which captured the public’s imagination. Given that national identity is fluid and continually evolving, the narratives in Britain’s London-based serious and popular ‘red-top’ newspapers provided a snapshot of both Welsh and English identity in the rarefied, emotional, carnivalesque atmosphere of both mega sporting events.

9I Allyson Araujo, Dandara Queiroga de Oliveira Sousa, Rafael de Gois Tinoco, Alison Pereira Batista, Joyce Mariana Alves Barros, and Marcio Romeu Ribas de Oliveira, Federal University of Rio Grande do Norte
“Media and Legacy of the World Cup 2014: Exploring the Perception of High School Students Through Media Education”

This paper uses media education to explore the legacy of mega sports events. In Brazil as in other countries, the media narratives are responsible for giving visibility to the tangible and intangible legacy of mega sports events. In this context our goal is to identify and discuss the social legacy from the perspective of high school students of the city of Natal (RN-Brazil). The research was conducted in 3 public schools with over 250 students. After analyzing the professional media narratives in the country, the students created their own media content. The social perception of students on the 2014 World Cup in Brazil was expressed in five digital magazines, one newspaper and seven blogs, analyzed using content analysis to create of 5 categories of analysis. We highlight the ethical, the cultural differences, the sporting excellence and the criticism of public funds spending with material legacy as the most recurrent themes in the production of students. Confronting the narratives of content produced by professional media and the content produced by students, we perceive distance between the economic and social interests, respectively.

9I Phil Hatlem, Saint Leo University
“The Boston Bid: Media’s Role in its Demise”

The Olympic Games inspire many people to believe in grand ideas: cooperation between nations, purity in sport and competition, and athletes achieving excellence at the highest athletic levels (McDonald, 2006). Many of these grand ideas are influenced by the media through selective distribution of information; media sources vary in the way they emphasize, package and transmit content (Rutledge, 2008). However, the appeal of the Games may be leveraged to promote political and ideological messages other than Olympism (Finlay, 2011). Or they may not. Prior to July of 2015 it appeared that the city of Boston would be a viable candidate city to host the 2024 Summer Olympic Games. But on July 27, 2015 its planned bid collapsed under the weight of cost estimates and low public support (Arsenault & Levenson, 2015). By examining the media portrayal of the issues involved in the bid, the author hopes to determine what role the media may have played in swaying public opinion regarding the bid, and if it is found that the media did attempt to influence, what was its motives.
Saturday Nov. 4, 2016 | Session 10 | 2:30 – 4:00 pm

**Session 10**
Saturday
2:30 p.m. – 4:00 p.m.

**Session 10A**
Ethics, Law and Sport II

**Organizers:** Brenda A. Riemer, Eastern Michigan University & Erica J. Zonder, Adrian College

**Presider:** Erica J. Zonder, Adrian College

| 10A Brenda Riemer, Eastern Michigan University & Erica Zonder, Adrian College |
| “The Ethics of Coaching ‘Whales’” |

The term “whale” is used to describe a gambler who wagers $1 million to $20 million over three days in a casino. There are specialized casino hosts who are either hired by the casino or are independent contractors who recruit whales to certain casinos. The whales receive whatever complementary items they desire, and the assumption is that the whale will lose the majority of his or her money. These heavy gamblers are a small percentage of all gamblers (less than 200) and the recruitment of them is competitive. The person who recruits the whale for the casino receives a percentage of what the whale loses. We can use the whale analogy to the recruitment of collegiate coaches. There are coaches who are considered good enough to coach collegiate sport. There are even a smaller percentage of coaches who are considered the best. In some ways, these are the whales of collegiate sport. And their contracts and behavior reflect their status in the collegiate coaching world. This presentation will focus on the ethics of their contracts and how the ethics of the contracts and contract law affect collegiate sport.

| 10A Adam Beissel, University of Maryland |
| “Confessions of a Human Trafficker: Inside the Global Recruiting Network(s) of International Student-Athletes in NCAA football” |

Given the highly competitive recruitment of elite student-athlete prospects, and the immense pressure to have winning intercollegiate athletics programs, the global recruitment and impact of prospective international student-athletes (ISA’s) has increased drastically in recent years. With no global amateur standard, National Collegiate Athletic Association (NCAA) rules founded on localized amateurism ideals are now being applied on a global scale, in countries where: 1) there is no similar concept of amateur athletes; 2) the rights and protections of ISA prospects are not consistently applied and; 3) the academic and education standards are inconsistent and lack oversight. Within this research, I present an (auto-)ethnographic account of my complex and contradictory position from inside the global recruitment of ISA’s as a volunteer assistant football coach with one of American Samoa’s most talent-rich gridiron football programs—one that has consistently developed, produced, and exported dozens of elite athletic talent prospects for NCAA football programs. Based on firsthand interviews, observations, and experiences from ‘inside the trenches’, I critically interrogate and problematize the global recruiting networks of NCAA football athlete prospects that positions athletes as commodities for capital accumulation, coaches as international marketers with portfolios of human capital for sale, and intercollegiate institutions as corporate firms scouring the globe for the next unexploited and underdeveloped talent market to outsource labor. This chapter is a call to action for sincere reform, oversight, and greater transparency by the NCAA to resolve the, at times, highly immoral, unethical, and exploitative practices in the recruitment of ISA gridiron football players.
10A Nicholas Schlereth, University of New Mexico
“Skeletons in the Closet: Background Checks in Recruiting Student-Athletes”

The recruitment of student-athletes is arguably the top job for a college coach. Failure to secure top talent comes at a price to the coach, typically in the form of being fired. The collegiate model established by the NCAA places student-athletes in a quasi employment relationship with their university, which begs the question of if background checks should be permissible during the recruitment process. The presentation will review the legal landscape surrounding background checks in college admissions and recruitment, examining if the use of background checks can impact the overall environment on a college campus surrounding sexual assault. An examination of the quasi employment relationship between the university and their student-athletes will be conducted to understand if background checks pushes the needle more towards employee.

10A James Doucette III, Eastern Connecticut State University & Ari de Wilde, Eastern Connecticut State University
“A Kantian Dilemma: Gender Discrimination Toward Contemporary Women’s Elite Sport”

In this paper, I examine the many issues surrounding gender discrimination as experienced by female college and professional athletes in Western sports. The paper demonstrates the nature, severity and extent of the problem. It also examines the structure of the sports industry that makes athletes surprisingly vulnerable to discrimination. Building on the works of such scholars as Jane English and Michael A. Messner, I argue that elite female athletes continue to be denied full enjoyment of the numerous benefits of sport. I further contend that using the comprehensive ethical theories of Immanuel Kant provides solutions, specifically applying the Moral Law, the Autonomy principle, and the Duties of Justice. These are needed as women remain marginalized and sexualized by the media, which chooses to reinforce female gender norms at the expense of sportswomen. I describe the negative impacts of these social phenomena on the athletes, specifically in regards to Gender Role Conflict.

10B Jay Johnson, University of Manitoba & Adam Ali, Queen’s University
“Glamping: The Imperial Tenting of the Outdoors and the Colonization of the Wilderness”

Glamping, or “glamorous camping”, is an activity best described as a combination of “roughing it” in the outdoors, but doing so while maintaining certain amenities and comforts that do not necessarily align with the “traditional” values of camping. Historically known as imperial tenting, the more recent practice of “glamping” has become one of the latest trends in outdoor leisure activities in North America. The purpose of this paper is to first explore the historical origins of what today is known as “glamping” through an analysis of imperial tents, which were utilized by colonizing rulers in both the British and Ottoman Empires. Second, we trace these beginnings through to a contemporary form of glamping, characterized by the coalescing of the wilderness adventure ethic with the use of technological innovation to mediate our interaction(s) with and to the outdoors. Specifically, we ask: first, what is the connection between imperial expansion, settler-colonialism, and luxurious tenting as it relates to modern-day glamping? Second, how do modern forms of technology and new media actively shape our relationship to nature, both in how we consume and gain access to the outdoors, as well as our corporeal experience in the “wilderness?”
10B Lucen Liu, University of Auckland
“Establishing the Connection with Nature, Tradition and People: An Indigenous Understanding of Paddling”

This study explores the relation between sport participants and the natural environment. In regard to this relation, prior research has explored competitive relations (Howe, 2012; Krein, 2015), and embodied interrelationships (Allen-Collinson & Hockey, 2010; Humberstone, 2011). Based on ethnographic evidences drawn from Māori female waka ama [outrigger canoe] paddlers in Aotearoa New Zealand, this study reinforces the importance of understanding the embodied interrelationship between sport participants and nature, particularly from an indigenous perspective. In this study, participants highly valued physical and spiritual connections with nature in their waka ama paddling. I use a Māori concept, whakawhanaungatanga [connection], derived from Māori epistemology and whakapapa [genealogy], to understand the culture-laden experiences of connecting to nature. Through the lens of whakawhanaungatanga, nature, which is not necessarily always in a competitive position to Māori paddlers, is believed to be kaitiaki [guardian] and tīpuna [ancestors]. Moreover, for Māori paddlers, waka ama provides not only a way to be with nature, but also opportunities to interact with people, practice tradition, and trace history and belongingness.

10B Jennifer Wigglesworth, Queen’s University
“Rock Climbing: Gender, Embodiment and the Human-Nature Relationship”

There is a burgeoning conversation about whether lifestyle sports can offer different and more transformative spaces for female and male physicality (Wheaton, 2004). With respect to rock climbing, much of the discussion has centered on alternative masculinities (Robinson, 2004). More recent research theorizes women’s embodied experiences of climbing (Chisholm, 2008) in comparison to traditional female embodiments (Young, 2005). However, few empirical studies explore how femininity is lived in climbing (Dilley, 2007) and scarcely any discuss this in relation to the natural environment. In this paper I reflect upon how gendered embodiment informs and is informed by the climber-nature relationship. Outdoor climbing continues to be a more exclusively male space; men often carry the equipment, expertise, and technological knowledge. There is also an assumption that indoor climbing gyms are more accessible for women. How might these discourses and material realities organize one’s movement toward the rock face and how might the natural environment reproduce or refigure traditional male and female physicality? The sociological study of sport and the body stands to benefit from including embodied and gendered ways of understanding the human-nature interrelationship so as to help dismantle dichotomies such as indoor/outdoor, female/male, nature/culture that found much pedagogy on rock climbing.

10B Lindsay Usher, Old Dominion University
“Foreign Objects: Locating Stand-up Paddleboards in the Surfscape”

Stand-up paddleboarding (SUP) has become a highly popular sport within the past decade. Despite this popularity, SUP-ing has largely been ignored by sport researchers. Studies have shown that surfers have a strong sense of place and may exhibit territoriality over surf breaks. However, surfers are struggling with regulating and delineating SUPs within their ocean territory. Drawing from studies conducted in the United States and Costa Rica, this paper examines the social construction of SUP-ing by the surf community. Many SUP-ers are passionate advocates for their sport: it is easy to learn, it enables older surfers to still catch waves if their knees have failed them, and one can ride the smallest of waves with the large boards. While many traditional surfers have embraced these crafts, others consider them to be dangerous, especially in crowded surf breaks. Some SUP-based business owners have experienced heavy animosity within their local communities. SUP-ing has also drawn a variety of people who come from different non-surfing sport backgrounds. These newcomers add to the tensions within the surf community. This examination of the construction SUP-ing strives to jumpstart an important dialogue among surfers and natural resource managers about the place of SUPs within the surfscape.
10B Gilberto Galeazzi, University of Edinburgh
“Spirit and Time: The Internal Dynamics of a Sailing School”

The paper concerns time and its role in the setting of a PhD thesis that aims to explore the Centro Velico Caprera, an Italian sailing school. The school’s purpose is to replicate the lifestyle of a boat on land. This ambition creates an isolated environment in which the frequenters are completely immersed and life is severely controlled. The routine forces people to live in close contact and to collaborate like a crew. The people who attend the school refer to the set of disposition, characteristics and collective essence they experience as “the Spirit of Caprera”. Using an ethnographic approach, the research is investigating the internal dynamics of the school. The first half of fieldwork revealed that time appears to have a fundamental role in constructing socially and culturally the setting’s seeming unique features. The overreaching characteristic of the School, so far, can be considered time and the frequenters’ perception of it. It looks as if through the enforcement of a timetable and its control, the School is able to create and recreate its collective and “spiritual” essence. Moreover, the “benchmarks” concepts, that seem to derive from the “social-cultural time”, appear to actively and essentially cooperate in its internalisation and maintenance.

Session 10C
Technological Revolution: Effects on Fantasy Football Research, Participation, and Consumption
Organizer & Presider: Travis R. Bell, University of South Florida

10C Travis R. Bell, University of South Florida
“Fantasy Journalism: How Technical Creation of Information Simulates Football Reality”

This research investigates the dialectics involved with the language used by news sources to bridge the gap between the virtual and real which drives the computer-mediate creation of information for fantasy sports players. First, pre-draft rankings and projections combine human information with data analysis to formulate rank-and-file lists to educate fantasy players about trends and possibilities involving the real players. Second, fantasy players research algorithmic projections to organize lineups that are customizable and interactive (Dwyer & Drayer, 2010). Finally, robot journalists produce weekly recaps and season reviews based on real-world journalism and statistics (Clerwall, 2014), thus producing an additional layer of computer-mediated content for analysis and forecasting. This amalgamation of information parallels the NFL season with the weekly highs and lows associated with wins and losses. A textual analysis of one season of league recaps in a CBS Sports’ fantasy football league situates the realism of the information produced each week by robot journalists and explains how it both simulates and diverts from traditional sports journalism.

10C Alex Huebner, Florida State University
“Political Economy of Daily Fantasy Football”

The current academic debate surrounding daily fantasy football (DFF) takes place largely in the legal literature and revolves around whether daily fantasy football is a game of chance or game of skill (Sanchez, 2016). What is lost in this debate, however, is an examination of the political economy of DFF, particularly how a professional sports league like the NFL benefits from daily fantasy leagues while publicly downplaying the role played by data-driven gambling in the rise in popularity of the sport. As television networks such as ESPN and NFL Network present daily fantasy data in-season to help managers create winning teams, the real winners are the television networks, the NFL, and cable and satellite providers. Fantasy sports participants are much more likely to consume sports media during the season, even more so for daily fantasy participants. This increase in live viewership allows television networks and cable companies to generate more advertising revenue, contributing to the current “hyper-
commercialized” (McChesney, 2004) state of professional football. Therefore, this research investigates the political economy of DFF and asserts that the data-driven nature of DFF overwhelmingly benefits the NFL and its media partners at the expense of the consumer.

10C Alex Morales, University of South Florida
“Fantasy Football: A Technology of Discipline and Power”

In an age where information is in abundance, the task at hand has shifted from simply having access to information to a state of information anxiety. How do we navigate through the overwhelming amount of information that surges through online databases, growing exponentially? This question is not one of content, but rather curation. This essay treats the Yahoo Fantasy Football Application to demonstrate that information curation is characteristic of two key theoretical concepts: the panopticon (Foucault, 1979) and synopticon (Mathiesen, 1997). This thesis is developed by examining how the application’s interface acts as a “coming to know” (Foucault, 1995) fantasy sports through the surveillance practices of information curation. This criticism argues that the key function facing fantasy sports becomes a matter of attention and accessibility, and that the social order of this particular digitally-mediated space is contingent upon how participants navigate through such spaces that create conditions that are conducive to the needs of the user. Treating this space as a mechanism of surveillance will demonstrate the applications “permanent visibility that assures the automatic functioning of power” (Foucault, 1979) through the watchful, all-seeing eye that fantasy football users so desperately seek.

10C Jaime Robb, University of South Florida
“Constructed Spaces: How Fantasy Football Consummates Community and Participation”

The evolution of fan engagement over the past two decades has seen an increasing turn towards the Internet as a site for communal gathering. This shift can be taken as a welcomed addition to how fans all across the globe can engage in a shared sense of competition. The way participation functions in the fantasy sports universe creates a sense of togetherness that Lave and Wenger’s (1991) locate as “communities of practice.” This research looks to investigates how the online fantasy space functions through a mediated form of interaction that situates patterns for engagement, which allow each user to feel in control of the way s/he performs as a member of a particular fantasy group. A question of how participants’ sense of control becomes reliant on gathering information derived from news sources competing for an audience is central to this study. Too often, the same media outlets that provide fantasy-related information are also responsible for hosting the fantasy site itself. As such, this paper illuminates an implicit structuring between fantasy participation and the media outlets that offer the blueprint for how meaning making occurs among participants.

Session 10D
Who Defines Me: Challenging Misguided Beliefs and Prejudice III
Organizers & Presiders: Alexander Deeb, University of Tennessee & Algerian Hart, Western Illinois University

10D Sang Uk Joo, Messiah College
“‘Little, Yellow, Different, Better’: The Commodification of Michael Chang”

Michael Chang is a former professional American tennis player (from 1988 to 2003) and the youngest male player to win a Grand Slam tennis tournament, the French Open in 1989, at the age of seventeen. American male tennis was going through a crisis in the mid-to-late 1980s. Chang was hailed as the “next great American hope” who would succeed Jimmy Connors and John McEnroe and revive American tennis glory. This paper questions how Chang is represented in American mainstream media and how his image has been used in advertising campaigns. The primary purposes of this paper are to assess the cultural meanings of the mediated images of Chang within the conservative backlash climate of post-
Reagan America and to offer counter narratives. Dominant media narratives of Chang appear to celebrate racial difference, cultural diversity, and inclusiveness of American sport and American society. Informed by the reading sport methodology, this paper illustrates how Chang’s model minority images are consistent with dominant ideologies within the conservative climate of post-Reagan Era.

10D Lauren Osmer, University of Texas at Austin
“Racialized Narratives in Media Coverage of International MLB Players”

As the international reach and impact of the sport has spread throughout the world, baseball in the U.S. has seen the results of this through an increasing number of international players participating in the U.S. major leagues. Of course, this participation does not come unattached to historical and social meaning; U.S. attitudes towards migration, immigration, and acculturation of foreign citizens and workers have been complex and changing and within baseball have affected the experiences of both native-born U.S. and international players. The racialization of racial and ethnic groups has been varied, with different groups having diverse social and cultural meanings attached to their migration and acceptance (or lack thereof) into the United States. Therefore, this paper examines U.S. media coverage of the influx of Latin-American and Japanese players to Major League Baseball (MLB). Using various popular media sources, this paper conducts a content analysis to determine how the coverage of these two racial groups compared to the historical and modern racialization narratives of both groups in the U.S and if media coverage of these immigrant players aligned with or diverged from the traditional U.S. narratives of racialization for both Latino and Japanese migrants.

10D Seongsik Cho, Hanyang University & Nami Kim, Hanyang University
“Racially Integrated Korean Olympic Team? Does the Athlete of Color Still Matter?”

This paper argues that there are some misguided beliefs and prejudice against black athletes’ naturalization process while no barrier to white athletes’ naturalization is found in Korea. The overt standards of foreign athletes’ naturalization into Korea are their performance competency, residency duration in Korea, Korean proficiency and personal records. In Korea, however, covert and racist standards have been at work in foreign athletes’ naturalization process. For 2018 PyeongChang Winter Olympic Games, 9 all white athletes, 6 ice hockey players from Canada and USA, 2 Russian biathlon players and 1 German luge player, have been accepted as Korean Olympic Team members without any disputes. The Korean media has positively dealt with these athletes’ acquisition of Korean citizenship. But the application for naturalization into Korea from one Kenyan marathoner whose recent record was 2h 5m 13s was declined due to his doping history 4 years ago. One Brazilian soccer player and one American basketball player did not have the opportunity to play for the Korean national team because there was strong opposition to their naturalization into Korea. This paper suggests that the athletes of color’s naturalization into Korea and their representation of Korea will be important for Korean people to develop multi-cultural consciousness and practices.

10D Devin Walker, University of Texas at Austin & Louis Harrison, University of Texas at Austin
“From Foreclosure to Exposure: Study Abroad for Student-Athletes”

Many Black student-athletes suffer from identity foreclosure as they fail to develop other aspects of their identity due to their over-identification with the athlete role (Brewer et al, 1993; Beamon, 2012). Studying abroad offers an opportunity to immerse one’s self in the college student experience and keep the threat of athletic identity foreclosure at bay in Black student-athletes. Education abroad can impact student-athletes’ personal, academic, and professional development all while stimulating the student’s critical consciousness of the world beyond the gym and campus. Studying abroad is widely regarded as a collegiate experience that positively impacts identity development and negotiation (Wick, 2011), academic self-concept (Paige et al., 2009), career readiness and maturity (Preston, 2012), critical consciousness (Wick, 2011) and it provides students with a global mindset necessary to be competitive in the 21st century global market. College students are studying abroad at increasing rates, however, most student-
athletes are denied these opportunities. Why are Universities most valuable assets, student-athletes, denied the one of most valuable collegiate opportunities? This presentation focuses on the importance of creating study abroad opportunities for student-athletes.

Session 10E
The Great NASSS Ideas Experiment
Organizer & Presider: Brian Gearly, University of Denver

Panelists:
Cheryl Cooky, Purdue University
C. Keith Harrison, University of Central Florida
Annelies Knoppers, Universiteit Utrecht
Pirkko Markula, University of Alberta
Josh Newman, Florida State University
Jane Stang, Smith College
Sam Twito, University of Texas

How do we understand NASSS; its effects, problems, and benefits? What do these discourses tell us? NASSS is intelligent, inclusive, and caring. But perhaps also clunky, understaffed and under resourced, and unable to engage in a public sociology, hence the much needed conference theme. Yet in recent years the steady pulse of NASSS thumped into arrhythmia—the +1 initiative, several special issues of SSJ, round table sessions, and an early career researcher award. Can we build upon these new practices to transform NASSS into a high functioning, progressive organization? NASSS knows critique, but it needs to know sustained progress. The purpose of this panel is simple—great ideas applied to NASSS—provocative, innovative, controversial, (un)attainable, memorable. Panelists will have an opportunity to present their ideas, followed by facilitated discussion and audience engagement. The outcome—an unforgettable experience exemplifying the spirit of scholarship.

Session 10F
The Politics of Subsidizing, Supporting, and Marketing Public/Private Sport and Stadiums
Organizer: Program Committee
Presider: Jeffrey Montez de Oca, University of Colorado, Colorado Springs

10F Yi Ding, Shaghai University of Sport
“Public Subsidy of Professional Sport and Arena and Stadium Development in China”

While public subsidy to professional sport teams and arena and stadium construction in North America is common, the arbitrary use of public funds has, not surprisingly, always faced resistance there (Scherer, 2016). The use of public funds to support local professional sport franchises and to build arenas in Chinese cities, however, takes a different approach and reveals unique political and cultural patterns. In this paper, we seek to examine the politics surrounding the development of local professional sport teams and arenas and stadiums in the city of Shanghai in China. In particular, we are interested in policy development on arena development and the stakeholders involved in the development process in the context of rapid urban expansion and transformation in contemporary China. While the ideology of urbanism and commercialization of land and property remains a dominant logic in China’s transformation (Hsing, 2010), China’s sport system has meanwhile faced significant structural changes. The combination of the two makes the public subsidy issue surrounding professional sport teams and arena development even more intriguing and warrants more attention. Through media and document analysis and interviews with government officials, sport team managers, business groups, and local community groups, we look
to draw a big picture of the political economy of professional sport and arena development in the context of China’s urban transformation and structural changes in sport.

10F Jacob Hindin, Florida State University
“Media Framing and Stadium Subsidies: A Case Study from Miami”

This paper presentation interprets the frames employed by The Miami Herald in its coverage of the construction of Marlins Park. Professional sports venues in the US are often supported by public subsidies and thus become matters of public interest. Local media coverage impacts the subsidization process by framing the debate over subsidies in fashions usually, but not always, amenable to the team. A small literature, usually focusing on a short time period, has evolved to analyze how these local media sources frame stadium subsidies (Delany & Eckstein, 2008; Buist & Mason, 2010). This paper adds to the literature by extending the subsidization frame analysis to examining the changing stance of a single paper in high-resolution over a period of 12 years. The subsidization of Marlins Park remains one of the most high-profile and controversial cases of publicly financing a stadium in the last decade, and presents an excellent setting for a case study of how local media influences the use of public funds for professional teams. This work directly intersects with publicly engaged sociology as it continues the discussion of how sports discourse may impact the utilization of community resources.

10F Jeffrey Montez de Oca, University of Colorado, Colorado Springs
“NFL Marketing: Economy of Emotions, Experience and Spectacle”

This research looks at how NFL marketing operates as a form of governmentality that encourages people to produce themselves as consumer citizens. In other words, I look at how sport marketing attempts to engage in the formation of identities that are amendable to commodification. Through a critique of the concept “experience economy,” I argue that NFL marketing attempts to colonize our hearts and souls by reaching into fans’ emotions and intimate relations. Consistent with the principles of experience economy, NFL marketing adds a performative dimension to what Guy Debord calls “spectacle” that encourages fans to experience artifice as real and embodied. This will be demonstrated through close analysis of recent NFL marketing campaigns. This talk engages with the conference theme by encouraging reflection upon the politics of sport consumption that is typically left unstated.

10F Mark Turner, Southampton Solent University
“Investigating the Networks, Tactics and Mobilisations to Permit Standing at Football Matches in England”

This paper presentation examines the case study of contemporary football supporters and the particular strains and grievances which have motivated a new wave of protests and forms of activism during the late twentieth and early twenty first century. Central to this thesis investigation is the fan movement to permit ‘standing’ at football matches in England and Wales and thus this paper presentation introduces this case study by contextualising the social, cultural and political conditions out of which specific legislation to make all top level football grounds ‘all-seater’ emerged during the transformation and new consumption of English football at the turn of the late twentieth and early twenty first century. The paper subsequently explores the mobilisations of some supporters initially led by the fanzine movement, which saw the emergence of informal and formal networks and independent fan organisations in developing a ‘culture of contestation’ during the late 1980’s and 1990’s against various aspects of ‘modern’ football. The paper thus tells the story of this movement across a 25 year period and examines the various motivations, tactics and mobilisations of these informal and formal networks of supporters. The latest phase of this movement (the Safe Standing campaign) has received widespread political interest and is due to be trialled in Scottish football at Celtic Park during the 2016/2017 season.
10G Kiera Duckworth, University at Buffalo, SUNY
“Gender in Adolescence and Young Adulthood: Engaging in Risky Behaviors to Enact and Cope with Pressures of Masculinity”

Some male athletes feel pressure to engage in risky behaviors as a component of their masculinity and as a way to cope with the societal pressures surrounding young men. The findings of this paper draw from a larger study where I interviewed 87 boys and young men in middle school, high school, or college about their individual definitions of masculinity and how those ideals contribute to one’s health behaviors. Participants, at the time of the interview, played on their school baseball team or were members of their school band. Many young baseball players in this study expressed feeling pressure to use illicit drugs, alcohol, and have sexual relations with their female peers much more often than the band members interviewed. Baseball players discussed their struggle with depression, substance abuse, and gaining the approval of parents and peers without allowing anyone to see their vulnerabilities or insecurities for fear of being marginalized. As a coping method, they engaged in risky health behaviors to enact parts of traditional masculinity while simultaneously avoiding being marginalized or seen as weak. These findings contribute to our understanding of how sport may be used to negotiate gendered expectations in adolescence and young adulthood.

10G Christina Gipson, Georgia Southern University
“Integrating At-Risk Youth with CrossFit”

Working with youth identified as at-risk presents numerous challenges and obstacles. According to Coalter (2012), when programs are developed for this population of youth, special attention needs to be given to: program design, needs of the participants, and flexible/changing goals for the program. Two sessions of a CrossFit program were created for youth at-risk between the ages of 10-14. Results identify that both ten week CrossFit sessions were successful in improving fitness levels of participants as well as teaching participants how to set goals and develop strategies for positive self-talk. Although the data showed positive results, the program organizers realized that the aspect of a positive community often identified with the CrossFit environment was missing. The purpose of this study is to analyze changes within the environment when a CrossFit program for youth at-risk is merged with a general CrossFit kids program. Participant observation and focus group data was collected through three CrossFit Kids week-long summer camps.

10G Susanna Hedenborg, Malmö University
“Sport is Life, Sport is Work”

Why do some people participate in sport and exercise and others not? Can sustainable sport patterns be ensured for the future, in that case how? To answer such questions, it is imperative to find out why people choose to or not to participate in sport and exercise and whether and in that case how they could be lead to physical activities. The aim of this presentation is to deepen the understanding of sport and physical exercise through exploring and analysing young people’s experiences and ideas of these activities using sociology of childhood as an analytical frame. An analysis of the associations between sport participation and the social construction of childhood and gender will be explored. Previous research has demonstrated that throughout the past 150 years, and at different paces for different social groups, the idea that children should work was replaced by a conception of childhood as a time for schooling and play (Cunningham, 1991). In this presentation, it will be argued that sporting activities have played a very important role in the construction of childhood after WW2 – first of the construction of boyhood and later on also girlhood. It will be argued that today, this construction is challenged by an alternative conception.
in which childhood and youth are to an increasing extent seen as life phases in which healthy lifestyle choices must be learnt and performed (cf. Webb and Quennerstedt, 2010; Webb, Quennerstedt, and Ohman, 2008; Dworkin and Wachs, 2009). The use of sociology of childhood as a frame of analysis gives us as researchers an opportunity to give voice and agency to children and youth and to act publicly for a sport which is more in accordance with all children’s and young people’s rights.

10G Matthew Haugen, University of Illinois, Urbana-Champaign; Zhouwei Huang, University of Illinois, Urbana-Champaign & You You Zhang, University of Illinois, Urbana-Champaign

“Understanding Cultural Values, Attitudes and Behavioral Intentions on Participation in Recreational Sport for Children in China”

China is in the midst of a paradigm shift in which society is moving toward a system of autonomy, free will and choice when making decisions. One of the most pressing issues facing parents of aspiring athletes is whether or not to enroll their children into the government sponsored sports programs. This often comes at the expense of continuing traditional education, and instead follows a full time athletic path. Conversely, many full time students spend little to no time in recreation or leisure sport programming, especially as academic requirements become increasingly demanding. Some Chinese parents, however, choose to have their children participate in both traditional schooling and spare time sports programming. This paper outlines the cultural attitudes, values and reasons as to why some parents are pushing back against societal norms to choose a convergent path of academics and athletics. The paper will present the findings and interviews from a study conducted in China with parents whose children are both studying and playing sport. Discussion will be centered around the perceived benefits and potential shortcomings of being involved in both activities, and how to provide a meaningful learning experience in both fields.

Session 10H
A Sociological Examination of the Business of Collegiate Sport
Organizers: Program Committee
Presider: Robert Case, Old Dominion University

10H Robert Case, Old Dominion University

“Examining the Steps Involved In Developing An International Sport and Society Study Abroad Course”

The purpose of this presentation is to examine the steps involved in developing an international sport and society college level study abroad course. Although most sport sociology or sport and society courses are taught in a traditional classroom setting, the globalization of sport has opened doors for studying sport first hand by traveling to different foreign countries and learning about the socio-cultural aspects of sport in selected countries. A study abroad course in sport and society is more than just visiting and touring a country and its sport system and facilities. A well-organized study abroad course should be educational in nature where readings, assignments, speakers, visits to sport museums, sport facilities, and sporting events are just some of the many learning experiences that can be provided. This presentation will examine the step-by-step planning process that is involved in developing an international sport and society study abroad course. Some of the topics covered will include researching the historical and socio-cultural backgrounds of sport in selected foreign countries, formulating learning objectives and educational experiences, organizing student readings and class assignments, working out travel logistics including transportation and lodging, identifying guest speakers, sport tours and site visits, student cultural immersion opportunities, etc. Three recent study abroad educational trips will be presented to serve as examples.
**10H Darcy Plymire**, Western Illinois University & **Janet Wigglesworth**, Western Illinois University

“Falling Off the Carousel: Examining the Efficacy of Firing FBS Coaches”

After every college football season, the coaching carousel starts to turn. Losing coaches and their staffs are fired and new coaches hired, typically at great cost to the university. This study will focus on the competitive outcomes of firing a head coach to assess whether a university’s decision to ride the carousel is justified.

**10H Matthew Hawzen**, Florida State University & **Chris McLeod**, Florida State University

“Learning to Labor: Understanding the Experiences of Student Interns in the Sports Industry”

To prepare aspiring graduate and undergraduate students for life and work in the sports industry, sport management departments across the U.S. have incorporated internships into their programs of study. A relatively new emphasis on ‘experiential learning’ in the academy has made the internship experience a principal component of sport management curricula. Despite the reliance on so-called experiential learning in sport management programs, sport (management) studies scholars have scantily concerned themselves with the actual expectations and experiences of student interns themselves (cf. Sutton, 1989; Wiest & King-White, 2013; Jowdy, McDonald, & Spence, 2004). Informed by the works of Marx and Foucault, as well as Marxian political economists, we seek to understand the production of student intern subjects and the multi-faced consumption of student intern labor within contemporary relations of university-sport production. We furthermore use autoethnographic observations, interviews and classroom discussions with former, current, and prospective student interns to ascertain the campus- and work-life experiences of student interns. Following the work of Wiest and King-White (2013), we suggest that to improve experiential learning programs in the academy and work experiences in the industry, scholars must face directly and engage theoretically with the experiences of student interns.

**10H Christopher Faulkner**, University of Worcester; **Gyozo Molnar**, University of Worcester & **Geoff Kohe**, University of Worcester

“You Find Me a Deal, You Get the Commission: Agents in Professional Basketball Migration”

Agents play a salient role in the careers of professional basketball players pursuing careers away from home, helping to increase athletes’ visibility and secure contracts. The saliency of this role is forged by season-to-season contracts and precarity created by local environments and professional conflicts. Relationships with agents are therefore part of the skillset players develop as they seek to establish and prolong their careers as they navigate the ethnoscapes of sport. Push and pull factors continue to predominate observations on sporting migrations, which positions agents as part of a pipeline exploiting athletes moving across ethnoscapes. Alternatively, in the case of the interviewees in my research, there is shown to be a flexible approach to agent deployment which displays awareness of the athlete’s positions in the ethnoscapes of sport. Athletes are shown to deploy multiple agents to increase the chances of furthering their careers, guaranteeing commission to the agent who secures them a deal. Furthermore, avoiding larger talent agencies and selecting agents who provide them with a greater degree of focus emphasises the athletes’ awareness of their position in the ethnoscapes of sport.

Consequently, I suggest a focus on experience and agency can elucidate the fluidity of sporting and migratory structures.

**10H Wib Leonard**, Illinois State University

“The Neglected Division: Business Aspects of Division II College Athletics”

Sport sociologists are fond of classifying sports into three didactic categories: 1) informal, 2) organized, and 3) corporate. Corporate sport, routinely linked with professional sports and high-profile D-I programs, is that in which big business and power politics coalesce. Division II of the NCAA is akin to the middle child. It’s wedged between the high profile media-capturing D-I schools and the often applauded true amateur D-III institutions. Like the middle child it often receives less attention. Division II is an
intermediate-level division of competition in the National Collegiate Athletic Association (NCAA). It offers an alternative to both the larger and better funded NCAA Division I and to the no athletic scholarship environment offered in Division III. Divisions II and III were formerly known collectively as the NCAA College Division. In this inquiry I will selectively explore some of the business aspects of D-II schools, focusing on revenues and expenditures. My paper is a synthesis and compendium of materials compiled by the NCAA, media documents, and Gilbert Gaul’s Billion Dollar Ball.

**Session 10I**

**Sport in Popular Narratives**

**Organizer & Presider:** Susan Birrell, University of Iowa

**10I Rebecca Alt, University of Maryland**

“A League of their Own and Gendered Sport: The Price of Admission to America’s Game”

This essay performs a rhetorical criticism and articulation of explicit and implicit discursive constructions of gender in sport in a popular film, joining a scholarly conversation at the intersection of physical cultural studies and communication. Most people know that in the World War II era, women played baseball in the All-American Girls’ Professional Baseball League (AAGPBL). However, the extent of cultural knowledge about the league is derived from the Penny Marshall’s 1992 film A League of Their Own. Loosely based on the documentary by the same title, the film was lauded as both a good comedy and a celebration of a positive historical advancement for women in sports and in society. The themes derived from the film’s dialogue and plot development are, however, troubling, as they articulate the broader oppressive ideologies about women athletes that continue to persist in American culture and urge viewers to accept sexism in sport as part of the game. In the analysis, I focus on three major themes that emerge in A League of Their Own’s dialogue and representations: gatekeeping and male control in sport (particularly “America’s game” baseball), women and the “gendered diamond,” and the overt attempt to domesticate the (athletic) woman.

**10I Callie Maddox, Miami University**

“Silencing Difference: Bollywood, Mary Kom, and Racism in India”

In 2012, Indian boxer Mary Kom won the Olympic bronze medal in the women’s flyweight division, one of only six total medals that India captured during the Games. A few months later, production began on a movie about her life, resulting in the 2014 release of Mary Kom, a commercially successful Bollywood film that recounts Kom’s early struggles and eventual rise to national sporting hero. What is largely ignored in the film, however, is Kom’s identity as a member of the Kom tribe, a Tibeto-Burman minority community from the northeastern state of Manipur. In its effort to portray Kom as an icon of the Indian nation, the film effectively massages her ethnic identity to fit within an “acceptable” definition of who constitutes the nation. When placed within the current context of racism and violence perpetrated against people from the northeast living in cities such as Delhi, the erasure of Kom’s ethnicity in the film is striking. If, as Banerjee (2006) has suggested, the history of Manipur is “written on the woman’s body”, then Bollywood’s representation of Mary Kom’s sporting body is silencing part of that history.

**10I Mark Falcous, University of Otago & Matthew Masucci, San Jose State University**

“Myth and Narrativisation of Cycle Racing in Popular Literature”

In his 1957 collection of essays Mythologies Roland Barthes famously discussed the world’s most prominent cycle race Le Tour De France. He critiqued its explicit narrativisation, which he argued masked the economic motives and human costs of the event. Amongst 53 essays, Barthes notably makes the case that “the Tour is the best example we have ever encountered of a total, hence an ambiguous myth” (p.130). Barthes assertion of a cycling spectacle as the foremost ‘total’ myth among his many sites of
analysis is a notable indication of the power of sporting myth within social life. Following Barthes promptings, in this paper we consider the contemporary narrativisation of cycle racing focusing upon popular literature surrounding the sport. We offer critically discursive readings in light of the broader political, economic and cultural contexts of cycling. The dominant framing across the literature constitutes a discourse that valorises an apparently glorious history/heritage, (male) heroic sacrifice, Europhilia and liturgises the aesthetics of professional racing. In doing so, the literature both deproblematises the human experiences of cycle racing, and affirms what Wieting (2000) terms the “the fiction of pure sport” (p.350). We also document complexities and flaws in the mythical edifice surrounding cycling, which offers possibilities for more critical engagement.
Non-profit organizations (NPOs) have effectively utilized charity sporting events (CSEs) to raise funds and to increase public awareness of important issues. However, many NPOs and their CSEs have encountered serious challenges soliciting funds in recent years. This study investigated the financial situations of major CSEs. The four NPOs selected for the study included the American Cancer Society (ACS-Relay For Life), Susan G. Komen (Race for the Cure), National Multiple Sclerosis Society (MS Walk & Special events), and American Heart Association (AHA-Heart Walk & Special events). Data were collected from the 2010-2015 annual financial reports of those four organizations. The data showed that in 2015, the ACS and the AHA reported over $800 million in total revenues. Importantly, the five-year trends showed significant decreases in the total revenues of Relay For Life and Race for the Cure, however, the data revealed gradual increases in the total revenue of Heart Walk. Race for Cure contributed more than 80% to the total revenue of Susan G. Komen in 2015. In addition, the expense sources for those four NPOs were program services: research/community services/education (70-80%) and supporting services: fundraising cost/administrative (19-25%). Overall, the data indicated that despite the financial challenges, those NPOs have used their financial resources effectively to accomplish their missions.

Annette Markham (2004) posits that the Internet offers researchers a unique setting to witness and analyze the structure of talk, meaning and identity negotiation as well as the development of relationships and communities. Physical cultural studies scholars, like qualitative researchers working in other disciplines, have begun to turn their attention to such online focuses primarily as this relates to social media platforms like Facebook and Twitter (e.g., how sport teams and fans use them). A considerable body of research also exists examining online media’s capacity to operate as a public sphere forum. Yet Boyd (2010) has argued networked publics have affordances that differentiate them from other types of publics thereby introducing new social dynamics. Drawing on research examining reader comments posted to a CBCNews article entitled ‘Young Canadians get failing fitness grade,’ I examine some of the social dynamics that emerged amongst this networked public specifically in terms of their representation of one of the primary outcomes of ‘failing fitness grade[s]’: ‘obese’/’overweight’/fat kids.

The concept of ‘development through sport and leisure’ has existed for years, but its implementation remained relatively ad hoc until the publication of the UN’s Sport for Development and Peace: Towards Achieving the Millennium Development Goals in 2003. Since then, initiatives that seek to advance social and economic development through sport have increased in the theory and practice of international
development. This study outlines the positive impacts that sport through leisure activities can have in the key development of many areas, as well as the influence it can have in achieving social integration and resolving conflict. Within the ‘development through sport and leisure’ literature, however, very little has been written regarding the implementation, or even potential, of ‘development through sport’ projects in India, and even less about the use of cricket. It is argued in this analysis that the present level of wealth, power, and global television exposure currently attached to cricket in India, coupled with its status as one of the most uniting features of Indian culture, presents it as a potentially powerful tool for development in India. The relative dearth in the literature, therefore, provides the scope for this research.

11A Joe Tompkins, Allegheny College  
“College-Athlete Activism and Left Neoliberalism”

This paper examines the public discourse around two recent episodes of college-athlete activism: (1) the 2015 “strike against racism” undertaken by black football players at the University of Missouri--part of a campus-wide protest against anti-black racism--and (2) the 2014 bid (and eventual denial) of Northwestern football players to form a union, an effort tapping into ongoing debates over the NCAA’s exploitation of athlete-employees. Whereas the Missouri team threatened a boycott in a successful bid to compel UM to meet broader student demands, Northwestern players sought (albeit unsuccessfully) to utilize their labor power to force negotiations with the NCAA over wages, hours, and working conditions. In the Northwestern case, the attempt to organize around economic justice prompted a steady backlash from alumni, coaches, media pundits, and the NCAA. In the Missouri case, by contrast, players’ collective action around “diversity” was widely embraced. This paper therefore asks whether these two examples reflect broader paradigms of political action in the US, and how their respective commitments to eliminating racism and ending exploitation reflect the boundaries of publicly-engaged sport in the era of neoliberalism.

11A Gary Stidder, University of Brighton & John Sugden, University of Brighton  
“War and Peace: Troops To Teachers Meets Football4Peace International”

Troops to teachers (T2T) is a UK government funded initiative through which recently retired ex-military personnel after being demobbed are retrained for careers in the teaching profession. The University of Brighton has a key role in arranging and facilitating this curriculum and one of the authors of this paper has a particular responsibility for the organisation and delivery of the physical education dimension of the T2T programme. The University of Brighton is also home to the world renowned Football 4 Peace International (F4P) programme, a multi-dimensional sport-based community engagement project that places a particular emphasis on peace building in divided and otherwise fragmented and fractured societies. Both authors are co-founders of F4P. Not without significance we note that a number of former service personnel who have enrolled on the PE T2T route have also chosen to engage with F4P, in so doing volunteering to be trained in the distinctively pacifist values-based teaching and coaching methodologies associated with this programme before being deployed to take part in peace-building and related development projects in various troubled regions of the world. In this paper we use selected case studies to focus critically on the overlap between T2T and F4P, seeking to answer the question, why and how are former warriors turned into peace makers?
Session 11B
Academic Advising Issues in Collegiate Athletics (Panel)
Organizers: F. Michelle Richardson, The Citadel; Courtney L. Flowers, Texas Southern University & Akilah Carter-Francique, Prairie View A&M University
Presider: Chevelle Hall, Bethune-Cookman University

Panelists:
F. Michelle Richardson, The Citadel
Courtney L. Flowers, Texas Southern University
Aaron Livingston, Hampton University
Akilah Carter-Francique, Prairie View A&M University
Charles Crowley, California University Pennsylvania
Algerian Hart, Western Illinois University
Donya Andrews-Little, Georgia State University – Perimeter
Tiara Cash, Western Illinois University
Kieron James, Western Illinois University

The purpose of this panel is to discuss the relationship between the academic advisor and the African American student athlete. The role of the athletic academic advisor is to give insight, direction, and clarification of a student athlete’s life and career goals; and to guide them through academic course matriculation. In light of the recent issues at the University of North Carolina – Chapel Hill, this panel will address academic advisement from the point of view of the academic advisor, coach, and administration as pertains to the perceived value to African-American student-athletes.

Session 11C
Knock Me Out At The Ballgame – Violence In Sport
Organizers: Mike Stocz, Alonzo Maestas & Nicholas Schlereth, University of New Mexico
Presider: Mike Stocz, University of New Mexico

11C Kyung Hwan Jung, Yonsei University & Young Shin Won, Yonsei University
“A Case Study on Elite Student Athletes’ Victimization Experience of Physical Abuse”

The problem of violence against student athletes in sports teams has become a social issue in our society. However, that problem seems to continue occurring despite the social and academic effort to provide solutions, interventions, and policies to prevent it. For solving the fundamental problem, violence in the field of sports needs to be viewed from a new perspective. Therefore, the purpose of this paper was to understand the construction of student athletes’ experience who were victimized by physical abuse in sports teams and to suggest the reconceptualization of violence against student athlete to solve the problem. To achieve this goal, a qualitative case study was conducted by in-depth interviews with six participants who were former student athletes having experienced violence during their sports career, which was longer than average six years. The qualitative data analysis showed that the meaning of violence is means of control through the abuse, not just discipline to enhance athletic performance for sports teams. Second, three primary abusers of the student athletes are coaches, seniors, and parents. An interesting finding was the victims later became assailants which makes a vicious circle in the elite sports system focusing on outcome and achievement.
On February 15, 2014 Baltimore Ravens running back Ray Rice was arrested for assaulting his then fiancé, Janay Palmer, at the Revel Casino in Atlantic City (Bien, 2014). Four days later, a video surfaced via TMZ, which showed Rice dragging an unconscious Palmer out of an elevator at the casino. On September 8, TMZ released another video, which showed Rice punching Janay in the face inside the elevator at the casino. The public outcry over the video grew far beyond sports fans, as it generated a national discussion about intimate partner violence unlike anything seen before (Blow, 2014). The video took something that typically happens behind closed doors and put it out in the open to be talked about, and mainstream media was a large contributor to this conversation. This paper analyzes mainstream media representations of domestic violence following Ray Rice’s assault in order to make visible the ways in which media constructs particular understandings of domestic violence. As McDonald (1999) notes, media coverage of domestic abuse committed by male athletes may “offer some of the most visible cases of domestic violence available for public consumption,” functioning “as significant sites where larger cultural understandings of domestic violence are constructed, contested, and struggled over” (p. 112-113).

The World Wrestling Entertainment (WWE) is the most popular professional wrestling company in the entire world. WWE’s popularity has spanned generations, from the days of Hulk Hogan in the 1980s, The Rock in the 1990s, John Cena in the 2000s, and Seth Rollins in the present time. The WWE’s professional wrestlers (referred to as Superstars) entertain millions of fans on a yearly basis through television and live events by performing amazing displays of athleticism. Although the outcomes of the matches are predetermined, it is not a stretch to say that their events are sporting events, or quasi-sporting events, due to the athleticism required to perform in a professional wrestling ring. In recent years, WWE Superstars have sustained a rash of injuries ranging from concussions to back injuries, as well as nagging injuries that become major injuries, such as shoulder and neck injuries. Although some injuries are inevitable, the amount and seriousness of the injuries in recent time are cause for concern. The goal of this presentation is to examine ways in which WWE can reduce the injuries to its Superstars, while continuing to put on an entertaining product for its fans, by assessing current injury protocols in similar fields.

Mixed Martial Arts (MMA) is becoming more popular and mainstream every day. Elite MMA fighters are starring in big budget films and becoming household names, and the Ultimate Fighting Championship (UFC) has started franchising fitness gyms. Through the rise in popularity, many aspiring athletes are turning to MMA as their sport of choice for fitness or in hopes of one day attaining fame and glory within the octagon. With the newfound popularity in MMA, and it officially being sanctioned in almost every state, a new trend is emerging within the sport. MMA youth leagues are starting and are pitting child against child in cage fighting combat. The rise of youth sport leagues in America has been astronomical but very few carry the physical and social risk of MMA. MMA is a very violent and injury prone sport. From a physical aspect, broken bones, severe contusions, and concussions are all common place from both training and competition. The goal of this presentation is to examine the ethical implications of youth athletes competing in MMA and to propose guidelines for the proper ages to begin training and competing in the sport.
11C Mark Lasota, University of New Mexico
“Battle of the Hardwood: Impact of the 1980’s NBA on Today’s Game”

During the 1980s, the National Basketball Association (NBA) was characterized by toughness and physical play. In contrast to contemporary times, games were refereed differently and players were fouled with vigor. The rules against fighting were lenient, as there were much less ejections, fines, and suspensions for fighting. Coakley and Donnelly (2009) define violence as “the use of excessive physical force, which causes or has the potential to cause harm or destruction.” The failure to monitor “violent acts” on the basketball court during the 1980s has resulted in the swift restructuring and strict enforcing of several rules and policies by the NBA. According to David Stern, former commissioner of the NBA, "If I had it to do over again, we would be more aggressive in regulating, shall we say, that style of play, because it led to our game becoming much more physical." The purpose of this study is to examine the incidences of violence in the NBA during the 1980s and to discuss the impact those occurrences had on today’s rules and regulations.

11D Brenda Rossow-Kimball, University of Regina & Bonnie Cummings-Vickaryous, Executive Director of Astonished!
“Yes We Can! Young Adults with Complex Physical DisAbilities Focus on Their Strengths”

Complex physical disabilities (CPD) are experienced when individuals require environmental and human supports to express their full capacities. This may include fully accessible buildings and transportation, assistance with mobility, communication, and eating, and personal, medical and health care. Astonished! is a grass-roots, user-led organization that enlists the expertise and knowledge of young adults experiencing CPD to build inclusive community. Traditional day programs and services for this population are often rooted in a deficits-perspective and focus on the diagnosis; they fail to consider the existence of, and capacity for, individual strengths. The result is isolation and segregation of these young adults while their non-disabled peers embark on adventures of young adulthood. When speech cannot be one’s preferred mode of communication, it can be particularly difficult to identify where and how young adults with CPD want to be included in community. This presentation will discuss how young adults living with CPD communicate their strengths, dreams, and needs in non-traditional, non-verbal ways. The author will share how her experience learning from young adults with CPD has awakened her to her own learned narratives of disability and the tensions she has experienced as a researcher, educator, and advocate in shifting these stories.

11D Faye Wachs, Cal Poly Pomona
“The Face of a Movement: Coming to Terms with Studying Stigma and Bodily Failure”

This paper focuses on the experience of studying a drastic change to the self that accompanies a significant physical change to the face - facial paralysis. I did not want to do this research. While I enjoy reading other’s work that has a deeply personal component, I have always avoided doing autoethnography and self-revelation in print. And here we are, me interviewing people with synkinesis as a result of permanent facial paralysis. But I couldn’t ignore, a sociologist with a specialty in theory and embodiment, having an experience that is revealing to her a deeper complication to self and embodiment. My experience alone seemed incomplete for analysis, so I completed over a hundred qualitative interviews with people with facial paralysis. The similarity of the experience to those with synkinesis is forming the basis for a new analysis. I have always believed in balance. Your greatest strength is also your greatest weakness, your greatest asset, is also your greatest liability. I had this thing happen - facial
paralysis. A weird thing that floats in the nether space between disability, and normality. Something that changed every aspect of interpersonal communication. In that process, how the self changes with the physical ability to express ones-self, is central to the analysis. In the end, the insights into embodiment, self and social theory, have been something I could not have developed or understood without this ongoing experience. Through the project, I explore social and professional impacts of facial paralysis. A key coping strategy is incorporating the experience into one’s career or social network. So here I am coping, and hopefully making a meaningful contribution to the theoretical and advocacy landscape.

11D James Anderson, Independent Scholar
“Hope and Strengths within Canada’s Freestyle Ski Community”

In my presentation I discuss the ways in which my knowledge and skills have been transformed through a strengths and hope perspective in working with the Canadian Freestyle Ski Association. A strengths and hope perspective assumes that each individual has inherent strengths, and through access to resources and community support, individuals can enhance their strengths and use them to contribute to community-oriented goals (Paraschak, 2013). Freestyle skiing is a counter-culture sport, enabling athletes the freedom to express themselves through their movements on-snow and outside of traditional alpine ski racing. Freestyle skiing is at risk of being removed from the 2024 Canada Winter Games (CWG) due to perceived low participation compared to other winter sports. This risk has rallied the provincial/territorial sport associations (P/TSAs) to work together with a “hope in” a preferred future wherein freestyle skiing meets eligibility requirements for the 2024 CWG. As such, large provinces have partnered with smaller provinces/territories to identify their respective strengths and specific pathways to achieve their participation goals, which ultimately will contribute to the greater freestyle ski community. The P/TSAs partnerships illustrate strengths and hope-based practices through listening to each other’s needs and sharing available resources (Paraschak, 2013).

11D Victoria Paraschak, University of Windsor
“Knowledge Production, Wikipedia and Elite Indigenous Athletes in Canada: A Strengths and Hope Perspective Intervention”

Adopting a strengths and hope perspective prompts me to ask different research questions and to consider different types of research. In this presentation, I discuss my current research project, which views Wikipedia as a potential key site for public information on Indigenous athletes in Canada. Assuming knowledge about elite indigenous athletes is a resource young people can draw upon for inspiration, goal clarification and pathways to reach such goals (elements of “hope theory”, e.g., Snyder, 2002), I am mapping out, then intentionally streamlining and creating an effective structure and entries about Indigenous elite athletes in Canada who have excelled in both the mainstream and Aboriginal sport systems. I am also recruiting volunteers who will work with me to achieve this shared goal, my “hope in” (Jacobs, 2005) a preferred future wherein indigenous and non-indigenous individuals have ready access to knowledge about the strengths demonstrated by Indigenous elite athletes along with their range of sporting possibilities. I justify my research processes within a strengths and hope perspective, and comment on ways this research approach transforms my skills as a researcher even as I work to transform existing information on Wikipedia, a process shaped and controlled by editors outside of academia.
11E Marta Mack-Washington, University of Kentucky
“*When Twitter Fingers Come Home to Roost: Ayesha Curry and Misogynoir in Sport*”

In the final moments of Game 6 of the 2016 NBA Finals, Ayesha Curry, wife of Golden State Warrior Steph Curry, tweeted a disparaging comment about the officiating. ESPN Sports Commentator, Stephen A. Smith responded to Curry’s tweet by cautioning her to “watch herself” before placing her husband in a compromising situation. Smith’s initial and subsequent comments about Curry’s tweets are indicative of discourses that intersect and perpetuate the politics of Black respectability and how Black women experience anti-blackness through misogynoir in sport. Using a Black Feminist theoretical lens—specifically, for how it theorizes the suppression of Black women’s voices by controlling their images—this paper critiques Smith’s comments for the ways that he mobilizes patriarchal ideologies through misogynoir, and Black respectability to police the boundaries of black femininity and womanhood. The analysis also relies on insights taken from Afro-Pessimism; particularly, for how it elucidates Black women’s habitual relegation to the realm of the unthought (Wilderson & Hartman, 2003). Taken together, Afro-Pessimism and Black Feminist Thought offer ways of speaking about why Black women have been unable to speak from their unique subject positions without fear of retaliation.

11E Daniel (Yu-Kuei) Sun, Towson University
“*Negotiating Gender, Environmentalism, and National Pride: Yani Tseng, Golf, and Taiwanese Nationalism*”

The 2011 Sunrise LPGA Taiwan Championship, held in Taoyuan, Taiwan, was a significant event for many Taiwanese. It was not only Taiwan’s first LPGA (Ladies Professional Golf Association) tournament, but it also featured many high-profile women golfers in the world, including the top-ranked Yani Tseng. Tseng, a Taiwanese and already a household name in the country, did not disappoint her home crowd. She dominated the course and won her seventh LPGA championship of the year, reaffirming her status as a “light of Taiwan.” This paper examines the cultural meanings revolving around Tseng before, during, and after this 2011 LPGA tournament. I argue the national hype over this tournament and Tseng not only illustrated LPGA’s hegemonic status as a powerful global sporting agency, but it also articulated a number of issues such as national identity, gender, sexuality, class, and environmentalism in this specific context. While the celebration of Tseng was another obvious testament to Taiwanese nationalism, her identity as a woman golfer would require further discursive negotiation to conform to the typical “light of Taiwan” narrative. Furthermore, the nationalistic celebration of Tseng overshadowed the environmental issues related to golf as it successfully erased golf’s tainted image in Taiwan.

11E Nikolas Dickerson, University of Lincoln, UK
“*Unicorns, Booty, and Trombones: The New Day and the Re-articulation of Black Masculinity within Professional Wrestling*”

According to Roland Barthes (1957), the job of the wrestler is not to win, but instead it is expected that the wrestler will perform the gestures expected of them. In a world, where morality is supposed to be carried out in the ring there are heroes and villains. Every wrestler knows their part and carries out this act through their in and out of ring performances. Within the World Wrestling Entertainment (WWE) industry, racial minorities have occupied the role of both hero and villain. However, when it comes to the racial image of their character, many racial minorities are pushed to play characters that are caricatures of their racial identity, such as the voodoo priest Papa Shango or the black supremacist Kama Mustafa. This presentation will trace the genealogy, of the racial performance, of black male wrestlers in order to make sense of the contemporary African American trio, the New Day. This presentation will use the theoretical
concept of signifying to argue, that the in and out of ring performances of the New Day work to re-articulate new meanings of heterosexual black masculinity within the world of professional wrestling.

11E Nancy E. Spencer, Bowling Green State University
“Critiquing the ‘Coattails Theory’ in Professional Women’s Tennis”

Since 2001, Indian Wells was associated with a racist incident involving Venus and Serena Williams (Douglas, 2005; Spencer, 2004, 2010). As a result, the Williams’ sisters boycotted the tournament until 2015 when Serena returned. After witnessing a positive reception for her sister, Venus returned to Indian Wells in 2016. That should have brought closure to an ugly chapter about racism in women’s tennis. Instead, Tournament Director/CEO Raymond Moore suggested that the women were ‘riding the coattails’ of the men’s tour and that the ‘lady players’ should go down on their knees every day to thank God that Roger (Federer) and Rafa (Nadal) were carrying the tour (Gibbs, 2016). Though some tennis commentators and former players responded swiftly to Moore’s sexist remarks, silence from the governing body of men’s tennis (ATP) and comments by No. 1 male Novak Djokovic revealed that sexism and racism continue to plague women's tennis. This paper employs intersectionality (Collins, 1990, 2015) to explore the discourses surrounding Moore’s comments and how they reveal sexism and racism in professional women’s tennis. In keeping with the theme of this conference, I ask how my/our work can engage publicly with such blatant evidence of sexism and racism.

Session 11F
Teaching Sociocultural Issues and Sociology to Sport Coaches (Panel)
Organizer & Presider: Brian Garity, University of Denver

Panelists:
Jim Denison, University of Alberta
C. H. Wilson, Georgia Southern University
Christopher Cushion, Loughborough University
Joseph Mills, St. Mary's University
William Bridel, University of Calgary

“Every educational system is a political means of maintaining or of modifying the appropriation of discourse, with the knowledge and the powers it carries with it” (Michel Foucault). What, and how, are sport coaches taught? Why? Why should anybody bother with sociocultural issues when they can learn valid, applied knowledge from the physiology, biomechanics, psychology, and management of performance? While over the past 15+ years the discourse on the sociology of sport coaching has mapped and critiqued the dominant bio-scientific and neoliberal views of coach and athlete performance, teaching and learning are taken for granted. An engaged sociology of sport must be taught effectively to sport coaches. Thus, the purpose of this panel is to discuss teaching sociocultural issues and sociology to sport coaches. We invite submissions from teachers of sport coaches who can share why, what, and how they teach a critical and practical sociocultural approach.
11G Guy Harrison, Arizona State University
“Strength in Numbers: Using the Focus Group Method to Engage Marginalized Populations”

While the focus group interview has long been employed within the market research industry, the method remains on the margins of qualitative academic inquiry. Despite its marginalized status as an academic research method, the focus group interview is viewed as especially useful for privileged scholars who seek to engage interlocutors from subordinated populations (Barbour, 2007). This paper offers an illustration of the deployment and implications of using the method within such a context. The author—a cisgender male—explicates his usage of the focus group method for engaging with, and investigating the experiences of, a group of young women within a sports journalism academic program, historically a site of male dominance. The author justifies his usage of the method, describes the operationalization of the interview, and shares sections of the data that stemmed from the usage of the method. Whereas one-to-one interviews with each student would have resulted in a unilateral discussion that only served the researcher, the interlocutors in this instance were afforded a space in which they could commiserate with each other vis-à-vis their shared experiences and knowledges. The result, for the researcher, was a more capacious data set that unveiled concepts to which he was initially blind.

11G Mark Norman, University of Toronto
“Researching Sport in a Total Institution: Methodological Reflections on a Research Project on Prison Physical Culture”

This paper reflects on a research project on sport and physical culture in the Canadian prison system. Prisons are a classic example of what Goffman (1961) labels “total institutions”—that is, physically and socially isolated institutions that are closed to outside influence— and can be extremely difficult for researchers to access. Although my initial research plan proposed to conduct long-term participant observation inside two prisons, the restrictive nature of the Canadian corrections system made such an undertaking impossible. As such, I was forced to significantly adapt my research plan, widening the scope of the research and diversifying my sources of data, in order to explore my research questions. In doing so, I drew inspiration from Denzin and Lincoln’s (2011) suggestion that qualitative researchers act as “bricoleurs” who draw from whatever research materials are at hand and weave these together to produce an interpretive representation of their findings. Few researchers have explored sport and physical culture in total institutions, meaning that there is little methodological guidance to researching in such spaces. This paper will thus be of interest to researchers who seek to conduct research in inaccessible institutions and must find creative methodological solutions to inevitable research barriers.

11G Samuel Clevenger, University of Maryland, College Park & Oliver Rick, Springfield College
“Working Towards an Engaged Praxial Mode”

In the 1960s and 1970s a number of Post-Marxist writings were published addressing questions of the role of history and historical agency in the development of more nuanced social and political theories. Importantly, these publications also considered the role of political praxis in the development of such scholarship. Such writings help to reveal the modes through which critical scholarship are designed to intervene into the political world, a function we term the “praxial mode.” This presentation returns to a few of those writings, particularly of the historian E.P. Thompson, highlighting the precedent that was set for the relations that should exist between scholarly analysis and their political engagement. Through recognizing the existence of a core commitment to this approach embedded within the stated goals of the Physical Cultural Studies project and the Sociology of Sport field, we seek to demonstrate how this mode can be fully mobilized at a time in which the collective NASSS community is focusing prominently on how to develop a more publicly engaged scholarship. Using our own work, developing more publicly engaged
11G Ronald Mower, The College at Brockport, SUNY
“Collaborative Qualitative Inquiry from Baltimore, MD to Rochester, NY: Engaging the Embodiment and Performance of Urban Physical Cultures”

Drawing upon several years of failed, and successful, attempts to qualitatively engage the everyday lived experiences of “urban” physical culture in its complexly diverse, and simultaneously divisive, modalities of practice, this paper offers methodological considerations for collaborative, praxis driven, social justice research. More specifically, this paper discusses the messy realities of researching “in the street” where the embodied performances of dialogic interaction create new possibilities for understanding social divisions, breaking down traditional barriers, and moving towards a more working, fluid, and hybridized post-identity politics of human rights and justice. Empirical reflections of collaborative Photovoice projects in both Baltimore and Rochester will be explored to demonstrate both the complex challenges and deeply meaningful exchanges inherent to such forms of participatory inquiry.

Session 11H
Engaging with and Understanding Adult Recreational Sports Participation II
Organizer & Presider: Gretchen Peterson, University of Memphis

11H Jessica Skolnikoff, Roger Williams University & Robert Engvall, Roger Williams University
“Noon Time Hoops, Old Timers Basketball”

We are examining workplace adult sports participation on a college campus. Specifically, exploration of the nature of “pick-up” basketball games played by faculty, staff, students, and “townies” who have gathered for decades at noon on Wednesdays. The evolution of this game, and the history of those involved are of importance to those interested in larger questions of adults participating in recreational sports. While the players’ names have changed, the diversity of participants is worthy of analysis: players range in age from their 20s to their 70s; their abilities range from highly skilled to cringe-worthy; and their positions in the campus structure range from administrators to professors to staff to former students and “townies” with no relationship to the University beyond a desire to find a “pick-up” basketball game. This, added to the lack of gender, race, and ethnic diversity adds to the adult recreation experience at the university. The relationships forged during these noon hoop experiences are worthy of a larger discussion about the people drawn together for the sport, and possibly the exercise. And beyond the on and off court relationships, can a once a week pick-up basketball plan fit into a company’s/university’s wellness initiative?

11H Simon Barrick, University of Calgary
“Understanding How Adult Recreational Sport Participants Experience Learn-to-Curl Programs”

Adult recreational sport participation represents an understudied topic within both the sociology of sport and organizations that oversee sport development (e.g., Sport Canada). In this presentation, I will outline research involving the entry of adult participants into the iconic Canadian winter sport of curling through introductory adult learn-to-curl programs. The participants’ experiences in two adult learn-to-curl programs (held in the same central Canadian city) were examined using a qualitative case study methodology. A critical interpretivist theoretical perspective informed the project. In-depth qualitative interviews were conducted with seven program participants, three coaches, and 11 administrators. In this presentation, I will focus on the experiences of program participants. Key study findings include how participants valued: strengthening existing and forging new social connections, acquiring curling skills, and fostering a sense of belonging to their curling club. Tensions also emerged involving the integration of these new adult curlers into the existing sport community (e.g., challenging entrenched traditions, such
as alcohol consumption). In the spirit of the conference theme, I will comment on how my research findings can translate to the public, with a particular focus on the opportunities and challenges related to the integration of adults into sport clubs/communities.

11H Brittany Jacobs, University of Northern Colorado; Brianna Newland, University of Delaware & B. Christine Green, University of Illinois
“Sustained Sport Participation: Exploring the Role of Sport in the Lives of Adults”

With increased morbidity and mortality rates and rising health costs, it is imperative that adults remain physically active throughout the lifespan. Sport participation can be a sociable, and meaningful context for physical activity. Yet, participation often varies throughout the life course. A current examination of adult sport participants indicates that participation follows a parabolic trajectory, reaching its low during one’s thirties and rebounding in later life stages. Common life-stage obligations can limit participation (e.g., young children, career development), but this too varies, and suggests the need to look beyond standard motives and constraints to better understand why some adults are more hindered than others at specific life stages. This study explores meaning, centrality, and attraction to sport to better understand adult sport participation. The results show that meanings attributed to sport change throughout the lifespan and suggest that the meaning an individual attaches to sport predicts his or her involvement. Thus, creating meaningful experiences to incite participation and retain athletes should be an element sport managers include in sport programming. This study quantifies the relationship, helping to clarify how, why, and to what extent adult sport participation occurs during one’s life. Implications for adult sport programming are discussed.

11H Mona Mirehie, University of Florida & Heather Gibson, University of Florida
“Developing a Grounded Theory of Women’s Experiences of Snow Sport Participation”

The number of active snow-skiers and boarders declined from 10.6 million in 2009-2010 to 9.5 million in 2014-2015. According to SnowSports Industries America (2014), only 38% of snow sport participants are women and still most of the dropouts are women. An initial step in addressing this issue is to gain an understanding of the current status of women’s participation. Thus, the purpose of this study was to explore the experiences of recreational female snow-skiers and boarders. Eleven semi-structured in-depth interviews were conducted with female snow-skiers and boarders aged between 23 and 60 years old. Data were analyzed applying constructivist grounded theory methods (Charmaz, 2006). Women’s experiences of recreational snow sport participation were theorized by their self-perceived skill-level and participation biography in relation to the concepts of meanings, behaviors, and constraints as well as two sub-themes: activities and snow sport related travel. Participation patterns changed across the life course due to various life-events. Advanced level participants received higher social support in relation to snow sport participation and the meaning of participation changed for them across the lifespan. Insights gained from the findings help to identify factors that might encourage other women to continue their involvement into adulthood.

11H Michele K. Donnelly, Kent State University
“Women’s Flat Track Roller Derby: Recreational Sport or Something Else?”

Women’s flat track roller derby is a recreational sport; skaters participate for enjoyment and fun, and in almost all leagues, skaters pay to play. Specifically, skaters pay membership dues, as well as funding their own equipment, travel, and training. However, for many skaters, “recreational” does not seem to accurately describe their level of commitment to, and investment in, their roller derby participation. This seems to be, in part, due to the ongoing process of sportization in roller derby. Maguire (2007) describes the process of sportization: “The sportization process involved a shift towards the competitive, regularized, rationalized, and gendered bodily exertions of achievement sport that, in turn, connected to wider changes at the level of personality, body deportment, and social interaction” (Maguire, 2007). At the same time, roller derby leagues continue to operate in ways that are relatively unique among recreational
sport organizations. That is, most leagues adhere to a “by the skaters, for the skaters” ideology of governance that means roller derby skaters are not only the sport’s athletes, but also its owners, organizers, and managers. In this paper, I will explore the challenges of athlete-governed recreational sport athletes trying to negotiate the larger landscape of professionalization and sportization.

Panelists:
Michael Giardina, Florida State University, Sociology of Sport Journal, Editor
Simon Darnell, University of Toronto, Sociology of Sport Journal, Associate Editor

Are you preparing a manuscript for SSJ? Have you ever thought about proposing a “Special Issue”? Or are you just curious about journal publishing in general? If so, do we have the session for you! SSJ Editor Michael Giardina will host a special “Meet the Editors” session at NASSS. Joining him will be Associate Editor Simon Darnell. They will offer tips and guidelines for publishing in the journal, and answer audience questions on a range of topics. Graduate students and early career scholars in particular are sure to benefit from this ‘behind the scenes’ look at the journal.