Urban sport for development initiatives in the ‘Global North’
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Beyond governance and national reputation: discourse of the integration process of the KOC (Korean Olympic Committee) and the KCSA (Korea Council of Sport for All) in 2016

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This paper aims to provide an account of the changes in the governance of Korean Sport in 2016 in terms of the organizational integration of Elite-sport, Sport for All and School Sport and how such ‘domestic’ policy bound up with the circumstances or dominant structures of international sport relations. Therefore, this paper addresses the role in which the global sports movement (IOC and Olympics) played in the debate between the NOC and the National Government (The Ministry of Culture, Sport and Tourism of Korea) in 2016. The debate is bound up in a specific rhetoric of nationalism regarding the national reputation of Korea, one in which actors on both sides of the ‘Sport People-Private and Public’ believe that they are both part of a “Representative and Governor” of Korean Sport and the Olympic Movement. The paper draws on a constructivist theoretical frame, seeking to identify how each side seeks to position itself in relation to aspects of recognition of ‘Korean Sport Development’ within the context of international political relations using sport as a vehicle (Wendt, 1999). This constructivist approach is one, which draws in terms of methodology upon Fairclough’s approach to critical discourse analysis (CDA). CDA was administered to press reports of major newspapers from 1, January 2016 to 27. March 2016. Those contents, which related to Korean sport organizational merging, were subject to analysis, and these included specific dialogues with the IOC and the Korean Government, which involved intensive diplomatic activity. The discourse in Korean newspapers constructs the positions in the international sporting community which present an undisguised rivalry while at the same time they place a strong emphasis on their Korean ‘reputation’ as a nation.

Sport in politics or politics in sport? The development of sport in Macau

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In Macau, the development of association/community/club culture is vigorous. According to the statistics of 2016, there are over 7000 registered associations/communities/clubs. And over 30% associations/communities/clubs are sport related. These groups had strong influence in Macau culture as they could be the government’s supporters, participants, and audits. Lawmakers in Macau (Eleições para a Assembleia Legislativa) are not directly elected but recommended by the groups. Particularly, there are two law makers are elected from the sport related groups which means sport related groups had strong connection in politics. As the issue “should sport and politics mix?” is always a debate when people talked about sport development, this study explored the nature of the sport development in Macau focusing on its special ‘sport association/community/club culture’ with political connections. The study adopted a qualitative case-study approach, which was based on documentary material content analysis, and semi-structured interviews, to examine the role of central government, local government, sport organizations, sport agency, associations clubs, players, coaches and general public in the policy making and delivering process of sport development in Macau. Two complementary theoretical approaches are adopted in this study, those of governance theory and stakeholder theory, which helped us to identify how such outcomes were mediated and shaped, and in particular how different sets of interests were implicated, how power was exercised, and whose interests were met in the link of sport and politics.
"Ultimate sports city of the decade": The role of sport in re-regulating neoliberal Melbourne, Australia.

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In Melbourne, a self-proclaimed and industry awarded ‘sport city’, the use of public resources to support elite sport during the past three decades has been widespread. The decision to focus public investment on elite sporting events has been framed by an urban entrepreneurial approach to governance that supports a policy agenda of investing public funds to present the city as an ideal location for capital investment. The aim of this paper is to outline the role of (elite) sport as a form of ‘cultural glue’ which has supported the Victorian Government’s neoliberal agenda of creating an environment (social, cultural and physical) conducive to commercial activity. A (con)textual analysis of newspaper articles was conducted in conjunction with interviews of influential cultural producers – most notably state premiers, members of parliament, CEOs of public sports trusts and newspaper journalists. Four case studies guided the examination of urban entrepreneurialism and the re-regulating state: a) Australian Open Tennis Championships at Melbourne Park; b) bidding for and hosting of multi-sport events; c) the Australian Formula One Grand Prix and; d) the construction of two urban sports stadiums. Four key themes emerged which illustrate reregulation of the neoliberal Victorian state: (i) the use of public resources, particularly land and taxes, for entrepreneurial activities; (ii) the representation of domestic and international cities as threats to Melbourne’s ‘sport city’ status; (iii) a lack of public consultation and; (iv) the creation of Quango’s, along with the passing of specific state laws, to drive and permit neoliberal activities.

SPORT AND GENDER
Wednesday, May 31, 2017
09:00 - 10:30
Room: 102

Gender, masculinization and socialization within the Brazilian woman’s elite rugby players

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The participation of women in the sports arena has always been met with great resistance from sectors of society and, even with the growth in recent decades, women who venture into sport still encounter considerable barriers, such as lower wages and the prejudice that certain modalities will masculinize the practitioners. With the objective of approaching this theme, we conducted a series of interviews with rugby players of the main elite competition of Brazilian women’s rugby, seeking to analyze how they understand their participation in a modality which is little known to the public in general and considered by society as violent, with values extremely linked to the male universe. The research also seeks to know how from this experience they deal with their own sexuality and the different interpretations that society makes of them. In this sense we found out that athletes consider that every woman is free to develop her own femininity, and there is no set of characteristics that makes one person more woman than the other. In spite of this, the athletes, when initiating the practice of the modality, and maintain it, still encounter resistance from the society and the family itself, which, in addition to considering the high risk of injury, understands that this is not appropriate for women and will necessarily masculinize the practitioner.
“Women get moving”? The discourses and the gender implications of sport and women in contemporary Taiwan society.

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From the perspective of sport sociology, sports and leisure are necessary components of the structure of contemporary sex/gender identities, life styles, and communities. Sports is a male-dominated field in modern society. Women are the “other” in this field. Taiwan has been stepping toward consumer society since 1970s. The consumption and practice of leisure sport of Taiwanese started at the same era. After 40 years, according to different sources, Taiwanese women still do not participate in sport as often and as strong as Taiwanese men in their daily life. However, it was believed that Taiwanese women actually “started to do sport” in these few years. Taiwan’s Sports Administration launched a “Women get moving” campaign in the end of 2015. However, some activities of this campaign and the media representations of women’s leisure sport still took “leisure sport” as a normative practice of beautification rather than an emancipated practice for women. This is a qualitative research study, in which multiple research methods including discourse analysis and in-depth interviews are adopted in order to build the gender discourse of Taiwanese women’s leisure sport practices.

“I’d like to think I’m a good referee”: Exploring the subjectification of women soccer referees in Ontario

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Women’s soccer continues to grow and develop in Canada, yet female referees represent only 24% of soccer referees in the country (Canadian Soccer Association, 2013a). Moreover, more than half of Canadian soccer referees are registered in Ontario, of which only 9.5% are women (Ontario Soccer Association, 2012, 2013). Drawing on Foucault’s concepts of discourse and the subject, this study explored the experiences of 15 female recreational to elite Ontario referees aged between 21 and 54 years old, with 1 or more years of experience who refereed at least 1 boys and girls under-13 game. The analysis highlights how the female soccer referee subject comes to recognize and understand herself and her role as a referee through the discourse of ability and the discourse of the outsider. These discourses emerged in the ways in which the women interviewed constructed becoming a referee, being a referee (benefits and challenges), continuing to referee, and being a woman soccer referee. However, as women they remain outsiders among referees and come to internalize this subordination and to normalize sexism as they seek to be accepted and respected as a “soccer referee”.

SPORT, PHYSICAL ACTIVITY, AND AGEING
Wednesday, May 31, 2017
09:00 - 10:30
Room: 103

Running like a woman?: The impact of bio- and socio-history on the performance of bodies.

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The spread of neoliberal policies within the UK from the latter half of the 20th century has shifted the responsibility of health and well-being from the state to the individual. As a result, older adults are expected to continue to be physically active in their later years so that they age “successfully” and are not a burden on society. This promotion of physical activity in later life is a shift from the early- and mid-twentieth century; a time when retirement was considered to be for rest and relaxation. As women who are currently over 65 have lived through this change in societal attitudes to ageing, this paper considers the ways in which historical discourses around both gender and ageing might deter older women from running in public places. However, it also examines the ways in which the lived experiences
of women who do run might have the potential to
challenge such discourses. I will consider how the
performances of bodies are impacted by our histories
by applying Bourdieu’s concept of habitus and exploring
the scope for individuals to exercise their agency to
create new dispositions. By running in public places
older women are both challenging stereotypes about
the activities that are suitable for their bodies and also
presenting an alternative image of the capabilities of
such bodies and what it means to run like a woman.
This raises questions of whether running can be
considered a feminist activity and if it has the ability to
prompt social change?

Seniors, sport and walking: various profiles and expectations

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Since the 2000s, longevity becomes a global challenge
in Europe (Robine et al. 2013), involving a lot of
scientific researches and an unprecedented political
interest. According to European statistics (Eurostat
2011), the share of those aged 65 and over is projected
to rise from 17% in 2010 to 30% in 2060. In accordance
with European Union guidelines, active ageing policies
have been implemented in France since 2003 to provide
information and tools to seniors to maintain their
health capital in order to ageing well. Nutrition and
regular physical activity (or sport) are promoted as key
elements to "good health" and "ageing well". The aim of
this contribution is to show different profiles of senior
citizens in terms of physical activity, with different
expectations and aspirations. Our methodology is based
on a quantitative seniors survey in two French
departments (n=437), supplemented by another sport
clubs survey and some interviews. Our results and their
comparison with French studies (Feillet 2000, Hénaff-
Pineau 2008, Burlot and Lefèvre 2009) highlight three
sport profiles ("sport as a passion"; "new to sport";
"sport for health") and a non-sport profile. This work
represents a starting point for discussion of actions that
local actors (non-government organisations and local
governments) could develop for each profile of senior
citizens. In order to complete this research, we are
currently focusing to analysing the walking habits of
seniors with quantitative survey. This new project will
be presented at the end of the talk.

An examination of physical fitness and health-related
quality of Life of nursing home residents after long-
term exercise participation

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This paper highlights findings from a quantitative study
of physical fitness and health-related quality of life
(QOL) among elderly nursing home residents engaged in
a long-term exercise program. In Japan, as in many
other industrialized nations around the world, the
greying of the population has been followed by an
increase in the number of elderly people living alone as
well as a rise in demand for residential facilities for the
elderly like nursing homes. Furthermore, in Japan, there
is evidence to demonstrate a difference of nearly ten
years between life expectancy and healthy life span for
both elderly men and women. Given these trends, as
well as the well-established relationship between
engagement in physical activity and healthy life span,
this study aimed to measure the perception of quality
of life among elderly nursing home residents engaged in
a long-term exercise program. Starting in July 2004, 38
residents of a nursing home participated in on-site
exercise classes and we quantitatively followed their
physical fitness and perceptions of health-related QOL.
By November 2016, we collected health-related QOL
and physical fitness measurements from eleven of the
original 38 participants. A major conclusion from our
study is that although the physical strength and some
elements of health-related QOL of the nursing home
residents declined with age, residents maintained
physical health through conscious physical activity, and
improved "social functioning" with others.
Physical literacy as a predictor towards coaching efficacy of coaches in Hong Kong Secondary Schools

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Research on physical literacy (PL) has drawn increasing attention in recent years while no studies have explored the relationship of PL and coaching. The current study will examine the relationship between physical literacy of coaches and the efficacy of coaches in secondary schools in Hong Kong. Specific predictions between the multidimensional nature of efficacy and PL will be made. An expected sample of 30 coaches will complete Perceived Physical Literacy Instrument (PPLI) developed by Sum et al. (2016) and Coaching Efficacy Scale (CES) developed by Feltz et al. (1999) separately. It is hypothesized that the attributes of the physical literacy of coaches will positively predict the dimensions of their coaching efficacy. In the first phase of data analysis, descriptive statistics will be examined and Pearson correlations will be calculated for all the variables of PL and coaching efficacy. Further analysis will use Multivariate Multiple Regression (MMR) to test the hypothesis. It is expected that self-expression and self-confidence will serve as significant attributes for both regression models. This will bring more attention to the research on PL and coaching within sport, and offer further validity to the strength of physical literacy on coaching effectiveness.

Physical education classes at primary schools in Singapore: Foucault, épistémè and archaeology

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Physical education (PE) classes at primary schools in Singapore have being conducted based on the PE syllabus and it has been 10 years since the PE syllabus was released by Ministry of Education (MOE). Michel Foucault always questioned common sense and refused to simplify it. When a discourse surfaced, there were historical conditions that allowed for the surge (Ha, 2014; Mills, 2003). This study aimed to reveal a distinctive epistemological structure – l’épistémè – that governed how primary school students think about PE classes, how their statements were made, and how the discourse on PE classes was formed, employing Foucault’s archaeological lens. “Archaeology was Foucault’s term for a method of research and analysis in the history of thought that he himself had developed: one that digs down into the past, uncovering the discursive traces of distinct historical periods and re-assembling them, like so many distinct layers or strata, each one exhibiting its own structured pattern of statements, its own order of discourse” (Garland, 2014). Foucault traces why people use this particular discourse and not other discourse, as well as why the people’s views on the discourse are necessarily formed in a particular way. Disclosing a distinctive epistemological structure of the discourse through Foucault’s lens, it can be found how an educational policy in Singapore has been developed and progressed.
The educational value conflicts of children’s Taekwondo instructor and the process of overcoming conflicts

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In Korea, Taekwondo is one of most popular sports for children. Both Parents and children believe that participating in Taekwondo helps their children or themselves to develop a variety of values such as personality, social relations and physical fitness. Thus, this paper examines what educational values of children’s Taekwondo instructors are, what conflicts between ideal and real values in the teaching process are and how children’s Taekwondo instructors overcome the conflicts. Using the interviews and participant observation, the analysis obtains three different themes in each phase: 1) The educational values of children’s Taekwondo instructors are pleasure, physical development, social development, and personality development, 2) there are two different value conflicts in teaching process; one is conflicts in Taekwondo instruction such as difficulty of control, program based on too much fun, the lack of real instruction time and the other is conflicts in Taekwondo gym management such as the decrease of the number of children trainees by increasing Taekwondo gyms., and 3) Taekwondo instructors overcomes such conflicts recognizing the reality and developing their own teaching methods and investing in hiring instructors and designing children only space.

SPORT AND SOCIAL CLASS
Wednesday, May 31, 2017
09:00 - 10:30
Room: 127

“What? You wanna pay for your tickets?” The curious case of Taiwanese football supporter movement in Taiwan

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This paper aims to examine the football supporter movement in Taiwan, which seemingly contradicts the trend in the world. Contrasting to the “Supporters not Customers” campaign protesting against rising football ticket prices around the world, football matches had been free for everyone for decades in Taiwan. However, football fans did not “appreciate” the free lunch but successfully rallied around and petitioned the Chinese Taipei Football Association for selling tickets to the matches of the national team in the 2018 FIFA World Cup Russia™ Qualifiers in 2015. Football, highly uniquely, has been a marginal sport in Taiwan. The national team, which was ranked as low as the world’s No. 191 in 2016, could not even get modest attention from average sports fans. Under these unusual circumstances, the core members of the movement, devoted football fans themselves, possess and mobilize social capital accumulated in the cyber civil society. Their habitus, in Bourdieu’s sense, is to distinguish themselves from the football fans in the rest of the world by acting as organic intellectuals who are also in the front line of other social movements. These activists appropriate football as a symbol of global vision and a vehicle for propagating a progressive agenda.
The other side of the coin. About the paradoxical effects of young people sports activities in Parisian slums (France)

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This presentation is based on a sociological inquiry we led in a Parisian area being integrated to “Politique de la ville”. This policy aims to integrate French slums inhabitants, who are mostly working classes and have African origins. In this context, young people are asked by local associations and authorities to attend in events of “education to citizenship” through sport. Beyond the official discourses on integrative power of sport, our presentation is about effects of these uses of sport in young people socializations. The inquiry consists, in a North of Paris area, of a youth work historical analysis, of interviews (n=65) with social workers, sport instructors and educators, elected representatives, policemen, parents and young people and, finally, of observations in local associations and in public events bringing together all of the parties concerned with this education. These events reveal paradoxical dimensions of these young people socializations. On one side, sports activities offered by local associations create opportunities for geographic mobilities and meetings with otherness. On the other side, events of education to “citizenship” by sport organized by local authorities trap young people in their residential area and assign them to a “negative” unity. All in all, associations and local authorities allow young people to get a social position and to construct social ties and, at the same time, prevent them to go in other places and to meet individuals of other social classes. Medal ceremonies during public events are particularly significant of these paradoxical socializations.

Sport-based interventions as contexts for the social integration of ‘ordinary elites’ in a new era of class apartheid?

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Several scholars have written about rising inequalities and a problematic divide between the bottom and the top in our modern societies (e.g.; Atkinson, 2015; Dorling, 2014; Putnam, 2015; Savage, 2015), with the latter group often being referred to as the ‘1 per cent’. There is however a danger that our attention is turned away from the ordinary wealthy, that extends well beyond the top ‘1 per cent’. Savage (2015) refers to this group as the ‘ordinary elite’. Putnam (2015) recently argued that the inequality gap has been accompanied by a growing segregation along class lines. He describes class-based residential polarization as a kind of incipient class apartheid, leading to a situation where those who are affluent increasingly live separate lives: they live, work, shop, go to school and play sports in different places than those who are of lesser means. This instigates, among other things, an increased perception gap, on which faulty assumptions and problem analyses about, for example, the poor are often made. Class apartheid also stifles opportunities for people of different social backgrounds and different walks of life to encounter one another, which is, according to Sandel (2009), a necessary requirement for the viability of our democracies. Based on a literature analysis and exploratory interviews with stakeholders involved in developing an innovative sports-based intervention, an initial theory of change was developed in terms of using sport as a vehicle for the social integration of young people from ordinary elite backgrounds into the life-worlds of the precarious ‘majority’.
Reimagining democracies and sport – for whom does the pendulum swing

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Debates over sport and democratic process have again taken centre stage as global and national political shifts have called into question the texture and tenure of representational government. While populist and nativist politics have returned to fashion in the West, the opaque and aloof practices of international sports organisations have exposed the non-democratic conditions under which sport has always been governed. As the meanings of sport change in the 21st century, scholars and participants are questioning and challenging the ways in which sporting practice informs and influences the meanings and mutations of democracy. Athletes, fans, and citizens are increasingly using sport as a platform to express their desire for transparency, good governance, and representation. In this keynote address, I will speak to the ways in which sport reflects and refracts larger political trends and will point towards a progressive geography of sporting practice.

Policy development for advancing the nation’s sport club system in South Korea: transferring from developed countries?

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The public policy rhetoric of sport ‘seonjinhwa’ (being advanced) has taken center stage in the government visions for South Korean sport development during the recent decades. A range of institutional and policy efforts for sport reform have been developed and implemented for the broader purpose of sport seonjinhwa. As a consolidated policy orientation for sport seonjinhwa, sport policy actors and stakeholders have commonly argued for the establishment of an advanced sport development system in which elite sport athletes emerge from the broad base of sport-for-all participation. The primary policy goal of advancing its sport development system has focused on the establishment of a sport club system of ‘seonjinguk’ (developed countries) – sport clubs observed in Western countries. This paper aims to examine ways in which a Western model of sport clubs has been established as the primary policy goal of sport development in South Korea. First, it offers a brief historical overview of the development of sport clubs in South Korea as a government-driven sport-for-all campaign since the 1980s. Second, we analyze policy storylines for adopting an advanced Western sport club system and the broader context in which the storylines have been justified. Third, this paper further examines the recent policy development for a Koreanized model of sport clubs which is also partly referenced to a Japanese sport club policy. A critical discussion is offered in order to understand contradictions and challenges of the public policy rhetoric of sport seonjinhwa.
Soft power just for the sake of appearances: the public policies of the sport in Brazil of mega-events.

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For the former minister Bresser-Pereira (2014), Brazil has a federative political system and a market economy dependent on the export of agricultural commodities and raw materials, a history of alternation between democratic and dictatorial periods, with a constant presence of populist and personalist political protagonists, and an expressive part of the population deprived of minimum guarantees of citizenship. In this scenario, the Mega-events in Brazil appear. Despite all the effort to build the sport as a constitutional right in 1988, several researchers point out that the reorganization of the public sports policy structure did not achieve the desired success. Brazil pursued mega-events for many years as part of Soft Power’s strategy, emphasizing the possibility of economic growth and administrative capacity. According to human rights entities and social research centers, the accumulation of capital accelerated through urban gentrification projects and the creation of consumption islands. Mega-events have demonstrated their strength in the fragility of Brazilian democracy, the social and cultural heritage of secular processes of exclusion and the pressure of internal political agents, succeeding in changing legislation that guarantees human rights and access to sport for educational purposes. The sport sustained as a public policy with low relation with other areas, such as education, health and culture. This construction has important repercussions in the institutional arrangements around the policies and in the forms of sport financing, which does not find support in a consolidated structure in the public budget and is very dependent of incentive laws.

Value conflict in sport policy

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Government agencies must attend to conflicting values/goals in policy issues. The prevailing understanding is to treat conflicts as commensurable, with policy actors attempting to strike the appropriate balance between competing values (Thacher & Rein, 2004). However, values can also be resolved through alternative strategies, such as cycling, partitioning (specialisation), casuistry, hybridization, incrementalism, and even bias (Thacher & Rein, 2004; Stewart, 2006). This study investigates the value conflicts (and strategies for resolving the conflicts) that arise within community sport policy in a New Zealand context. How do value conflicts enable or constrain Sport NZ officials and to what degree (if any) do they recognise their existence and attempt to reconcile them? Drawing from documents and interviews with Sport NZ officials, four value conflicts were identified. First, the need to establish and encourage partnerships while also ensuring accountability for use of taxpayer funds. Second, the use of funding structures that promote competition between sector partners while simultaneously encouraging cooperation. Third, promoting best practice while demanding innovation in the governance and delivery of sport. Fourth, the desire to promote self-sustaining organisations while also providing a safety net to failing partners. The findings are discussed with respect to Sport NZ’s three main strategies (to lead, to enable, to invest) and the use of partitioning within the organisation to wall off competing values from one another. Implications are that understanding value conflicts and potential strategies for resolving them may enable policy actors to identify tipping points or critical junctures to help ward off governance failure.
RACE AND ETHNICITY
Wednesday, May 31, 2017
13:30 - 15:00
Room: 102

The quest for the ‘speed’ gene: Sport science and the return of biological race

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This paper draws on ethnographic methods and a review of sports science and sports medicine journals to examine the use of racial categories as part of either the methodology or the findings of research into human performativity in sport and exercise. The results demonstrate that racial categories are largely taken for granted in relation to research design and that biological classification systems such as ‘race’ or ‘ethnicity’ are naturalised through the processes of the ‘scientific’ method. The analysis of the research findings indicates two types of outcomes. The first is the explicit comparison between racialised categories such as black/white. The second, and larger group of papers, features the implicit use of ‘race’ in that the categories are not discussed and yet remain central to the research design. The implications of such research is the (re)production of biological race within the sport sciences and the dissemination of knowledge that legitimizes bio-racist understandings of differences in human performativity.

Proving them wrong: The impact of stereotypes for black Canadian male student-athletes

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Black Canadian male student-athletes’ transition experiences out of university athletics have yet to be studied. Consequently, their experiences must be informed by literature concerning Black Canadian student-athlete experiences, Black American student-athlete transitions into collegiate athletics and studies of White Canadian student-athletes transitioning out of university athletics. This research aims to address this gap in the literature by exploring the ways in which 15 current and past student-athletes construct their experiences as Black Canadian male student-athletes at Canadian universities. Using a Critical Race Theory (CRT) framework, an examination into the ways in which these athletes reject negative stereotypes associated with Blackness is presented. Throughout the interview process, participants expressed their desire to be treated as individuals rather than as a homogeneous group. By deploying a level of agency, they aim to reject the stereotype of “the dumb jock” or “thug” by working hard in school to distance themselves from the unintelligent black male and by working hard in sports to prove that they can excel in the sport arena as well as the classroom. Thus, Black student-athletes use the notion of proving others wrong as motivation to succeed both on and off the field of play, and to demonstrate that it is possible for them to be successful athletes and successful students.

The race question and the cubs: Northside baseball, the Chicago Defender, and African-American Chicago, 1969-75

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The Race Question and the Cubs: Northside Baseball, the Chicago Defender, and African-American Chicago, 1969-75 Joseph Eaton In keeping with the Reimagining Democracies and Sport theme of ISSA 2017, I examine how the leading African-American newspaper, the Chicago Defender, addressed questions of baseball and race within articles on the Chicago Cubs during the turbulent years of 1969-75 as Black Chicagoans began to find an increasing voice within Windy City politics. The Defender addressed the Cubs continuing racial shortcomings – the failure of the Cubs’ management to embrace talented young Black players or offer sufficient contracts to star Black players, the Cubs seeming allergy to Black catchers, and the team’s sorry treatment of Ernie Banks at the end of Mr. Cubs career, culminating in the Cubs unwillingness to consider Banks as manager. I connect the Defender’s increasingly critical stance against the Cubs with broader changes within African-
American Chicago, a political awakening exacerbated by the police killings of two Black Panthers in December 1969, the increasing national prominence of outspoken Rev. Jesse Jackson’s Operation PUSH, and Congressman Ralph Metcalfe’s growing opposition to Mayor Daley’s Democratic political machine. In a 1969 article, a writer for the *Defender* had noted the strong possibility – given the Cubs’ strong roster and the Southside White Sox failings – that the Cubs would become the favored team of Black Chicagoans. Yet, by the mid-1970s, the die had been cast with the *Defender* – Chicago’s, and America’s, dominant African-American newspaper – having cast the Cubs as racists.

**SPORT, ECONOMICS, AND SOCIETY**  
Wednesday, May 31, 2017  
13:30 - 15:00  
Room: 103

**“Super Teams” or “Minnows”: A cross-national data analysis of FIFA men’s world ranking, 1993-2015**

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This paper examines the effects of macro-level factors on international soccer success for a national team. It focuses on the impacts of population, wealth, state capacity, and regime type. Using panel data from 206 countries between 1993 and 2015, this study demonstrates the relationship among economic development, state capacity, democracy and the performance of national soccer teams, measured by Fédération Internationale de Football Association (FIFA). After controlling for the climatic condition and population, the statistical results from fixed-effect and random-effect models indicate that state capacity, measured as expenditures as a percentage of GDP, enhances the performance of national soccer teams. We also find that teams that are higher on the world ranking have a higher probability of coming from democratic countries. Also, the income inequality may damage world ranking; teams from countries with high income inequality are less likely to achieve high world ranking. We thus argue that the performance of national soccer team is much determined by combinations of socioeconomic and political factors.

**The relationship between age and performance in the Super Basketball League**

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This study focuses on the relationship between age and performance in the Super Basketball League (SBL) in Taiwan. We collected data of all the 178 players who had retired before the 14th season of SBL (2016-2017). The results show that the average career length is 4.3 seasons, and the average retired age is 25.84. However, adding players who had experiences in the dismissed Chinese Basketball Alliance (CBA), the average career length increased to 5.4 seasons, and the average retired age is 26.67. Furthermore, yearly average playing time of each age was used to measure performance. The relationship of age (x) and playing time (y) is shown as $y=-1.6813x^2+102.71x-1191.4$, $R^2=0.6304$. By using this equation, we can infer that the average peak performance is on 30.54 years old, and the average playing time will decrease 3 minutes or 0.9% when 32 years old. In conclusion, our results show that players who played more than 10 seasons tend to age slowly, while others face survival crises in their early careers. These findings can be used to construct league rules such as draft system, free agency and game schedule arrangement. Keywords: Career Length, Aging, Super Basketball League

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This paper highlights data from a quantitative study of the relationship between age and performance in the Chinese Professional Baseball League (CPBL) over the 1990 to 2015 playing seasons. Statistical data was collected from 613 local players who had retired during this period; this included 222 pitchers and 391 fielders. Based on this sample, we noted that the average career length of pitchers was 4.04 years and age at retirement age was 28.68 years old, while the average career length of fielders was 4.7 years and retired age was 29.32 years old. We analyzed the data using regression equations. Key findings from analysis demonstrate that the average number of innings for a pitcher will decrease 3.003 innings or 5% by the time a pitcher reaches 30 years of age. For fielders, results show that the average at bats will decrease 1.5 or 0.6% by the time a fielder reaches 32 years of age. As will be discuss in our paper, our results show that pitchers retire earlier, have shorter careers (in terms of length of time), and decline in performance more rapidly than fielders. In our conclusions, we argue that these quantitative findings can help the CPBL better manage players across the league.

SPORT, DEVELOPMENT, AND PEACE
Wednesday, May 31, 2017
13:30 - 15:00
Room: 126

A discursive analysis of Korean domestic interests expressed through the KOICA-SVP sport for development program.

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This paper focuses on the Sport Volunteers Program (SVP) run by the Korea International Cooperation Agency (KOICA). KOICA is a quasi-governmental agency funded by the Korean Ministry of Foreign Affairs (MOFA) and its SVP is one of the several initiatives that dispatches Korean volunteers to developing countries. Since its creation, the KOICA-SVP aims to contribute to sustainable economic and social development in recipient countries by fostering empowerment. However, in the context of current Korean diplomatic policies and international development paradigms, the KOICA-SVP seeks to achieve the United Nations initiated Sustainable Development Goals (SDGs) while upholding Korean national interests. In addition, the KOICA-SVP must not only adhere to the government’s international development policies, but also its sporting agenda in promoting Taekwondo globally and in hosting mega-events. Drawing upon Foucauldian discourse analysis, we explore the international SFD discourses promoted through the KOICA-SVP, as they interact with discursive fragments reproducing specific Korean development objectives, sport policy and diplomatic imperatives. In fact, discursive fragments circulated by KOICA-SVP reveal distinctive features of a Korean approach to SFD that prioritizes its national interests along with international development paradigms as was also observed in Norway (Hasselgård, 2015). This paper makes a contribution to the expanding SFD English language literature by highlighting a non-Western initiated SFD program and analyzing its specific national and political drivers hence responding to Hasselgård and Straume’s (2014) invitation to pay greater attention to the domestic context of donor countries.
INGO policies and local practices: promoting local-led discourses within Sport-for-Development

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In recent years the Sport for Development (SfD) sector has been criticised for the global northern manner in which research is produced and used as evidence to support ‘success’ claims of SfD International Non-Governmental Organisations (INGOs) operating in global south countries (Mwaanga and Banda 2014; Coalter, 2006; Schwery, 2003). Drawing on field based research conducted in Cameroon, Central West Africa, this paper offers a methodology providing insight into the complex environment in which SfD operates and explores the local-led discourses and realities where these projects take place (Nicholls et al., 2011). Framed within a wider research study, this paper analyses two Cameroonian SfD projects organised and influenced by US and UK INGOs. It investigates how INGO policy discourses are translated and given meaning by Cameroonian stakeholders and volunteer staff within their communities. The paper reveals a disparity between formal discourses produced by INGOs (i.e. policy documents and project plans) and how local discourses are constructed by Cameroonian stakeholders. The study draws on hegemony theory and post-colonial theoretical frameworks in order to explore the relationship between policy discourses and agency at a local practical level (Darnell and Hayhurst, 2011). Findings reveal Cameroonian stakeholder organisations do not automatically accept formal SfD discourses imposed on them, but instead exercise a level of agency to choose whether to accept, reject or manipulate INGO discourses to best suit their personal needs and desires. The paper advocates the role that field based research and culturally sensitive methodologies can play in exploring complexities of local-led discourses within SfD.

The contributions of feminist theory to sport for development and peace scholarship

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There is a growing body of Sport for Development and Peace (SDP) scholarship that utilizes feminist theory. This literature includes a diverse array of writings including scholarly engagements with feminist cultural studies, as well as feminist post-colonial and feminist transnational theories. This presentation reviews key writings from English language feminist SDP literature while also discussing key issues raised within these selected analyses. Issues raised include, but are not limited to, the complex articulations of gender and nation, the promise and limitations of SDP programming, and critical writings about transnational influences such as those offered within the Nike inspired “Girl Effect.” This presentation concludes with a very brief discussion regarding the possibilities for future feminist SDP inquiry.
in the various fields of medical, school, business or troops. Today, this trend has also quietly permeated into the sports field. Related studies reveal that mindfulness training is helpful to enhance individual’s abilities of attention, the internal/external state of awareness and acceptance. Those abilities are also useful to improve athletic performance of athletes and the recovery of physical and mental fatigue after the race or high-intensity physical training. Although the great benefits of mindfulness to athletes are widely supported by the discourse of sports psychology theory, we still know little about the practical effects of mindfulness in the context of exercise or physical activity in Taiwan. This study explore the effects of mindfulness training on cadets who are receiving high-intensity military physical fitness, such as spear, armed swim, and grenade throwing. In this study, 50 students of Army Academy R.O.C. are selected and randomly assigned to the control group and experimental group which had participated in eight weeks of mindfulness training in September, 2016. And the questionnaire, semi-structured interview and diary analysis are adopted to explore the effects of mindfulness training on cadets, especially when they experience the physical and mental challenges during the physical training. The results show that the cadets of experimental group perform more tolerance, and their military physical performances are better than the control group.

Young people in the social world of physical activities: Meanings and obstacles

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Sport and physical activities create their own social world, a cultural part of life, to which all of us have a relationship. Such a social world can be understood as a web of meanings that develop through our experiences with sport and physical activity. The relationship which describes our position towards the social world of physical activities can be referred to as the Physical Activity Relationship (PAR) (Koski 2008). Meanings could be understood as fibers which bind us to the social world in question. At the same time there are some negative aspects or obstacles which often make the relationship weaker. The purpose of the paper is to examine how the number of internalized meanings and the number of obstacles associate with the physical activity among young people in Finland. In the analysis were used data collected in 2014, among 11-15-year-old young people (n=2728). Meanings of physical activities were studied with the number of items and the sum of important items was counted (max 34). The number of obstacles were counted with the measure of 18 items. Preliminary results tell that the more important meanings (e.g. feeling good, healthiness, joy) young people could recognize and the less obstacles (e.g. no time, other interests) they had the more active they were physically.

Exploring interaction ritual practices and meanings in school athletic teams

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This paper is intended to explore and examine interaction ritual practices and meanings in school athletic teams in South Korea. Interscholastic athletics have played a key role in South Korea’s elite sport development as elite athletic talents are mostly recruited and developed through school athletic teams. While South Korea’s elite sporting success has been widely recognized, the dark side of the success (i.e., athlete abuse, violence, infringement of learning rights) has received increasing public attention since the early 2000s. Although a range of institutional and policy efforts for sport reform have been implemented, there exists a growing public concern about why the problems persist. This paper is intended to address and understand the persistence of dominant school athletic culture, despite of the institutional measures for sport reform, by focusing on micro mechanisms in which interaction ritual practices for group conformity and solidarity are maintained and justified in school athletic teams. In-depth interviews and field observations are utilized to collect data. Data analysis and discussion are based on interaction ritual theories by Erving Goffman and Randal Collins.

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Sepaktakraw is one of the most popular sports among the rising Southeast Asian countries and has officially been included in the Asian Games since the 1990 Asian Games in Beijing. It is also an emerging sport that Taiwan has started to develop since 2008. Nevertheless, the overall development of Sepaktakraw in Taiwan has encountered many obstacles, including the inadequate strength of athletes to participate in the Asian Games, owing to its short duration. By contrast, countries such as Korea, Japan, and China have demonstrated excellent performance in Sepaktakraw in the 2006, 2010 and 2014 Asian Games. Therefore, to achieve more favorable performance and to enhance the participation rate for Sepaktakraw in international sporting events, the stakeholders tasked with developing Sepaktakraw in Taiwan have implemented many strategies to increase the participation rate for this sport. However, the stakeholders have faced many challenges gradually after the implementation of these strategies. Theoretically, “Financial Support” and “Foundation & Participation” are the two most crucial issues that require improvement. They both substantially limit Sepaktakraw development in Taiwan and cause stagnation. This study was based on the theoretical framework of Sport Policy Factors Leading to International Success (SPLISS) derived from the 2006 study of De Bosscher et al. Semistructured interviews were conducted for data collection to understand how the stakeholders in Taiwan implement strategies such as hosting events and promoting activities. Furthermore, the challenges and the applicability of the analytical framework are discussed.

Disc golf – a growing trend in sport participation

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The popularity of disc golf has grown tremendously in Finland. Originally a US rooted form of physical activity has nowadays tens of thousands of players, and over 500 golf courses (three times more than in regular golf) in Finland. Disc golf is an easy access physical activity that offers health enhancing outdoor experiences to the masses of population, and is inexpensive to practice. This study is a joint research project between the University of Jyväskylä and Peurunka Rehabilitation center, which aims to investigate the potentials of disc golf as a health enhancing physical activity. The aim is to outline the profiles and motives of the Finnish disc golf players. The data (n=1216) was collected with an internet- based survey in May-August 2015, and was analyzed with the SPSS statistics descriptive and principle components analyses. The results indicate that disc golf attracts most often male players whose socio-economic and educational background is lower than of the frequent sport participants in Finland in general. The motives and reasons of playing relate to the relaxation, nature and social factors. Disc golf is today looked upon as one solution for the sedentary life style. For example male citizens with middle and lower socio-economic background, youth at their adolescence and senior citizens with special needs are seen as population groupings whose engagement to regular sport participation could be promoted with the help of disc golf.
Scooter for speed?! A global perspective on motorcycle sport in Taiwan

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Motorcycle sport has long been a global sport. Take MotoGP for instance: the races are held in four different continents and more than 13 countries. In spite of this, motorcycle sport receives relatively little attention from the field of sport studies. Moreover, the main focus of these limited studies is on the Western world. And despite the fact that the governing bodies, organizers and marketing companies of motorcycle sports are largely in the hands of European countries, in recent years they have begun to stress the importance of Asian markets, or the East. It is therefore necessary to deconstruct the factors that propel global forces to enter new markets and thus construct motorcycle-racing cultures in different locales. This study investigates a particular form of motorcycle sport, scooter racing, and intends to explain how it evolved into a major racing category in Taiwan and also an event that gathers riders from nearby countries. This study found that: a. Governmental policies intended to protect domestic motorcycle industries had unintended consequences in fostering scooter racing. b. The local sanctioning body of motorcycle racing utilized scooter racing as a means of popularizing motorcycle sport, constructing local features and elevating international visibility. c. Scooter modification also becomes a vehicle for expressing self-identity and a way to satisfy the desire for speed. This study also argues that this desire is not solely propelled by the quest for excitement, but is a reflection of global-local negotiating processes at personal, societal and national levels.

SPORT AND GENDER
Wednesday, May 31, 2017
15:30 - 17:00
Room: 102

A boom in every decade: incorporating critical history in sociological analyses of women’s sport in Australia

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In 2015 and 2016, media accounts pointed to an apparent ‘boom time’ for women’s sport in Australia. Evidence for this boom is drawn from examples such as the impending Women’s Australian Football League competition, the television success of the Women’s Big Bash League (cricket), and the rise in interest in soccer due to the international achievement of the Matildas. Such accounts reflect and reinforce a narrative of progress that assumes that gender equality is becoming closer with every decade. Sociological analysis, however, tells a different story - women’s sport remains a site of sexism, gender inequality and discrimination. This paper employs textual analysis and critical historiography to explore the relationship between the past and present, history and social change in a context of political struggle. Findings indicate that the narrative of progress that is currently being espoused in the media has been embedded in the discursive construction of Australian sporting women since the early 1900s. I argue that the ‘boom’ narrative relies on a specific understanding of temporality, which has political consequences that potentially constrain the possibilities for gender equality in sport; and that sociological analyses of women’s sport in Australia can be enhanced by incorporating critical historical methods.
Fragments of masculinity in football stories
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As Hatty (2000) stated sport offers an apparatus for reproducing dominant conceptions of masculinity. It has an enormous influence on ways of being man; promoting strength, virility, aggressiveness and normalizing men’s superiority over women. Particularly football is associated with masculinity in Turkey as well as in Europe. Boys learn how to be a man not only in the football yards as players but also in the stadiums as spectators with older men. Thus, the stories from football provide us fragments about the masculine culture of a society. In this study, the empirical material consists of stories collected via essays written by men and women, interviews and a web site which calls for memories and photographs about football from childhood and early youth. Results are examined around the themes of spaces of football as performance areas of men; the relation between boys/men in football field; exclusion/inclusion conditions for girl/women in the field. Hatty, S. (2000). Masculinities, Violence and Culture. Thousand Oaks, CA: Sage

Unquestioned male dominance in Hungarian sport leadership
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Hungarian sport operated under a system of patriarchy even after the Second World War. Patriarchal gender roles survived long. The aim of this paper is to discuss the impact of the 1945 and 1990 radical political and economic transformation of the country on women's position in sport leadership. The paper is based on a research carried out by the following methods: document analysis, in-depth interviews and participant observation. Presenting the results, first the unprecedented legal opportunity of women in sport participation during state socialism between 1945 and 1989 and the reluctance of women to benefit fully of the new circumstances are presented. It is discussed why doors opened to women's sporting activity and why they remained closed to them in decision-making bodies. Then the changes in sport labour market in the 1990s and 2000s and the contradictory effects that shaped the women's various careers in sport are analysed, with special attention to their opportunities for becoming sport leaders. Although, since 2004 Hungary’s membership in the European Union help decrease horizontal (male dominace) and vertical (glass ceiling for women) gender differenciation in the labour market, and women's opportunities widened for choosing sport managment as a profession, the number of female upper managers barely augmented. In conclusions it is stated that male dominance has somewhat weakened, but Hungarian sport is still a patriarchal institution. Gender inequality is longer lasting in sport than in other social sub-systems.

SPORT AND GLOBALIZATION
Wednesday, May 31, 2017
15:30 - 17:00
Room: 103

Responding to globalisation with a ‘marginal sport’: the case of Chinese baseball after the 2001 Olympic bid
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This paper examines the way in which Chinese sport authorities respond to sport globalisation with baseball, a marginal sport in the domestic sport system, through investigating the development of baseball after Beijing won its bid for the 2008 Olympic Games in 2001 to the sport regained its place in the Olympic roster in 2016. Based on document analysis and interviews, this study also identifies the influence of sport globalisation, for instance the sport’s fate in the Olympics and the entrance of Major League Baseball into the Chinese market, on Chinese baseball. Particularly, it provides insights in terms of the (voluntary and/or compelled)
reform of the governance of this peripheral sport towards a civil-society-based mode, which has been urged in policy documents but been delayed in the practice of the reform of the administration of Chinese sport. It is argued that baseball, with powerful stakeholders from the global society and limited resources from the traditional system, represents a better breakpoint for the reform of Chinese sport than other sports, which, for example, attract enormous commercial interests, relate to political kudos of bureaucrats and/or embrace ideological significance. Nonetheless, while admitting the influence of sport globalisation, the paper also identifies the consistently dominant role of Chinese sport authorities, and the importance of the relatively low significance of baseball in Chinese sport system, in the development of Chinese baseball and the way in which Chinese government responds to sport globalisation with.

Koreanization in the process of Taekwondo globalization: Based on Gramsci’s Hegemony Theory

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Since Taekwondo was added at the 1986 Seoul Asian Games and at the 2000 Sydney Olympic Games, Taekwondo has become a global sport in a relatively short period of time. Despite globalization of Taekwondo, Koreans not only believe that this sport represents Korean national and cultural identity, but also hope that it retains Korean traditions. Drawing upon Gramsci’s hegemony theory, this study examines how Korean Taekwondo’ hegemony obtained through the process of globalization seeks an agreement from western culture, how Korean Taekwondo maintains its hegemony and how the hegemony internalized in the process of Taekwondo globalization forms Koreanization. Using interviews and participant observation, this study shows: 1) the hegemony in the process of globalization of Korean Taekwondo sought the agreement from western culture through common sense and historical blocks, 2) the hegemony of Korean Taekwondo that obtained the agreement from western culture maintains itself through education and social relationships between Korean masters and foreign society and 3) the formation of Koreanization through the hegemony internalized in global Taekwondo emerged as the promotion of understanding Korean culture, conflict in identity, and becoming an emotional member of Korean society.

A study on the development of traditional martial arts programs of Chinese minority nationalities: Take a case about the traditional martial arts of the She nationality

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The traditional martial arts of She nationality is an important part of She culture. It has sunk roots among general public and She cultural tradition. The purpose of this study is to investigate and analyze the excavation and inheritance of She traditional martial arts, to understand the inheritance ways of She traditional martial arts. In this study, we use three different methods, which are literature review of qualitative research method, documents analysis and participant observation. It is found that the traditional martial arts of She nationality are influenced and restricted by the specific historical conditions and unique geographical environments. So the inheritance was simple and unique. The inheritance concepts were obsolete. The factor of local economy was the main bottleneck for the development of traditional martial arts of She nationality. The successors lacked the awareness about the connotations of the She culture. This study suggests to make a correct understanding about traditional martial arts of She nationality in order to strengthen the development of She traditional martial arts. Secondly, it suggests to increase the promotion to enlarge the influence of She traditional martial arts. Furthermore, it suggests to strengthen the successors’ cultivation about the cultural transmission. Finally, it suggests the local governors to industrialize vigorously in order to develop the local tourisms together with She traditional martial arts.
Uncomfortable truths about colonised knowledge and the authenticity of SDP research in the Global South

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Current anti-colonial discourses in Africa relate to the urgency for grounded and authentic research in aid of a public agenda for positive social transformation underpinned by a human justice framework. Such discourses articulate with nationalist human development agendas in post-colonial political dispensations. Sociologists studying SDP from the Global North have dominated the establishment of a body of knowledge (including conceptual frameworks) that are seldom interrogated for its meaningfulness and application in the Global South. With the majority of SDP research being conducted by such scholars in response to discourses that matters from first world perspectives, this paper aims to interrogate some uncomfortable truths emanated from extensive field research within the African context. The paper firstly reflects on the role of the ‘critical sociologist’ and research that addresses issues of the democratization of research circles, identity construction and ‘empowerment’. Secondly, various sport (for) development discourses are discussed relating contextually-grounded knowledge production and exploitative practices evidenced by Global Northern (agency) domination. Studying Olympic social legacy projects focusing on sport (for) development initiatives provide crucial lessons around issues of sustainable development. Reflecting on knowledge production and multi-layered sense-making a case is made for grounded, authentic research to be translated into agency and advocacy for meaningful social transformation. Conducting research in the African context comes with a moral obligation of producing actionable knowledge evidenced by a reciprocal agency between the researcher and the indigenous population. Sport-for-development should find articulation with main stream ‘development discourses’ and expose uncomfortable truths about colonised knowledge systems.

Urban sport for development initiatives in the ‘Global North’: investigating transformative pedagogies of social change

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Despite assertions that sport has the capacity to offer an alternative educational context and developmental strategies to work with young people, an increasingly critical discourse has stated that much of these practices remain very much ingrained within traditional top-down approaches regarding education and development. Approaches that seem to align with a dominant neo-liberal ideology, rather than challenging it (Rossi & Jeanes, 2016). As a result, sport for development (SFD) initiatives are susceptible of being entwined with moralizing perspectives that perceive ‘young people in problem situations’ as ‘problem youth’ (Spaaij & Jeanes, 2013; Coalter, 2013; Darnell, 2012; Coakley, 2011). It is only recently that scholars have started questioning the pedagogies by which SFD initiatives are delivered and to which degree they are effectively transformative (Rossi & Jeanes, 2016). Therefore, our research question is: what are the underlying pedagogies of SFD initiatives in the ‘Global North’ and to what degree are these pedagogies transformative? For this, we set up a research design to ‘voice’ young people’s perspectives of their sport involvement and their ideas on the usefulness and need for ‘transformative pedagogies’ within their sport settings.
Understanding sport for development reports and building research agenda: The case of Juventud Olímpica Municipal, El Salvador

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With the intention of contributing to ongoing methodological discussions in the field of sport for development research, this study proposes a promising approach for analyzing project reports. This is important since obtaining first-hand evaluation data in the field of sport for development research is sometimes challenging whereas program reports afford valuable second-hand data which offer promising alternatives for initiating research without gaining access to the ground. Moreover, the current dearth in recognized methodologies for evaluating sport for development reports demands that new research methodologies be proposed. By combining a recognized method for conducting semiotic analysis of narratives with a conceptual lens that focuses on project design elements that theoretically contribute or hinder sport for development projects, a new approach for analyzing sport for development reports is advanced. Additionally, by practically testing this method on one specific sport for development project report, this paper demonstrates that valuable insights about the management priorities and practices may be obtained through the systematic and rigorous application of this proposed methodology. Finally, promising avenues for further research, as well as a research agenda for better understanding sport for development projects using the improved sport for development content analysis method are proposed.

SPORT, POLITICS AND POLICY
Wednesday, May 31, 2017
15:30 - 17:00
Room: 127

The strategic use of the statutory positions of power in coaches’ discourses during post-match press conferences

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International sport competitions provide us with symbolic battlefields in which nations confirm, reaffirm and redefine their positions of power on the sport world map, contributing to the wider dynamics of sport geopolitics. Within this symbolic framework, the post-match press conferences play a strategic role, as (para)diplomatic reconciliation contexts that allow sport actors to position themselves through their discourses and (re)define the relations of power between teams and, implicitly, between the nations they compete for. The aim of the paper is to identify if and how coaches’ public discourses and evaluation of the competitive outcomes are influenced by their team’s position in the symbolic hierarchy of power. Given the constraining force exerted by the communication contract (Charaudeau, 2002) of the post-match press conferences, another important aspect is to understand how these discourses contribute to the reconfiguration of the relations of power on the sport geopolitical map. This study is based on a semio-discursive analysis of an event-related corpus that covers 173 coaches’ discourses from post-game press conferences at the 2010 European Women’s Handball Championship and the 2011 World Women’s Handball Championship. Coaches’ discourses reveal a dichotomic logic of power and corollary expectations brought by the statutory position of power of each team: ‘favourites versus outsiders’, ‘strong versus weak’, ‘uprising versus declining’ teams. However, the analysis shows that the winning versus losing status of the team is the most prominent interpretative framework for the competitive
Learning from the west? The development of the Chinese elite swimming

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China's longing for Olympic Glory in swimming has driven it to put a great deal of effort into the field for the past three decades, including its enormous investment of both human and material resources. China's investment reached a climax in the 2008 Olympic Games in Beijing while earning back only won six medals (1 gold, 3 silver, 2 bronze) in swimming, which has always been the field in which Western countries are predominant. Nevertheless, at the 2012 Olympic Games in London, the China Olympic swimming team broke its Olympic record with ten medals gained in total (5 gold, 2 silver, 3 bronze). This achievement brought China's swimming to the second place in the world rankings, thus helping China surpass Japan and take the first place in Asia. This research aims at elaborating the idea of policy transfer, through which we could analyze the development of elite swimming in China. Adapted from Dolowitz & Marsh (2000), our theoretical framework of policy transfer includes seven key questions: Why policy transfer happens, who are the key actors involved in policy transfer? What is transferred? From where are lessons drawn? What are different degrees of transfer? What restricts or facilitates the process? How is the whole process of policy transfer related to the result of either success or failure? To answer these questions, this research collected official and semi-official documents of China, and further interviewed relevant officials, coaches, athletes, sport scientists and scholars. Qualitative content analysis and in-depth interviews were conducted as the approach to data collection, through which we further analyze the development of elite swimming in China. Aspects mainly touched upon are who enacts policy transfer, the effects of policy transfer, and the possible conflicts within the process. This research hopes to provide the government with substantial suggestions for the development of elite swimming or future sports policy in Taiwan or elsewhere.

Inter regional conflict resolution mechanism involving sports law: In perspective of contrast between sports law in Mainland China and Taiwan

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This study employs the methods of literature review, logical analysis, and comparative analysis, through the comparison of legislative background, constitutive elements, and previous amendments between Sports Law in mainland China and National Sports Law in Taiwan. In particular it focuses on the comparison of dispute settlement mechanisms of cases involving Sports Law, to conclude the problems existing in sport arbitration in both mainland China and Taiwan. The researcher puts forward an optimized plan which promotes sport law to have a greater effectiveness and to strengthen inter-regional judicial cooperation. Furthermore, the researcher explores in more depth how to make the sports law in mainland China adapt to the development of the times. The development of sports in our country must adhere to laws that are strictly enforced, at in the meantime, promote cross-Straits sporting culture to develop healthily and orderly societies.
COMMUNITY SPORTS AND SOCIAL INCLUSION
Thursday, June 1, 2017
09:00 - 10:30
Room: 101

Community sport and social cohesion: towards a social work perspective

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The enhancement of social cohesion has always been a key challenge in social work. To give answer to this, social work is progressively reaching towards (innovative) interventions that are traditionally not defined as social work practices. In particular, community sport practices are apprised by policymakers, researchers and practitioners across the sport, youth and welfare sector, as they (are believed to) provide a socially inclusive approach towards sports participation. By doing so, community sport practices advocate the achievement of social objectives, such as social cohesion, rather than sport-technical objectives, which is considered to be particularly crucial for the development of socially vulnerable youngsters. Although in state of the art literature, community sport’s contribution towards social cohesion seems evident, we argue that, taking this at face value may be premature, as social cohesion is often identified as a community-based notion at surface, but backslides to individual, psychological measurements, when it is operationalized. Moreover, we problematize this dominant psychologized discourse as it overlooks the complex character of social cohesion, reduces community sport interventions to technical responses to whatever problem and culpabilizes socially vulnerable youngsters without considering structural causes of inequality. In this presentation, we will report on the findings of a qualitative study, which is part of the Flemish Strategic Basic Research Project ‘CATCH’, in which we conducted in depth-interview with community sport practitioners, partners and stakeholders (n=34), in order to get a contextualized understanding of the relationship between community sport interventions and social cohesion.

Assessing different levels of social inclusion through community sport programmes in disadvantaged areas of Turkey

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The importance of sport-based interventions at a policy level is emphasized in order to create a positive societal impact through such interventions. However, the fundamental question needs to be addressed why governments invest in social inclusion through sport programs in disadvantaged areas? What are the underlying rationales and policy intentions, and do they effectively contribute to fighting social exclusion, or are they merely reproducing processes of exclusion? To address these questions, this study will examine two different case studies in South Turkey, namely a public institution inclusionary community sport-based intervention and a social inclusion through sport programme implemented by a grassroots community sport club. Methodologically, the research will conduct a series of in-depth interviews with different stakeholders from the wider community (e.g., participants, parents, local authorities). Additionally, a survey will be used to collect information about the general perspectives of community stakeholders regarding the programmes. A retrospective approach will be adapted, particularly for the case of public institution in which the programme was recently completed. It should be noted that country specific features brings important challenges, not only regarding the implementation processes at policy level but also in relation to NGOs in Turkey and other late-developer countries. Thus, additionally, this study will try to portray the impact of each programme on youth in a disadvantaged area within the welfare regime model of Turkey.
Being able to play: Inclusion and exclusion within an asylum seeker football team

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Australian policy writers and funding organizations have relied heavily on sport as a vehicle for achieving the goals of social cohesion and social inclusion. The generally accepted premise that sport includes individuals to larger social contexts, and in doing so creates positive social outcomes, remains largely untested. This paper considers the ways in which playing in an asylum seeker football team facilitates both inclusive and exclusive experiences for its participants. Drawing on ethnographic fieldwork, life histories, and policy analysis, this paper identifies the often-ignored importance of a ‘sporting’ habitus and physical capital in individual’s experiences of playing. The success or failure of the asylum seeker team to foster social inclusion is somewhat tenuous as the logic of competition can create conditions counter to those that would be recognized as inclusive. Further such programmes are faced with sustainability problems, as they are heavily reliant on individuals within the organization and community to ‘make things happen’. However, we suggest that for many men, the asylum seeker team provides an important site for the development and appreciation of ‘poly-cultural’ capital that contributes to forms of resilience and the achievement of other indicators of social inclusion.

SPORT AND NEW TECHNOLOGIES
Thursday, June 1, 2017
09:00 - 10:30
Room: 102

Analytical attractions and scientific knowledge hoarding: Data obsessions and the consequences on elite sport workers

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The proliferation of niche aspects of sports science and technological innovation within high performance settings has precipitated the generation of increasing volumes of data to aid athletes. Copious data production, however, has also perpetuated the privileging of scientific information, and a ‘thirst’ for ‘more data’ as an unproblematic ‘truth’. Even for sub-elite or aspiring athletes, or late-career athletes, the fixation with data is of no less importance. Of significance here is not merely just the production of data-for-data’s sake, or the utility of data to aid a greater cause (e.g., the good of the team), but rather the quest for highly personalised data for individual athletes to be analysed, and reflected upon ad nauseam. Furthering scholarship on disciplining bodies, we argue that increased data consumption, or in particular the excessive quantification of athletes’ bodies, adds further insecurity into elite sports work. The decision of some athletes to ‘outsource’ data acquisition above and beyond the agendas set by their coach, or the high performance programmes that they are a part of, signal a cultural step change that raises questions with respect to autonomy, body politics, organisational control, coach-athlete power relations, and the ethics of data ownership.
Corsi, Fenwick and Gramsci: How bloggers and advanced analytics are changing the NHL

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Since 2008, I have been a member of an online community of bloggers and amateur statisticians who have created a number of advanced analytics and metrics for NHL hockey. The people who are driving innovation in this field are not professional data scientists, but are rather intellectually curious fans of the game that are playing a significant role in reshaping the way the game is understood by players, coaches, management and fans. Yet despite the vast body of knowledge created online, only within the last 2-3 years have the NHL and the mainstream sports media taken this work seriously. I will argue that the analytics movement is being driven from the fans up, rather than from the NHL and other professional leagues down, and that the drivers of this movement are examples of what Antonio Gramsci calls ‘Organic Intellectuals’ - the analytics camp is locked in their own ‘war of position’ against the hegemony of traditional hockey fans, coaches, management and sports media. My research explores these fans’ motivations and will attempt to develop a sociological understanding of both why this movement started and where it could lead for fans, players and the game itself. Based on a series of interviews conducted from September 2016 - January 2017, my presentation will consist of an overview of the debate between the analytics camp and the traditionalists, a brief demonstration of some of the newest metrics, and will examine the role social media and open-source datasets and software played in the community’s development.

Carrying around relationships in pocket: The impact of social networking service use on Japanese school sports

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Social networking services play a central role in young people’s lives today. In Japan, for example, young people are constantly communicating with their friends on “LINE,” a popular messaging app. Many studies of social networking services have examined frequency of use, addiction to social media, and fatigue related to this activity. However, few studies in the realm of sports have considered the impact of social networking. This paper studies how the prevalence of social networking activity has affected decisions in young people’s sport communities. In Japan, most students play sports in school clubs called *Bukatsudo* regardless of their athletic skills, grades, or test scores. In these clubs, students are often required to make their own arrangements for club activities without guidance from coaches, contacting each other to provide information on the day’s schedule or training programs. Actually, LINE makes communication among members of *Bukatsudo* smooth and comfortable. On the other hand, some students’ constant involvement with LINE can interfere with their daily participation in activities of *Bukatsudo*. To better understand the impact of social networking service on students’ communication and participation in sports, we conducted a case study of one high school football club.
OTHER ISSUES RELATED TO THE SOCIOLOGY OF SPORT
Thursday, June 1, 2017
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A study on the relationship between college sports participation in particular sports and 1st job search success in Japan

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Our research was conducted to explore the current correlations between particular sports that college athletes play, and details about their first jobs. We conducted cross-tabulation and binary logistic regression analysis of data profiles of 11,984 student-athletes, including their sport, the company from which they received their naitei, their college’s/university’s prestige, their major (cultural arts, social science/natural science). The purpose is to investigate the effects of sport participation for their naitei from higher-ranked companies (male: Top 800; female: Top 1,200) under conditions statistically controlled by other profile variables. The valid sample was 8,247 (56.3%) males and 3,737 (52.8%) females, among whom 671 (8.1%) male and 273 (7.3%) female students received naitei from higher ranked companies. The results are summarized as follows: 1) all models were statistically significant, but the largest contributor was a college’s/university’s prestige; 2) the particular sport played was the second largest contributor in both models. For example, for males, field-hockey (Odds Ratio (OR): 3.219, p<0.001), baseball (OR: 2.646, p<0.001), American-football (OR: 2.553, p<0.001), rowing & surfing (OR: 2.222, p<0.01), lacrosse (OR: 1.672, p<0.05), and soccer (OR: 1.550, p<0.05) were the most statistically significant. For females, golf, ski, & skate (OR: 2.771, p<0.001), tennis (OR: 2.306, p<0.05), and lacrosse (OR: 1.977, p<0.01) were the most statistically significant. For both genders, playing these particular sports helped them gain a naitei from a better company than they would have had they participated in a different club.

A study on the development of jet ski in Taiwan

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The riding of jet-ski is a popular water activity, but little is known about the management and policy implications of jet-skiing in Taiwan. The authorities concerned, namely the Ministry of Communications (MOC) and Ministry of Education (MOE) have so far tried to shift the responsibility to each other, which has resulted in an ambiguous situation. This study was conducted by using qualitative research methods, such as "literature review" from the papers about the development of jet-ski in the world including Taiwan, the analysis of documents from the Taiwan government gazettes and the official documents about jet-ski, participant observation in the fields and sites of jet-ski, and other research methods as implied in the Field theory of Pierre Bourdieu. Based on the investigation, the results of this study indicate that the riding of jet-ski is a relatively new activity in the country, and is unregulated in many aspects. To address the uncertainties, more attention needs to be paid by the government and society. Taiwanese decision makers must create appropriate management systems and a firm legal system related to the riding of jet-ski. The sport authorities (MOE) may promote the riding of jet-ski actively, but in the meantime, the MOC must control and limit the riding of jet-skis in the ports and water routes.
A study on leisure experiences and leisure benefits from the Taichung citizens’ participation in the Pokémon Go activities

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Pokémon Go is a popular location-based augmented reality game where players use their mobile devices (cell phones) to locate, chase and capture virtual creatures. This study aimed to understand the leisure experiences of Taichung citizens participating in and with Pokémon Go, including the perceived benefits of playing Pokémon Go. Survey questionnaire data from 173 Taichung residents were analyzed using descriptive statistics, t-test, exploratory factor analysis and Pearson correlation analysis. This paper will highlight some of the key findings of this data including various leisure attitudes and experiences as defined by survey participants. These include the perceptions: that Pokémon Go is an inexpensive activity but offers rich benefits; involves skill and sociality; has some side effects; and it also time consuming and addictive. In terms of experiences, participants noted omnibus leisure experiences; a dependency of leisure experiences; and a sense of value in playing Pokémon Go. This paper will also highlight differences in these leisure attitudes and experiences as a function of gender, income and time. This paper will conclude with discussion of the correlations between leisure attitudes and experiences for Taichung residents playing Pokémon Go as well as suggestions for future research in this area.

SPORT AND DOPING
Thursday, June 1, 2017
09:00 - 10:30
Room: 127

Taiwan's managing compliance with the anti-doping regime: strategies and implications behind

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Now that doping has become a serious issue when it comes to competitive sports internationally, World Anti-doping Agency (WADA) affiliates' compliance with, as well as their attitudes toward the anti-doping regime, remain a topic worth researching. This study aims at investigating Taiwan's strategies of managing compliance with the anti-doping regime. Compliance Theory introduces international and domestic sources for states' compliance with regimes. The former includes seven institutional inducements, based on which this research examines the anti-doping regime's compliance requirements along with Taiwan's strategies accordingly. The latter considers states' ability and willingness to comply, which helps us understand the implications behind the strategies. Qualitative content analysis is conducted with data collected from relevant documents, literatures, and eleven semi-structured interviews with government officials, representatives from national anti-doping organization, targeted national sports associations, scholars and professionals. In brief, the finding reveals: Firstly, Taiwan's strategies differ in terms of the seven institutional inducements but can generally come into two categories: compliance with low cost' and non-compliance out of choice'. Secondly, the implications behind indicate that under limited and tough conditions economically, politically, internationally and domestically, Taiwan makes its best to follow WADA's rules and take part in international activities, so to gain exposure and win positive impressions at the global stage. Above all, Taiwan strives to reach the maximum possibilities under limited national capacity, hoping that someday the political challenges Taiwan has been going through at international stage could be soothed.
The fights on the fight against doping

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Since the revelation, in 2015, of a vast corruption system within the IAAF (International Athletic Federation) and the WADA call for total ban of the Russian team from the Rio Olympic Games (OG), the sports main stakeholders are struggling. The goal of the research was to understand what is behind these fights. We use various kinds of methods including: a sample of more than 150 papers dealing on the Russian case at the OG, field observations and interviews with key stakeholders (IOC, International Federations (IF), National Olympic committees, WADA, National antidoping organisations, Laboratories). Our analysis shows that the traditional opposition between cheaters and honest sportspeople is not relevant to apprehend the fights. The stakeholders are not just fighting against doping; they are fighting for power and recognition. When criticising WADA, the IOC reaffirms its role as the main authority. And WADA criticism of the Rio antidoping organisation is a claim for independence. Others actors are also relying on the Russian scandal to enhance their own positions. It gives them a good opportunity to be visible and to increase their legitimacy in their own strategic action field (Fligstein & McAdam, 2011) or in the sporting field. Scientists use it to be recognised as experts and journalists to increase their professional legitimacy. But sport organisations’ credibility also relies on media and on scientific analysis. These interdependencies can be observed as a kind of “linked ecologies” (Abbott, 1988).

COMMUNITY SPORTS AND SOCIAL INCLUSION
Thursday, June 1, 2017
11:00 - 12:30
Room: 101

How can sport contribute to increasing the use of the Welsh language among young people outside the school gate? A case study of a non-traditional Welsh speaking area.

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Despite cultural and statutory changes, including significant investments in Welsh medium education, recent Census data show a drop in the percentage of young people able to speak Welsh. Iaith Pawb, the Welsh Government’s (2003) Welsh language action plan, stresses that young people must take ownership and use the Welsh language if it is to survive and thrive. The potential of sport in promoting community values and objectives is well established (Collins, 2010). As such sport has been suggested as a means for encouraging young people to use the Welsh language in everyday life (Sport Wales, 2012). Sport has been considered to play a vital role in securing the future of the Welsh language as a thriving community language and to reach the policy goal of a million Welsh speakers by 2050 (Welsh Language Commissioner, 2014). Set in a non-traditional Welsh speaking area, with less than 15% of the area’s population having fluent Welsh speaking competencies, this doctoral study seeks to understand how community sport clubs can contribute to increasing the use of Welsh among young people. Ethnographic observations and interviews were undertaken between October 2015 and November 2016 within in the local secondary school and community sport clubs. The aim was to understand the opportunities and challenges to increasing the use of Welsh through sport. The purpose of this paper is to discuss preliminary findings and more importantly to critically evaluate the role sport has to play in increasing the use of Welsh among young people outside of school.
The importance of accessibility, belonging, and trust in community sport initiatives: what is their role in building better mental health?

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Community sport initiatives (CSI’s) use sports to tackle social exclusion. Empirical results on the impact of CSI’s are often missing, inconsistent and fail to provide solid explanations of their impact. Hence, CSI’s are too often based on hunches, lucky guesses, or copy-pasted from differing contexts. This study answers the call for evidence-based insights into what works, under which circumstances, and for whom through a realist evaluation. We carried out participatory observations in five CSI’s in three cities in Flanders (total=154 hours), interviews with providers and partners (n=22), and lastly interviewed the participants of CSI’s (n=21). This results in the drafting of a programme theory, a collection of contexts, mechanisms and outcomes configurations (CMO’s) of CSI’s for vulnerable adolescents. Providers feel that CSI’s have the most widespread impact on participants’ mental health. They pose that mental health is affected through (1) the accessibility of CSI’s, (2) feelings of belonging, and (3) trust relationships. These concepts form a preliminary programme theory and are iterated and elaborated in the interviews with participants. To further validate these preliminary components, two focus groups with CSI practitioners and stakeholders will be held in February 2017. These meetings will lead to the definitive programme theory on how mental health might be affected via CSI’s. This theory will provide policymakers and practitioners with insights into how CSI’s generate effects on mental health, which contexts are necessary for the mechanisms to thrive, for whom it works and for whom it doesn’t.

How do providers conceptualize personal and social development of disadvantaged youth within three Belgian community sport initiatives?

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While sport in general, and community sport in particular, have been perceived as a potential rich context for personal and social development (e.g. Haudenhuyse, Theeboom & Nols, 2013), there is little insight into the underlying mechanisms that allow developmental benefits to occur (Coalter, 2011). In addition, it has been stated that one of the reasons for this misunderstanding is that different conceptualisations of development are used within sport-for-development initiatives (e.g. Hartmann & Kwauk, 2011). This study thus seeks to impart some conceptual clarity on personal and social development of disadvantaged youth within community sport initiatives. Three community sport initiatives with similar target group and objectives, but different organizational structure, size and history, were selected. By trying to understand sport-based interventions, Weiss (1997) suggests to start with reconstructing the underlying assumptions of such interventions. To clarify the personal and social developmental concepts within community sport, data were gathered through fieldwork and in-depth interviews with program providers (n= 8), coaches (n= 11) and youth leaders (n= 3). From this multiple case study, we learned that the concepts used by community sport initiatives are very diverse. However, despite the differences, we have identified a number of commonalities related to the context in which development takes place - including coaching climate (e.g. individual attention), and opportunities to take up responsibility.
OTHER ISSUES RELATED TO THE SOCIOLOGY OF SPORT
Thursday, June 1, 2017
11:00 - 12:30
Room: 102

Consideration of efforts toward developing sport tourism in regional cities: Why Nippon Ham Fighters keep having a strategy to attract Taiwanese?

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With regard to sports tourism in Hokkaido, its important role has been played by the snow sports in the area centering around Niseko district and the Hokkaido Marathon running through downtown Sapporo in summer. Quite recently, however, the Hokkaido Nippon Ham Fighters, which is one of the Japanese baseball teams, has also participated in assuming the role. Yo Daikan (Ya’ng Da’i-Ka-ng), a baseball player come from Taiwan, had played in the Fighters until the last season. During his stay, the management of the team reformed the website to add instructions in traditional Chinese so that tickets could be purchased by the Chinese customers, and coordinated the tours for watching games with travel agencies in Taiwan. Thanks to such efforts, the number of tourists from the country went on increasing year after year. Although he has moved to the Tokyo Yomiuri Giants this season, the management has still continued to promote the projects to attract more visitors from not only Taiwan but also other foreign countries. In this presentation I suggest that there will be a great possibility that those projects related to the Fighters can play a considerable role of sports tourism in Hokkaido. In particular I focus on the probability that it is the venue (Sapporo Dome), rather than the players, which becomes the tourist attraction. Such projects, which have been led by the management, will also be successfully recognized as sports tourism that does not mean to “engage” in sports but does “view” and “experience the space”.

Social transformation in a Democratic set up: A case of India

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In 2003, the UN defined sport, for the purpose of development, as “all forms of physical activity that contribute to physical fitness, mental well-being and social interaction”. Sports for development programs can become a powerful tool for development and learning. They promote participation, inclusion, human values, acceptance of rules, discipline, health promotion, non-violence, tolerance, gender equality, teamwork, among others. These issues can be dealt with by adopting programs that directly address them as part of their routine. Apart from this, it can help improve the quality and development of our children, families and countries in general, and thus help in social transformation of our society. Each country needs to tailor its programs in order to focus on its particular problems and obtain the results it seeks. The results will be observed in the long term and will not necessarily consist of an individual standing on podium receiving a medal, but an entire generation of good citizens, prepared with the necessary competencies to face their country’s present and future challenges. In context to India, after establishment of the Sports Sociology by the Indian Sociological Society, the Researcher has gone ahead in synchronizing with the Ministry of Youth Affairs and Sports, Government of India, so as to render Sociologists a viable forum for addressing Sports Sociology, and to study further as to what are the challenges and opportunities that Sociologists face, to study this new subject. This study analyses those challenges and opportunities, which are before us.

A study on the current legal system of the bathing-beach in Taiwan

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The bathing beaches are recreational facilities set up by public and private sectors on the large beach and reef-
free coastal zone to provide bathing for tourists. Taiwan bathing beaches operate usually only in summer, and close in winter due to the cold weather. The Taiwan legal system of the bathing beach originated early from the Japanese occupation 1895-1945. When KMT moved to Taiwan in 1949, the Nationalist Government still followed the model of management the Japanese had established, such as Shihzuwan(Bay) Beach, Chichin Beach and so on. Even though the establishment for the legal system of the bathing-beach in Taiwan traces back to this date, the relevant laws about the Taiwan legal system of the bathing beach were not enacted until the 1960s. Regulation for the bathing beach management in Taiwan, enacted in 1969, laid a solid foundation for the today’s bathing beach legal system. This research is based on the qualitative research-field observation, and analyzes the current legal system for bathing beach of Taiwan via historical sociology. Taiwan’s bathing beaches were controlled by Martial Law, but now and the aim is to assist the central or local sports authorities, promoting a project named "Swimming-up", to establish functional public installations and private bathing-beach by building the basic framework of construction law. Another purpose of this study is try to enlarge the use of bathing beach, meet the gap of insufficient swimming pools, and develop a new management model of bathing-beach.

Impression management of Korean celebrity athletes through social networking sites.

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It is noted that impression management is a major motive for actively participating in social networking service (SNS). In communicating with fans and other audiences, impression management renders more important for famous people such as sport stars to maintain and enhance their celebrity status. This paper aims to examine ways in which South Korean celebrity athletes engage in their impression management through SNS. Research questions include: 1) What are the desired impressions sport celebrities want to portray through SNS? 2) What strategies do they employ to create and maintain their desired SNS images? 3) What are the motivations and goals for their impression management through SNS? A total of 10 celebrity athletes were selected based on the extent of their SNS activity. A combination of online observations, interviews, and content analysis has been utilized to collect data. Through analyzing findings based on the obtained data, this paper also offers an initial comparative observation between the self-presentation images and the mainstream media images of South Korean sport celebrities.
Discourses of “legacy” in Japanese press coverage of the Olympic Games

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As Tomlinson (2014) and MacAloon (2008, 2016) have both demonstrated, the use of the term “legacy” in relation to the Olympic Games is a fairly recent development. This paper explores the relatively short history of discourses of Olympic “legacies” in the Japanese press. The word “legacy” has worked itself into the Japanese language as a loanword from English. Data for this research was obtained from a search of the data bases of four Japanese newspapers. The term first appeared in the mid-1990s, but until the mid-2000s references averaged less than one per year. In 2008 the number of references slightly increased, as the term appeared in news articles of Tokyo’s (unsuccessful) bid to host the 2016 Games. These references did not tout anticipated legacies of the 2016 Games, however, but instead looked back to the legacy of the 1964 Tokyo Olympics as an advantage for Tokyo in its bid for the 2016 Games. From 2014, references to “legacy” increased dramatically in press coverage of the eventually successful bid for the 2020 Games, and the discourse has become both more diverse, and more contentious: claims are made for tangible legacies as well as intangible legacies, and the term is used both by proponents of the Games and opponents, who speak of “negative” legacies. This paper analyzes the development of the relatively new and ongoing discourse of Olympic legacy in the Japanese press.

SPORT, POLITICS, AND POLICY

Thursday, June 1, 2017
11:00 - 12:30
Room: 126

Sport policy advocacy in Finnish municipalities: perceptions of political decision-makers of Finnish municipalities

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Political sport policy advocacy in Finnish municipalities plays a crucial role in physical activity and health promotion. In addition to studies indicating substantial differences between municipalities in political strategies and equality in providing sport services, the autonomous self-governance of Finnish municipalities and the directive nature of the Sport Act alone lead to individualized sport policy advocacy in each municipality. However, there are no comprehensive studies concerning the characteristics of municipal sport policy advocacy and more importantly, concerning the political decision-makers of Finnish municipalities and their perceptions on municipal sport policy advocacy. The aim of this research is to fill this gap by examining three relevant aspects within sport policy advocacy in Finnish municipalities: 1) the characteristics of Finnish municipal sport policy advocacy, 2) main characteristics of the political decision-makers in the Finnish municipal sport policy and 3) the perceptions of the political decision-makers on Finnish municipal sport policy advocacy. This is approached through a statistical analysis of the political decision-makers (N=1156) and their perceptions on sport policy in Finnish municipalities (N=314). The data was collected in 2013-2014 anonymously through online questionnaires. The results are reflected by the theories of corporatism and pluralism which are contributed as patterns of municipal sport policy advocacy. Similarly, in the case of political decision-makers, elitism power theories feature as patterns of individual sport policy advocacy.
Turning a new leaf for governing bodies of sport in Taiwan: An exploration of UK Sport Equity Policy

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This study draws on a research which advocates the issue of sport equity and offers some initial observations based on a comparative analysis of sport equity policy developed in the UK and Taiwan. The Equality Standard for Sport was launch by UK Sport in 2004 to help address inequalities that exist within the sports sector. The Standard is a framework to guide sports organisations towards achieving equity and in particular, helps to ensure democracy and sound governance of the sport and to open sport up to all sectors of the community (England, 2004). Meanwhile, it is regarded as a holistic approach to tackling inequities by bringing together the previous separate strands of equity work into one overall strategy for change. Liu (2003) suggests that specific relationships between the central government and national governing bodies of sport had been established in Taiwan since the KMT government dominated at the central government level for half a century. Following the DPP government took power in 2000, it seeks to regulate its relationships with the NGBs from one party control to a modern liberal democracy. Whilst the political system in Taiwan has been transformed into a liberal pluralist state, such a political transformation did not prompt the development of sport equity policy within sports sector. This study aims to characterise sport equity policy and framework developed in the UK and seeks to develop insights into the understanding of equal access to participate in sport for disadvantaged groups and its impact on sports organisations.

Sport policy change in Japan taking the establishment of the Basic Act on Sport as an example

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The Japanese government initiated the discussion of the amendment of the source of law of Japan’s sport policies in 2007. In 2011, the Basic Act on Sport was enacted. This is the first comprehensive revision of its predecessor, the Sports Promotion Act, in fifty years. The establishment of the Act was not free of obstacles. It faced challenges of party alternation and policy deadlock during the process. By employing Advocacy Coalition Framework (Sabatier & Weible) and documentary analysis, this study aims to identify the driving forces behind the establishment of the Act, the power relation between political parties during the process, the impact of the Act, and to explore Japanese sport policy change. This study concludes that the driving forces behind the establishment of the Act are as follows. First, Japanese athletes failed to excel in international sport. Second, outdated source of law of sport policies led to poor policy outcomes. Third, the insufficiency of regulations impeded Japan from winning bids for mega sporting events. In addition, by observing the power relation during the process of the establishment of the Act, this study finds that even though the Liberal Democratic Party had lost the administrative power for fifty years, they still to some degree had a say in the process. This was because of their continuing persistence in the idea of “elite sport first,” and other external factors. Lastly, the impacts of the Act are twofold. On the surface, it leads to changes in government organizations, personnel appointments and regulations.
Women in love with baseball

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In a country that is traditionally dominated by men, the sport that is played by men has been challenged by a new breed of players taking the field - women. Korean women have fallen madly in love with playing baseball. Who are these Korean women baseball players, whose love for baseball is making headway in South Korea? The main sources for this research are the personal interviews with these female baseball players themselves, and meetings with official representatives that organize and manage the 13 team league. As well, we include the relevant data from the sports archives and the National Research Foundation of Korea. The details of the findings include the factors that help explain why women love baseball. Also, we discuss the past and current challenges of the organization that this female baseball league had to overcome, as well as the current problems to be a sustainable league. Finally, we seek an understanding of the various benefits these female baseball players receive, intrinsic or otherwise, for loving the game of baseball.

Sporting cultural essentialism in Japanese Kendo

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This paper illustrates the value of sport ethnography and its potential to explore new knowledges of the cultural ‘self’ and ‘other’ in the setting of a Japanese sports university kendo club. Despite its merits, sport

Career issues and reasons for dropout among female basketball players in Europe

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An athletic career differs from others in several respects, and this is even more articulate in the case of women. The decision to pursue an elite sporting career is constantly challenged by other socially prescribed duties, and conflicts between various social roles may eventually result in the dropout of the athlete. The aim of the paper is to share the results of a research investigating the ‘social reality’ of international female basketball players, i.e. their career prospects, plans for the future on and off the court, and the reasons for their dropout. In order to gain insight from more angles, we targeted three groups in the research: active players, retired players and employees of national basketball federations in Europe. As the methods for data collection, we relied on (1) an online survey in the three target groups (N=35; 24; 11), and (2) semi-structured interviews with retired female basketball players (N=15). The results are to be presented along the following dimensions: age of retirement, dual career, social isolation, career prospects, institutional shortcomings, personal conflicts, work-family conflict, and psychological pressure. Understanding the challenges of these dual or even triple careers, balancing them with the demands of the game and its economic and social environment, and providing a supportive environment on personal, organizational and structural levels may be a step forward to prevent or reduce the prevalence of dropout among female basketball players.
ethnography is inapplicable to many researchers as it is a specialist method that requires sport specific physical capital and a long-term commitment of self to a research field. The ethnographic project discussed in this paper was conducted over an 18-month period and sought to understand the logic to which female members invest in kendo. The method’s strength enabled the researcher and participants (club members) to share meaningful experiences, which lead to deconstructing some essentialist presuppositions that Japanese and non-Japanese kendo practitioners tend to assume about each other. Particularistic views persist in Japanese kendo as it is branded with unique ‘traditional’ notions of identity and values. As such it carries the assumption that non-Japanese practitioners are unable to grasp the deeper learning or embody the principles of kendo. These misperceptions have much to do with the issues in Japanese sport sociology discourses and how kendo provides a sense of cultural identity. Through experiencing daily micro-interactions in the field, which simultaneously unpacked some essentialist conclusions of the cultural ‘other’ and ‘self’, insight into the diversity that occurs within the seemingly homogenous, ‘traditional’ location of Japanese kendo was realised.

POSTER VIEWING
Thursday, June 1, 2017
12:30 - 13:30
Teaching and Research Building

Exploring the ethicality of plastic and cosmetic surgery in high performance sport

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Deviance, both positive and negative, remains a central and ethically contentious element of high performance sport. Whereas attention by the public or the media to over conformity to the ethics of sport is routinely captured in the headline news (e.g., the scandal of Russia’s systematic doping of athletes is one recent case in point). This paper, however, will explore a relatively neglected ethical issue within high performance sport – the use of plastic and cosmetic surgery to enhance performance. Although the World Anti-Doping Agency (WADA) makes public the ‘international standards of the ban list’ (i.e., the drugs or methods that can be helped players to enhance performance among the threatening to players’ health), such techniques as liposuction, breast reduction or enlargement or tissue transplants are not on the ban list nor defined as (potential or real) anti-doping rule violations. Yet, such surgical techniques have been used by athletes in 27 various sports to help improve their performance outcomes (e.g., liposuction or fat transplants to help achieve a particular bodily aesthetic or to help with a particular physical movement). This paper will explore the ethicality of such procedures and will emphasize the need for greater attention to the performance enhancing qualities of plastic and cosmetic surgery by such organizations as WADA and the IOC. This discussion will include consideration of the difficult, blurry boundaries around freedom of personal bodily expression and fairness in sport.

A study of foreign sports tourists’ personality types in 2016 Hokkaido Marathon

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The purpose of this study is to categorize two personality types of foreign sports tourists through the use of Plog’s Tourist Model of Destination Preferences in the 2016 Hokkaido Marathon in Japan. The subjects of this survey are non-Japanese participants of the 2016 Hokkaido Marathon. The questions on this survey included the following topics: personal attributes, event sources, revisit intentions, and Plog’s tourist personalities. Plog’s Tourist Model of Destination Preferences is designed to portray two personality types of travelers along a continuum. The first type is psychocentric in which the tourists seek familiar destinations. The second type is allocentric in which tourists explore new areas and seek new experiences. Destinations can be viewed as the position along a
personality scale which is divided into two main categories. One end displays the allocentric type while the other end displays the psychocentric type. In this study, there were many non-Japanese Asian participants. Most of the participants were categorized as allocentric even though Hakkido is a well-known place in Asia. As a result, Hokkaido Marathon seems like an unfamiliar event for many sport tourists. Overall, Japan as a destination is well known by foreign tourists and appears to be categorized as psychocentric. However, the tourists’ personalities of sport tourism in Hokkaido were classified as allocentric.

Transition period of school sport in South Korea: Examining the light and shade of weekend league system

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The sport leagues and organizations in Korea were established as two divisions: KOC (Elite) and KOCOSA (Sport for All). This structure caused the infringement upon student-athletes’ right for learning and has been noted as an obstacle to developing Korean sport. To address these problems, the Weekend League System (WLS) was introduced in 2009 and the integration of both organizations was decided by the Korean national assembly in 2015. These two big events brought many changes in Korean sport and it is regarded as a transition period of school sport in Korea. The purpose of this study is to examine all aspects of the WLS and to discuss the role of the WLS in this transition period. A total of 19 publications related to WLS were selected and analyzed through content analysis. The results were classified into three categories: (1) positive effects of the WLS (Professionalization of football league system, Improvement of spectators’ convenience, and Change in student-athletes’ awareness and attitude regarding study); (2) problems in the introduction stage (Existing student-athletes’ entrance examination, Indiscriminate introduction of the policy, and Conflicts with policy-makers); (3) problems in the operation stage (Physical and financial overload, Discrepancy between the WLS and baseball, and validity of regional division). Based on this analysis we suggest improvement plans (Reorganizing the regional division, Building the guarantee system of day off, and strengthening the connection with local community). The WLS is expected to play an important role in establishing the new integrated sport league in Korea and should be constantly monitored.

A study on trend in dancesport coverage by newspapers

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Dancesport used to have a negative image in South Korea, but it is now recognized as a wholesome sport for all and a legitimate elite sport. Newspaper articles covering dancesport reflect this change in perception. This study investigated these social tendencies through a content analysis of changes in volume, subject, terms, and tone of dancesport articles. By using KINDS and websites of Chosun Ilbo and Joongang Ilbo, a total of 725 articles on dancesport between 1990 and 2010 were collected and analyzed. The results showed that, as dancesport became popularized, the volume of articles in the 2000s was increased by over five times compared to the 1990s. The majority of the articles related to dancesport events, demonstrations, and classes and those discussing dancesport as a sport for all were double the number of those discussing it as an elite sports. In terms of the change in terminology, although the term ‘dancesport’ became official worldwide in 1990, in South Korea it was first used in 1995 and has been commonly used since 2007 as dancesport culture was established. Lastly, the comparison of newspaper coverage of dancesport between the 1990s and the 2000s reveals that the number of articles written in a negative tone decreased over time whereas that of articles written in a positive tone increased. This study outlined how the social interest in and public perception of dancesport changed.
The study of corporal punishment in school athletic clubs in Japan

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The purpose of this study was to clarify why corporal punishment occurs in school athletic clubs by focusing on structural problems. School athletic club activities play an important role in Japan’s youth sport, but corporal punishment frequently happening in these clubs is drawing attention related to sports and violence. In this study, questionnaire surveys on coaches and players were conducted. Data of 749 coaches (response rate 30.7%) of boys’ and girls’ teams, which ranked at least 8th in prefectural high school volleyball championships, and of 398 top-level university volleyball players (12 boys’ and 4 girls’ clubs) could be obtained. The results of this study were as follows: First, 60.1% of coaches responded that they have experience in conducting corporal punishment against players during club activities, and 47.9% of the players responded that they experienced corporal punishment from coaches. Second, regarding corporal punishment in club activities, coaches who think that a coach’s order should be fully obeyed have a high corporal punishment implementation rate, and players considered that corporal punishment as part of practice. In addition, they evaluated this fact to help establish mutual trust. As a result, corporal punishment is suggested to be permitted as part of practice based on the coaching environment and space of sporting activities in school athletic sport clubs, which regard violence as part of practice, has been established.

A Study on the dynamisms of high school baseball “narratives” in Japan

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The purpose of this study was to analyze the dynamisms of the formation and variations on high school baseball “narratives”. In Japan, high school baseball has flourished due to large-scale broadcasting, but occasionally issues, such as physical overwork of adolescent players, are obscured by media “narratives”. Therefore, an investigation on the structure of these “narratives” is required. Previous studies focused on analyzing the universal structure of “narratives” based on mythology. However, it is difficult to reveal these “narratives”, which fluctuate due to changing receivers, from only this viewpoint. Therefore, a self-model emphasizing “carnival” and “conservative behavior” as new receivers based on the concept of “reflexive modernization” by Bauman et al. was applied in this study. With this self-model, the framework for investigating the fluctuating and reproducing “narratives” was drawn up and media contents were analyzed. This study examined newspaper and internet contents on the excessive pitching by Anraku in the 85th national high school baseball tournament in 2013, which generated a debate about excessive pitching by high school students in Japan. The results showed that statements regarding excessive pitching as problematic emerged only to be “carnival” without sustainability, and they were dismissed by mythical statements, which understand excessive pitching as a sign of mental strength. Further, these mythical statements were reproduced supported by “conservative behavior”. Due to the implementation of the new receivers’ self-model the dynamisms of high school baseball “narratives” can still be suggested as being reproduced as conventional mythical statements, but including the possibility of variations.

The ideology in the sports of People’s Republic of China (1949-1965): Collectivism, nationalism and socialism

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There is lack of comprehensive research of ideology in the sports of early People’s Republic of China. From the perspective of socio-cultural history, this research explores how the ideology led the development of early
socialist Chinese sports. This paper focuses on what factors influence the ideology of socialist Chinese sports, and how the socialist Chinese sports system and authority were shaped under those ideologies. The paper is based on primary historical material, and was combined with the theory analysis of various ideologies. The discipline and body theory of Michel Foucault is used. In addition to general analysis, there are two case studies in this paper: radio gymnastics and the education of Chinese athlete. Radio gymnastics was a symbol of collectivism and last until nowadays. The education of Chinese athlete, including patriotism inculcation, was part of political task of Chinese Government. The athletes who won honor for the country were treated as national heroes in the Chinese media. Finally, these two cases both connected to the ideology of socialism.

Gender differences in sports celebrities' charity: A data analysis from ‘Look to the Stars’

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In recent times, we have witnessed an increasing number of sport celebrities becoming involved in charity work either as direct sponsors and/or as public endorsers of charitable groups. One pattern that appears to be emerging is that there are gender differences in the causes that female and male sports celebrities are involved in. This study used the Look to the Stars website to examine sport celebrities and their involvement with charities. The research utilized an extensive review of literature along with statistical analysis to determine their charity work. In turn, n=6 interviews (M:3 F:3) were conducted with Chinese Olympic medalists. Results: Overall, 495 sports celebrities (M:421, F:74) out of a pool of n= 3863 were identified as being involved in charity work. Moreover, analysis was undertaken of the different types of charities that celebrities aligned with. The findings indicated that children, health, and at-risk/disadvantaged youth, were the top 3 causes that garnered equal support from both gender. The next 4-10 causes of male sports celebrities' donations were education, cancer, poverty, human rights, AIDS/HIV, disaster relief, sports, and miscellaneous. In contrast, female sport celebrities were more likely to donate to sports, cancer, poverty, education, animals, women, and human rights. Only in the category of gender equality did female out-donate male. More women focused on issues that disproportionately affect women, like gender equality and women. Men's donations tend to be male-oriented, such as military weapon reduction and voter education. In conclusion, income, fame, and public power, are strong predictors of sports celebrities' charitable giving. The charities female sports celebrities were committed to have been shaped by their shifting socio-economic position. However, they are far less benevolent than males. Celebrities tend to donate to recipients with whom they strongly empathize and to causes that mean something to them personally.

A study on the political nature of sports during the Japanese Colonial Period: The relationship between soccer and nationalism

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The objective of this study was to examine how Korean nationalism formed through soccer during the Japanese Colonial Period. Soccer was introduced to Korean during the influx of Western artifacts in the late 19th century. It was recognized as a sport capable of pursuing harmonious development of body and mind as a part of the civilization. Japanese annexation of Korea was forcedly signed in 1910 and the Japanese colonial rule began. As the 3·1 movement against the Japanese rule broke out in 1919, soccer became a key area of the nationalist movement. Since the late 1920s, Koreans competed for cultural hegemony with Japanese through various soccer games. Soccer was discussed not only in the civilization but also in the nationalism. Japan, which ruled the colonial Korea, recognized that Koreans were forming the nationalism through soccer, but Japanese could not justify restraining it. Soccer, an interesting sport and a metaphor of war, played an important role in embodying the nationalism of Koreans, who lost their sovereignty. However, nationalism was overrepresented in soccer and caused a side effect that prevented Koreans from enjoying the value of
participating in sports even after Japanese lost the Second World War and ceased the colonial rule.

The imperial propaganda and the national identity expression in the Colonial Period: Shinto shrine sports events in colonized Korea

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Assuming the Sports Events as the scenes for the imperial propaganda and colonial identity expression, this study analyzed the intentions, aspects, and results of the participation by the colonial authority and the Koreans in the Events. In colonized Korea, modern sports were a means of competing with colonialists over hegemony, and Koreans tried to express national identity through international events. The Events were initiated by the empire and in the 1920s, when the policy of 'Naeseon Ilche' was core task of colonial authority, they served as spaces where Japanese and Koreans coexisted, with Japanese living in Korea taking leadership. Therefore, in the early days, Korean nationalists tried not to participate. However, when Koreans defeated Japanese athletes to enter into the international arenas through sports events to select athletes to be sent to the 1932 Los Angeles Olympic Games and the 1936 Berlin Olympic Games, the perspective on the Events changed greatly. After the Sino-Japanese War in 1937, the colonial authority used them as the opportunities to manipulate united and hardened spirits of the Koreans into a part of their wartime efforts. Therefore, against Korean nationalists' expectation, the opportunity for Koreans to express their national identity disappeared. However, the existence of the Koreans recognizing the Events as the scenes for competing over hegemony between two forces showed that their efforts to realize the Mind and Body of 'Naeseon Ilche' were a failure.

A hero made by staged matches: Wrestler Ooki Kintaro Syndrome of Korea in 1960s-70s

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This study illuminates how pro-wrestling matches staged for Korean government’s governance strategy gained nationwide successes, becoming a social syndrome in Korea in 1960s-70s, but crumbled rapidly after Jang Yeongcheol’s disclosure of pro-wrestling being just an entertainment and not a sport. More specifically speaking, the backgrounds on which Korean government chose pro-wrestling promotion as a governance strategy, the operation of the matches and the responses of Korean society to Ooki Kintaro, the interactions between the Korean government and Ooki Kintaro, and the reasons that the Koreans thought pro-wrestling as a genuine sport and not an entertainment are explained. At that time, the Korean government’s sport policy emphasized enhancing national prestige and people’s self-esteem through sport events. In this context, pro-wrestling matches were very attractive options to be helpful in overcoming and healing Korean people’s Japan complex resulting from the previous Japanese colony, and promoting national unity for people-mobilization system. Ooki Kintaro, who had won the wrestling championship in Japan and had overwhelming techniques enough to defeat pro-wrestlers from Western powers, was set as a social hero and a role model for identification. For this reason most Koreans read a text of pro-wrestling as a sport and not an entertainment. Though pro-wrestling later lost popularity rapidly, after it was widely known to be scripted ones due to Jang Yeongcheol incident, Ooki Kintaro’s painful tears and joyous victory were recognized by Korean people as a boastful symbol of this underdeveloped nation’s heroes who overcome colonial rule, war, and poverty.
The inconvenient truth about the smart health care

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Smart Life is what? Industrialization, mechanization has led us the 21st century's smart world. The devices such as Smart Phone, Watch, Fit etc. are systematically organizing the lives of our lives. In addition, social pressure of body put pressure on us to do systematic and efficient exercise. As health care of using smart devices provides to users not only binding targets clearly but also the situation for exercise easily, the convenience of users is maximizing. The figures of users doing their health care using smart devices are increasing every year, for that, the various app development and some sort of supplementary means are pouring out. Therefore, the purpose of study is to confirm the substance of smart health care looking back on their appearance doing health care using smart devices. The research data is gathered by in deep interviews selected as 5 men and women participants doing continual health care using Smart Phone or Smart Watch. In deep interviews using a smart devices, the interview is going along about the contents of the motivation, the purpose, item using mainly, utilization of scope, meaning of the health care and so on. The following result is gained by analyzing data through research course. They are dependent on health care using smart devices, this highly appeared calculation and predictability possibility. Doubts appear about the rationality of figure, but the means are used in terms of self-complacence of goal attainment about some parts.

Changing the direction of sports gambling from illegal to legal: Learning from the negative experiences of illegal sports gambling

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The use of illegal sports gambling websites in Korea involves a diverse of people with age and social no barrier to this serious social problem. Whereas only a few people used to engage in illegal sports gambling in the past, today its use has spread and it is even having an impact on college students who are lured through websites or other forms of advertising. However, concerns have reached a peak in recent times in light of scandals involving athletes who were subsequently suspended. As a result, illegal sports gambling in Korea has become a significant social issue. Korean sports gambling has flourished within the context of a rational state management system, a thriving underground economy, a socially acceptable leisure activity, and promotion of a transparent gambling culture. Nevertheless, the seriousness of illegal sport gambling continues to increase in Korea and globally. This study draws upon the negative experiences of illegal gambling as a method to change the direction of sports gambling: from illegal to legal. The aim is to identify strategies to improve the experience of legal sports gambling.

The ambivalence of the body: aging and sport participation of elderly women

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Employing qualitative research methods, this study explores how elderly women recognize the aging process, their body image and values through participation across three different sports. Drawing upon in-depth interviews with six female elderly athletes participating in swimming, rhythm gymnastic and yoga, this paper will highlight three key findings. First, study participants expressed that sport participation has become a space where they recover their femininity, physicality and self-esteem. Second, through the process of participating in sport, the elderly women participants recognized their body both as a means (objectified body) to confirm and conform to stereotypical female body image and values and as a tool (subjectified body) to express agency and independence. The final key theme to be explored in this paper focuses on the ways in which, for the elderly female study participants, sport participation opened (metaphorical) space for them to recognize alternative body images and values that allowed them to both acknowledge their aging and, simultaneously, evade
traditional, even stereotypical, body images and values. In conclusion, this paper will offer that for the elderly women participants in this study, there was an ambivalence in their sport participation experiences whereby sport served as a space where the women needed to adhere to traditional/stereotypical body images and values of womanhood, irrespective of age, but also as a space where they could also pursue successful aging or healthy later life on their own terms.

Symbolic consumption and simulation world of the pride of Taiwan: Baudrillard’s analytical path

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In modern world with high economic and social development, sports gradually become the key in Baudrillard’s “simulation” world. After “the prides of Taiwan” in sports world, such as Chien-Ming Wang, Wei-Yin Chen, Yani Tseng and Tzu-Ying Tai, are financially supported by sports capitalists and sports advertisers and further promoted by media. Consequently, the pride of Taiwan and the extended products become a kind of “symbol” and “target of consumption”. They also become the important characters in “virtual sports world” constructed and manipulated by sports capitalists. According to Baudrillard’s “symbolic consumption theory” and “simulation theory”, this study aims to probe into the Taiwanese’s consumption process and sports life in symbol world created by media such as TV and internet.

Personal trainer’s strategy for securing members

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In modern society, many people seek to achieve the perfect body given society’s obsession with physical appearance. Stereotypically, women are expected to have a slim body whereas men are pressured to display strength including their abdominal muscles. These social trends also influence personal trainers and their approach to instructing people who use fitness to keep in shape. In Korea, the systematic development and promotion of personal trainers emerged in the early 2000s in conjunction with the introduction of large-scale foreign fitness centers. Initially, personal training was limited to a few celebrities. However, today many people employ personal trainers making it a common profession. However, as the number of personal trainers has increased and the fitness industry becomes more competitive, the competence of individual personal trainers becomes more important. Indeed, given the extremely competitive nature of the industry, personal trainers require different strategies to distinguish themselves to potential clients. Consequently, beyond technical skills, a persona trainer’s physical appearance, body shape and ability to build a network of clients has become important. The purpose of this study is to find out how personal trainers develop strategies to distinguish their services in order to attract and secure fitness members. Strategies are analysed with respect to the preferences indicated by consumers.

A study on socio-cultural background and mean according to prevalence of screen sports in Korea

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In recent years, many people in Korea have been able to enjoy indoor sports. For example, screen golf became popular in the early 2000s. With the success of indoor advanced simulation equipment, activities such as baseball, tennis, and horse riding became enjoyable indoors. Screen sports are characterized by the ability to enjoy sports in limited space. These screen sports have become popular in Korean society and have become a culture of everyday life. Distinctively, South Korea a country where everyday screen culture has been well established. Korea has developed such screen
sports as a major sports industry and has exported them to other countries such as China and Japan. However, exported screen sports have not received nearly as much attention in other countries compared to Korea. Why then, unlike other countries, could screen sports become popular and successful exclusively in Korea? It is probably related to the socio-cultural background of the country. It is thought to be possible because of its significance. Therefore, the purpose of this study is to examine the socio-cultural background in which screen sports became popular in Korea and to understand its meaning.

The making of effective talent identification and development in karate: How Neihu Karate Dojo plays an important role

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Tzu-Yun Wen, female karate kumite athlete of Taiwan, won the gold medal of 55kg group in 17th Asian Games in Incheon 2014, bronze medal of female 55kg group and silver medal of female team kumite in Universiade 2016, and bronze medal of female kumite in World Karate Championship 2016. Wei-Chun Xu, one of Wen’s high school classmates, also from Neihu Karate Dojo, gained bronze medal of male 75kg group in Universiade 2016. His performance has been getting better and better. Encountering Rafael Aghayev (who won the World Karate Championship several times), Xu and Aghayev got the same points in Karate 1 Premier League in Hamburg 2016. After few days, Xu won bronze medal in Karate 1 Premier League in Okinawa 2016. These Taiwanese young athletes are coming up the world. Even if there are only few participants in this sport of Taiwan, karate is being paid more attention, because karate athletes may have the opportunities to strive for medals in Tokyo Olympic Games 2020. The successful cases of Wen and Xu provide us with a typical model to explore or examine the process of talent identification and talent development (TID). There is no one correct model for TID. However, this study will focus on the historical cultural context of karate, TID theories, reviews, national policies, the development program of federation, the operation of the dojo, a survey of children’s and athletes’ general situations, coach-athlete relationships, and evaluations, to give an overview of the important role the karate dojo plays in TID in Taiwan.
The international promotion of the sport: a case study of Japanese male rhythmic gymnastics in Canada

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This paper considers the global diffusion of sport from an example of the coach dispatch programme which was conducted by the committee in Japan Gymnastics Association to promote male rhythmic gymnastics outside Japan. Although male rhythmic gymnastics has been developed for over fifty years in Japan, the existence of this sport has been endangered since around 2001, when global success has become considered to be essential for every competitive sport. To bring this sport to more athletes and wider audience, the committee sent top gymnasts to six countries (Australia, Canada, Korea, Malaysia, US, and Russia) from 2001 to 2006. However, how gyms and gymnasts in those countries reacted to this programme and whether and how the sport took root there were not researched. Thus, this paper presents the results of analysis of the interview conducted with a Canadian male rhythmic gymnast and his coach. There are two reasons why the case in Canada was chosen for example; (1) the gym investigated is one of the gyms where male rhythmic gymnastics is most enthusiastically done, and (2) this gym has classes of male rhythmic gymnastics which is renamed as ‘MartialGym’ and the sport is arranged to fit the needs of the local gymnasts. Interview data was accumulated and analysed qualitatively according to the principles of PAC (Personal Attitude Construct) Analysis Method.

Elementary school P.E. teacher screening and selection: A proposal of ideal reforms

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The present study aims to understand and compare issues facing the process of elementary and high school P.E. teacher screening and selection, and evaluate the viability of ideal reforms. The participants consisted of ten regular P.E. teachers recruited through the Joint Elementary School Teacher Screening and Selection in 2016. An inductive approach was adopted to analyze the interviews. The main findings are as follows: (i) most participants consider the written exam as no more than an entry barrier, and the content should focus on specialist knowledge in physical education with a lesser focus on mandatory subjects, i.e. Chinese, English, and Mathematics; (ii) most of them regard it as a feasible possibility to add practical assessment to the process of teacher screening and selection, but this must be administered by the Ministry of Education; (iii) most of them hold that the shortened admission interview makes it less likely to determine the candidate’s attitude or personality; and (iv) most of them consider it necessary to limit candidates to college graduates in physical education.

Sport and diaspora identity: Football and South East Asian labor migrants (SEALM) in Taiwan

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Taiwan currently has 600,000 migrant workers from Southeast Asia, mainly from Indonesia, Thailand, Philippines and Vietnam. Within the context of global capitalism and postcolonialism, migrants to other countries form part of what has been referred to as a diaspora. Not surprisingly migrants bring to their new homelands various aspects of their culture, including sport and leisure. In the case of SEALMs the sport of football provides an important source of identity and link to their home of origin. Participation in football evokes memories of the motherland and promotes as sense of self-identification for migrants as they construct their national identity between their new and old country. This study adopts a postcolonial discourse to explore how migrants to Taiwan use football to negotiate their hybrid, in-between cultural identity.
Multiple role-identities of collegiate student-athletes

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The purpose of this paper was to address the issue of the multiple roles of collegiate student-athletes. In the society, each individual has multiple roles and perceives different expectations regarding his/her multi-roles and has to cope with these expectations. Student-athletes, the major population in the sport domain in Taiwan, play two roles at the same time which are essentially different in nature. Student-athletes are asked to make commitments on academic and sport activities and fulfill the responsibilities of both domains. Studies have shown that collegiate student-athletes spent a significant amount of time on athletic activities and had limited time for other activities, including academic, recreational and social activities (Ayers et al., 2012; Parham, 1993; Valentine & Taub, 1999). Yang (2014) found that, in Taiwan, collegiate student-athletes, whose athletic training and achievements were required for graduation, spent an average of 18 hours per week on athletic training. Most collegiate student-athletes were reported to have been struggling to cope with the stress related to academics, interpersonal relationship, career development, and competition and sport injury (Chen & Chi, 2015), especially for those who had a high level and exclusive athletic identity and showed a strong commitment on athletic activities (Lavallee, & Wylleman, 2000; Weiss, 2004). It is concluded that an imbalance of commitments between the role of a student and an athlete may lead to maladaptive outcomes and a more coherent and healthy multiple-role identity for collegiate student-athletes is important.

Social effect of self-management strategies of active lifestyle on children's physical activity and cardiovascular fitness

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The purpose of this study was to investigate the social effects of self-management strategies of active lifestyle on children's physical activity and cardiovascular fitness. The one-group pretest/posttest design was used in this study. The study intervened a 9-week experimental course and asked participants to record daily physical activity. 22 fifth-graders participated in the study. The participants were from a primary school in New Taipei City, Taiwan. The study used the DReTeC fit Walker pedometer to measure the effects of physical activity. The progressive aerobic cardiovascular endurance run (PACER) was used to measure cardiovascular fitness. Both tools used in this study indicate good reliability and validity. Data analysis was performed by independent sample t test. Conclusion: Self-management strategies of active lifestyle into the health and physical education classes can enhance the elementary school student's physical activity and cardiovascular fitness.

Understanding stereotype threat in sport domain

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Research evidence has suggested gender differences in participation in sport and exercise. The understanding of how gender stereotypes affect sport participants' self-concept, participative motivation, and performance has been an essential topic in sport studies. Studies in academic domain have shown that stereotypes may undermine performance (i.e., stereotype threat). However, in sport context, there are conflicting research results and the conclusion about the harmful effect of stereotype threat is controversial. Based on theories and research findings related to stereotype threat in various areas as well as in sport so far, we proposed that, for a better understanding of stereotype threat in sport, future research may: (1) take culture differences into consideration and identifying the most critical sport-related stereotype in respective cultures; (2) utilize a more valid protocol to prime the awareness of stereotype of research participants; (3) be more sensitive to task difficulty; (4) make sure that research participants recruited are potentially vulnerable to stereotype threat.
Social and psychological factors related to physical activity involvement of Japanese elderly: Application of transtheoretical model components

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The purpose of this study was to clarify the relationship of Japanese elderly by "stage of exercise behavior change" and "exercise self-efficacy" and positive-negative support from others. Providers of support in the analysis were divided into informal and formal relationships. In the analysis model in this study, personal attributes and support from others were divided into an independent variable, "exercise self-efficacy"-mediated variable, and "stage of exercise behavior change," a dependent variable. In two weeks beginning November 1, 2011, we conducted a questionnaire survey of 830 male and female subjects who were sampled at equal intervals from a population of 43,392 people ranging in age from 65 to 80 years old residing in Fuji City, Shizuoka Prefecture. Results of questionnaire responses, valid recovery rate (%) were 457 (55.1%). As a result, it was revealed that direct and indirect effects of support from others involving "stage of exercise behavior change" were different by gender. In addition, female samples revealed that negative support from formal relationships had a negative significant effect on "exercise self-efficacy."

Mental toughness of athletes: a mindfulness perspective

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Mental toughness has been used to describe the unique characteristics of successful athletes. Successful athletes seem to have better coping abilities than average athletes while the situation gets tough. They show greater persistence, fearlessness, and courage in the face of adversity and obstruction. Researchers have been working on a better understanding of the nature of mental toughness and finding a valid way to help athletes developing mental toughness. Based on theories and research findings related to mental toughness in the literature, we proposed that athletes’ mental toughness can be developed from a mindfulness perspective. Mindfulness is a mental state emphasizing the awareness of the current situation, focusing on the moment, accepting thoughts and feelings without judgement. Past researches have shown that mindfulness helped athletes regulating their attention and emotions, and having a positive mindset in the heat of the competition. Mindfulness seems to be a probable alternative way of developing mental toughness for traditional mental skill training in sport.

Conditions which allowed political corruption to occur in sport sector

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In 2016, South Korea plunged into a political scandal involving the president and a shadow adviser who had meddled in a variety of government affairs. This corruption scandal was unprecedented political storm and brought resistance to generate huge protesters at last. The very serious thing in this scandal was that corrupt group swayed government agency of sport considerably and exerted influence sport sector. This article is an explanation of conditions of which have been made possible to occur power-related political corruption in sport sector. The conditions we found were related with the structure surrounding sport administration more than individual public officer’s behavior. And administrative structure was overwhelmed by political power. Therefore, institutionalized policy system was not working properly. Besides, administrative culture based on hierarchical structure was a latent element on political involvement. An interesting finding was that absence of critics regarding sport policy. Through these we suggest strategies that appear appropriately in preventing invasion of power-related to political corruption in sport sector.
Senior citizen fitness exercise program effects on the promotion of their physical fitness level
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In recent years, because of the fertility rate declines significantly in many countries, resulting of the decreasing number of young people, and the increasing of older people population. Senior aging problem has become the 21st century’s most intractable issues. In Taiwan, according to the Executive Yuan 2013 Report pointed out that, by 2026 Taiwan would enter a super old-aged society. The aging trend should be slowed down, with the improvement of quality of independent living, and the address derivatives growth of medical expenses. At the present stage, it is an unavoidable urgent goal and objective. This research investigated 5000 silver-haired population fitness conditions before and after the tests, analyzed their physical fitness level, and gave recommendations to the organization of the fitness exercise courses, teaching of the movement exercises, increasing of their physical fitness level, establishing of the concept of motion, and to meet with the health promoting standard. It would also help to build the Taoyuan City senior citizen fitness database, to provide a policy direction for government departments.

The differences of benefits and barriers in regards to sports participation for adolescence among different ethnic groups in New Zealand
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In recent years, New Zealand is gradually becoming more of a “super diverse” country due to the rapid expansion of immigrants. Reports have shown that the sports participation rate of young Asian ethnic groups are low. The purpose of this study is to compare benefits and barriers in regards to sports participation for adolescence among different ethnic groups in New Zealand. A questionnaire survey was given to 1137 junior secondary school children in New Zealand. The factor scores of the survey were then compared among the two ethnic groups, New Zealand European and Asian. The results of the survey indicated that there were differences in benefits and barriers of sports participation among the participants of both ethnic groups. The beneficial difference between the two groups is that NZ Europeans believed sport participation will increase their physical functions as the main benefit while for the Asian group, decrease in fatigue was the main benefit for sports participation. The barrier of sports participation for NZ Europeans showed that appearance factors prevented the participants from playing sports. For the Asian group, the barriers of sports participation showed that facility expense, fatigue, and family support were the main preventions for sports participation. In the future, in order to effectively and efficiently promote sports, it is necessary and essential to first understand the culture, motives, and barriers more deeply of each ethnic group.

Every why has a wherefore: Social anxiety and the intention to exercise
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The purpose of this paper was to discuss the negative effects of social anxiety on the intention to exercise based on the model of social anxiety proposed by Rapee and Heimberg (1997). This model describes the process of how people with high social anxiety perceiving the audience (others) in a social situation and forming their mental representation of self as seen by the audience. Individuals with high social anxiety tend to allocate their attentional resources on negative evaluative information in social situation and suffer from maladaptive responses including self-focusing, safety behaviors and fear of positive evaluation. These responses, in turn, reinforce social anxiety and form a vicious circle. According to this model, people who have a lower level of intention to exercise don’t necessarily dislike exercise. Social anxiety may be a critical reason driving individuals away from the gym and sport courts.
SPORT AND GLOBALIZATION
Thursday, June 1, 2017
13:30 - 15:00
Room: 101

How the Neimen Song Jiang array changed from the local folk art to the competition activities
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This study mainly explores how the Neimen Song Jiang array changed from the local folk art to the competition activities of the various organizations and organizations in the country of the year, and understood the process of its civilization and modernity transformation. Neimen Song jiang array has long time been regarded as traditional folk art used in training people's health and thus to protect the cultural content of their homes. In 2002 the Ministry of Tourism Bureau of Taiwan selected 12 major festivals, the local characteristics and culture is also followed by lively, the Neimen Song jiang array will also be the original and loss of local culture to find a way out or even become an annual tradition of people looking forward to cultural activities. And the civilization and the modernization process of this traditional culture is the main axis of this study.

Globalisation and athletic naturalisation in South Korea: A case study of Chinese table tennis players
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This presentation sociologically examines the process of global sport migration and the associated issue of 'athletics naturalisation'. In terms of broad literature review of globalisation, global migration, highly skilled athletics labour, and the global sport event, the issue of sport naturalisation has been increased in many countries over the last 30 years. The research is mainly concerned with two investigations that aid an understanding of the phenomenon of global athletes’ dynamic movements across the world. First, the main focus of the study emerged from an observation questioning the significant developments of globalisation seen within South Korean society. The second research area is the advent of naturalised Chinese table tennis players in South Korean sport. Accordingly, this presentation presents new contributions regarding the global sociological interplay between the developmental of a Korean society and the naturalisation process of Chinese table tennis players in the Korean context. In cases of interesting contributions to sociology of sport, this research includes three new findings of: ‘adopted Chinese table tennis players to the Korean family’, ‘from low wage of a training partner to national representatives’, and ‘unequal Korean Naturalisation Act to Chinese naturalised table tennis players. This research is motivated by Norbert Elias’ figurational sociology in its investigation of the questions, both theoretically and methodologically. The study used both quantitative (statistical data) and qualitative methods including semi-structured interviews, newspaper analyses and secondary document evaluation.

The recruitment strategies of teams and the globalization of labor in European professional football
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An interesting paradox has emerged in the globalization literature on the labor market in contemporary professional football. While some scholars have, on the one hand, noted the increasing internationalization of players in Europe’s top leagues, other researchers have, on the other hand, shown that teams recruit the majority of their players from clubs in the same or in neighboring countries. If teams scout most players in their immediate geographical vicinity, how can we explain the increasing share of foreign players in Europe’s best leagues? In this study, we use social network analysis to investigate the recruitment strategies of professional football teams active in Europe’s top seven leagues. More specifically, we map the countries from which Europe’s top league teams recruit their players with social network analysis and graph how these clubs become linked through the mobility of their players. We show that even though most professional football clubs recruit players either domestically from teams within the same country or from clubs in neighboring countries, a small subset of relatively marginal clubs drives the internationalization of Europe’s top leagues by recruiting players extensively in distant countries, mostly in Europe’s periphery and in Latin America. These teams then sell their most successful foreign players to bigger teams in the same league or to teams in bigger European leagues. As such, this study contributes to the globalization literature on professional football by empirically uncovering the migration channels through which foreign players enter Europe and spread through the top leagues in world football.

Community sports events as diasporic spaces: ethnographic insights from the Amsterdam Futsal Tournament

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Cultural forms such as sport, music and literature are critical aspects of diasporic projects. This presentation examines the performance of diasporic practices that seek to construct and maintain the Somali diaspora in the Netherlands and in Europe. Conceptualising diaspora as a category of practice (Brubaker, 2005), and as a dynamic social process that is interactively constituted, we report on ethnographic research on a transnational leisure event, the Amsterdam Futsal Tournament, which has been initiated with the purpose of building and connecting the Somali diaspora in Europe. The study comprised face-to-face interviews with 49 participants who performed a range of roles in the event, structured observations focused on the 2015 Winter edition of the tournament, and social media analysis. In this presentation, we highlight and illustrate three key dimensions of diasporic practice: the Amsterdam Futsal Tournament as a diasporic space; materialised expressions of diaspora; and diasporic identity and belonging. It will be shown how (hybrid) relations and identifications to both homeland and ‘hostland’ feature centrally in these practices.
Poly cultural capital - indigenous peoples from Taiwan and Norway at the Riddu festival

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The indigenous festival Riddu Riđđu seems to spread the interest and visibility of indigenous people’s sports and outdoor life activities all over the world, and in 2016 indigenous peoples from Taiwan were "the Northern people of the year" at this festival in Manndalen in Norway (Sapmi). Longitudinal fieldwork was carried out in an eight years period (2009-2016), with 40 in-depth interviews, participant observation, and document analysis. Sami and indigenous sports and outdoor life are crucial parts of Riddu Riđđu, which seems to build identities and bridges between participants and give the participants a sense of belonging. In contrast, indigenous people all over the world still have to fight for their identities and rights in their everyday life. To be indigenous in Norway and Taiwan is far from clear-cut, and new ways of belonging to Taiwan and Norway as modern nations and modern societies equip indigenous people with poly cultural capital which is helpful in todays' society. Participation at Riddu Riđđu is experienced as empowering. When indigenous people with similar backgrounds share activities during the festival, it allows them to develop polycultural capital, which they experience as an advantage in todays' society. The children, youth, parents and other participants underline the same statement: To take part in this festival educates them in both indigenous capital from different indigenous peoples and capital from the mainstream culture. They explain that it make them empowered and create polycultural people or "indigenous hearts" with knowledge of both minorities and the major population which is useful in a changing world.

The study on ethnic identity: The development of Taiwan National Indigenous Games

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There is a multi-ethnics society in Taiwan. Especially, the indigenous population in Taiwan is 549,127, also the proportion of Taiwan’s total population may be 2.33%, which are distributed 12 counties and 55 townships in Taiwan, the government authorities identified 16 ethnic groups now, the National Indigenous Games (NIG) was held from 1994 to 2015 by the government authorities, but the games still fail to reveal the culture of indigenous peoples' sports. This study is based on the “literature analysis” and “fieldwork research ”to study the ethnic identity of the ethnic groups in Taiwan can be improved by enhancing the sense of participation of the NIG, the development of the traditional indigenous sports and establishing the system about the cultural characteristics of the traditional indigenous sports, in order to expand the international visibility of the Taiwan traditional indigenous sports.

SPORT, ECONOMICS, AND SOCIETY
Thursday, June 1, 2017
13:30 - 15:00
Room: 103

Employment through sport: ignoring the socio-economic rights of youth leaders working in sport for development initiatives on grass root level in South Africa

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Sport has a powerful effect on society. It has not only been forwarded as a basic human right, but is powerful
as tool in the advocacy of other human rights. Social inclusion through sport initiatives and gender equality interventions abound in the developing world. Change agents working in the field of sport for development applaud the success of interventions in marginalised and impoverished communities as sport is an effective tool that contributes to the social inclusion of the marginalised, and the betterment of the poor. Unemployed youth are recruited as youth leaders and can work towards a better future as result of their involvement in sport interventions. This research note highlights the tension between sport for development initiatives in South Africa that advocate human rights and the failure of the current system to fulfil the socio-economic rights of youth leaders. This study explores the reality of the employed youth leader through the lens of ‘The International Covenant on Economic, Social and Cultural Rights’ (ICESCR). A qualitative, ethnographic approach was used to explore the question: ‘Are the socio-economic human rights of youth leaders employed to defend the human rights of their communities protected?’. Results indicated that the socio-economic rights of youth leaders are not protected. Youth leaders perceive their work as important, but that they don’t believe that the remuneration that they receive can provide a decent living for them and their families; and, that they don’t believe that they have an equal opportunity to be promoted to a higher level within the organisations that they work for. Recommendations on how to address the socio-economic human rights of youth leaders are provided.

‘If things go South’: on the socio-economic consequences of carrying sport mega events out of the economic axis

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This paper addresses two related issues: the occurrence of sport mega events out of the economic axis and the socio-economic consequences of such phenomenon. By economic axis it is understood the regions comprised within North America, Western Europe and among the rich Asia-Pacific and Middle Eastern countries. This paper analyses documents, reports and academic literature in order to make a sociological and geopolitical/socio-economic reflection on the current period in which sport mega events (SMEs) have been awarded to countries and cities outside the economic axis. The latter concept is presented as an encompassing contribution to the nearly universally accepted concepts of Global North/Global South. Later, it proposes a reflection on the socio-economic consequences of this tour of SMEs through the Global South. They are, above all, related to the increase in total expenditure, the increase in the amount of public funds spent, the increase in franchise owners (FIFA and IOC) revenue out of such processes, the increase of construction costs within the budgets and the increase of the costs related to security. The reflections made suggest that the period in vogue should be studied with particular attention and perhaps through the addition of new innovative research tools.

Diverse strategies to win: Socioeconomic relationships in Taiwanese pigeon racing

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Taiwanese pigeon racing is distinct from other animal sports. It is not only sporting competition but also illegal gambling organized by private pigeon clubs. The sizable betting money, summing up to several million US dollar per season, attracts many fanciers who dream of making a fortune overnight. Most pigeon fanciers are breeders, trainers and gamblers simultaneously. This special social space is divided into different social positions with the participants’ volume of skilled capital (thoroughbred pigeon and training skill) and economic capital. However, only few of them could achieve the most advantaged position through the capital accumulation and conversion on their own. Based upon in-depth interviews with pigeon fanciers, this research illustrates how pigeon fanciers develop cooperative strategies in order to win. There are three types of cooperative strategies—horizontal cooperation, vertical cooperation and employment relationship—that participants balance the strengths and the weaknesses of their capital. In addition to their interests, they also evaluate each other’s trustworthiness through social interaction which has effects on whether their
socioeconomic relationships could be reciprocally maintained. Their socioeconomic relationship will be damaged and ended, when the trustworthiness among the team decreases and vanishes, even though keeping the relationship might benefit them.

A study on the correlation between sports and gaming

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The study aims to focus on sports and gaming’s correlation and characteristics, particular on the existing illegal sports betting status, and by citing relevant criminology theories and police statistical data, to integrate and analyze the data. By broaching from varied constructs, it aims to decipher the illegal sports betting’s operating mode, and also through the face-to-face in-depth interviews with betters, betting groups and lotto merchants, in a bid to delve further into deciphering the existing illegal sports betting status and its future development trend. The study not only offers practical, feasible counterstrategy recommendations on illegal sports betting, and would also support it with cracked down individual cases as the examples, combining the practicality and theorem integration, to instill more credibility and validity to the study findings, offering further reference value in practical implementation. The findings of this study are as follows: 1. Because the legal sports lottery government tax deductions heavier, so through the network illegal sports betting gambling higher profits, the greater its development space. 2. To engage in illegal high-risk groups of betting gambling to high school and college students in the majority, should be taken to both prevention and detection strategies to strengthen the campus anti-gambling advocacy and cyber crime detection techniques to curb crime.

Analyzing the sales of the main products of Taiwan Sports Lottery from the perspectives of lifestyle and sports culture

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The legal sports lottery in Taiwan has been operating since 2008. During this period of time, Taiwan Sports Lottery has contributed part of its profit to national physical education and sports development. The main products are tightly related to popular professional sports such as baseball, basketball, and soccer. The sales have created major revenues for the company. This study reports the phenomena found by analyzing the data collected from the 2014 Taiwan Sports Lottery under the "live betting" market. The consumers of sports lottery in Taiwan are more interested in baseball and basketball than soccer because of the inherent sports culture and the distinct way of professional sports development. The basketball product has the highest sales average and the baseball product shares the most portion of the yearly total. The consumer-behavior related lifestyle is similar to that of other commercial merchandise in Taiwan. Time period is a very important impact factor. This study suggests that Taiwan Sports Lottery can keep focusing on operating and researching products which consumers prefer and developing local professional sports to be future target markets to increase revenue.
A sociological science analysis to compare/contrast sport management with sport entrepreneurship

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Recent trend has shown a significant growth in market demand with respect to a variety of sport-related training and education. Based on both macro- and micro-sociological evidence, sport industry has become a multi-billion outlet. However, very limited research exist to understand (1) how the sport industry incorporates economics, finance, marketing, management, consumer services, and other interdisciplinary approaches to facilitate professional development; and (2) to what extend and which factors would influence the socio-characteristics of sport management that are significantly different from an entrepreneurship approach. This paper will start with a comprehensive literature review to discuss disparities between entrepreneurship and management, including the recent trend of industry development in numbers of establishment in upstream/downstream enterprises. Using the data released by the US Department of Agriculture, Sport Associations, Small Business Administration, Department of Education, and Department of Labor, this paper will share information to identify the characteristics of entrepreneurs versus managers, transformative scenarios leading to effective entrepreneurial development for sport professionals, and factors influencing entrepreneurial decision making process in sport industry. In summary, the major differences separating management from entrepreneurship were in three aspects – mindset, resource, and opportunity. Entrepreneurial mindset included optimism/realism, risk consideration, independence, and satisfaction beyond financial rewards. Entrepreneurs intended to create or seek opportunities with limited resources, particularly focusing on market potential and customers’ demand. The future perspective of sport management and sport entrepreneurship would emerge to fulfill the needs of learners as well as customers.

PHYSICAL EDUCATION AND SPORT AT SCHOOL/UNIVERSITY
Thursday, June 1, 2017
13:30 - 15:00
Room: 127

Teachers become coaches: Examining socio-cultural contexts of school sports in Japan

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In Japan, teachers not only teach subjects inside the classroom, but also manage extracurricular sports clubs outside the classroom. This system of school sports is a distinctive feature of youth sports in Japan. This system is dependent on teachers’ voluntarism. Although extracurricular sports clubs are not included in the Course of Study, teachers voluntarily become coaches so as to manage them as educational activities. Why are they so? Furthermore, teachers without sports experiences are also expected to become coaches for educating students. Then, why and how are Japanese teachers bound to school sports? In order to examine these questions, this study focuses on socio-cultural contexts of school sports in Japan. The purpose of this study is to clarify the reasons why teachers become coaches by examining the socio-cultural contexts of school sports in Japan. The data were gathered by fieldwork at a public junior high school in the Kanto area, center of Japan. In the school, 12 teachers who managed extracurricular sports clubs were observed and interviewed. This study treats these teachers as cases and examines why and how they became school sports coaches.

Effectiveness of a customized continuing professional development program for physical education teachers

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Using qualitative intervention design, this study involved three stages of investigation into the
effectiveness of a *Customized Physical Education-related Continuing Professional Development* (CPE-CPD) program for Hong Kong primary and secondary school *Physical Education Teachers* (PETs). The purpose of this study was therefore to develop a CPE-CPD for PETs in the context of Hong Kong, to examine program effectiveness in terms of changes in PETs’ teaching efficacy and physical literacy, thereby investigating the connotation of the CPE-CPD for PETs with their experiences and perspectives. A total of 30 PETs participated in the CPE-CPD. Among these teacher-participants, 9 PETs (5 from primary school and 4 from secondary school) were recruited for qualitative intervention and data collection (individual interviews and focus group interviews). Prior to the CPE-CPD, semi-structured individual interviews were conducted in order to gain an in-depth understanding of teacher-participants’ experience of continuing professional development. A 2-month CPE-CPD was implemented based on teacher-participants’ initial comments. A focus group interview was then conducted for proposing topics for the next stage of CPE-CPD. Another 2-month CPE-CPD was implemented based on participant-teachers’ preferences and resource availability. A final focus group interview was then conducted to examine the effectiveness of the CPE-CPD. The results revealed that, a certain degree, all teacher-participants had undergone immediate and intermediate changes in terms of teaching efficacy and physical literacy after the CPE-CPD. The effectiveness of the CPE-CPD was discussed. It was concluded that the CPE-CPD facilitates PETs to refresh and re-orientate themselves as physical education professionals.

**Ritualization analysis: Using opening/closing ceremony of Taiwan’s Intercollegiate Athletic Games as case study**

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Taiwan’s Intercollegiate Athletic Game (TIAG) annually attracts numerous participants/audiences and is the highest competition level of school-kind sport games in Taiwan. Excluding 2003, when TIAG was cancelled due to SARS, a total of 46 TIAGs and related activities (i.e., opening/closing ceremony) were held from 1969 to 2016. While a huge amount of money/resources are spent on these ceremonies, this study aims to uncover TIAGs’ ritualization from a critical sociology perspective. Researchers collected historic texts of TIAG reports published by the host schools in respective years. Based upon historical method and document analysis, two categories are developed: one is the opening ceremony including passing/lighting of holy fire, athletes’ vows and oaths, flag entrance, guests’ speech, signs of the game and mascots performance; the other is closing ceremony and related performances. Research finds past host schools tend to adopt concepts of history, freedom and justice to construct a ritualization of TIAG; however, the positive meanings gradually disappear in recent ritualization due to the neglect of host schools and sports participants.

**SPORT AND IDENTITY**  
**Thursday, June 1, 2017**  
**15:30 - 17:00**  
**Room: 101**

**Communicating lifestyle: Communication practices, identity formation and experienced sense of belonging in recreational climbing**

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Lifestyle sports (Wheaton 2010) have increasingly gained in popularity during the recent decades. The popularization of lifestyle sports has been driven by three simultaneous and interlinked processes: the differentiation (Pfister 2010), the commercialization (Edwards 2010) and the indoorization (van Bottenburg et al. 2010) of sports. Differentiation in lifestyle sports is seen as new performance styles, activities, goals and motivations that have brought about diverse practitioner groups within each discipline (Salome et al.
2012). Commercial parties have taken advantage of the ongoing differentiation by popularizing the once niche sport practices as tangible free time activities. Sports practice no longer defines a way of life for all practitioners, and thus more research is needed on the consequences. This study examines how seeing sports as a lifestyle influences practitioners’ communication practices, identity formation and sense of belonging. Data consists of 238 recreational climbers from northwestern Europe. Preliminary statistical analysis of an online questionnaire shows that practitioners who see climbing as a lifestyle interact more and experience of stronger sense of belonging with other climbers. Interview data will further be used to examine how climbing lifestyle identity is built and communicated. Concluding, this study contributes the theoretical discussion about the changes in communication, collectivism and recreational sports by shedding light on the role of lifestyle identities in these changes. Furthermore, this study discusses whether supporting lifestyle identity construction can be used to motivate practitioners for an increased physical activity.

‘Icarus Wings’ for young Dutch commercially-sponsored kite surfers?

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While coaches and organizational structures play a pivotal role in the disciplining of young athletes in traditional mainstream organized sports, young kite surfers seem to be free to develop their own skills and cultures. Yet the freedom of young elite kite surfers may be curtailed and illusionary as they depend on their parents, their schools, their kite surfing peers and on their commercial sponsors to facilitate their sport participation. These individuals and institutions exercise disciplinary power that may inform the thoughts and performance of such young athletes. The question that guided this research was: how are young commercially sponsored kite surfers disciplined in a sport that is associated with freedom? I explored how young kite surfers negotiate technologies of power to which they are subjected and the relationship of these technologies to experiences of freedom. Semi-structured interviews were held with 11 commercially-sponsored male kite surfers, ages 12 to 18. I found that although the discourse of freedom associated with kite surfing informed their experiences, these young athletes were also subjected to technologies of power exercised by temporal and spatial limitations and possibilities, their subculture, digital media, professionalization and commercialization. These co-existed with the experiences of freedom.

Chinese heritage and identity: Connecting through sport and the 9-man community

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Over the past 70 years, participating in 9-man volleyball has become a tradition for thousands of male athletes of Chinese descent in Canada and the United States. This “streetball” version of volleyball provides an opportunity for participants to connect not only with their Chinese heritage, but also with other athletes, whose families share a history of racial prejudice and discrimination (Nakamura, 2016). It is within this sporting space that players openly display great feats of athleticism, hone their skills, and unleash their competitive spirits, even as racial stereotypes undermining and dismissing their athletic abilities abound outside the 9-man volleyball community. Currently, second- and third-generation players are coming of age and taking over the teams started by their forefathers. As new generations of athletes cycle through, the connections to their Chinese heritage and identity are shifting, just as the tournaments themselves are shifting away from the streets of Chinatown. Contributing to the larger body of research on Asian American identity and sport, this paper provides an examination of the aforementioned shifts related to Chinese (American) identity, race, nation and community among 9-man volleyball players in the US.
“If she can do it I can do it”: A cross-cultural analysis of contradictory gendered practices in climbing  
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This paper explores the gendered practices in climbing culture and identifies climbing as a contested terrain in which gender is constructed in complex and often contradictory ways (Messner, 2007). We take a particular focus on the cross-cultural analysis of these practices within the scope of the experiences of climbers in Turkey and the United Kingdom. The data were collected by means of in-depth individual interviews with climbers and participant observation in various climbing settings and places in both countries. Our findings focus on males’ attitudes towards women climbers as one of the most important dimensions of climbing culture that reproduces the traditional gender ideology in this sport and also promotes its masculine structure. In addition, we consider climbing as a gendered activity with regards to risk by identifying the relationship between risk and masculinities, and various climbing settings as gendered places in which we can see a strong emphasis on male physicality and power.

*This study is funded by The Scientific and Technological Research Council of Turkey (TUBITAK)

Filling the gap between recreational and elite snowboarding among women snowboarders in Norway.
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The paper will present a project organised within the Norwegian Snowboard Federation (NSBF), labelled Girls on Board (started in 2013). The forerunner of the project, PowderPuffGirls (2003-2012) aimed at recruiting girls and women at all levels in the organisation: as active snowboarders, leaders, judges, TD’s and instructors. I made a study of the PowderPuffGirls in 2012, based on interviews with seven women holding central positions in NSBF and/or in relation to PPG. The current study is a follow-up of the former one. Data is based on qualitative interviews of four women, three of them were participants in the 2012 study, and still involved with women's snowboarding in NSBF. The fourth interviewee is the project leader of Girls on Board, employed since 2013. Data collection was made in 2016. The results reveal that the main focus of Girls on Board is activity, and particularly developing high-performance snowboarders. However, they still want to facilitate activity on all levels of performance, and attract riders who are members of the NSBF as well as riders without membership in the federation. The organisation is featured by networking and communication by social media (web side, Facebook etc.) and loose in organisational structures. The paper discusses Girls on Board's agency in relation to sportification (talent development, camps, sponsors, team building, and snowboarding combined with education) and the counter-culture dimension in relation to the changes in organisational structures.

A critique of the meanings associated with leisure centers for women: The case of “Hanımlar Lokali” in Konya
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The women-only leisure centers called Hanımlar Lokalı (HL) were designed as one of the projects of some municipalities in Turkey providing low cost programs within neighborhood for women -in line with their policies and strategies to enhance women-friendly spaces and gender equality. Konya, as a neighboring city
to capitol of Ankara, also hosts HLs and features distinctive, atypical conservative structure demanding diverse consciousness regarding social contexts and reflexivity. Although women-only organizations have long been a subject of (e.g. feminist, political or pedagogical) academic debates and conservative interests; limited studies focused on women’s experiences in HLs and many aspects regarding this issue remain unknown. The purpose of this critical research is to examine the thoughts and experiences of 20 women participating in diverse recreational activities in HLs in Konya. Moreover, this study explores and critically examines the ways and levels of (im)balance between the positive (e.g. enjoyment, female bonding, confidence building) and negative (e.g. social divisions, inequalities) experiences, meanings, concerned language and ideals reproduced in relation to these leisure centers by drawing on the (a) data collected through semi-structured interviews, documentation and observations as well as (b) research, theory and perspectives put forward by feminists and other related actors. The questions explored in this study include “how do diverse women interpret the (e.g.) physical, social or socio-linguistic elements associated with HLs”, “what do deconstructions and normative practices of HLs tell us in terms of their meanings regarding hegemonic masculinity, diverse perspectives or identities of gender and feminism, social justice or equality”.

SPORT AND HEALTH
Thursday, June 1, 2017
15:30 - 17:00
Room: 103

The work of care: The political economy of care in sport-related injury

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Among health and healthcare systems scholars, activists and policy-makers, there has been much debate on how care ought to be understood, organized and practiced. These debates have important implications for how care is provided (or not), how we understand health in neoliberal times, and how we see ourselves as citizens within neoliberal societies (e.g., care as an individual responsibility vs. an entitlement of citizenship). These debates (and the critical questions that underpin them) need to be taken up in relation to and within the context of high performance sport – what are the care and health work experiences of injured elite athletes? What are the social, political and material conditions under which experiences of sport-related injury, care and health work occur? Questioned in this manner, the concepts of health work and care serve as entry points into the broader political and economic issues surrounding health and high performance sport in neoliberal times.

Sport/health and well-being networks: How are the new types of coordination preventing ageing via physical activity at the territorial level?

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Based on the highlight of the fragmentation of actions via physical activity targeting the elderly, our goal is to study the structuring effect regarding the coordination of different networks that were developed in the early 2000s – Sport/health and well-being (RSSBE). Those different networks were then encouraged in 2012 by
the creation of Sport/health and well-being plans (PSSBE). Our goal is also to reflect on the different coordinations of heterogeneous actors involved in reticular organizations and the tensions that ensued. We are gathering some data collected from an investigation that reached 8 different towns around Paris but also from a corpus of texts connected to the PSSBE (including its results and the different interviews realised in three RSSBE). We are showing that the different forms of coordination are leading to two different paths: first, territorial actions made readable and visible by directory and labeling structures and secondly diverse offers related to the monitoring of the elderly in different spaces (medical and sports) using shared instruments. We are also showing that despite of everything, some difficulties regarding coordination are still persisting and therefore it might be perceived as superficial and shadow the maintaining of the actual territorial schemes. Furthermore, the coordination of heterogeneous actors around an identified structure (the RSSBE) emphasizes tensions. Those tensions are directly linked to professional specificities with on the one hand, the medical field and the other hand, sports and sports science at university. All those elements make the coordination of RSSBE difficult to realise.

SPORT AND SOCIAL CHANGE
Thursday, June 1, 2017
15:30 - 17:00
Room: 126

Social agency and football fandom: the cultural pedagogies of the Western Sydney ultras

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This paper addresses key questions of social agency and cultural pedagogy within the neoliberal structures of ‘modern football’ in the Australian context. It reports on a two-year ethnographic study of the Red and Black Bloc, an Australian ultras group in Western Sydney, one of the most culturally diverse areas in Australia. The origins of the Western Sydney ultras are described, along with their struggles to build their own cultural identity and to fight for social agency within a commodified football league. By combining a multifaceted theoretical model with a range of ethnographic data – including document analysis and in-depth interviews – this study reveals the processes by which the Western Sydney ultras enhance members’ social cohesion toward an increased social consciousness. The paper acknowledges the role that ultras, as authentic cultural formations, may have in the propagation of new cultural pedagogies that have the potential to enhance citizenship, communal life and participatory democracy.

A study of the organizations unique to sport and its governance: Who is sovereign in the governance of sport organizations?

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Since a century ago, when modern sport was founded, sport has developed into one of the central social issues of our time. A society with sport apparently has a different nature from a society without sport. Modern sport has become increasingly important culturally, politically, and economically supported by sport organizations; yet no distinctive definition has been ascribed to the sport organization as a unique social entity. Most studies of sport organizations apply theories that have been developed for bureaucratic and business organizations; as a result, the institutional structures, roles, rights, functions, duties, and governance that are unique to sport organizations have been overlooked. This presentation classifies various sport organizations by an achieved economics scale, flow of money, legal entity and their missions. By setting legal entity as the basis for consideration of sport organizations, and by observing decision-making process for flow of money, the allocations of power and responsibility in the organizations are clarified. The question “Who is sovereign in sport organizations?” addresses a fundamental research question in sport scholarship: “Who is sovereign in sport?” in reality. The outcome indicates federations and clubs are the organizational models unique to sports activities mainly because these organizations incorporate for-profit and not-for-profit activities within one entity. It is also predicted that these organization models have
commonality with “Social Enterprise”. Social Enterprise is defined as the enterprise generating profit and that profit will be invested to public interest. The organization unique to sport is a candidate of organization model considered as Social Enterprise.

The Korean Taekwondo demonstration as communication: Focused on Luhmann’s social systems theory

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According to Luhmann, a social system is constituted by neither actions nor persons, but by communication. As a result, many sociologists have criticized that persons' acts have been ignored in system theory. However, Luhmann asserts that persons are not ignored, but they are only an object of social systems. Rather system theory focuses on the structures and processes which create order between individuals or which are responsible for individuals to act according to social rules. Luhmann argues that segmentally differentiated societies are consisting of small social entities such as households, families or communities and are usually interconnected with each other through communication. Overall, society can be understood as a number of self-organizing systems of communication, consisting of and created by communication alone. Drawing upon Luhmann's social systems theory, thus, this paper examines the possibility of whether the Taekwondo demonstration can be a social system. More specifically, this study investigates that the Taekwondo demonstration satisfy necessary seven conditions to be a social systems which include 1) an inside (a system itself), 2) an outside (the system’s environment), 3) communication between inside and outside, 4) a medium of communication, 5) self-creation (develop and reproduce themselves), 6) binary codes and 7) program. Luhmann's theoretical framework has hardly been applied to sports research. Therefore, this paper can contribute to developing and refining some new concepts to understand sporting practice and contexts.

SPORT AND NATIONAL IDENTITY
Thursday, June 1, 2017
15:30 - 17:00
Room: 127

Sport, nationalism and national identity: History of handball during the period of Kuomintang’s Party-state Authoritarianism (1954-1990)

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This research, considering Taiwan as the subject, studied the history of handball development. Viewing literatures regarding history of handball development, it is suggested that the development of handball in this “country” began during the time when Republic of China was still in Mainland China, which demonstrates the confusion of national identity between “Republic of China” and “Taiwan”. In this research, the historical material was collected and analyzed on the basis of theories related to nationalism and national identity. As socialists believe that “the national identity” is a product constructed by thoughts of mankind, in the context of history and social of Taiwan, people built up two distinct national identity, “Republic of China” and “Taiwan”. This research adopted historical sociological method, emphasizing on periodization based on historical material. Therefore, the history of handball in the age of authoritarianism is categorized into two stages, “handball and identity of Republic of China (1955-1974)” and “handball and diplomacy of party-state (1975-1990)”. The result of the research show that in the first stage, signs of Republic of China identity were frequently seen in the development of handball, such as the name of the organization promoting handball was “HAROC (handball association of the Republic of China)”, while in the second stage, due to diplomatic frustration, Kuomingtang government
considered handball as an effective tool for diplomacy and nation identity cohesion. To sum up, the development of handball in early-stage Taiwan was related to political propaganda of Kuomintang.

**Expression of local pride and national pride through the global game: The fall and rise of professional football in Guangzhou, China**

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The Chinese Super League (CSL) has become an emerging force in world football in recent years. Guangzhou Evergrande, the CSL Champions of the last six years, not only started the trend of signing world class players, but also twice won the Asian Champions League with the best Chinese players in their squad. The club’s recent success means that Guangzhou Evergrande is now a national icon. But before Evergrande’s takeover of Guangzhou FC in 2010, the club had spent almost a decade outside the top flight. Many of the players playing for Guangzhou FC in the pre-Evergrande years were players from the local Guangdong Province, and their home matches usually attracted only several thousands of hardcore supporters who defined their support of the team as an expression of their regional/local identity. Unsurprisingly, the fan base of Guangzhou Evergrande is now very different as more than 50,000 spectators regularly turn up to their home matches. Through reviewing the sporting and marketing strategies employed by Guangzhou Evergrande when it attempted to transform the club into the most successful football club in China, and the expression of local identities by the hardcore fans in both the pre-Evergrande years and the Evergrande years, this paper will investigate the potential conflicts between the celebration of national pride and local pride through the global game of football in contemporary China.

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**Historical investigation of ancient Chinese mountaineering**

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Through collecting and analyzing the literature and history ancient documents, this research studies the development and social functions of ancient Chinese mountaineering. This research is a product of a Shandong Provincial Cultural & Artistic Research Project. The first part of the research mainly elaborates the cultural soil and forming process of mountaineering in the Pre-Qin Period, Qin and Han Dynasty, focusing on the development of mountain sacrifice and the sacrifices of heaven and earth of Mount Tai as well as the mountaineering regiment and entertainment in the Han Dynasty. In order to explore the further development of mountaineering in this period, the second part is a presentation of the Wei-Jin and Sui-Tang Dynasty scholars and intellectuals' concept of landscape and mountaineering. In addition, this part examines mountaineering led by Buddhist travel far and wide, the fairy technique and Taoist practice in mountain. The third part of this research focuses on mountaineering in Ming and Qing Dynasties. In this part, though the declining sacrifices of heaven and earth and thriving folk mountain pilgrimage, the research analyzes divided development of mountaineering. Furthermore, this research holds that the developing direction of this period is vulgarization and leisure by studying travel notes in Ming and Qing Dynasties and related orography. The final part discusses the key problems of this research—social functions of ancient mountaineering in China. The social functions of mountaineering largely reflected in three aspects: reinforce monarchical power rule; realize pleasure between people and gods; enrich traditional culture and realize the culture inheritance and innovation.
One country, two teams: The cultural politics of football in Hong Kong

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Since the early days of British colonization, Hong Kong was known as a forerunner for association football in Asia. However, aside from being called the “Football Kingdom of the Far East”, Hong Kong’s most popular sport has also been entangled in political, cultural and social agendas, ranging from overseas visits to Australia and New Zealand in the 1920s to the political impossibility of challenging China as a “non-nation state” during the most recent World Cup Qualifiers. In this paper I aim to analyze the conditions of possibility that have shaped football as a cultural resource in Hong Kong. By inter-referencing the cultural histories of various sports in other Asian contexts, where football has experienced rapid development, and drawing from my on-going ethnographic fieldwork with local fan groups, I hope to shed light on the interplay of spectatorship, governmentality, and nationalism, in what remains a highly under-studied field in Hong Kong.

Indigenous' or 'All Stars': Discourse on the 'Team Hong Kong' in a FIFA World Cup Tournament

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This article utilizes the controversies in China’s Hong Kong over the non-ethnic representatives to explore the debates on naturalization and the negotiation of nationality. China disallows split loyalties and all non-ethnics must abandon the passport of their original countries in the stringent process of naturalization. Problematically, Hong Kong, a former British colony and a Special Administrative Region of the People’s Republic of China, has less rigid requirements on citizenship, effectively disregarding a person’s ethnicity. Hong Kong citizenship then gives grounds for non-ethnics to naturalize as Chinese and represent Hong Kong in FIFA tournaments such as the World Cup as holders of Hong Kong SAR passport without an overseas nationality or citizenship. This research takes notes from the interviews with naturalized players and online discussions to explore the arguments favouring or rejecting naturalized representatives in Hong Kong against the background of its complex dynamics with mainland China under the principle of ‘One Country, Two Systems’.

The formation of sports heroes and the role of national identity

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This paper examines the formation of sports heroes and, in particular, it investigates when and how a sporting hero is formed and who (or what) dictates the emergence of a hero. Central to this line of enquiry is a discussion of the negotiation between fans, the club, and the media in forming a hero. Moreover, this paper discusses sports hero formation in relation to national identity, arguing that it can be a critical component of the development of a hero. Drawing upon the work of Joseph Campbell and Orrin E. Klapp, it contextualises the sporting hero in the wider narratives of hero typologies. This paper argues that the formation of sports heroes is shaped by established notions of national identity and longstanding mythological archetypes, rather than heroes’ personal traits or deeds. Universal hero myths, furthermore, provide recognised narratives that frame the emergence of new heroes in otherwise very different societies. This research offers a significant contribution to debates surrounding the roles of heroes both in and outside sport. It advances the sociological understanding of the dynamics of sports hero formation and functions as a platform for future, innovative research in its field.
Women’s Olympic Boxing: Practices of social inclusion and exclusion in elite sport

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Since the Olympic Games in London 2012 women’s boxing has been an Olympic event. However, only three of the ten weight categories were included in the Olympic program for women. Today, male boxers compete in ten out of eleven possible weight categories. This study examined the political process of the inclusion of women’s boxing in the Olympic Games from 2009-2012, and the development of women’s boxing as an Olympic event from 2012 to the Rio 2016 Olympic Games. A textual analysis approach was adopted. Social innovation as well as social exclusion and inclusion were utilized as theoretical and analytical frameworks. A sample of 78 online texts regarding women’s Olympic boxing produced from 2009-2016 were analyzed. The results demonstrate that although women have gained access to a previously closed realm when they got the right to participate in Olympic boxing, there is still a long way to go for women boxers to achieve social inclusion in international elite boxing. In addition to mere entry, acceptance, a sense of being welcome and valued, reciprocity in interaction, cultural change to reflect the values and experiences of those previously excluded, and a sharing of power that reflects the real structural change that is social inclusion. None of this has occurred in the case of women’s boxing in the Olympics. A few women may be in the ring, but they are not there under conditions over which they have any control. This remained the case for the Rio 2016 Games.

‘Sectarianism’ in Scottish football and the politics of ‘offensive’ language surrounding contested interpretations of ‘Hun’ and ‘Fenian’.

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In recent years, British football has experienced a number of controversies relating to racism and anti-Semitism and the contested meanings of ‘offensive’ language. This paper presents a new analytical framework for understanding linguistic expression in the wider socio-political contexts of free speech and the state. The framework is applied to Scottish football, ‘sectarianism’ (ethno-religious identities) and the use of the epithets “Hun” and “Fenian” which have been used in relation to the two Glasgow clubs Rangers and Celtic. Such phrases have been considered potentially illegal under Scottish law and their use has resulted in debates about free speech and the role of the state. Poulton’s (2016) work (on the word ‘Yid’) proposed that cultural context and intent were crucial factors in determining meanings and interpretations beyond surface lexical form. The new framework proposed extends this to consist of cultural context (of the event but also the historical application and interpretations of the words), intent of perpetrator and interpretation of the message. I claim that possibly the most important element in the framework is the historical context of the terms used and their power relations. This underpins the next 2 stages to provide an analytical framework that enables more nuanced interpretations to be made. Applying these 3 stages of the framework, I argue that the use of Hun and Fenian in Scotland are not equivalent expressions as they are sometimes considered to be. The historical meanings and contexts underpinning Hun differ from Fenian and make their respective interpretations and meanings different.
"Hanging on to 'our' youth is hard enough, let alone organising activities for unaccompanied minor asylum seekers!" Challenging the contribution of sports clubs to social inclusion

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Policy makers in Norway recently reasserted a belief in sports organisations’ potential to offer migrants with opportunities for meaningful leisure activity, and not least, a sense of belonging to newly adopted communities. In a 'White Paper' on Immigration and Integration (Melding St. 30 (2015-2016), local sports clubs and their volunteers were defined as critical players in assisting asylum seekers to become integrated in Norwegian society. Simultaneously, the Norwegian Olympic and Paralympic Committee and Confederation of Sports (NIF) and the Norwegian Directorate of Immigration (UDI) earmarked considerable funding for which sports clubs could apply to meet these objectives. In this paper, I will share findings from a case study that critically examines a local sports clubs' use of funding from NIF and UDI to provide unaccompanied minors seeking asylum with meaningful activities that should assist them with their integration into the local community. The paper builds upon the growing critique of policy claims concerning sports participation and integration. Namely, critique of theoretical concepts such as social capital and notions of 'belonging', to an overly romantic belief in the 'goodness' of sport that oversees the institution's role in the reproduction of sexism, racism, social exclusion, homophobia and so on (Bergsgard, 2016; Coalter, 2007; Spracklen, Long & Hylton, 2015; Walseth, 2008). From a critical constructivist position, combined with insights from a critical Whiteness perspective, the paper explores the different stakeholders' experiences of the local initiative, and in particular, asks on whose terms is integration through sport being defined?

SPORT AND MEDIA
Friday, June 2, 2017
09:00 - 10:30
Room: 103

Social responsibility of sports journalists in expressions of diversity: Where professional standards become a hierarchy

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Research into the social responsibility (SR) of the media in expressions of diversity can be considered as an effort to reaffirm the role of journalists in modern democracies (Muhlmann, 2004). Sport, and especially sport as spectacle, plays a central part in today's media-oriented society. However, this question of the SR, understood as 'venue[s] for public debate' (Rabatel and Koren, 2008), has not really been addressed in relation to sport. Further, media coverage of sport falls far short of reflecting social and cultural diversity and of guaranteeing that all actors are represented fairly and equitably. The heterogeneity of the sports that are covered and the multitude of media formats make it difficult to provide an exhaustive treatment of these issues. For this reason, we have chosen to target the way in which the requirement to cover diversity does or does not affect reporting by the audiovisual media in France; we analyse the processes of formalization, adaptation, hierarchical structuring and application of new standards. How is the human ideal of mutual cooperation and coexistence — which informs the Coubertinian vision of sport as well as international bodies — expressed through institutional directives, participation in sports federations and marketing strategies? This research project, begun in 2016 with funding from France's national research agency, will focus on the 2016 Summer Olympics in Rio. The project has provided an opportunity to conduct a series of interviews with members of a variety of institutions (Council of Europe, French standards agency, France's broadcast regulators and sports department of France Télévisions).
Sport as the final frontier: Policing the contemporary crisis of masculinity

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Over the past century real and imagined threats to patriarchy, the gender order and male power combined with a range of political, cultural and economic interests have sustained discourses about crisis and prompted a range of responses to crisis. Notably, over the same time period sport, as a cultural practice and institution, has been identified as one particular response to the alleged crisis. Indeed, some have argued that sport is one of the final frontiers of masculinity. However, rather than seeking to determine whether or not a contemporary crisis of masculinity actually exists, perhaps it is more productive to think about this issue in terms of relations – the relationship between a crisis of masculinity and its media production, representation, consumption and regulation. That is, what types of crises are being produced and circulated, by whom, and in whose interests? How do new forms of masculinity simultaneously serve as both a threat and an opportunity? In combination, how do the mechanisms and strategies that regulate a crisis operate to create hegemony, a form of common sense through the public circulation of preferred representations of masculinity that, in turn, influence the private experience of men. Taking inspiration from Hall et al’s classic work Policing the Crisis (1978) we examine how the production, representation and circulation of various discourses of crisis provide a platform for public discussion and debate as part of a process of policing the crisis of masculinity in society.

Breitbart sports: Alt-right sport and white nationalism in Trump’s America

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The rise of Donald Trump has widely been discussed as concurrent to, or perhaps exemplary of, the emergence of the ‘Alt-Right’ political and cultural movement in the USA. Whilst the Alt-Right itself is neither a coherent nor unified movement, its emergence and ascendance coalesce around a new political, social, cultural terrain through which nation-based identities, politics, and discourses surface. This Alt-Right positionality is largely oriented around praxeological ontologies, evangelical theocratic nationalism, anti-immigration and anti-Muslim white identity politics, and pro-corporate plutocracy. Media has been a key site of struggle in these developments; with the term ‘fake news’ bringing in to focus questions of truth and legitimacy in journalism. In particular, the rise of Trump has been synonymous with the heightened profile of the Breitbart News website as a key promoter of Alt-Right political ideologies. In this presentation, the authors consider the ostensibly peripheral place of mediated sport within this shifting political and media order. Specifically, we focus on ‘Breitbart Sports’ launched in 2013— the online sports section of the wider news website. Developing upon a content analysis of sport-related coverage within the Alt-Right Platform, we offer critical examination on the representation of sport as constitutive of and situated within the agendas of US white nationalism, cultural politics, and nationalist economics of Trump’s Alt-Right America.
Cartography of public policies in sport and leisure in Rio Grande do Norte (Brazil)

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The structure of the study is part of the Network of Research Centers for Sports and Leisure Development, strategic action of the Ministry of Sports of the Federative Republic of Brazil, specifically in the Cedes Network Center of the State of Rio Grande do Norte. This work aims to build a cartography of the public policies in sports and leisure development in the municipalities belonging to the state of Rio Grande do Norte (Brazil). The descriptive study conducted in 2016 with municipal and state sports and leisure managers sought to map the following indicators: (1) sports and leisure legislate, (2) public spaces for sports and leisure, (3) public policy actions (4) evaluation of sports and leisure public policies, (5) social control of sports and leisure public policies, (6) human resources involved in sports and leisure public policies. Findings suggest a fragility in the development of public policies in sports and leisure due to the lack of autonomy of the municipal and state organs, and an absence of planning and evaluation of the actions. Based on the data collected, a training course is being developed for managers with the intention of strengthening public policy actions in sports and leisure in the state.

Reconceptualising Sport for Development and Peace (SDP) from a critical reconsideration of Nelson ‘Madiba’ Mandela’s view of sport.

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As the excitement of the sport-for-development-and-peace (SDP) movement settles down, there is expected criticism as to whether the current practice and theorisation of SDP can actually deliver authentic development in the global south. The frustration is partly due to the classical theorisation of SDP which tends to centralise sport as the unique tool for social change with little regard for cultural factors. Inevitably, many authors are turning to alternative theorisations of SDP with hopes of realistically progressing the field. Following this directive, the paper offers an alternative conceptualisation of SDP through a critical re-examination of Nelson Mandela’s views and engagement with sport. We argue that Mandela’s popularised assertions of sport as a tool for social change were taken out of context helping construct the current SDP paradigm built upon pseudo realistic foundations. In turn, this paper uses Ubuntu, a Sub-Saharan African cultural ideology to propose an alternative theorisation of SDP. [1] The binary of Global North and Global South is ‘of course, geographically inaccurate and too generalised to encompass the complexities within and between nations, but it is perhaps the least problematic means of distinguishing between relatively wealthy countries and continents [Europe/North America] and relatively poorer ones [Africa]’ (McEwan, 2009, pp. 13-14). Therefore, in this case the global south is meant to mean Africa, specifically sub-Saharan Africa.
Oligarchy in voluntary sports organisation: a case study of a French local sporting body

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Numerous analyses have been conducted on the governance of sport, both at the macroscopic level (e.g., international bodies) and at the microscopic level (i.e., clubs). One however notices that the mesoscopic level remains little studied. This study offer an analysis of the governance of a basketball committee. In this structure, the key positions are held by the same people for many years despite poor performance, either in terms of membership holders’ increase or in terms of sporting achievement of the ‘departmental’ selections. Using the theory of the sociology of organisations (Crozier & Friedberg 1977, Friedberg, 1993), this study aims to understand how these key actors mobilise the different sources of power available in order to lock their position in the structure. We also aim to identify the factors which facilitate their re-election. This analysis is based on seven consecutive years of participant observation. We also used all documents available for this period: rules and regulations, minutes of meetings, executive board and general assemblies. Results reveal the establishment of an informal system which significantly differs from the provisions of the rules and regulations, particularly concerning the composition and functioning of the executive board and the appointment of the presidents of commissions. This informal functioning, doubled by the control of internal communication, allows the members who hold key positions to take root. This form of governance is facilitated by the sociological profile of the other elected members, but also - and mainly - by the lack of interest generated by this level.

SPORT AND PERFORMANCE

Friday, June 2, 2017
09:00 - 10:30
Room: 127

‘They think that high qualification limits make us perform better, but they push us too hard’: An athlete’s story of non-qualification for the Rio Olympic Games

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To compete in the Olympic Games, athletes undergo intense qualification and selection procedures. Training schedules may include high volumes of intense training. While they serve to enhance performance, the line to ill-health is fine. If crossed, training may jeopardise an athlete’s ability to qualify. The purpose of this presentation is to story one athlete’s (Karin) experience of intense training and injury whilst attempting to qualify for the 2016 Olympic Games. The presentation weaves together evidence produced over the course of one year, including through three semi-structured interviews conducted during and after the qualification phase, and a biographical mapping grid the athlete completed during 10 months. Frank’s (2010) socio-narratology is used to develop the story. Using this longitudinal narratological perspective, the presentation connects Karin’s intense training phase that served to enhance her strength and conditioning, a muscle tear injury that emerged shortly after this phase, and her attempts to compete in qualification events in order to qualify for Rio. In linking these events, the presentation gives voice to Karin by demonstrating how she identified with, justified and accepted the training strategy, injury and eventual non-qualification. Importantly, the story demonstrates how Karin’s injury and inability to qualify ‘developed’, rather than ‘happened’. That is, it highlights how qualification requirements set by her national Olympic committee, and training strategies employed to achieve these requirements, injured her. In so doing, the story provides insight into the potential health risks
qualification requirements pose, and how stakeholders may best ensure athlete health.

Sports performance put to the test of a new temporality: The case of cold water balneotherapy for French top-level athletes.

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The performance conditions have changed profoundly in recent years (Ohl, 2016). Therefore, high-level sportspersons must 1) participate in more and more workouts, training camps and competitions but also 2) include in their preparation many mental, physical and nutrition specialists. However, these athletes must also continue to meet certain requirements: get an education, see their families, their friends, have a sentimental life and, of course, perform in their sport. In view of these conditions, the objective was to question top French athletes’ ability to reconcile all of these requirements and therefore, to deal with the acceleration of their pace of life (Rosa, 2013). More specifically, the research examined the impact of the introduction of a new recovery method – cold water balneotherapy – on their pace of life. This technical innovation requires a specific temporality that is added to an already busy schedule. It therefore engages in competition, in the temporal management strategies implemented by these athletes, with other temporalities making up their schedule (Burlot, Richard and Joncheray, 2016). The methodology was based on 50 semi-structured interviews conducted with top athletes training at the Institut National du Sport, de l’Expertise et de la Performance (National Institute of Sport, Expertise and Performance). The results show that, contrary to popular belief, elite athletes' commitment to a new temporality is not systematic, even when it aims at improving their performance. This commitment or lack thereof depends on organizational, cultural and social factors.

A study to explore the physical fitness policies in Taiwan by using the planning theory

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This study was intended to explore and review the implementation of the physical fitness policies in Taiwan. Also, the background and current status to promote physical fitness policies would be described. This study was conducted through the paths of history and policy analysis. It was mainly designed with the literature analysis and interview to explore and analyze the planning and implementation of the physical fitness policies wherein both the advantages and disadvantages in practical affairs could be well identified. Conclusion: 1. The policy planning of physical fitness was based on the norms of physical fitness, the medium-ranged program of physical fitness, the examination program of student physical fitness, the school entrance program with physical fitness evaluated together, the examination program of physical fitness among the general public (age 23-64) and the examination program of physical fitness among seniors (age above 65). 2. In view of the school entrance program with physical fitness evaluated together, aside from expert meetings, more public hearing conferences were highly recommended. 3. When the passports of student physical fitness were under planning, the accessibility should be also taken into consideration more prudentially. 4. To continue implementing the programs of physical fitness, communication was required for the integration of the available resources from different counties and cities.
SPORT AND NATIONAL IDENTITY
Friday, June 2, 2017
11:00 - 12:30
Room: 101

Sámi and Maori in sport polic: Neo-traditionalism versus bi-culturalism

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Based on analysis of sport policy documents, this paper scrutinizes sport policy for Indigenous peoples in Norway and New Zealand, Sámi and Māori, respectively. First, the relevant content of sport policy for indigenous peoples is reported. Second, specific sport organizations for indigenous peoples are described. And third, policy and organization for indigenous sport are compared and contrasted with broader patterns of policies towards the indigenous peoples. Drawing on a theoretical continuum between neo-traditional versus bi-cultural approaches to decolonization, sport policy for Sámi is closer to the former while sport policy for Māori is closer to the latter. Neo-traditionalism refers to an ideology where the indigenous people goes back to their own roots, and keeps it among themselves. In Norway, that is visible by the organization of Sámi specific sports (reindeer racing and lassoing) which take place in a separate Sámi sport organization of which the Norwegian state’s sport policy makers pay little attention. On the contrary, Māori is an integrated part of the sport policy in New Zealand. The state’s policies are bi-cultural, meaning that both Māori and Pākehā (non-Māori, New Zealanders with European heritage) have to respect, pervade and partly learn both cultures. Where the Norwegian state primarily supports the Norwegian confederation of sports, and apparently believes that sport for all will be achieved with that approach, New Zealand sport policy particularly focuses upon the participation of Māori as Māori, in all organizations. In both countries, the sport policies are parts of patterns of larger policies towards the indigenous peoples.

“Wan Solwarra” and Unity Games: Nation-building and urban transformation of the Pacific Games in Papua New Guinea

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The XV Pacific Games (previous known as South Pacific Games) has been acclaimed by the media as an unprecedented success in the South Pacific region in terms of the modern sport facilities and the spectacular opening ceremony. The core theme of the opening ceremony – “WAN SOLWARA” (One Oceania) – is explicitly lit up in the conch shell cauldron, a theme that represents the unity and identity among the Pacific island states. How is the nation-building achievable through the Games in Papua New Guinea, the host nation with more than 700 language groups? What does the spectacular Games mean to a developing country? This paper will draw on the literature of nation-building in Melanesia, the participation in the Games’ opening ceremony at Port Moresby, and observation of the sociopolitical turbulence within Papua New Guinea. I argue that, on the other hand, the the spectacles of the Games derive from the current development of the petroleum and gas sector of Papua New Guinea. The spectacular Games conceals the unequal development, political unsuitability, and urban marginalization within the nation, on the other hand. Games as spectacles do the works of revelation and concealment at the same time. This presentation will contribute to the understanding the relationship among spectacle, sport, nationalism, and politics in the contemporary Pacific.

Three lions on her shirt: England’s sportswomen and banal nationalism

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It has long been claimed that sport plays an important role in the formulation of national identity (Bairner, 2001; Edensor, 2002), with Robinson (2008) highlighting
the centrality of sport to the maintenance of an English national identity. Key to this relationship is Billig’s (1995) well regarded concept of banal nationalism, and in particular the use of national symbols act as daily reminders to flag the English nation. This article examines the relationship between Englishness and sport, utilising data from interviews with England’s representative sportswomen in association football, cricket, netball and rugby union. This research demonstrates the important role that sport plays in developing a sense of national identity in England and, in particular, one that is distinct from Britishness. Furthermore, the significance of the national anthem, national colours and national symbols are evidenced as banal reminders of national identity for England’s sportswomen.

Belly dancing as exercise: Image building of a foreign dance in Taiwan

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Belly dancing originated in the Middle East as a form of folk dance but has widely transformed into a leisure dance activity in recent decades. Belly dance was introduced to Taiwan in 2002, marketed primarily as a ‘body slimming exercise’ with a sense of exoticism. According to previous studies, fitness, weight-loss and body-shaping are the main motivations for most female participants despite their wide range of age groups and social classes. While the former studies generally regard ‘the popularization of belly dance in Taiwan’ as a fad, this study aims to give a deeper interpretation of the phenomenon by exploring the social and cultural factors which have contributed to the localisation of this dance. The paper employs methods of textual analysis, participant observation and in-depth interview. The data collected reveal that belly dance is primarily defined by Taiwanese women as an exercise rather than a folk dance or an art form. In addition, the study examines the importance of the roles played by the...
marketing strategies adopted by the pioneering promoters of belly dance, government policies on sports and health, the association with community universities, and the ideas of traditional Chinese medicine in Taiwanese society in building the beneficial image of belly dance in Taiwan.

From foot binding to competitive sport: The formation of modern Taiwan female physical education in the Japanese colonial era (1895-1937)

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Through investigating the history of foot binding, this research aims to understand the formation process of Taiwan's female physical education under Japanese colonial rule. After the Japanese colonizer announced the banning of foot binding in 1915, they also began to edit the content of physical education text books to cope with the changing need of female students with "natural foot". Despite the ban, the majority of young Taiwanese females remained resistant to participate in sports in the early 1920s, since they were brought up by mothers with bound feet. Nevertheless, with the growing popularity of female participation into physical activity in "mainland Japan", as well as the holding of the first female physical education seminar in Taiwan and the debut of female athletes in the whole island competition, indicate that Taiwanese females perception of physical activity transformed from rather rejecting outdoor activity to actively participating in competitive sports. In addition, after the "Regulations for girls' high school", which listed competitive sports as part of the official curriculum in 1928, the Taiwanese female physical education began to take the form it has today. From the above discussion of "foot binding to competitive sport", we can conclude that first under the influence of Confucianism, traditional customs and the custom of foot binding, and later transformed by Japanese colonizers to fit into the image of modern citizenship, the Taiwanese female body has experienced the shift from "virtuous wife and fine mother" to "modern wife and mother".

SPORT AND URBAN DEVELOPMENT
Friday, June 2, 2017
11:00 - 12:30
Room: 103

Blue skies over Beijing: Olympics, environments, and the People’s Republic of China

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During the 2008 Olympic Games, after years of environmental regulations, two months of intensive short-term measures, and opportune weather, Beijing measured a record number of “blue sky days,” at the same time reassuring international athletes and journalists the air was safe for competition and Beijing residents. We use this case to understand how environmental objectives are achieved in sport. Using Bruno Latour’s object-oriented political ecology as well as Graham Harman and Timothy Morton’s object-oriented ontology, in this presentation we describe the events leading to, during, and after the Games. We argue environmental objectives are only possible when environments are made public; this means environmental objects—such as skies and particulate matter—must be assembled and then articulated, or, in other words, brought forward and made capable of speech.
A study on the development of road-running in Taiwan

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In recent years, road-running events (e.g., half-marathons, marathons, ultra marathons) have become increasingly popular in Taiwan as evidenced by both their increased frequency and scale. Whereas early road-running competitions were staged but a few times a year and used to attract only a few hundred participants per event, there are now hundreds of events to choose from and registered runners at these events now easily number in the thousands. Furthermore, as compared to earlier generations of Taiwanese road-runners, contemporary runners tend to be better trained and more invested in the sport (e.g., more likely to purchase and utilize professional high-tech equipment in their training and competition practices). This paper highlights findings from a qualitative research study that explored the social, political and cultural factors that influence/d the development of the road-running in Taiwan. Drawing on data from a variety of documentary sources (newspapers, magazines, special reports), this paper will highlight the rising popularity of road-running in Taiwan as a function of such factors as: government promotion of the sport; private sector/business interests in road-running; the influence of social media and web-based social networking platforms; the popularity of Taiwanese champions in the ultra marathon; and the increasing emphasis on leisure and health of the individuals. This paper will conclude with some suggestions around both the need for closer government scrutiny of the commercialization of road-running and the negative consequences of such capitalist-driven interest, as well as the need for heightened attention to the protection of the environment and participants’ rights and interests.

The training of vision in Tai Chi: a Case Study in Xinxiang City, China

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There is a growing body of sociological literature that use the Bourdieusian approach to study embodied practice – boxing (Wacquant, 2004), capoeira (Downey, 2005), circuit training (Crossley, 2004) and glass blowing (O’Connor, 2007). These studies share the same method and objective: participant observation by the author to uncover the pre-reflexive foundation of practice. In order to further the investigation, this paper takes up the practice of tai chi, the Chinese martial art, in a Chen style study group in Xinxiang City, China. Based on data gathered from extended participant observation (2006-2016), interviews and video recording, this paper calls attention to a phenomenon that previous studies of embodied practice have not paid due theoretical attention: the difference in practical sense among agents, despite their being engaged in the same practice. Video analysis of the interaction between the instructor and the student reveals that tai chi training revolves around the training of vision, an important constituent of practical sense. The inability of the student to see the master’s movements properly prevents her from copying it, despite the movement being performed repeatedly in front of her eyes. The master’s instruction consists of methods to ameliorate this inability through the creative use of gestures and language. The fact that tai chi training is centered on such training of vision has far-reaching sociological implications. It challenges the Bourdieusian presumption that practice is founded by a homogenous practical sense; it suggests that the difference among practical senses does not inhibit, but rather motivate and condition practice.
Participatory capabilities to sport for development in Vietnam

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While the actual implementation of sport for development (SfD hereon) reaches across Southeast Asia, academic SfD research in Southeast Asia has primarily been limited to the nation of Cambodia (Okada & Young, 2011, 2014). At the time this conference commences I will be entering my last month of fieldwork with an SfD organization in Vietnam (a total of 10 months). During my time in the field I am working as a volunteer with the organization allowing me access into spaces at an organizational level and at a community level. This insider role allows me a critical lens into the working capacity of an SfD organization. Through an analysis that emphasizes Nussbaum’s (2011) capabilities approach I draw on how football (soccer) integrated with life skills activities is provided as forms of play and education that children are given the opportunity to participate in. Data from participatory research using observations and semi-structured interviews will be presented highlighting the experiences and understandings of those involved in this SfD project. This presentation will discuss how at an organizational level this international concept of SfD is created, understood and implemented as a capability in a central Vietnam province by bringing in the expertise and knowledge of those involved. In doing so, I will provide insight to my experiences in the spaces at an organizational level where the project is created and in the communities where the project is implemented.

Sport for Indigenous resurgence: Towards a critical settler-colonial reflection

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Working with Indigenous peoples of Canada or other population dispossessed by foreign settlers is destabilizing and involves a continuous self-critical struggle. In her book Unsettling the Settler Within, Regan (2010) conveyed an important message for Canadians to support “true” reconciliation: they should engage in their own process of decolonization by interrogating their position as colonizers and by acknowledging their complicity in perpetuating the colonial status quo through what she calls the “benevolent peacemaker myth”. Beyond words of apology, politics of recognition, and programs to help fixing “the Indian problem”, Indigenous scholars call for transformative decolonization that confronts a “colonial mentality, moral indifference and historical ignorance” (Alfred, 2010, p.x) in order to foster Indigenous resurgence. This work revisits the hopes set by sport and recreation-based programs for Indigenous youth to advance positive social change, youth wellbeing and community engagement. Within the expanding Sport for Development and Peace (SDP) sector, and in a context encouraging critical self-reflection, Giulianotti (2011) calls for more research on a growing reflexivity among SPD officials: “as reflective social actors, they are able to adapt, modify and transform their practices and strategies in response to changing circumstance or outside criticisms” (p.52). Interviews conducted with the Right to Play’s Promoting Life-skills in Aboriginal Youth program management staff, based on challenges encountered within their practice, demonstrated high levels of constructive self-criticism. The diverse issues raised by the practitioners are analyzed through an Indigenous postcolonial lens (Coulthard, 2014) and highlight areas required for enabling transformative decolonization when working with Indigenous peoples.
Democratizing M&E: A case study of Skateistan-South Africa

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There has been sustained discussion about the need for monitoring and evaluation (M&E) systems within SDP projects to evaluate effectiveness, meet donor requirements, and demonstrate the unique impact of sport. Projects increasingly feel pressure to adhere to evolving industry standards, and as a consequence, few opportunities exist to explore the process of establishing an M&E structure within an SDP organization. This paper considers the broad pressures faced by SDP organizations to respond to the ‘results agenda’ within international development and the ‘quantification of everyday life’ (Lupton). It also offers empirical evidence of how one SDP organization has responded to such expectations through a case study of Skateistan-South Africa (S-SA) project. The authors worked with S-SA staff to design and deliver an M&E training in Johannesburg in July 2016 that focused on qualitative research methods. The research included pre/post training interviews with S-SA staff working on M&E as well as follow-up interviews to assess the viability of designing a customized M&E system. Findings demonstrate the possibility of embedding bespoke M&E systems that meet donor requirements, align with a project’s sensibilities, and facilitate organizational learning.

OPEN

Friday, June 2, 2017
11:00 - 12:30
Room: 127

Tensions and transformations: an ethnographic account of disability sport in the United Arab Emirates.

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The recent transformation of the United Arab Emirates (UAE) into a world class tourist destination has coincided with the nation beginning to heavily invest in the actual and potential hosting of international sporting events. This investment has been seen in both mainstream and disability sport and has placed the UAE as a first rate global sporting destination. In this paper we are particularly interested in how the cultural tensions surrounding the construction of disability within the UAE impacts upon the provision of disability sport within the nation. The UAE Paralympic team has found success in Paralympic games and regularly out performs its able-bodied counterparts. However, despite this, disability sport throughout the region encompasses a difficult construction and remains largely on the peripheries of the UAE sporting structure. The UAE adhere to the ‘universal’ ethos of Paralympism, however this contributes to a problematic framing of disability sport in the Emirates since disability is predominantly seen as a western construct with root in Judaic-Christian ideology that sits uneasily with Arab cultural values. Utilising both the traditional ethnographic method of participant observation as well as virtual ethnographic methods which allows for a continual observation of disability sport in the region, this paper draws upon Foucauldian post structuralism to make sense of the turbulence when west meets east in the context of disability sport in the UAE.
Looking beyond the glory days: A phenomenological exploration of the experiences of aging Thai boxers

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Interest in muay thai as a cultural art form and sport has proliferated in recent decades, particularly with its current consideration for addition to the list of celebrated Olympic sports. While there is debate about the historical roots and development of muay thai in Thailand (Vail 2014), the growth in martial arts tourism to the country by clients from all over the world has continued. In turn, successful Thai boxers are increasingly viewed as national treasures representing the country on a worldwide stage. The current study utilizes a phenomenological approach to explore the lives of Thai boxers as they age out of the sport and continue on to additional life trajectories. Based on data from detailed interviews with Thai boxers who competed in the most prestigious of stages within and outside of the country, this work elucidates their life experiences, challenges, perceptions, and the impact on their families as they transition out of the sport. Preliminary analyses suggest unique cultural dynamics play a factor in the respondents’ experiences. Further, suggestions to address particular service needs for this population and their families are outlined.

Safeguarding children’s welfare in sport in Turkey: An ethnographic research with the experts’ views

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Safeguarding children’s welfare, children’s rights and the conditions of concerned mechanisms and accommodations, especially in a way to include sport fields, do not exist in similar development levels in every society. In Turkish history, the discourse of ‘protecting children and youth from harmful elements’ is found as an ever-repeating element in sports policy documents referring to the protective role of sport. Nevertheless, these issues are continuing to be discussed in relation to sport or different social institutions (e.g., education, justice and family) featuring the -partly common- unresolved aspects in Turkey and all over the World. In this context, the aims of this study are to (1) address child protection mechanisms in Turkey and their relations to sport fields, and (2) provide key issues that may lead to improve the concerned organizations or social structure regarding (safeguarding) children’s welfare in sport in Turkey. In order to do this, ethnographic research methods were used including fieldwork through observations, participating in some critical meetings and events of experts, face to face informal and formal semi-structured interviews as well as recordings and field notes of emerging developments, analysis of documents and practices that open to public access and literature reviews. All suggested experts from diverse fields (e.g. social service, pediatrics and law) who volunteered to participate in formal interviews were immersed in the formation processes of the child protection mechanisms in Turkey for some time. The results were discussed under the themes such as child-centered practice, underdeveloped structures and global crises.

SPORT AND SEXUALITY
Friday, June 2, 2017
13:30 - 15:00
Room: 102

The role of erotic capital in drawing public attention to soccer in the Philippines: Symptoms of a sexualized society?

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Against the backdrop of basketball etched as the most popular sport in the Philippines, this paper explores the role of erotic capital in drawing public attention to soccer in the country, thanks in large to the relative success of the men’s national team, the Azkals. A distinct feature of this team is its transnational outlook comprising of players of mixed races, significantly
Caucasian-Filipino, something that was deemed distinctively unique compared to those playing basketball. The paper draws on Catherine Hakim’s (2010) expansion of Pierre Bourdieu’s (1984) seminal work on class distinctiveness that characterizes social positions, by adding a fourth category of capital to that of Bourdieu, namely erotic capital which comprises elements such as beauty, sexual attractiveness, physical fitness, liveliness, charm or style. Through a qualitative inquiry among a purposive sample of respondents, the theoretical postulation of this paper illustrates the role of erotic capital, especially sexual attractiveness exhibited by members of the Philippine national men’s soccer team and some plying in the country’s top tier league, in drawing immense public attention to the sport. A sociological explanation attributes such attention as reflective of a society that has become sexualized and individualized where athlete’s erotic capital becomes ‘more important and valorized’ thereby cementing the commodification of sex and by extension of sexual consumerism in the society. The paper therefore adds to the existing discourse on sexualized culture in the Philippines by taking a critical approach through a sporting lens.

Homophobia in French sport universities

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Beyond its traditional hegemonic masculinity, sport is also considered to be an environment of homophobia. The study of students’ opinions and behaviors in sport universities is informative as these students are destined to become tomorrow’s physical education teachers, sport coaches, sport managers and will be role models in the reproduction or modification of this environment. An electronic survey was conducted in May 2016 in a French sport university. Only 27% of students are women. 93% of the sample (n=414) declared to be heterosexual (95% of males and 88% of females, p<0.05). Respondents were questioned on stereotypes about homosexuality. A multivariate cluster analysis shows three opinions: homosexuality is a normal way of loving, homosexuality must remain a private matter, or homosexuality is a deviance. These views vary with gender. Gayphobia exceeds lesbophobia. Homophobic verbal violence is pervasive (32% heard homophobic words at university every day). This ‘background music’ is said (41%) to depend on the context. A distinctive methodological feature is to use Goffman’s theatrical metaphor with quantitative data. The role of actors is statistically influenced by their gender and stereotype group, the setting (changing rooms, practical and theoretical classes) and the audience. Objects (clothing) and stigmata were also raised in further in-depth interviews. Verbal, social or physical abuse declared by victims (9%) are statistically linked to their sexual orientation. Violence declared by persecutors (8%) is first and foremost related to their homophobic prejudices.

SPORT AND GENDER
Friday, June 2, 2017
13:30 - 15:00
Room: 103

Exploring the role of Chinese professional baseball cheerleaders: A feminist perspective

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The Chinese Professional Baseball League (CPBL) was founded in 1989 and after absorbing the competing Taiwan Major League in 2003 has become Taiwan’s top tier competition. Like many other sporting contexts, the baseball field has traditionally been a site for the display and confirmation of machismo and masculinity. However, in 2005 a new dimension of gender politics emerged within the league when one of the league’s four franchises, the “La New Bears” (now the Lamigo Monkeys), introduced cheerleaders called the “La New Girls”. Today, all four league teams actively manage and promote their cheerleading squads including the: Brothers Passion Sisters, 7-11 Lion Uni-Girls, Lamigo
Lamigirls, and Rhino Angles. As a sign of the growing popularity, the Lamigo Lamigirls expanded to a 23-person squad in 2016. This study adopts a feminist perspective to explore the role and meaning of cheerleading in the CPBL. In particular, the study examines the importance of physical beauty for cheerleaders and whether or not this should be regarded as the objectification of the female subject. The analysis considers and contrasts why the pursuit of performance excellence by male baseball players demonstrates effort, self-affirmation and value whereas the same effort by female cheerleaders is not taken very seriously. Overall, the study considers this phenomenon within the context of global sports capitalization and the role of sport as spectacle.

The perception of sport, pain and injury through a Chinese mother-daughter relationship

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This paper seeks a deeper understanding of sport-related pain and injury in relation to gender, ethnicity and (non-western) culture. Sociological research on sport-related pain and injury, especially the analysis of fatherhood and father-son relationships has found the influence of family on athletes’ attitudes toward pain and injury, identifying that the father-son bonding via sporting bodies and masculine identities has shaped male athletes’ attitudes toward pain and injury (Curry, 1993; Messner, 1992; Sparkes, 1996, 2012). Comparatively, little attention has been given to the influence of the mother-daughter relationship on female athletes’ perception of pain and injury. Moreover, the influence of family on young Chinese’s sport and physical participation is less known (Pang, Macdonald, & Hay, 2015). To address the above-mentioned gaps regarding the interplay of Chinese mother-daughter relationship and the perception of sport-related pain and injury, this paper focuses on a pair of Chinese mother and daughter in the New Zealand context: the daughter played elite-level table tennis in New Zealand; the mother chose the sport of table tennis for her daughter to pursue. From their narratives, I explore how their relationship has influenced their perception of pain and injury, the sporting body, and gender, and how the daughter’s participation in sports has further shaped their relationship. Moreover, the perception from the Chinese mother and her Chinese-New Zealand daughter reveals racially- and cultural-based interpretations of the sporting body and its pain and injury, and also reflects notions of Chinese parenting and gender norms, Chinese-dominating table tennis culture, and ethnic-cultural identities.

SPORT AND MEDIA
Friday, June 2, 2017
13:30 - 15:00
Room: 126

The promotion of emerging leisure sports through the use of new media: A case study of tree climbing

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The fitness of Chinese citizens became one of the government’s top priorities issues in 2014 leading to the development and implementation of a national strategy. One of the key initiatives was linked to a recognition that internet use had risen to almost 50% of citizens by 2015. This was clear evidence that the emergence of new media was not only eliminating barriers but also changing the mode and nature of communication in China. This study examines the impact of new media technologies on the communication, promotion and marketing of new sports. According to the literature the high cost of investment in traditional media broadcasting meant that only the most popular sports with large audiences and sponsors were involved. However, in the era of the expanding internet, an increasing number of companies have started to use new media as an important platform for marketing and communication with their audience especially in relation to leisure sports. Using a systematic review of literature and a case study methodology this study examined how new media
emerged as a main source for communicating with the public for one new sport – tree climbing. One of the key findings was that new media offered several advantages compared to traditional media including the effectiveness and efficiency of promoting the sport of tree climbing activities. This study concludes with recommendations for the promotion of the leisure sport of tree climbing.

The digital media galaxy and the dissemination of parkour in South Korea

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A number of parkour practitioners have been continually increasing amongst young people in Korea. Using the diffusion of innovations theory by Rogers as a conceptual framework which highlights communication channels and cultural/social system as key elements of the circulation and eventual adoption of new practices, this paper examines the dissemination of parkour in Korea. As a non-mainstream sport, its early development is closely related to the advancement of the digital media technology in the country. Within a subcultural community of parkour, three different practitioner groups can be identified according to the Rogers’ theory. These are innovators, early adapters, and majorities. The innovators gathered information about this Western sporting culture mainly from the Internet and copied movements and skills that French and British tracers were performing. This innovative group also filmed their activities and then circulated their videos on the web. This online communication attracted more young people to parkour. As a number of practitioners grew, both the innovators and the early adopters created an online parkour community through which they offered free training sessions in an effort to disseminate this sport further. The majorities refer to those who join this sporting culture through these campaigns. A Socio-cultural system also played an important role. In Korea, parkour is mainly understood as a means of disciplining one’s mind and some of its skills are similar to those in Eastern martial arts. This hybridisation of parkour and East Asian value forms a circumstance wherein this lifestyle sport thrives within South Korean youth culture.

OTHER ISSUES RELATED TO THE SOCIOLOGY OF SPORT
Friday, June 2, 2017
13:30 - 15:00
Room: 127

Innovative internationalization and the Dragon Boat Race Festival

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The tourism industry has served as an effective medium for creating enormous wealth in the 21st century. According to the World Tourism Organization (WTO), tourism has been one of a major sources of revenue for many countries. It not only creates business opportunities derived from leisure and entertainment, but also presents humanistic implications, economic strength, and infrastructure modernization through tourism exchange that greatly benefits the improvement of overall environment and increases cultural attainment. Among many alluring festivals which can boost local economic development, the Dragon Boat Festival is a major festival for the Chinese people. The dragon boat race is embodied in an intangible cultural heritage of the dragon boat festival that attracts international tourists. In view of this, this research aims to delve into discussion with athletes, coaches and experts as well as explore the application of a mind map to collect customer voices regarding the dragon boat race festival. This study has introduced Quality Function Deployment (QFD) to obtain priority sequence of quality technology and transform Teorija Rezhenoja Izobretate Zadach (TRIZ), and has further
applied service parameters to create TRIZ contradiction matrix. Six inventive principles are obtained to make ameliorative suggestions for international competing units and athletes and help them to obtain better achievement in international tournaments. The six inventive principles are as follows “allocation of venue planning”, “international venue layout” and “establishment of rowing education center” in terms of management implication; design of “the head of the boat installed with LED Light”, “amelioration for materials and length of the hull” and “dragon boat in western style rowing” in terms of hull design implication.

The current status and trend of the sociology of sport in Taiwan: From the perspective of sociology of knowledge

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Although the sociology of sport has become fairly well established and recognized within academia in many parts of the world over the past five decades, less is known about the actual status and trends of sociology of sport within specific nations, including Taiwan. This study uses the concept of Sociology of Knowledge as an analytical framework to identify the key themes and topics of sociology of sport in Taiwan and to understand the formation of knowledge associated with those issues. The research method utilized can be divided into two parts. First, in order to determine which topics are the most popular a content analysis of articles is conducted on (1) the Physical Education Journal and (2) Sports & Exercise Research, the two most representative multidisciplinary journals relevant to the sociology of sport in Taiwan and to understand the formation of knowledge associated with those issues. The research method utilized can be divided into two parts. First, in order to determine which topics are the most popular a content analysis of articles is conducted on (1) the Physical Education Journal and (2) Sports & Exercise Research, the two most representative multidisciplinary journals relevant to the sociology of sport in Taiwan.

PHYSICAL EDUCATION AND SPORT AT SCHOOL/UNIVERSITY
Friday, June 2, 2017
13:30 - 15:00
Room: 101

Sociological factors affecting the QOL by resistance training in elementary school children

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This study examined the qualitative and quantitative sociological factors of resistance training on the QOL of Japanese elementary school children using the PedsQL™ index developed by Varni (2001). The 23 items comprising the Generic Core Scales of PedsQL were divided into the four major functioning scales of Physical, Emotional, Social and Scholastic. In this study, a survey investigating the personal attributes, daily physical activity conditions, and PedsQL of children and their parents was conducted prior to and following an intervention period. The resistance training program reveals that the “hot” issues in Taiwan are ‘sport, politics and policy’ and ‘sport and gender’, with issues as ‘sport and religion’ and ‘sport, deviance and violence’ less popular. The results of the second part of the study highlights the influence that the social environment and advocates (editors and research leaders) have on the key research trends within the sociology of sport. Finally, the study examines the interaction between the social environment and the influence of the advocates, in order to examine their impact on both current and future trends within the sociology of sport in Taiwan.
consisted of a daily 5-minute 96-repetition simple squat routine conducted in the students' school classroom or home over a 10-week period. The study analyzed responses received from 193 boys and girls, together with those of their parents (Intervention Group n=152; Control Group n=41), from four elementary schools in W-cho, Kagoshima, Japan, between September and November of 2011 and 2012. First, we compared the means of the QOL scores pre and post exercise intervention and then conducted a cross analysis of sociological factors such as gender, age, school, physical activity conditions, school PE class assessment, community sports participation, and post-QOL scores of the intervention group. For the intervention group, the mean for the Physical Health Summary Score (Physical) of PedsQL for children and parents (p<0.05) and the Psychological/Sociological Summary Score (amount of Emotional, Social, Scholastic) for parents (p<0.05) significantly increased. Concerning sociological factors, the post PedsQL scores of the intervention group reflected the number of daily sport activities, and school PE class assessment.

A comparative analysis of the development of outdoor and adventurous activities in UK and Chinese higher education

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Outdoor and Adventurous Activities (OAA) have been included in the UK educational system for many years and are considered by many to be integral to UK physical education. In contrast, the delivery of OAA in China has not been well supported by educational administration or policies. This cross-cultural research draws on case studies exploring the development and interpretation of OAA in physical education degrees in one UK and one Chinese university. Bourdieu’s concepts of habitus, field and capital serve as a framework for exploring the development of OAA and the ways participants think and act in the different social contexts. To achieve this, three studies were undertaken. The first two studies examine the design and implementation of OAA in a UK and Chinese university, with data collected by questionnaire, focus groups and interviews with students and University lecturers. The emergent findings informed the design of an intervention programme in a Chinese university in the final study. The main findings of the studies are that there is a persistent cultural conflict between traditional Chinese culture and OAA that has a direct impact on OAA delivery in the Chinese educational field. In particular, OAA in the Chinese physical education degree over-emphasised students’ team-building development. Our findings support the need to develop OAA experiences in childhood and schooling, and to challenge the traditional Chinese educational philosophy through the provision of training to OAA facilitators.
ISSA

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