



Tenth International Conference On

Sport & Society

*Sports Media Vectors: Digitization,
Expanding Audiences, and the
Globalization of Live Sport*

20–21 June 2019

Ryerson University
Toronto, Canada

Tenth International Conference on
Sport & Society

*"Sports Media Vectors: Digitization, Expanding Audiences, and the
Globalization of Live Sport"*

20–21 June 2019 | Ryerson University | Toronto, Canada



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**Ryerson
University**

RTA School of Media
Faculty of Communication
& Design

 **COMMON GROUND**

Tenth International Conference on Sport & Society
www.sportandsociety.com

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Designed by Ebony Jackson and Brittani Musgrove



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Dear Sport and Society Conference Delegates:

A very warm welcome to the city of Toronto and to Ryerson University for the Tenth International Sport and Society Conference. Here at the RTA School of Media in the Faculty of Communication and Design we pride ourselves on innovation, impact, and international experiences. Our first cohort of students in the Sport Media program who graduated in June of 2018 are already making great strides in graduate studies programs and the very best sport media outlets such as – Rogers Sportsnet, Bell Media TSN, and the Canadian Broadcasting Corporation.

This year's conference themes around sport media vectors: digitization, expanding audiences, and the globalization of live sport are aligned with our own Sport Media program here at Ryerson. Sport is a huge part of culture, as well as business, and we are constantly exploring those issues in our curriculum and through experiential learning opportunities inside and outside the classroom that our students are routinely exposed to.

We are very much looking forward to having you join us here for this year's conference and exploring a variety of topics for discussion, presentations, and panels on sport and society. Our opening reception and panel on June 19th will address the globalization of live sport. On June 20th we will host a panel on homophobia in sport/media, and on our final day our plenary panel will look at the ever expanding sphere and influence of e-sports. We will also be holding a film festival over the two days of the conference showcasing sport documentaries produced by some of our faculty and top students.

Many people have been instrumental in helping to stage this year's conference and they include: Dean of the Faculty of Communication and Design, Charles Falzon; Chair of the RTA School of Media, Kathleen Pirrie- Adams; Manager of Operations & Administration, Shawn Haswell; Communications and Events Coordinator, Erin Kjaer. Also, special kudos to my colleague and co-Chair of this event, Professor Laurel Walzak, who attended the Eighth International Sport and Society Conference with me in London and was the first to say, "we need to bring this to Toronto and Ryerson."

We would also like to thank the staff at the Common Ground Research Networks for their role in helping to organize this conference, including Dr. Homer Stavely, Dr. Philip Kalantzis-Cope, and Michele Hill. We hope you enjoy your stay here in Toronto and at Ryerson and look forward to many interesting, informative, and scholarly discussions around Sport and Society.

Cordially,

A handwritten signature in black ink that reads "Joe Recupero".

Joe Recupero
Program Director – Sport Media
Assistant Professor
RTA School of Media
Ryerson University

Dear Sport & Society Conference Delegates,

Welcome to Toronto and to the Tenth International Conference on Sport & Society. My colleagues and I from Common Ground Research Networks are honored to have you join us for this year's conference.

Over the course of three and a half decades, Common Ground has given voice to many thousands of scholars—speakers and authors with things to say about the world and who are saying them in order to change the world.

Common Ground has a strong commitment to providing opportunities for people like you to meet, share, and learn from each other. Across its range of research networks, Common Ground is deeply concerned with the critical issues of our time including, among other things, the nature of social change, the relationships of the human species to nature, the process of knowledge creation, the changing shape of organizations, and the dynamics of learning. These raise big-picture questions which in turn demand an interdisciplinary perspective, something that is often neglected in discipline-based conference, journal, and institutional structures.

Throughout its history, Common Ground has worked to develop new approaches to knowledge community building, including interactive conference formats, criterion-referenced peer review, and online social knowledge media. As a media innovator, we are creating the spaces and technical conditions in which, collectively, we can explore the cultural, political, and economic relationships of sport to society.

While conference inspiration may fade with time, Common Ground offers a means for keeping inspiration alive through CG Scholar, an online environment for knowledge working and learning. We encourage all conference participants to explore CG Scholar—an internet venue for intellectual interaction and imagination.

I am grateful to all of you for sharing your work at this conference. I would like to thank this year's Conference Chairs, Joseph Recupero and Laurel Walzak, who have poured a phenomenal amount of work into this conference. Additionally, I thank my colleagues Michele Hill, Kimberly Kendall, and McCall Macomber, who have helped organize and produce this meeting with great dedication and expertise.

We wish you all the best for this conference, and we hope it will provide you every opportunity for dialogue with colleagues from around the corner and around the globe.

Best wishes,



Homer Staveland
Conference Host
Common Ground Research Networks





*Founded in 1984, we are committed to building new kinds of knowledge communities,
innovative in their media and forward thinking in their messages.*



Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground Research Networks takes some of the pivotal challenges of our time and curates research networks which cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations.

Common Ground Research Networks are meeting places for people, ideas, and dialogue. However, the strength of ideas does not come from finding common denominators. Rather, the power and resilience of these ideas is that they are presented and tested in a shared space where differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. These are the kinds of vigorous and sympathetic academic milieus in which the most productive deliberations about the future can be held. We strive to create places of intellectual interaction and imagination that our future deserves.

Common Ground Research Networks offer integrated programs of action: international conferences, scholarly journals, book imprints, and online dialogue spaces using our path-breaking social knowledge software, *CGScholar.com*

 Aging & Social Change Research Network	 The Arts in Society Research Network	 Books, Publishing & Libraries Research Network	 Climate Change: Impacts & Responses Research Network
 Communication and Media Studies Research Network	 Constructed Environment Research Network	 Design Principles & Practices Research Network	 Diversity in Organizations, Communities & Nations Research Network
 e-Learning & Innovative Pedagogies Research Network	 Food Studies Research Network	 Global Studies Research Network	 Health, Wellness & Society Research Network
 The Image Research Network	 The Inclusive Museum Research Network	 Interdisciplinary Social Sciences Research Network	 The Learner Research Network
 New Directions in the Humanities Research Network	 On Sustainability Research Network	 Organization Studies Research Network	 Religion in Society Research Network
 Spaces & Flows Research Network	 Sports & Society Research Network	 Technology, Knowledge & Society Research Network	 Tourism and Leisure Research Network

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Sport & Society Research Network

*Exploring the cultural, political, and economic
relationships of sport to society*



Founded in 2010, the Sport & Society Research Network offers an interdisciplinary forum for the examination of sport from various perspectives, including: history, sociology, psychology, medicine, health, education, administration, and management. The discussions that take place range from broad conceptualizations of the fundamental logics of sport, to highly specific readings of sporting practices in particular times and places.

Conference

The annual conference is built upon three key features: Internationalism, Interdisciplinarity, and Inclusiveness. Conference delegates include leaders in the field, as well as emerging artists and scholars, who travel to the conference from all corners of the globe and represent a broad range of disciplines and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

You have already begun your engagement in the Sport & Society Research Network by attending the conference, presenting your work, and interacting face-to-face with other members. We hope this experience provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects, as well as the start of a conversation with research network colleagues that will continue well into the future.

Publishing

The Research Network enables members to publish through two media. First, network members can enter a world of journal publication, unlike the traditional academic publishing forums—a result of the responsive, non-hierarchical, and constructive nature of our member based peer review process. *The International Journal of Sport and Society* provides a framework for member based double-blind peer review, enabling authors to publish into an academic journal of the highest standard, but also to participate in the validation of knowledge that is produced by the research network. The second publication medium is through the Sport & Society Book Imprint, where we publishing cutting edge books in print and electronic formats.

We encourage you to submit an article for review and possible publication in the journal. In this way, you may share the finished outcome of your presentation with other participants and members of the network. As a member, you will also be invited to review others' work and contribute to the development of the research network knowledge base as a Reviewer. As part of your active membership in the network, you also have online access to the complete works (current and previous volumes) of journal and to the book imprint. We also invite you to consider submitting a proposal for the book imprint.

Membership

As a Sport & Society Research Network member you have access to a broad range of benefits, tools, and resources:

- Digital subscription to *The International Journal of Sport and Society* for one year.
- Digital subscription to the book imprint for one year.
- One article publication per year (pending peer review).
- Participation as a reviewer in the peer review process, with the opportunity to be listed as a Reviewer.
- Subscription to the e-newsletter, providing access to news and announcements for and from the Research Network.
- Option to add a video presentation to the research network YouTube channel.
- Free access to the Scholar social knowledge platform, including:
 - ◊ Personal profile and publication portfolio page;
 - ◊ Ability to interact and form communities with peers away from the clutter and commercialism of other social media;
 - ◊ Optional feeds to Facebook and Twitter;
 - ◊ Complimentary use of Scholar in your classes—for class interactions in its Community space, multimodal student writing in its Creator space, and managing student peer review, assessment, and sharing of published work.





On sport's motivations, meanings, and purposes

Theme 1: Sporting Cultures and Identities

- Psychology of sport and the interplay between individual identities and access, equity, and participation in sports
- Examines the social and sociological aspects of sport, the impact of cultural traditions and cultural differences on how sports are played or viewed, and the influence of sports on national, ethnic, or community identity
- Individual identity (race, gender, ethnicity, religion, etc) and impacts on sports participation
- Group identities—community, nations, cultures
- Values—as exemplified by athletes, fans, communities
- Cultural differences or traditions
- Psychology or sociology of sport
- Historical perspectives on sport and athletes
- Sport and community building
- Nationalism and ethnic identity in sport
- Exclusionary and inclusionary practices in sport: access, equity, and their social benefits
- Human rights in sport

On the relationship of sports participation to physical, mental, or emotional health and wellbeing

Theme 2: Sport and Health

- Includes the study of health, nutrition, exercise science, sports medicine, and biomechanics
- Examines the relationships between health/physical fitness and other aspects of life (cognitive abilities, work performance, social interactions)
- Exercise, fitness, and physical wellbeing
- Sport and recreation in psycho-social wellbeing
- Sports medicine and health sciences
- Drugs in sport
- Exercise science, sport biomechanics, functional anatomy
- Sports injury—prevention, identification, rehabilitation
- Sports nutrition and exercise metabolism
- Sports and disabilities
- Health and fitness in the workplace



On learning about and through sport

Theme 3: Sports Education

- Includes physical and health education in schools and communities, teaching, and coaching techniques
- Examines how sports programs in schools and communities promote learning, tolerance, social cohesion, and community development.
- Physical and sports education
- Health education in schools and communities
- Community based youth sports
- Sports programs in schools, colleges, and universities
- Coaching and instructional, motivational strategies

On sports organizations, leadership, and management

Theme 4: Sports Management and Commercialization

- Considers sports and sporting events as commercial activities
- Explores the impact of sports and sporting events on communities, nations, and international relations
- Includes sports as a profession and the roles of professionals (athletes, coaches, media, and marketing professionals) within it
- Examines policies, rules and regulations, and laws related to governance and participation
- Management of sports organizations and sporting events
- Marketing, branding, and building a fan base
- Communications and media coverage of sports
- Sponsorship, licensing, and advertising in sport
- Commercialization, commoditization, and privatization of sport
- Professionals in sport
- Sports facilities: design and management
- Adjudication, refereeing, rule making, and game governance



Game Logic

How do we negotiate game logic? Sport's psycho-social motivations are built around a variety of game logics. Games are spaces of recreation and leisure; they are places of not-work; they stand outside the immediately functional, productive logics of employment and citizenship. However, they also reflect and reinforce the moral meanings of broader society: the values of energetic commitment; the virtue of developing skill; the challenge of striving to achieve; the rigors of competition; the rewards afforded to effort; the ethics of formal equality of opportunity (the level playing field); the vicissitudes of chance; magnanimity in loss; and, in team sports, the ethics of collaboration. The virtues of the 'sporting spirit' are complement aspirational values in a wide variety of practices in education, work, and civic participation.

Yet the spirit of sport sits in tension with other complex and at times contradictory forces, ostensibly less part of its 'true spirit' but which, nevertheless, at times seem intrinsic to its gaming logic. Is sport ritualized aggression, quasi-military in its formation, and to the extent that it is, is it a catharsis or catalyst sublimating other problems? Are values of competition a necessary and proper reflection of the motivations that drive market societies, or do they represent 'survival of the fittest' logic in which a few perennially win at the expense of the many who, game logic dictates, must lose? To what extent does game logic also tempt transgression of rules, from cheating to doping? How do we negotiate racism, sexism, homophobia, and denigratory nationalism in sports?

Body Logic

How do we understand the body? Sport also rests on a range of body logics. One logic is one of health, a counterpoint to work which, for the majority of modern people, is largely sedentary. Sport is a necessary antidote. Another logic is that of body image, captured visually in the ideal type of the physically fit man or woman. Another logic is body-to-body contact, the strictly delimited violence of contact sports or bodily co-ordination in sports of graceful movement. Another is the subtle or not-so-subtle expression of sexuality in sport.

However, sitting in tension with these idealizations are difficulties and challenges intrinsic to the logic of the sporting body itself. How do we make sports accessible to, and inclusive of, bodies outside of the ideal body type? How do we deal with the tendency to lionize unnatural extremes in the sporting body, and the over-exercise, drugs or assistive technologies which may be used to produce extreme effects? How do we reduce violence in sport and connected with sport? How do we address the perils of the sexualization of sport? How do we negotiate polyvalent sexualities?

Aesthetic Logic

How does sport shape aesthetics? There are multiple aesthetics to sport. Sporting activities are driven by stories. The game is an open-ended, participatory narrative. It is a journey in time and space--the race or the match, for instance. Sporting achievements fold into everyday life narratives. Then there is the intrinsic aesthetic of movement, of graceful or impressively forceful bodies in time and space, of being outdoors or in specially designed indoor spaces. Sport is also driven by ritual: formalised beginnings, stages, and ends for participants and the stuff of spectacle and entertainment for viewers. This is the raw material for representation in conversation, media, advertising, and the arts-through discourses, imageries, sounds, and tactile sensations. Sport's sites of representation are print, television, radio, the internet—indeed any and all media, each with its characteristic forms and all in a state today of radical transformation.

However, sitting in tension with positive aesthetics are the often crude functionalism of sporting spaces, the rabid commercialization of popular sport, the passivity of the spectacle, and limited and differential access to the media for different sports or categories of player.



Organizational Logic

How is sport organized? Sports are forms of social organization. They depend upon, and are always supported by, institutional infrastructures and processes of management. Physical facilities are needed. Players need to learn to play. They need times and places to practice, and coaches to lead. These are the pragmatics of doing sport, and doing it well. This is the stuff of sports education, sports medicine, and sports management, practiced by and for amateurs as well as professionals.

However, how does organization logic at times lead to excessive commercialism or even exploitation? When does it become overburdened by bureaucracy? When does leisure become work in a way that perhaps defeats the purpose of sport-as-leisure?

The International Conference on Sport and Society and its companion journal, book imprint, and online community are places for the systematic examination a relationship in which sport oft-times enhances social life, while at other times it reflects broader social challenges as well as raising challenges unique to sport itself.

The principal role of the Advisory Board is to drive the overall intellectual direction of the Sport & Society Research Network and to consult on our foundational themes as they evolve along with the currents of the community. Board members are invited to attend the annual conference with a complimentary registration and provide important insights on conference development, including suggestions for speakers, venues, and special themes. We also encourage board members to submit articles for publication consideration to *The International Journal of Sport and Society* as well as proposals or completed manuscripts to the Sport & Society Book Imprint.

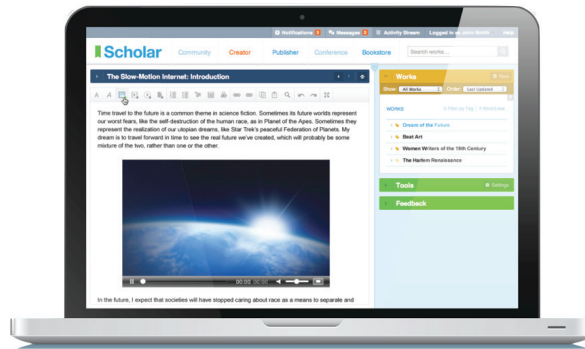
We are grateful for the continued service and support of these world-class scholars and practitioners.

- Karin Volkwein-Caplan, West Chester University of Pennsylvania, West Chester, USA
- Jean Côté, Queen's University, Ontario, Canada
- Hjunjoo Cho, Korean Institute of Sport Science, South Korea
- Simeon Davies, Cape Peninsula University of Technology, Cape Town, South Africa
- Rylee Dionigi, Charles Sturt University, Port Macquarie, Australia
- Yoav Dubinsky, University of Oregon, Eugene, USA
- Terry Engelberg, James Cook University, Australia
- April Henning, Stirling University, UK
- Jack Jedwab, Association for Canadian Studies and Metropolis Canada, Montreal, Canada
- Jörg Krieger, Aarhus University, Denmark
- Félix Zurita Ortega, University of Granada, Spain
- Peter Omondi-Ochieng, School of Kinesiology, University of Louisiana at Lafayette, Louisiana, USA
- Jennifer Pharr, University of Nevada, Las Vegas, Las Vegas, USA
- Maria Pontes Ferreira, Fulbright Scholar Brazil Scientific Mobility, Wayne State University, USA
- Ian Ritchie, Brock University, Canada

A Social Knowledge Platform

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Developed by our brilliant Common Ground software team, **CGScholar** connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works.



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- Building a *peer review network* around your work or courses.

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2. Enter a "blip" (a very brief one-sentence description of yourself).
3. Click on the "Find and join communities" link located under the YOUR COMMUNITIES heading (On the left hand navigation bar).
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- **Peers:** Invite others to connect as a peer and keep up with their work.
- **Shares:** Make your page a comprehensive portfolio of your work by adding publications in the Shares area - be these full text copies of works in cases where you have permission, or a link to a bookstore, library or publisher listing. If you choose Common Ground's hybrid open access option, you may post the final version of your work here, available to anyone on the web if you select the 'make my site public' option.
- **Image:** Add a photograph of yourself to this page; hover over the avatar and click the pencil/edit icon to select.
- **Publisher:** All Common Ground community members have free access to our peer review space for their courses. Here they can arrange for students to write multimodal essays or reports in the Creator space (including image, video, audio, dataset or any other file), manage student peer review, co-ordinate assessments, and share students' works by publishing them to the Community space.

A Digital Learning Platform

Use CGScholar to Support Your Teaching

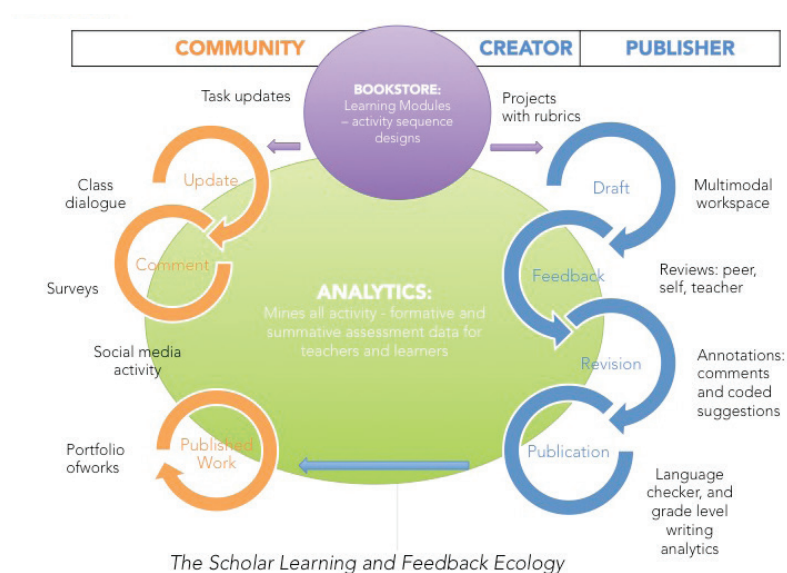
CGScholar is a social knowledge platform that *transforms the patterns of interaction in learning by putting students first*, positioning them as knowledge producers instead of passive knowledge consumers. CGScholar provides scaffolding to encourage making and sharing knowledge drawing from multiple sources rather than memorizing knowledge that has been presented to them.

CGScholar also answers one of the most fundamental questions students and instructors have of their performance, “How am I doing?” Typical modes of assessment often answer this question either too late to matter or in a way that is not clear or comprehensive enough to meaningfully contribute to better performance.

A collaborative research and development project between Common Ground and the College of Education at the University of Illinois, CGScholar contains a research network space, a multimedia web writing space, a formative assessment environment that facilitates peer review, and a dashboard with aggregated machine and human formative and summative writing assessment data.

The following CGScholar features are only available to Common Ground Research Network members as part of their membership. Please visit the CGScholar Knowledge Base for further information (https://cgscholar.com/cg_support/en).

- Create projects for groups of students, involving draft, peer review, revision, and publication.
- Publish student works to each student's personal portfolio space, accessible through the web for class discussion.
- Create and distribute surveys.
- Evaluate student work using a variety of measures in the assessment dashboard.



CGScholar is a generation beyond learning management systems. It is what we term a *Digital Learning Platform*—it transforms learning by engaging students in powerfully horizontal “social knowledge” relationships.

For more information, visit: <http://knowledge.cgscholar.com>.

The Sport & Society Journal

*Committed to fostering an intellectual frame
of reference that supports an interdisciplinary
conversation on the relationships between
sports and societies*



Indexing

China National Knowledge Infrastructure (CNKI Scholar)

SPORTDiscus with Full Text (EBSCO)

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About

The International Journal of Sport and Society provides a forum for wide-ranging and interdisciplinary examination of sport, including: the history, sociology, and psychology of sport; sports medicine and health; physical and health education; and sports administration and management. The discussions in the journal range from broad conceptualizations of the fundamental logic of sport, to highly localized readings of sporting practices in particular times and places.

As well as articles of a traditional scholarly type, this journal invites case studies that take the form of presentations of practice—including documentation of sports practices and exegeses analyzing the social effects of those practices.

The International Journal of Sport and Society is a peer-reviewed, scholarly journal.

Editor



Dr. Jörg Krieger, Aarhus University, Denmark

Reviewers

Articles published in *The International Journal of Sport and Society* are peer reviewed by scholars who are active members of the Sport & Society Research Network. Reviewers may be past or present conference delegates, fellow submitters to the collection, or scholars who have volunteered to review papers (and have been screened by Common Ground's editorial team). This engagement with the Research Network, as well as Common Ground's synergistic and criterion-based evaluation system, distinguishes the peer review process from journals that have a more top-down approach to refereeing.

Reviewers are assigned to papers based on their academic interests and scholarly expertise. In recognition of the valuable feedback and publication recommendations that they provide, reviewers are acknowledged as Reviewers in the volume that includes the paper(s) they reviewed. Thus, in addition to *The International Journal of Sport and Society* Editors and Advisory Board, the Reviewers contribute significantly to the overall editorial quality and content of the journal.



The Publication Process

Step 1: Review the Requirements

All article submissions must meet the requirements listed: https://cgscholar.com/cg_support/en/docs/38. Before submitting your article, please thoroughly review these requirements and revise your article to follow these rules. Initial submissions that do not meet these requirements will be returned to the author(s) for revision.

Step 2: Upload the Submission

Once you have revised your initial submission to meet the article requirements, please visit our Article Submission page: https://cgscholar.com/cg_support/en/docs/39.

Step 3: Initial Submission Accepted for Peer Review

Submitted articles are then verified against the article requirements. If your article satisfies these requirements, your identity and contact details are then removed, and the article is matched to two appropriate reviewers and sent for review. Please note, during this time authors are eligible to be selected as reviewers. Full details regarding the rules, expectations, and policies on peer review can be found on our Publication Ethics page: <http://cgnetworks.org/journals/publication-ethics>.

Step 4: Peer Review Decision

When both reviewer reports are returned, and after the reviewers' identities have been removed, you will be notified by email and provided with the reports. Articles that have been rejected once in the peer review process are allowed a second opportunity to be reviewed by two new reviewers. To be reviewed by two new reviewers, you will need to make revisions based on the comments and feedback of the first round of review, and these changes must be detailed using a change note: https://cgscholar.com/cg_support/en/docs/41-change-note. If an article is not accepted by peer review after this second opportunity, it will be withdrawn from consideration.

Step 5: Membership Confirmation

If your article has been accepted or accepted with revisions, it will enter the membership confirmation stage. We require at least one author associated with the article to have a unique Network Membership or conference registration: https://cgscholar.com/cg_support/en/docs/33-how-to-register. Please note that a paid conference registration includes a complimentary Research Network membership. The benefits of network membership are listed here: https://cgscholar.com/cg_support/en/docs/65-membership-benefits.

Step 6: Publication Agreement

Next, you will be asked to accept the Publishing Agreement. If you are interested in Hybrid Open Access, this step is the best time to register for Open Access publication: <https://cgnetworks.org/journals/hybrid-open-access>.

Step 7: Prepare the Final Submission

After the publication agreement is accepted, you will have thirty days to complete any revisions to your final submission. Please ensure your final submission meets the final submission requirements before returning your article: https://cgscholar.com/cg_support/en/docs/53. This includes criteria such as the correct use of the Chicago Manual of Style (seventeenth edition) and the other listed requirements: https://cgscholar.com/cg_support/en/docs/42. Articles that have been accepted with revisions will require a change note to be included with the final submission. Articles that do not meet these requirements will be returned for revision.

Step 8: Final Checks

Once we have received the final submission of your article, our publishing department will review your final article submission.



Step 9: Copy Editing and Proof Inspection

If the final submission meets the final submission requirements, the article will enter copy editing. During copy editing, our editorial staff will note minor problems with citations, references, grammar, spelling, or formatting. The author(s) will be responsible for correcting these noted problems. Careful adherence to the article template and the citation style guide will greatly minimize the need for corrections. After all copy editing notes have been resolved, we will create a typeset proof for the author(s) to inspect.

Step 10: Article Publication

Individual articles are published "Online First" to our CGScholar bookstore: <https://cgscholar.com/bookstore>. After online-first publication, complete journal issues follow annually, biannually, or quarterly, depending on the journal. Online-first published articles include a full citation and a registered DOI permalink. Be sure to keep your CGScholar profile up-to-date (<https://cgscholar.com/identity>) and add your ORCID iD (<https://orcid.org/register>) to maximize article visibility.

Submission Timeline

You may submit your article for publication to the journal at any time throughout the year. The recommended rolling submission deadlines are as follows:

- Submission Round One – 15 January
- Submission Round Two – 15 April
- Submission Round Three – 15 July
- Submission Round Four – 15 October





Aligning with our model, works published using Hybrid Open Access are free to download from the CG Scholar webstore. Common Ground's open access journal articles are available in one central location—Common Ground Open. This dedicated space is accessible to open access listing organizations and aggregators. Hybrid Open Access content is also actively promoted across all of our Research Networks. Visit Common Ground Open at <https://cgscholar.com/bookstore/collections/common-ground-publishing/series/common-ground-open>.

Our Position and Our Model

Common Ground Research Networks believes firmly in the principles of sustainable knowledge production and accessible knowledge. We also have a commitment to our Research Network members to be engaged in the current trends in the publishing industry. Common Ground Open is one such engagement. Common Ground Open offers our authors the ability to make their articles freely available upon publication in our subscription-based journals. It also enables authors to satisfy a variety of trending needs—institutional repositories, academic evaluative criteria, research grants, and academic funding—all of these are often insistent or dependent on published content being free, accessible, and open. When publishing open access is a funding stipulation, Common Ground Open offers the publishing solution.

The standard cost of open access in the publishing industry often excludes authors from open access opportunities. Our standard rate of US\$250 reflects our position that publishing does require skilled labor, but we must keep open access affordable to provide greater opportunities for authors and their audiences. Our open access publications are licensed using the Creative Commons license, "Attribution-Non-Commercial-No-Derivatives 4.0 International" (CC BY-NC-ND 4.0).

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International Award for Excellence

The International Journal of Sport and Society presents an annual International Award for Excellence for new research or thinking in the area of diversity. All articles submitted for publication in *The International Journal of Sport and Society* are entered into consideration for this award. The review committee for the award is selected from the International Advisory Board for the collection and the annual International Conference on Sport & Society. The committee selects the winning article from the ten highest-ranked articles emerging from the review process and according to the selection criteria outlined in the reviewer guidelines.

Award Winner, Volume 9

Chelsea Litchfield, Associate Head of School, School of Exercise Science, Sport and Health, Charles Sturt University, Bathurst, Australia

For the Article

"Female Athletes, Olympic, and Non-Olympic Online Sports Coverage in Australia: Raising the Bar or Performing below Par?"
The International Journal of Sport and Society, Volume 9 Issue 3

DOI: 10.18848/2152-7857/CGP/v09i03/35-51

Abstract

Sports media research often highlights the significant under-representation of female athletes. However, very little research in this area has focused on online sports media coverage. This study investigated the quantity and quality of media coverage received by Australian female athletes during the Rio de Janeiro Olympic Games in August 2016. The current study provides an analysis of three major Australian newspapers' online versions and offers a valuable comparison to Litchfield and Osborne's study on print versions of the same publications during Olympic years. This study investigates a simultaneous "raising of the bar" and "performing below par" of the Australian sports media in relation to a focus on female athletes during this period of time. Although there were a number of traditional narratives surrounding female representation in sports stories found, there were also some significant differences between online and print media related research in this area.



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As part of each conference registration, all conference participants (both virtual and in-person) have a one-year digital subscription to *The International Journal of Sport and Society*. This complimentary personal subscription grants access to the current volume as well as the entire backlist. The period of access is twelve months, beginning on the date that the registration is completed. Delegates may also purchase a personal subscription to extend this access.

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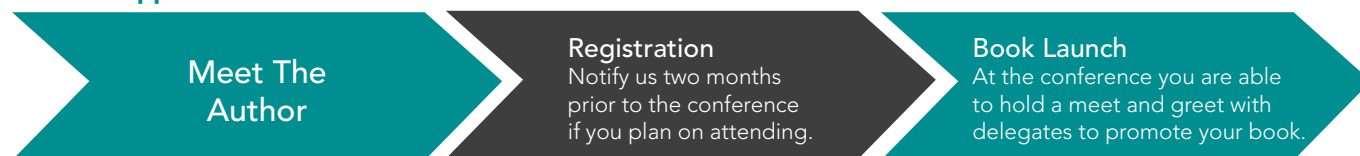


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- What made you write about this subject?
- What is your favorite chapter of the book?
- What is your writing process like?
- What is the message that you would take away from your book?



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A brief description of your professional credentials



A list of your areas of interest and expertise



A copy of your CV with current contact details

Dark Sides of Sport

Jörg Krieger and Stephan Wassong (eds.)



ISBNs:

978-1-86335-148-5 (hbk)
978-1-86335-149-2 (pbk)
978-1-86335-150-8 (pdf)

224 Pages

Network Website:

sportandsociety.com

DOI:

10.18848/978-1-86335-150-8/CGP

In the edited collection *Dark Sides of Sport*, leading international scholars explore multifaceted historical and contemporary challenges for sport. The book includes historical case studies, overviews on specific challenges and conceptual frameworks to explore various threats for sport. Selected topics covered in the book are governance, doping, terrorism, gender testing, sustainability, and nationalism. Whilst those aspects have been covered individually by previous research, *Dark Sides of Sport* provides an insightful overview on threats to sport that allows for the identification of similarities and differences. Therewith, the book attempts to contribute to a better understanding of present political and economic actions within the international sport system. Hence, academics and students from the fields of sport history, sport sociology, sport policy, and sport management might find great interest in the book.

Editor Bios:

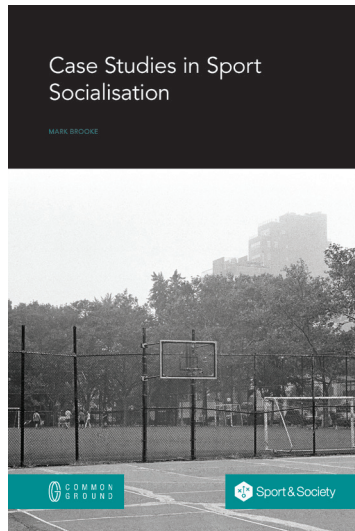
Jörg Krieger has been assistant professor in sport and social science at Aarhus University since 2019. He was formerly employed at the Institute of Sport History and Olympic Studies Centre of the German Sport University Cologne, where he completed his PhD in 2015. His main research fields are the history of doping and anti-doping, transformation processes in the International Association of Athletics Federations and the Youth Olympic Games.

Stephan Wassong is full professor at the German Sport University Cologne, where he is head of the Institute of Sport History and director of the Olympic Studies Centre. He is the executive director of the international degree programme M.A. Olympic Studies and Member of the IOC's Olympic Education Commission. In 2018, he was elected president of the International Pierre de Coubertin Committee.



Case Studies in Sport Socialisation

Mark Brooke



ISBNs:

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978-1-86335-144-7 (pdf)

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Sport socialisation provides fascinating insights into the tensions between structure and agency particularly in states where there is a strong ideological apparatus, or where capitalist market forces dictate behaviour. It is also concerned with the roles significant more intimate others play in determining a person's self-hood. Additionally, sport socialisation plays an important role in identity construction and enables us to examine the intersections between gender, race, socio-economic status or class, physical ability, and cultural norms. The book takes an international perspective by exploring the topic of sport socialisation through different case studies. The main organising principle is to examine socialisation into, out of, and through sport. The first section analyzes factors that influence initiation and continuation in sport as athlete or consumer. Three case studies of how ideology can socialise people into sport are presented: child athletes in China; Black African Americans in basketball and American football; and adventure racing and dragon boating in Capitalist corporate culture. In the second section, factors that prevent potential athletes from competing are studied in three contexts: female Muslim athletes; women e-sports athletes; and intersex athletes. The final section, socialisation through sport explores how athletes might be empowered or disempowered through sport participation. In this section, we look at athletes with disabilities; women who fight; and the debate on youth character development through sport participation. Much of what is studied in these pages requires transformation; some of it represents possible positive change taking place at the moment.

Author Bio:

Mark Brooke currently designs and teaches on Content and Language Integrated Courses (CLIL) at the National University of Singapore combining Sport Sociology and English for Academic Purposes. Apart from Sport Sociology, he researches practical classroom applications of Systemic Functional Linguistics and Legitimation Code Theory (LCT). He has published extensively in sport journals such as *Communication & Sport*, *Sport in Society*, and the *Asia-Pacific Journal of Health, Sport and Physical Education* as well as journals focusing on English language teaching such as *Teaching in Higher Education*; and *The European Journal of Applied Linguistics and TEFL*.

Critical Perspectives on Gender and Sport

Curtis Fogel (ed.)



Sport has long been a social domain created and governed predominantly by and for men. Accordingly, athletic qualities of power, dominance, hyper-competitiveness, strength, and aggression have been culturally defined as masculine traits. The inclusion of women, transgendered, and intersex athletes in sport has been a site of struggle, which has been characterized by significant gains and setbacks. This collection examines how athletes, coaches, sport managers, and journalists experience, understand, and construct gender, sex, and sexuality in contemporary sport. It provides an accessible collection of contemporary research that critically examines new and evolving sports landscapes characterized by ever-changing gender constructions, presentations, identities, and relations.

Editor Bio:

Curtis Fogel is an associate professor in the Department of Sport Management at Brock University in Ontario, Canada. He has written books and research articles on sports law, ethics, doping, and violence.

ISBNs:

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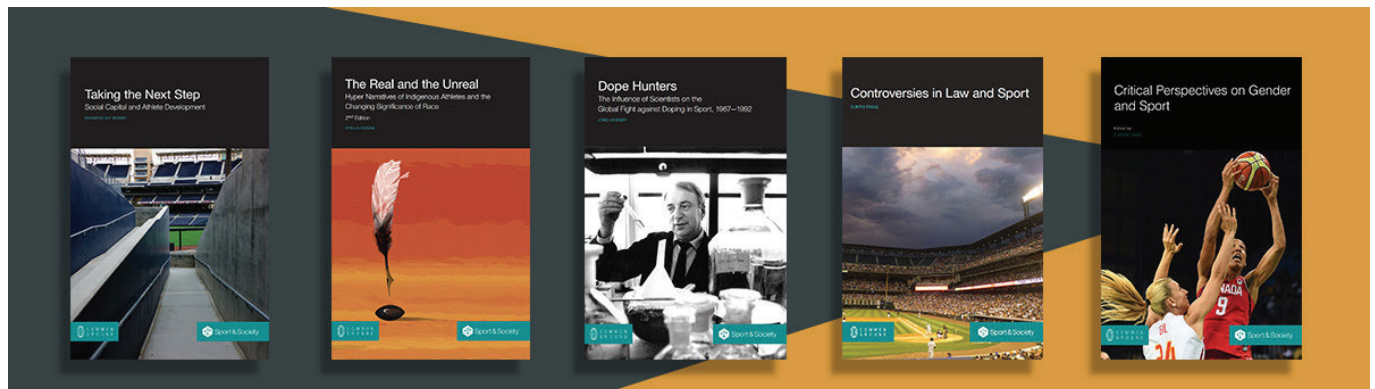
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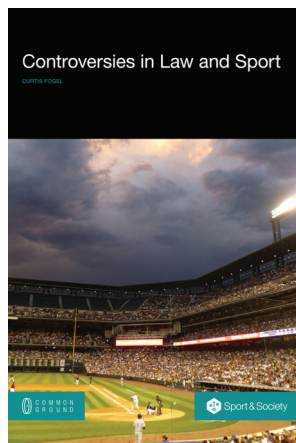
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DOI:

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Sport & Society Book Imprint



Controversies in Law and Sport

Curtis Fogel

DOI:
10.18848/978-1-61229-905-1/CGP

As the sport industry grows, so too does the significance of law in regulating sport and its commercial aspects. Fogel examines the complicated role of law in sport and makes recommendations for effectively addressing existing and potential legal controversies.

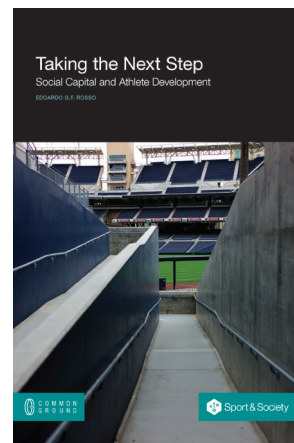


Fighting: Intellectualising Combat Sports

Keith Gilbert (ed.)

DOI:
10.18848/978-1-61229-432-2/CGP

This is a collection of thirty-five cutting-edge chapters by leading practitioners and academics who raise questions and provide answers regarding the broad relationship between fighting and the intellectualisation of the sports that constitute the martial arts.

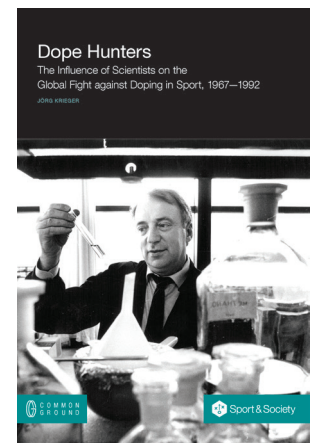


Taking the Next Step: Social Capital and Athlete Development

Edoardo G.F. Rosso

DOI:
10.18848/978-1-61229-617-3/CGP

This book is a look at the issue of player development that too often remains under-appreciated: the influence of others. In particular, it casts light on resources that relationships with others bring about and that have the capacity to affect the ability of players to develop into successful, elite athletes.



Dope Hunters: The Influence of Scientists on the Global Fight against Doping in Sport, 1967–1992

Jörg Krieger

DOI:
10.18848/978-1-61229-835-1/CGP

This book examines the evolution of scientific knowledge within an international anti-doping community and offers a nuanced analysis of the structures and initiatives in the global fight against doping.



Sport & Society Conference

*Curating global interdisciplinary spaces, supporting
professionally rewarding relationships*



Conference History

Founded in 2010, the International Conference on Sport and Society provides a forum for the examination of sport from various perspectives, including: history, sociology, psychology, medicine, health, education, administration, and management. The discussions that take place range from broad conceptualizations of the fundamental logics of sport, to highly specific readings of sporting practices in particular times and places. The conference is held annually in different locations around the world, many in association with significant sporting events.

The International Conference on Sport and Society is built upon four key features: Internationalism, Interdisciplinarity, Inclusiveness, and Interaction. Conference delegates include leaders in the field as well as emerging scholars, who travel to the conference from all corners of the globe and represent a broad range of disciplines and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

Past Conferences:

- 2010 - UBC Robeson Square, Vancouver, Canada
- 2012 - Cambridge University, Cambridge, UK
- 2013 - University Center Chicago, Chicago, USA
- 2014 - Universidade Salgado de Oliveira, Niterói, Rio de Janeiro, Brazil
- 2015 - University of Toronto, Toronto, Canada
- 2016 - University of Hawaii at Manoa, Honolulu, Hawaii
- 2017 - Imperial College, London, UK
- 2018 - Florida International University, Miami, USA

Plenary Speaker Highlights:

The International Conference on Sport and Society has a rich history of featuring leading and emerging voices from the field, including:

- Eric Anderson, Professor, University of Winchester, Winchester, UK (2017)
- Richard Giulianotti, Professor, Loughborough University, Loughborough, UK (2014)
- Wilfried Lemke, United Nations Special Adviser on Sport for Development and Peace, Geneva, Switzerland (2012)
- Richard Pound, Former Vice-president of the International Olympic Committee, Canada (2010)

Past Partners

Over the years, the International Conference on Sport & Society, has had the pleasure of working with the following organization:



Florida International
University,
Miami, USA (2018)

Become a Partner

Common Ground Research Networks has a long history of meaningful and substantive partnerships with universities, research institutes, government bodies, and non-governmental organizations. Developing these partnerships is a pillar of our Research Network agenda. There are a number of ways you can partner with a Common Ground Research Network. Please visit the CGScholar Knowledge Base (https://cgscholar.com/cg_support/en) to learn how to become a partner.





Conference Principles and Features

The structure of the conference is based on four core principles that pervade all aspects of the research network:

International

This conference travels around the world to provide opportunities for delegates to see and experience different countries and locations. But more importantly, the International Conference on Sport & Society offers a tangible and meaningful opportunity to engage with scholars from a diversity of cultures and perspectives. This year, delegates from over 30 countries are in attendance, offering a unique and unparalleled opportunity to engage directly with colleagues from all corners of the globe.

Interdisciplinary

Unlike association conferences attended by delegates with similar backgrounds and specialties, this conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a shared interest in the themes and concerns of this network. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged.

Inclusive

Anyone whose scholarly work is sound and relevant is welcome to participate in this network and conference, regardless of discipline, culture, institution, or career path. Whether an emeritus professor, graduate student, researcher, teacher, policymaker, practitioner, or administrator, your work and your voice can contribute to the collective body of knowledge that is created and shared by this network.

Interactive

To take full advantage of the rich diversity of cultures, backgrounds, and perspectives represented at the conference, there must be ample opportunities to speak, listen, engage, and interact. A variety of session formats, from more to less structured, are offered throughout the conference to provide these opportunities.



Plenary

Plenary speakers, chosen from among the world's leading thinkers, offer formal presentations on topics of broad interest to the community and conference delegation. One or more speakers are scheduled into a plenary session, most often the first session of the day. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in informal, extended discussions during their Garden Conversation.



Garden Conversation

Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors.



Talking Circles

Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and then engage in extended discussion about the issues and concerns they feel are of utmost importance to that segment of the community. Questions like "Who are we?", "What is our common ground?", "What are the current challenges facing society in this area?", "What challenges do we face in constructing knowledge and effecting meaningful change in this area?" may guide the conversation. When possible, a second Talking Circle is held on the final day of the conference, for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. Reports from the Talking Circles provide a framework for the delegates' final discussions during the Closing Session.



Themed Paper Presentations

Paper presentations are grouped by general themes or topics into sessions comprised of three or four presentations followed by group discussion. Each presenter in the session makes a formal twenty-minute presentation of their work; Q&A and group discussion follow after all have presented. Session Chairs introduce the speakers, keep time on the presentations, and facilitate the discussion. Each presenter's formal, written paper will be available to participants if accepted to the journal.



Colloquium

Colloquium sessions are organized by a group of colleagues who wish to present various dimensions of a project or perspectives on an issue. Four or five short formal presentations are followed by a moderator. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.



Innovation Showcase

Researchers and innovators present products or research and development. All presentations should be grounded in presenters research experience. Promotional conversations are permissible, however, products or services may not be sold at the conference venue.



Focused Discussion

For work that is best discussed or debated, rather than reported on through a formal presentation, these sessions provide a forum for an extended “roundtable” conversation between an author and a small group of interested colleagues. Several such discussions occur simultaneously in a specified area, with each author’s table designated by a number corresponding to the title and topic listed in the program schedule. Summaries of the author’s key ideas, or points of discussion, are used to stimulate and guide the discourse. A single article, based on the scholarly work and informed by the focused discussion as appropriate, may be submitted to the journal.



Workshop/Interactive Session

Workshop sessions involve extensive interaction between presenters and participants around an idea or hands-on experience of a practice. These sessions may also take the form of a crafted panel, staged conversation, dialogue or debate—all involving substantial interaction with the audience. A single article (jointly authored, if appropriate) may be submitted to the journal based on a workshop session.



Poster Sessions

Poster sessions present preliminary results of works in progress or projects that lend themselves to visual displays and representations. These sessions allow for engagement in informal discussions about the work with interested delegates throughout the session.



Virtual Lightning Talk

Lightning talks are 5-minute “flash” video presentations. Authors present summaries or overviews of their work, describing the essential features (related to purpose, procedures, outcomes, or product). Like Paper Presentations, Lightning Talks are grouped according to topic or perspective into themed sessions. Authors are welcome to submit traditional “lecture style” videos or videos that use visual supports like PowerPoint. Final videos must be submitted at least one month prior to the conference start date. After the conference, videos are then presented on the community YouTube channel. Full papers can based in the virtual poster can also be submitted for consideration in the journal.



Virtual Poster

This format is ideal for presenting preliminary results of work in progress or for projects that lend themselves to visual displays and representations. Each poster should include a brief abstract of the purpose and procedures of the work. After acceptance, presenters are provided with a template, and Virtual Posters are submitted as a PDF or in PowerPoint. Final posters must be submitted at least one month prior to the conference start date. Full papers can based in the virtual poster can also be submitted for consideration in the journal.



Wednesday, 19 June

17:00–20:00	Pre-Conference Reception and Panel Discussion—"Globalization of Live Sport" Curtis Maloley (Moderator) Lecturer, Sport Media Program, RTA School of Media, and Educational Developer, Learning and Teaching Office (LTO), Ryerson University, Ontario, Canada Karen Sebesta, Senior Producer, CBC Sports, and Professor, RTA Sports Media, Ryerson University, Ontario, Canada John Pitblado, Freelance Producer and Professor, Sport Media, Ryerson University, Toronto, Canada Paul McDougall, Content and Production Lead, Executive Producer, CBC Sports, Canada
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Thursday, 20 June

8:00–9:00	Conference Registration Desk Open
9:00–9:20	Welcome Address—Dr. Kathleen Pirrie Adams, Chair & Assistant Professor, RTA School of Media, Ryerson University, Toronto, Canada
9:20–9:50	Conference Opening—Dr. Homer Stavelly, Common Ground Research Networks, Champaign, United States; Dr. Jörg Krieger, Assistant Professor, Aarhus University, Aarhus, Denmark
9:50–11:05	Panel—"Homophobia in Sport/Media" Brian Kitts, Co-founder and President, You Can Play Project, and Sports and Entertainment Marketing Executive, Colorado, United States Jon Holmes, Home Page Editor, Sky Sports Digital, London, United Kingdom Erik Denison, Lead Researcher, Sport and Inclusion Project, Behavioural Science Research Laboratory, Monash University, Australia Joseph Recupero (Moderator), Director, Sport Media Program, Assistant Professor, Ryerson University, Toronto, Canada
11:05–11:50	Talking Circles Room 1: Sporting Cultures and Identities Room 2: Sport and Health Room 3: Sports Education Room 4: Sports Management and Commercialization Room 5: 2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport
11:50–12:00	Transition Break
12:00–13:40	Parallel Sessions
13:40–14:40	Lunch
14:40–15:55	Parallel Sessions
15:55–16:10	Coffee Break
16:10–17:50	Parallel Sessions





Friday, 21 June

8:30–9:00	Conference Registration Desk Open
9:00–9:15	Daily Update—Dr. Kathleen Pirrie Adams, Chair & Assistant Professor, RTA School of Media, Ryerson University, Toronto, Canada; Dr. Homer Stavely, Common Ground Research Networks, Champaign, United States
9:15–9:55	Panel—“E-Sports Super Course Pilot: From Live Event Production to Marketing FIFA ‘19” Marion Coomey, Associate Professor, RTA School of Media, Ryerson University, Toronto, Canada Brian Withers, Production Technician and Lecturer, RTA School of Media, Ryerson University, Ontario, Canada Laura-Jane Filotrani, Course Director, Journalism (BA), Director of International for ACI, London Southbank University, England Laurel Walzak, Assistant Professor, Ryerson University, Toronto, Canada
9:55–10:35	Panel—“E-Sports” Aksel Lielmanis, Marketing Executive, Media, Entertainment, and Technology industries, Canada Shane Talbot, E-Sports Manager, Maple Leaf Sports & Entertainment, Toronto, Canada Laura-Jane Filotrani, Course Director, Journalism (BA), Director of International for ACI, London Southbank University, United Kingdom Laurel Walzak, (Moderator), Assistant Professor, Ryerson University, Toronto, Canada
10:35–10:45	Transition Break
10:45–12:25	Parallel Sessions
12:25–13:15	Lunch
13:15–14:55	Parallel Sessions
14:55–15:10	Coffee Break
15:10–15:55	Parallel Sessions
15:55–16:00	Transition Break
16:00–17:40	Parallel Sessions
17:40–18:00	Conference Closing and Award Ceremony—Dr. Homer Stavely, Common Ground Research Networks, Champaign, United States



Featured Sessions

“Film Festival – ‘The Sport Project’”

Dr. Joseph Recupero, Director, Sport Media Program, Assistant Professor, Ryerson University, Toronto, Canada
Conference Chair

Thursday, 20 June | 14:40–15:55 | Room 4

Overview: "The Sport Project" is a creative documentary film that explores culture, identity, equity, diversity, and inclusion in sport. The genesis for the project started as an assignment where RTA Sport Media students wrote about their first recollections of watching sports on television: Who were they with? What did they watch? How has that changed over time? The students' short essays spoke about multiculturalism, diversity, women in sport, etc. RTA Students give straight to camera recollections of how sport has been a part of their life and now a part of their creative practice as they study and work in the industry. RTA students appear in all the roles on camera and comprised all of the behind the scenes production roles as well on this creative film and experiential learning opportunity outside the classroom. "The Sport Project" was made possible through an FCAD SRC Small Project Grant.

“Audience Expectation in Live Sport Video Game Streamcasts versus Live Traditional Sport Linear Broadcasts: Consumption Motivation”

Dr. Laurel Walzak, Assistant Professor, Ryerson University, Toronto, Canada
Conference Chair

Thursday, 20 June | 16:10–17:50 | Room 6

Overview: There are two primary aims of this study. The first is to investigate if the motivation scale for sports consumption (MSSC) developed by Trail and James (2001), and adopted by many researchers in the context of traditional sports, can effectively be applied to esports, sports video gaming genre, and fans. And to determine how it can be modified to better address the motivations of esports fans. The second is to use some of the data gathered in the first investigation to explore the differences in audience expectations of a live esports StreamCast, specifically sports video gaming and a live traditional sports broadcast.

“Where Are All of the Women?: Exercise Science and Physiological Research Involving Female Participants” - Virtual Lightning Talk

Dr. Chelsea Litchfield, Senior Lecturer and Associate Head of School, Exercise Science, Sport and Health, Charles Sturt University, Bathurst, New South Wales, Australia
Journal Award Winner

Friday, 21 June | 15:10–15:55 | Room 1

Overview: It is widely documented in most sports that historically, women have not had the same opportunities as men in relation to participation, coaching and leadership positions. However, there is less documentation on how gender is prioritised by researchers in research relating to exercise science, physiology and research participation. This paper will focus on the presence of women as research participants in exercise science and physiology based research in several high profile and highly ranked exercise and physiology journals worldwide. Specifically, this presentation investigates the gender and age of research participants in relation to the research focus, gender of the first author and the country of origin of the research. How current exercise science and physiology research engages the use of female participants is contextualised with the experiences of women in other facets of the sporting world.





“Emerging e-Sports Journalism UK with a Focus on EA Sports FIFA” - Plenary Paper Session

Laura-Jane Filotrani, Director of International for ACI, London Southbank University, United Kingdom

Thursday, 20 June | 16:10–17:50 | Room 6

Overview: Gaming technologies are impacting spectators of sporting events both at home and at live events. Numbers attending major sporting events are reportedly on the decline and television viewing figures are down year on year globally. With audiences becoming more fragmented, more disparate and arguably less loyal, the sports industry is looking for ways to inject new life into sports broadcasting in a bid to capture and retain audiences. Against this backdrop, there is the rapid growth in e-sports both from spectators attending live events and participants online. Forecasters are predicting that e-sports will generate more than £1bn in global revenue and reach an audience of 600 million by 2020. Using a case study of EA Sports FIFA Series, this industry study explores the role sports journalists and broadcast media play and asks the question of how is the emerging sector of e-sports being mediated through sports journalism in the UK? There is no study to date which considers the role of journalism in the emerging e-sports sector. The study is likely to interest producers, managers, and leaders working in broadcasting and online platforms, as well as media scholars.

Lunch and Book Launch: *Dark Side of Sport*

Jörg Krieger, Assistant Professor, Aarhus University, Aarhus, Denmark

Stephan Wassong, Professor, Head of the Institute of Sport History, Director of the Olympic Studies Centre, German Sport University Cologne, Cologne, Germany

Thursday, 20 June | 13:40–14:40

Abstract: In the edited collection *Dark Sides of Sport*, leading international scholars explore multifaceted historical and contemporary challenges for sport. The book includes historical case studies, overviews on specific challenges and conceptual frameworks to explore various threats for sport. Selected topics covered in the book are governance, doping, terrorism, gender testing, sustainability and nationalism. Whilst those aspects have been covered individually by previous research, *Dark Sides of Sport* provides an insightful overview on threats to sport that allows for the identification of similarities and differences. Therewith, the book attempts to contribute to a better understanding of present political and economic actions within the international sport system. Hence, academics and students from the fields of sport history, sport sociology, sport policy and sport management might find great interest in the book.

“The Introduction of a Sport Coaching Degree in South Africa”

Maria Pontes Ferreira, Fulbright Scholar Brazil Scientific Mobility, Wayne State University, USA

Simeon Davies, Cape Peninsula University of Technology, Cape Town, South Africa

Advisory Board Members

Friday, 21 June | 10:45–12:25 | Room 1

Overview: Sport in South Africa continues to be male dominated and it is argued that the opportunity to introduce a new qualification in Sport Coaching provides a unique opportunity to promote and prioritise female sport, given that it has been systemically marginalised. The initiative also supports vision statement of National Government “to be an active and winning nation” (SRSA, 2011:18). This paper provides an insight into the proposed structure and knowledge content of the qualification along with the principles that guide its need for inclusivity, given the historical antecedents that characterised discriminatory systems and policies under Apartheid. A significant element that has formed the catalyst for the introduction of the Sport Coaching Degree is to fill the vacuum created by the effective dismantling of Physical Education as a compulsory element of school education in South Africa. Thus the intent of the qualification is to ensure graduates are educated and trained to work and comply with best practice in local, national and international sport-coaching environments. Importantly the graduates will be able to conduct research in the field of sport coaching that will inform and contribute to relevant policy development, notably in terms of female issues concerning sport participation, access to sport, inequality, as well as sport related socio-economic and health issues.



Special Events

Pre-Conference Reception and Panel Discussion

19 June 2019 | 17:00–20:00 (5:00–8:00 PM) | Location: Ryerson University | Cost: Complimentary to all conference delegates

Join other conference delegates at the pre-conference reception for drinks, light hors d'oeuvres, and a chance to converse. The reception will be followed by a panel discussion, "Globalization of Live Sport." The panel speakers include:

- Karen Sebesta, Senior Producer, CBC Sports, and Professor, RTA Sports Media, Ryerson University, Ontario, Canada
- John Pitblado, Freelance Producer and Professor, Sport Media, Ryerson University, Toronto, Canada
- Paul McDougall, content and Production Lead, Executive Producer, CBC Sports, Canada
- Curtis Maloley (Moderator), Lecturer, Sport Media Program, RTA School of Media, and Educational Developer, Learning and Teaching Office (LTO), Ryerson University, Ontario, Canada

Conference Event: Blue Jays Baseball

Thursday, 20 June 2019 | Game Start: 19:07 (7:07 PM)

Location: Rogers Centre, 1 Blue Jays Way, Toronto, ON M5V 1J1, Canada | Cost: \$45

A group rate has been arranged for the Toronto Blue Jays game against the Los Angeles Angels on Thursday, 20 June 2019 at Rogers Centre. Seats will be near first base in Section 114. Tickets will be given out at the registration desk upon check-in.

Film Festival

Professors and students from Ryerson University have produced, illustrated, or directed short documentaries revolving around sport issues. Join other conference delegates in watching and discussing the following documentaries in **Room 4**:

- Thursday, 20 June | 14:40–15:55
 - ◊ "The Sport Project"
- Friday, 21 June | 13:15–14:55
 - ◊ "Fast Horse"
 - ◊ "Para"
 - ◊ "Unmasked"
 - ◊ "Power Never Quits"

2019 Toronto Pride Festival

The weekend of 21-23 June will have numerous Pride Festival activities in the heart of Toronto. This is the largest festival in Canada, and the main area is a 5-10 minute walk from Ryerson University. Activities include a 5K Remembrance Run, parade, music, and more. For more information, please visit the Toronto Pride Festival registration page: <http://www.pridetoronto.com/registrations/>.





Curtis Maloley, Lecturer, Sport Media Program, RTA School of Media, and Educational Developer, Learning and Teaching Office (LTO), Ryerson University, Ontario, Canada

Globalization of Live Sport, Moderator



Curtis Maloley is a lecturer in the sport media program in the RTA School of Media, and is an educational developer in the Learning and Teaching Office (LTO) at Ryerson University. He is a recipient of a Deans' Teaching Award, and was voted as a "Prof Who Made a Mark" by undergraduate students living in Ryerson Residence. He worked previously as an editorial assistant at The Sports Network (TSN) in Toronto, Canada.

Karen Sebesta, Senior Producer, CBC Sports, and Professor, RTA Sports Media, Ryerson University, Ontario, Canada

Globalization of Live Sport



Karen's career spans over 30 years in television production and has taken her around the world. She has worked in news, variety and entertainment, and sports. She has had the honor of telling stories of athletes, people, and places across this country and internationally. Her jobs have included associate director & producer on HNIC, Olympic features producer, and the senior show producer of several Olympic and Paralympic broadcasts.

Currently, as a senior producer of CBC Sports, she produces live multi-camera sports coverage for many sports events for broadcast in Canada and world feeds. The sports include show jumping, figure skating, gymnastics, and track + field. She also helps oversee the weekly production of Road to the Olympic Games which showcases high performance sport.

Karen's passion for story-telling and live production has also allowed her to produce many multi-sport games like Commonwealth Games, Pan Am, Paralympic and 10 Olympic Games. Recently, she was honored to receive a Canadian Screen Award for CBC's coverage of the Rio Olympics in 2016.

For the past 10 years, she has made room to nurture another passion: teaching. She's been able to help develop two different media programs at two institutions. Currently, she teaches at her alma mater, Ryerson in the RTA Sports Media program.

John Pitblado, John Pitblado, Freelance Producer and Professor, Sport Media, Ryerson University, Toronto, Canada

Globalization of Live Sport



John graduated from McGill University in Montreal in 1988 with a BA. He has spent 25 years working as a freelance producer in sports TV. Over those years, he has covered 9 Olympic Games, numerous NHL playoffs, World Cup Soccer, World Cup Rugby, and Toronto Blue Jays baseball games. Additionally, he has spent 20 years covering World Cup Alpine Skiing. In the last 2 years, he has taught sport media at Ryerson University in Toronto.

Paul McDougall, Content and Production Lead, Executive Producer, CBC Sports, Canada

Globalization of Live Sport



Paul McDougall is the content and productions lead as well as executive producer for the Canadian Broadcasting Corporation. He oversees production, personnel, and content created by CBC Sports. He is an experienced media executive with a proven track record of creating high quality content, customized for audiences on all platforms. As executive producer, he has worked on projects such as the CBC Sports Road to the Olympic Games, 2015 Pan-am Games Toronto, and the 2014 FIFA World Cup.

Brian Kitts, Co-founder and President, You Can Play Project, and Sports and Entertainment Marketing Executive, Colorado, United States

Homophobia in Sport/Media



Brian Kitts is a sports and entertainment marketing executive based in Denver, Colorado. He has worked in the motion picture, sports, and concert industries for clients including Walt Disney Pictures and 20th Century Fox, and teams in professional hockey, soccer, basketball, lacrosse, and more. Brian teaches sports marketing at the University of Denver.

Brian is a co-founder and president of the You Can Play project. You Can Play advocates for changing the culture of locker rooms and sports venues to include LGBTQ+ athletes, coaches, fans, and their allies. You Can Play's work on behalf of LGBTQ issues has been recognized with the international Olympic committee's Sport Beyond Borders Award.

Jon Holmes, Home Page Editor, Sky Sports Digital, London, United Kingdom

Homophobia in Sport/Media



Jon Holmes is the home page editor at Sky Sports Digital based in London, United Kingdom. Sky Sports Digital is the number one commercial digital sports network in Europe. Jon is also the lead of Sports Media LGBT+, a network group he founded in 2017 for lesbian, gay, bisexual and transgender people, and also allies who are working in this sector of the industry. The network advocates for greater awareness of LGBT inclusion in both sports media and sports in general, from grassroots to elite level, as well as responsible media coverage that accurately reflects all LGBT people. Jon also co-ordinates and contributes content for Sky Sports' support of Rainbow Laces, which was named Campaign of the Year at the 2018 BT Sport Industry Awards.

Erik Denison, Lead Researcher, Sport and Inclusion Project, Behavioural Science Research Laboratory, Monash University, Australia

Homophobia in Sport/Media



Erik is the lead researcher of the Sport Inclusion Project in Monash University's behavioural science research laboratory (social science). Monash is Australia's largest university. In 2015, Erik led the first international study on homophobia in sport (www.outonthefields.com). He is now leading multiple, world-first studies focused on identifying why homophobic language remains so common in male sport and how to stop its use. This research involves testing the effectiveness of education programs and initiatives, such as pride games, using a randomized, controlled design. In 2019, the sport industry awarded Erik's team the inaugural Peter Norman Sport Inclusion Award in recognition of the impact of research conducted in partnership with the Australian ice hockey league and Rugby Australia. Erik will be sharing the results of the research in hockey at the Sport & Society 2019 Conference.

Prior to moving to Australia in 2009, Erik was a reporter with the CBC, primarily working as a health and science investigative journalist, though early in his career he enjoyed a short stint as a sport reporter in Thunder Bay as hockey's Staal brothers rose to fame. He is also a proud alumni of Ryerson's journalism program (2001).



Joseph Recupero, Director, Sport Media Program, Assistant Professor, Ryerson University, Toronto, Canada

Homophobia in Sport/Media, Moderator



Joe Recupero is the program director for the sport media program and teaches multi-camera studio production as well as documentary production. Joe graduated from Ryerson's RTA undergraduate program and then returned to attain his master of arts degree in media production in 2010. He has worked on 13 Olympic Games (most recently producing figure skating for the Pyeong Chang Winter Olympics) as well as numerous Paralympic, Commonwealth, and Pan American Games. Joe has produced World Championships and World Cups in almost every sport across Canada and around the world during his tenure at CBC TV Network Sports. In addition to producing live sporting events, Joe also produced, directed, and wrote a number of long-form sports documentaries including "The Circus is in Town: 50 Years of Hockey Night in Canada", which was nominated for a Banff Rockie Award. He also produced and directed "The Life and Times of Sandra Schmirler" which won a Special Jury Prize at the Yorkton Film and Television Festival. In 2009 he produced an independent documentary on Canada's wheelchair rugby team and their selection process for the 2008 Beijing Paralympics. In 2016 Joe collaborated with psychiatrists and researchers at St. Michael's Hospital to produce an hour long documentary, A Dark Room, which focused on concussions in hockey and the mental health effects that can result. A Dark Room was acquired by the National Film Board of Canada as part of their education division and their virtual classroom initiative as well as the CBC Documentary Channel. Joe's creative work continues to focus around equity, diversity, and inclusion in sports and in the sport media industry. Joe is currently enrolled in a PhD program at the University of Toronto in OISE's adult education and community development department. His areas of research interests include gender and masculinity issues in sport and in the workplace as well as biographical learning. sJoe was the recipient of the 2018 FCAD Dean's Teaching Award.

Laurel Walzak, Assistant Professor, Ryerson University, Toronto, Canada

E-Sports Super Course Pilot: From Live Event Production to Marketing FIFA'19; E-Sports, Moderator



Laurel Walzak is a senior strategic and innovative professional with twenty years of experience serving the sports, health & fitness, and consumer goods industries. Laurel is results-focused and possesses a track record of consistent achievements in business operations, commercialization of assets, and cultivating mutually beneficial corporate alliances, all of which contribute to increase shareholder value and to ensure the voice of the shareholder is heard.

Early in her career, Laurel distinguished herself by carving out a unique position in the sports industry, where she positively impacted her organizations' economic growth in both start-ups and large established multi-level organizations. Laurel's experience included roles at Fitneff Inc., the National Hockey League, Molson Coors Canada and as an intern at the National Football League.

In 2013, Laurel was appointed by the Government of Ontario Public Appointments Secretariat of the Ministry: Training, Colleges, and Universities, to the Board of Governors of George Brown College. In 2015, she was elected as the Vice Chair of the Board's Academic & Student Affairs Committee. Laurel also currently serves on: Fitneff Inc.'s Board of Directors; The Canadian Women's Hockey League (CWHL) Board of Directors, as of August 2017, she serves as Chair of the Board; and was appointed by the City Council of Toronto to serve as a public member of the Toronto Pan Am Sports Centre Board (TPASC) for a 2-year appointment ending 2018, and also serves on its Finance and HR Committee.

Laurel's recognitions include being the recipient of the 2017 Alumni Volunteer of the Year Award, George Brown College, 2016 Ontario Volunteer Service Awards, The Honourable Michael Chan, Minister of Immigration and International Trade and Citizenship for 5-Years of Service at George Brown College and being nominated for the 2011 Ontario Premiers' Awards (Hon. Dalton McGuinty) for Outstanding College Graduates in Business.

Laurel is a graduate of Western University, has a post-graduate diploma in sport and event marketing from George Brown College, a master of business administration from Queen's Smith School of Business and holds a certification of achievement in the Chinese Global Business Economy from China Europe International Business School (CEIBS), Shanghai, China. Today, Laurel is an assistant professor in RTA Sport Media at Ryerson University, Toronto, Ontario, and specializes in sport business and sport media research from both an applied and a practical perspective.



Marion Coomey, Associate Professor, RTA School of Media, Ryerson University, Toronto, Canada

E-Sports Super Course Pilot: From Live Event Production to Marketing FIFA'19



Marion Coomey is an associate professor in the RTA School of Media at Ryerson University. She teaches international media production, on air presentation skills, and courses related to broadcast journalism. Marion is the supervisor for the RTA internship program. In 2007, Marion developed Global City Productions, an international collaboration between universities around the world; students in over 15 countries produce and co-host live, online current affairs programs. This year, Marion worked alongside her colleague Brian Withers (and his live event production students) and Laurel Walzak (and her sports media marketing students) to produce a pre and post-game show for a live eSports event.

Brian Withers, Production Technician and Lecturer, RTA School of Media, Ryerson University, Ontario, Canada

E-Sports Super Course Pilot: From Live Event Production to Marketing FIFA'19



Brian Withers is a radio and television arts grad, class of 2003. He was hired by RTA after graduation and currently holds the position of production technician. Brian is also a contract lecturer with the RTA School of Media and teaches technical production, multi camera production, and live event courses in the sport media, media production, and masters of media production programs. He also maintains a healthy freelance schedule and has had the good fortune to have worked on some very exciting productions, from game shows to infomercials, sports events, and award shows.

Aksel Leilmanis, Marketing Executive, Media, Entertainment, and Technology industries, Canada

E-Sports



Lielmanis is a B2B and B2C marketing executive with over 20 years of experience working with the media, entertainment, and technology industries. He is an accomplished storyteller, well-versed in managing world-class brands consumed by all consumer segments, with a strong grasp of all aspects of marketing communications. Lielmanis is also a growth engineer with a proven track record of launching new film, television, and video game products and initiatives, driving revenue, and maximizing profit margins. His commitment to leadership includes a strong focus on empowerment, collaboration, and building teams that support each other in working towards shared goals and performance metrics.

Shane Talbot, E-Sports Manager, Maple Leaf Sports & Entertainment, Toronto, Canada

E-Sports



Shane Talbot is e-sports manager for Maple Leaf Sports & Entertainment where he manages operations for all e-sports programs including the NBA 2K League, Toronto FC's FIFA program, Leafs Gaming, and other gaming-related initiatives. Prior to MLSE, Shane was COO at Luminosity Gaming, an industry leading Canadian e-sports organization with over \$3M in tournament prize money won across a dozen game titles including Overwatch, Fortnite, Counter-Strike: Global Offensive, Call of Duty, various fighting games, Madden, and more. Shane was born and raised in the Toronto-area and has been a lifelong fan of MLSE's traditional sports teams.

Laura-Jane Filotrani, Course Director, Journalism (BA), Director of International for ACI, London Southbank University, United Kingdom

E-Sports



Laura-Jane Filotrani is a senior lecturer with a bachelor's in journalism from London South Bank University. She is also a doctoral researcher in the area of e-sports broadcast journalism.



Andrew Pettit



Andrew Pettit is a PhD candidate in kinesiology (socio-cultural studies) with a specialization in transitional justice and post-conflict reconstruction at the University of Western Ontario. His current work on the history of the Olympic movement (PhD dissertation) as well as sport in the context of reconciliation in Canada (R.A. for the Indigenous Hockey Research Network) focuses on the possible roles sport can play in the fostering of good-will and understanding amongst peoples. Additionally, Andrew is the co-founder and editor of the *Journal of Emerging Sport Studies*, an online open-sourced academic journal dedicated to the dissemination of quality scholarship on sport.

Ingrid Hinojosa-Alcalde



Ingrid Hinojosa-Alcalde has a bachelor's degree in physical activity and sport sciences from the Institut Nacional d'Educació Física de Catalunya (INEFC) that belongs to the University of Barcelona. She also received her master's degree in physical education. She is an associate professor in the Department of Physical Education at INEFC Barcelona. She participates in the research group Grup d'Investigació Social i Educativa en Activitat Física i Esport (GISEAFE). She is conducting her PhD thesis about the coaching profession in Spain. Ingrid will be sharing the results of the research about the underrepresentation of women coaches in Spain at the Sport & Society 2019 Conference.

Adrianne Grubic



Adrianne Grubic is a teaching assistant and PhD student at the School of Journalism at the University of Texas at Austin. She holds a JM from the Emory University School of Law, a MMC from the University of South Carolina, and a BA from Auburn University. She previously worked in sports broadcasting at CNN Sports, ESPN, and FOX Sports. Adrianne's research interests include the intersection of sports, gender, and race along with sports journalism credibility. She has presented her research at AEJMC and NASSS and also has an accepted co-authored paper at this year's ICA in Washington DC.

Jason Smith



Jason is a fourth-year PhD education student at George Mason University in Fairfax, VA majoring in learning technologies design research. Throughout his studies, he has managed to combine his passion for fitness and recreation with his academic pursuits in using technology to support learning pedagogies. Some of the more fluent themes present in his research have been intrinsic motivation, wearable fitness technologies, social constructivism, and self-efficacy in athletes, fitness, and recreation enthusiasts. In his full-time career, he has worked as a senior instructional designer at Booz Allen Hamilton in the metropolitan Washington, D.C. area supporting clients with learning strategy and evaluation of workforce instructional applications.

Melissa Otterbein



Melissa Otterbein, Master of Public Health, is a graduate assistant from George Washington University School of Public Health, Department of Exercise & Nutrition Sciences. She's co-authored, authored, and spoken on podcasts regarding nutrition, physical activity, and sport and the sustainable development goals research. A certified USA Triathlon and US Masters swimming coach, Melissa has volunteered in sport for development including football programming with refugees in Greece, community development in Togo, and locally with Special Olympics. She founded Letters to Future Sisters of the World, an online platform for females to share experiences and dreams for future generations of females. She was a Global Health Corps Fellow for a development organization and HIV/AIDS researcher at Johns Hopkins University. A 2015 USA Triathlon Age Group Nationals qualifier, 2013 70.3 Ironman World Championships Qualifier, and 2013 Ironman All World-Athlete, Melissa is a competitive cyclist who advocates for women's inclusion in the Tour de France.

Nathaniel Ramos



Nathaniel Ramos is a doctoral candidate at Florida State University in the School of Information. Mr. Ramos' dissertation focuses on the adoption of smartwatches by runners. Specifically, his dissertation explores what factors influenced runners to adopt a smartwatch, what information runners utilize, and the impact of smartwatches on behavior. In addition to his dissertation, Ramos also uses data mining techniques to explore public sentiment on social media. Prior to becoming a doctoral student, he worked as a sports reporter covering various NCAA and minor league sports and reporting on those sports for newspapers, radio stations, and television stations in Colorado.



Marsha Boyce



Marsha Boyce is an avid sports fan with a passion for all things communication related. It is no surprise then that she has previously worked in sports journalism/broadcasting in Barbados. Marsha now sets her sights, both academically and professionally, on sports management with an emphasis on communications, public relations, and marketing. Having pursued postgraduate studies in sports management, Marsha wants to make a significant impact on the sporting landscape in the Caribbean, particularly in research. Her research interests span the areas of media and communication, social media use, revenue generation, women in sport, governance, and anti-doping.

Rhonda C. George



Rhonda C. George, ABD, is a doctoral candidate in sociology at York University in Toronto, Canada. Her doctoral research explores the specific social, educational, and athletic experiences of Black Canadian female athletes that have pursued U.S. athletic scholarships. She is interested in explicating the particular ways in which the axis of gender, intersecting with class and race, creates athletic, educational, and social experiences, opportunities, and outcomes that are distinct from the current Black male-centered athletic discourses. Her broader research interests include the sociology of education, sociology of sport, critical race studies, and Caribbean diasporic experiences. To date, she has been published in the *Canadian Review of Sociology* and the *Canadian Journal of Higher Education*. Her broader research interests include the sociology of education, sociology of sport, critical race theory, intersectionality, social reproduction, cultural studies, and Caribbean diasporic experiences.

Kevin Raposo



Kevin is a graduate student at Ryerson University pursuing a master of arts degree in media production. His research explores how photo and video are converging through sport media, and examines how industry professionals will be affected from an economic, social, and technological perspective. Outside of academia, Kevin is a passionate content creator with experience working in sport media as a photographer and video editor. At the Sport & Society Conference, Kevin aspires to broaden his understanding of the field and leverage conference learning within his own career.

Madi Sieger



Madi Sieger is currently a graduate student in Ryerson University's masters of media production program. Madi has a strong interest in how media narratives are constructed, especially where representations of women both on and off-screen are concerned. Combining her love of baseball and curiosity about leadership opportunities for women in media, Madi is exploring female baseball fans as a gendered-entity in sports media's 'economy of visibility' (Banet-Weiser, 2015 via Cooky, 2018) and hopes to investigate how female baseball fans might experience realities of being exploited as consumers, ignored as participants, and denied opportunities as leaders.



Wednesday, 19 June	
17:00-20:00	Pre-Conference Reception and Panel Discussion
	Join other conference delegates at the pre-conference reception for drinks, light hor d'oeuvres, and a chance to converse. The reception will be followed by a panel discussion, "Globalization of Live Sport." The panel speakers include Karen Sebesta, Senior Producer, CBC Sports, and Professor, RTA Sports Media, Ryerson University, Canada; and Curtis Maleley, Lecturer, Sport Media program, RTA School of Media, and Educational Developer, Learning and Teaching Office, Ryerson University, Canada as the moderator.

Thursday, 20 June	
08:00-09:00	Conference Registration Desk Open
09:00-09:20	Welcome Address—Dr. Kathleen Pirrie Adams, Chair & Assistant Professor, RTA School of Media, Ryerson University, Toronto, Canada
09:20-09:50	Conference Opening—Dr. Homer Staveland, Common Ground Research Networks, Champaign, United States; Dr. Jörg Krieger, Assistant Professor, Aarhus University, Aarhus, Denmark
09:50-11:05	Panel—"Homophobia in Sport/Media"
	Speakers include Brian Kitts, Co-founder and President, You Can Play Project, and Sport and Entertainment Marketing Executive, United States; Jon Holmes, Home Page Editor, Sky Sports Digital, United Kingdom; Erik Denison, Lead Researcher, Sport Inclusion Project, Behavioral Science Research Laboratory, Australia, and moderated by Joseph Recupero, Director, Sport Media Program, Assistant Professor, Ryerson University, Canada
11:05-11:50	Talking Circles
	Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and introduce themselves and their research interests to one another. Room 1: Sporting Cultures and Identities Room 2: Sport and Health Room 3: Sports Education Room 4: Sports Management and Commercialization Room 5: 2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport
11:50-12:00	Transition Break
12:00-13:40	PARALLEL SESSIONS



Thursday, 20 June	
12:00-13:40	PARALLEL SESSIONS
Room 1 / RCC 183	<p>Identity Politics</p> <p>Wrestling with the Self: Blood, Tears, and Identity Politics Amelle Margaron, BA, Department of Communication Studies, Concordia University, Montreal, Canada In this paper, I argue that wrestling, as represented in the rings of the World Wrestling Entertainment (WWE), can be considered to be a theatrical performance influenced by its neoliberal social context. To do so, I will begin by explaining how wrestling and its demonstrations of excess can be a collective cathartic event. Then, I will describe how this communal spectacle can be capitalized on by the WWE corporation through the exploitation of audience identification mechanisms. Through a case study of WWE character Dean Ambrose, I will examine the emotive dimension of wrestling and the codependent relationship between audience and athlete. In order to unpack my analysis, I will draw from Roland Barthes' concept of the "spectacle of excess" and Pirkko Markula's application of Foucauldian theory to the sports industry (Barthes, 1957; Markula, 2014). There is no other medium quite like wrestling, strange amalgam of reality television, sporting competition, and theatre. Wrestling not only hangs in the liminal space between reality and fiction, but also wholeheartedly thrives in this confusion of authenticity. And in an age of media plagued by fake news and increasingly explicit political performers, perhaps wrestling can be the tool to help us decipher the blurred codes of reality.</p> <p>• • • • •</p> <p>The Biopedagogical Potentials of Critically Exploring Intersex Concerns in the Sociology of Sports Annette Bromdal, Lecturer, School of Linguistics, Adult and Specialist Education, University of Southern Queensland, Toowoomba, Australia Although sports sociology students may be well acquainted with media headlines categorizing intersex bodies as deviant, non-biological, different and/or non-natural when reporting on their eligibility tests to compete in female elite sports, few are familiar with what these tests involve. Fewer would know when, how and why these eligibility tests came about and who the authors of these policies were. Drawing on Joe Kincheloe's advocacy for critical pedagogy, Valerie Harwood's notion of biopedagogy and Nikki Sullivan's concept of somatechnics, this analysis seeks to unpack how athletes associated with this category cannot be understood as separate from the technologies and 'authorities' that mark and regulate their bodily representation. This analysis, which is based on personal teaching experience with pre-service physical educators in regional Queensland, tries to put critical biopedagogy into action through a social-activist-educator-ideology by encouraging future educators to develop a critical reading of such headlines and eligibility tests, and become comfortable with exploring "messy" discourses challenging societal indoctrinations regulating and disciplining non-gender normative bodies and athletic abilities in female sports. My ambition is to inspire and encourage physical educators to take the risk of engaging students in disruptive practices exploring the inscription of power to particular bodies and abilities in sports and how they are ethically implicated in these relations of power.</p> <p>• • • • •</p> <p>Investigation on the Identities of Naturalised Players in the Hong Kong National Football Team Sheung Ching Yung, Master's Student, Sociology and Social Policy, Lingnan University, Hong Kong Race and identity study is a heated topic in football (soccer). A multi-races national team is common in many countries except East Asia. However, in the past few years, plenty of naturalised players from Africa, Europe, South America and mainland China have joined the Hong Kong(HK) national football team. As a result, it triggers heated debates among public on them. This research investigates the public arguments on interpreting the identity of naturalised players. It finds out that football fans in Hong Kong are open to the participation of naturalised players. Performance of naturalised players is the only concern. The attachment between fans and naturalised players are purely instrumental. Yet, an open attitude to the participation of naturalised players does not mean that fans admit them as Hong Kongers. Fans have set up several primordial rules, including the capability on speaking Cantonese, familiarity of the HK culture, rooting in HK, be born/raised in HK, to judge the Hong Kong identity of naturalised player. Surprisingly, race is not a concern for most fans because they argue that Hong Kong is a city with lots of immigration and emigration hence it is normal to have people with different races. In the meanwhile, they also hope naturalised players to have a basic understand on the politics and laws of Hong Kong and fulfill their civic responsibility.</p> <p>• • • • •</p> <p>Contributions and Contradictions of Football in Africa: The Case of the Democratic Republic of Congo Tamba Nlandu, Associate Professor, Chair, Philosophy, John Carroll University, United States Among the giants of African football, the Democratic Republic of Congo (DRC) has had, since its first participation in continental and world competitions, its moments of glory and demise. The paradox of Congolese football is epitomized by its success during times of political dictatorship, winning two African Cup of Nations (1968 and 1974) under the Mobutu regime, and its decline during times of democratic trials, failing to either qualify for or advance beyond the group stage of CAF and FIFA competitions. Without any doubt, the DRC has always been blessed with both human and natural resources. However, in football, like many other spheres of Congolese life, these resources have tended to be mismanaged or simply squandered. As a result, fame without fortune appears to be the norm for Congolese football players loyal to their homeland. While football has tended to serve as the "opium of the people," the players have often been left to fend for themselves leading most of them to immigrate to countries with greener football pastures. Perhaps the resurgence of the dominance of the Congolese big clubs (especially, TP Mazembe and AS Vita Club) in the continental competitions coupled with the success of the local-based national team players who have won two of the African Nations Championship titles (2009 and 2016) might be signaling a new era in Congolese football.</p> <p>• • • • •</p>



Thursday, 20 June	
12:00-13:40	PARALLEL SESSIONS
Room 2 / RCC 185	<p>The Business of Sports</p> <p>Quest for a Hockey Franchise Alex Faseruk, Professor Emeritus, Faculty of Business Administration, Memorial University, St. John's, NL, Canada Tom Clift, Associate Professor, Sports Marketing, Memorial University, St. John's, NL, Canada This study documents the history of attracting and maintaining a hockey franchise for the City of St. John's Newfoundland and Labrador over the period 1991-2018. During that time the city has been granted four franchises, three of which have been relocated from the city, with the fourth scheduled to begin to play during the 2018-19 season. The study examines the St. John's Maple Leafs (1991-2005), the AHL affiliate of the Toronto Maple Leafs; the St. John's Fog Devils of the Quebec Major Junior Hockey League (2005-2008); the St. John's IceCaps (2011-2015 as the farm team of the Winnipeg Jets) and (2015-2017 as the farm team of the Montreal Canadiens); and the, as yet unnamed, St. John's franchise in the ECHL to begin in fall 2018. The study focuses on the economic, strategic planning and business modeling for a franchise within the setting of three different leagues, the AHL, the QMJHL, and the ECHL. The study draws research from several sources, including the public domain, archives, and interviews with key personnel from the various franchises. Its successes and failures with each previous team and speculate on the future direction of the current franchise. <i>Sports Management & Commercialization</i></p> <p>Fantasy Sports and the Legalization of Sports Betting Mead Loop, Associate Professor, Journalism, Ithaca College, Ithaca, NY, United States Several states have legalized sports betting following a 2018 U.S. Supreme Court ruling that overturned a federal law. The court in Murphy v. National Collegiate Athletic Association said that the statute violated states' ability to allow gambling. The sports betting industry is expected to expand significantly, and the impact of sports betting on another growing industry, fantasy sports, is expected to be symbiotic. Specifically, this paper concludes that increased sports betting will yield increased fantasy sports participation, particularly for daily fantasy sports, known as DFS. The industry also can expect more crossover players, those who bet both on sports and play fantasy sports, a conclusion based on interviews with fantasy sports journalists who are considered industry experts. Overall participant knowledge for casual players, defined as those who play with limited time and skill, is expected to increase as information is distributed more widely. More allocation of fantasy sports journalism resources toward sports betting content was observed. Finally, research has shown complementary relationships between playing fantasy sports and interest in actual games, with a residual effect, according to industry leaders interviewed, being the ancillary business generated in support of sports betting and fantasy sports activities. This paper contributes to a growing body of scholarship on fantasy sports as business and as journalism. <i>Sports Management & Commercialization</i></p>



Thursday, 20 June	
12:00-13:40	PARALLEL SESSIONS
Room 3 / RCC 187	<p>Expanding Audience</p> <p>Exploring a National Sport-based Charity: Understanding the Impact of Network on the Effectiveness of a National Charitable Organization Laura Cousens, Brock University, St. Catharines, Canada Martha Barnes, Brock University, St. Catharines, Canada This research used social network analysis to explore a network of over 1000 community partners of a national charitable organization that funds sport participation by linking both the sport and recreation sectors. The network operates through a highly centralized mechanism of coordination created and maintained by the host organization. While the coordination of the network is centralized, tremendous latitude for decision-making is delegated to local partners to uphold the vision and core purpose of the organization: to facilitate sport participation. Network governance aligns with a structure that combines centralized coordination with decentralized decision-making by local partners which is underpinned by shared values across the network of partners. Exploring concepts such as network density and centrality enabled us to understand the structure of the network and the nature of linkages between the partners. The results of the study uncovered the presence of regional knowledge brokers that served as hubs for information and knowledge sharing. However, overall the structure was fragmented and unable to exploit opportunities for knowledge sharing, innovation, and organizational learning. Network mapping using UCINET 6 provided illustrations that reflected reduced channels of communication between partners and across the central hubs in the network. Efforts to increase communication through technology, creating an e-newsletter that shares best practices, hosting regional or provincial conferences for network partners, providing incentives for ideas sharing and encouraging partners to form new links and connections among the people in geographically proximal locations can positively influence their motivation to collaborate. <i>Sports Management & Commercialization</i></p> <p>Competitive Balance in the NCAA's Football Bowl Subdivision Clayton Stoldt, Associate Dean, Applied Studies, Wichita State University, United States Martin Perline, Wichita State University, United States Rottenberg's Uncertainty of Outcome Hypothesis, as well as, past research has suggested that without a certain degree of competitive balance, fans lose interest, and revenue from attendance, media, etc. declines. If this is true, it would seem to follow that the higher the sources of revenue, the stronger would be the desire for competitive balance, since the potential loss of revenue would be greater. This study focuses on those conferences within the Football Bowl Subdivision (FBS) of the National Collegiate Athletic Association. (NCAA). Using the standard deviation to measure within-season balance, and the Herfindahl-Hirschman Index to measure between-season balance, the authors of this study concluded that when measuring within-season balance there was little difference between the "Power 5," the highest revenue conferences in the NCAA's FBS, and the "Group of 5," the lower revenue conferences in the NCAA's FBS. When measuring between-season balance, the "Group of 5" conferences actually were somewhat more balanced than the "Power 5" conferences, although in neither case was there a statistically significant difference at the .05 level. The results of this study which covered the seven year period, 2012-2018 would suggest that fans might not be as concerned with competitive balance as past research has suggested, or possibly, that the period under study was not typical. <i>Sports Management & Commercialization</i></p> <p>Examination of Donor Motivation in NCAA Division II Soojin Kim, Associate Professor, Sport Management, Kutztown University of Pennsylvania, United States Yongjae Kim, Professor, Sport Management, Kutztown University of Pennsylvania, United States Economic downturn and ongoing budget cuts poses higher education with profound challenges. Accordingly, to offset budget shortfalls and make capital improvements, collegiate athletic programs have become increasingly dependent on financial support from their alumni and boosters. Currently the majority of the donor motivation literature tend to focus on NCAA Division I athletic programs. However, considering that each athletic department functions differently in a number of different dimensions, while institutional difference can also have a huge impact on athletic donor motivations, the current study attempts to fill the gap that exist in the literature. The purpose of this study was to a) reexamine the factor structure of the Athletic Donor motivation scale; and b) identify the prominent athletic donor motives in a NCAA Division II athletic program. For the purpose of this study, a total of 232 actual donors were used for analysis. A confirmatory factor analysis (CFA) was employed to test construct validity and the reliability of the scale was assessed using Composite Reliability. To identify the prominent motivational factors, the means and standard deviations were examined. Results of this study will be further discussed. <i>Sports Management & Commercialization</i></p>

Thursday, 20 June	
12:00-13:40	PARALLEL SESSIONS
Room 5 / RCC 357	<p>Mitigating Factors</p> <p>It's Not about the Protest: Biased Reporting in the Sports Section Adrienne Grubic, PhD Student, Journalism, University of Texas at Austin, Austin, United States This study analyzed whether sports journalists are more or less biased when reporting on race as compared to the 1960s. Through textual analysis this paper examined whether sportswriters were more or less discriminatory in their reporting on the national anthem protest of NFL quarterback Colin Kaepernick as compared to when track athletes Tommie Smith and John Carlos protested during the 1968 Summer Olympics. This study found some racial biases still remain, but are more subtle in general. <i>Sports Management & Commercialization</i></p> <p>Dressed for Success?: An Analysis of Girls' Sport Retail Options Katie Lebel, Assistant Professor, Ted Rogers School of Management, Ryerson University, Toronto, Canada Danica Vidotto, PhD Student, Curriculum, Teaching, Learning, University of Toronto, Toronto, Canada In November 2018, nine-year-old Riley Morrison wrote a letter to NBA superstar, Stephen Curry, after attempting to purchase a new pair of Under Armour Curry 5 basketball shoes for her upcoming basketball season and learning the shoe was not available in girls' sizing. In a viral letter to Curry, she poignantly highlighted the inequity of the situation and encouraged Curry to remedy the problem, noting, "girls want to rock the Curry 5's too." Inspired by this incident, the purpose of this study was to offer an empirical examination of the sport retail options available to girls relative to their male counterparts. A content analysis of the websites maintained by top sport retailers and major sport apparel brands was conducted in order to examine the merchandise options available to girls and boys in sport. Results of the study illustrated severe gender inequities relative to the youth sport retail market. The majority of sport retailers did not differentiate between genders in their "youth" product lines, and "youth" sport products predominantly featured photos of young boys actively engaged in sport. Girls were almost exclusively treated as "other," presented as "fans," or ignored all together. The theoretical lens of enclotted cognition is applied to help interpret the findings and establish female youth as an undeserved market segment in the sport retail industry. Implications will focus on the impact this has on the broader issue of diversity and inclusion in sport. <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p> <p>Factors Affecting the Development of Physical Education Teaching for University Students Aungkana Boonsem, Teacher, Social Science and Humanities, King Mongkut's University of Technology Thonburi, Bangkok, Thailand Thailand has determined that physical education (PE) is an important subject for university students. The purpose of this research was to study the factors affecting the development of physical education instruction in university to achieve the intended purpose. The sample included 1,000 students, 558 male and 442 female students, selected using stratified random sampling method (Stratified Random Sampling) and were divided into groups based on sport types. The data were collected using a questionnaire and analyzed using frequency and percentage. The results showed that the factors that had the highest percentage for the overall development of teaching physical education in the personalities of Physical Education instructors (59.18%) and the measurement and evaluation had the lowest percentage (45.53%). Based on the gender, the personality factor was still the most important factor at a rate of 58.66% and 62.33% for male and female. However, the course content and curriculum were at a minimum percentage for male students (45.42%) while the teaching methods and activities were for female students (46.81%) because of the increased interest of male students in activities more than in the content, which corresponds to gender behavior. For sport, badminton, table tennis, dance, tennis and basketball, the personality factor was still the most important. Based on the above findings, there was a significant result on the personality of the Physical Education teacher. This was because of being a role model and motivating people to take part in student activities at university even though the students concentrated on learning in classroom. <i>Sports Education</i></p> <p>Student-athletes at an Historically Black University: Examining the Relationship between Student Engagement on Campus and Career Situation Awareness Gregory Rich, Assistant Professor of Sport Management, Health Sciences and Kinesiology, Georgia Southern University, Statesboro, United States Kenneth Kungu, Associate Professor, Clayton State University, United States Ali Boolani, Assistant Professor, Clarkson University, United States The purpose of this exploratory study was to examine the relationship between student-athletes' engagement experiences on campus and their career situation awareness at an historically Black university (HBU) in the Southeastern United States with NCAA Division I affiliation. Data were obtained from a sample (n = 118) of female (n= 45) and male (n = 73) student-athletes using measures from the revised versions of the Student-Athlete Experiences Inventory (SAEI) and the Student-Athlete Career Situation Inventory (SACSI). One-way ANOVA, Pearson product-moment correlation tests, and t-tests were employed to analyze gender, race, year classification, and sport played effects. Following data analysis, three key findings were identified. First, HBCUs are likely to provide socially enriching environments for minority student-athletes of both genders that promote career confidence; particularly for minority, female student-athletes. Second, in an HBCU context, White student-athletes may not be as academically involved in university life when compared to their minority counterparts. Third, the use of the library for academic purposes and engagement in socially enriching experiences may have diminishing effects on female student-athletes' sports identities. Implications and future research recommendations are discussed. Related practical implications would be for Athletic Departments to increase opportunities for student-athletes to be engaged in socially enriching environments on campus that include other students and to encourage academic use of the library. To better validate and improve the generalizability of findings from this exploratory study, future research should conduct similar studies that employ data from multiple HBCUs. <i>Sporting Cultures and Identities</i></p>



Thursday, 20 June	
12:00-13:40	PARALLEL SESSIONS
Room 6 / RCC 361	<p>Fitness and Wellbeing</p> <p>Interventions to Promote Physical Activity in Asian Youth: Results from Econometric Studies Chen-Kang Chang, Professor, Department of Sport Performance, National Taiwan University of Sport, Taiwan Chia Yu Yeh, Professor, National Chi Nan University, Taiwan The world is facing an unprecedented epidemic of physical inactivity in children and adolescents, which is a major risk factor for non-communicable diseases in young and old generations. This article summarizes the results from 3 econometric studies based on data in Taiwanese adolescents. The interventions to promote physical activity in Asian youth are suggested according to these results. Study 1 suggested that school in the neighborhood is the most important environmental factor for physical activity in Asian cities. After controlling for the endogeneity by adopting a treatment effect model, we showed that the adolescents who usually exercised at schools had 152% higher physical activity than those who did not. Study 2 found an endogenous relationship between obesity and physical activity. This relationship indicated a vicious circle in which lower levels of physical activity leads to overweight, while those who are already overweight engage in less physical activity. Study 3 showed that meeting the physical activity guidelines in Taiwan significantly reduced the risk of obesity and underweight in boys but not girls. The potential interventions in Asian cities to promote physical activity include to provide more organized after-school programs such as sport teams or clubs using the school facilities; to provide appropriate counseling programs and peer support to those who are overweight and obese to break the vicious circle; to emphasize on the frequency of participation in physical activity, rather than its total amount, in order to prevent obesity in girls. <i>Sport and Health</i></p> <p>Mental Health Needs for College Student Athletes: Game Over Concepts Amy Mayes, Adjunct Faculty, School of Social Work, Texas State University, San Marcos, United States College student-athletes are at an increased risk for mental-health disorders that disrupt their overall wellbeing and performance. The majority of student-athletes stay silent about their emotional state because their glamorized stereotype on campus contradicts the stigma associated with mental health decline (Hendrickson, 2018; Velasco, 2017; Mayes, 2018). Many ex-athletes believe that they experience the same stages of grief as a death due to their exposure to overwhelming circumstances in their playing careers (Tinley, 2015; Mayes 2018). However, every college student-athlete experiences stress. That stress is different than their non-athlete peers because of their schedule and physical turmoil that they are encountering on a daily basis (Mayes, 2018). The majority of athletic programs are lacking in the support they can give to a student-athletes overall wellbeing at this time. Only about 39% Division I university athletic programs in the US have a full-time licensed mental health professional in their athletic department, which proves a large and detrimental gap of available services (Spencer, 2018). Athletic programs need to begin to prioritize the need for mental health professionals and training for their coaches and staff. The National Collegiate Athletic Association (NCAA) has an opportunity to implement mandatory standards for athletic programs and create a culture where care seeking support for mental health issues becomes as normative as seeking care for physical issues. <i>Sport and Health</i></p> <p>Task-oriented Physical Preparedness and the Assessment of South African Emergency Medical Care Students Dagmar Muhlbauer, Lecturer, Emergency Medical Care and Rescue, Durban University of Technology, Sheffield Beach, South Africa Literature exists that reviews the physical preparedness requirements and assessments for paramedics, policemen and firefighters but there is little that focuses on the assessment of physical preparedness for emergency medical care (EMC) providers who are engaged in emergency medical care and medical rescue. Students registered for the four-year Professional Degree in EMC are required to engage in emergency medical care and medical rescue as part of their core curriculum with the intention of producing a graduate that is an expert in both. Based on this, it is essential that EMC students are exposed to a physical training programme and assessment that is contextually relevant to the specific components of fitness required to safely engage with the programme content. The universities presenting the BEMC programmes all require a level of physical preparedness of their EMC students but each institute is utilizing a different assessment tool, many of which are not scientifically validated and/or properly linked to the outcomes of the EMC and medical rescue modules. The researcher is currently engaged in a doctoral study with the aim to address this knowledge gap through the development and validation of a tool for the assessment of physical preparedness for South African EMC students. A prospective, descriptive, exploratory sequential design was selected for this study. This presentation intends presenting the results of the first phase which utilized a desktop study to explore and describe the context of physical preparedness in the field of EMC and medical rescue and how this relates to the Degree. <i>Sport and Health</i></p> <p>Combatting Non-communicable Diseases through Community Based Exercise Meredith Harris, Professor Emeritus, Physical Therapy, Northeastern University, Boston, United States This project focuses on NCD occurrence prevent the potential for stigma associated with HIV. The use of exercise/physical activity of moderate intensity was proposed for combating NCDs. Although there was interest from the grass roots to the highest public health levels, implementation was arduous requiring many levels of approval before implementation. This paper addresses the implementation obstacles that were overcome and the plans implemented to bring regular moderate physical activity to people whose culture did not easily initially embrace the concept. Implications: With the now widespread use of ART and the increasing incidence of NCDs, the need for community based moderate physical activity has increased. The initial project was met with enthusiasm with participants voicing feelings of empowerment toward addressing their own health and in furthering the cultural change toward regular exercise/physical activity. The goal of prevention and decreasing the effects of the NCD health burden is possible through wide spread community based grass roots exercise/physical activity programs. <i>Sport and Health</i></p>
13:40-14:40	Lunch and Book Launch
14:40-15:55	PARALLEL SESSIONS

Thursday, 20 June	
14:40-15:55	PARALLEL SESSIONS
Room 1 / RCC 183	<p>Devotion, Dedication, and Disengagement</p> <p>The Perceived Centrality of Spirituality in Athletic Competition Joel Perttula, Varsity Tennis Head Coach, Athletic Department, Oaks Christian School, United States Spirituality, while not visible, is a central component in athletic competition. This study examined the perceived centrality of spirituality in athletic competition among Christian athletes. To do so, this study developed a biblical and theological understanding of the image of God and considered participant gender, ethnicity, student's level of standing, preferred sport, and cultural environment associated with the preferred sport for the purpose of identifying the most robust, statistically significant correlate and predictor of the perceived centrality of spirituality in athletic competition. The quantitative study utilized survey research methodology. A total of 65 student-athletes were approached and the first 53 athletes who provided an email address were invited to participate in the study. The findings indicated that a key correlation was held across demographic stratum. Participants perceived Christian spirituality to be central in athletic competition. A multiple linear regression predicting the centrality of spirituality determined that one of the independent predictor variables, the interrelationship of the spiritual, mental and physical elements in athletics represented a statistically significant predictor ($p < .001$). Additionally, the study found that prayer after an athletic contest represented a statistically significant correlate ($r = .40$; $p = .003$) and predictor of the centrality of spirituality in athletic competition. <i>Sporting Cultures and Identities</i></p> <p>Sons of Thunder: Community and the Self in the British Columbia Christian Soccer League Nicholas William Howe Bukowski, PhD Student, Anthropology, University of Toronto, Toronto, Canada This paper is concerned with the question: what does it mean to be an evangelical Christian soccer player? This paper addresses the relationship between community formation and soccer at an evangelical Christian church, North Shore Alliance, in North Vancouver, Canada. Drawing from four months of fieldwork in the summer of 2017, the paper addresses the social forms and relationships that can be produced, and renegotiated through North Shore Alliance's soccer team's participation in the British Columbia Christian Soccer League. Drawing from geographer Ben Anderson's idea of "affective atmospheres" (Anderson 2009), it is the emergence of a particular "affective atmosphere" of intensity and authenticity during the games that allow the possibility of soccer to be a medium to generate a form of evangelical community, composed primarily of men, centering on bonds of mutual care. The atmospheric intensity of the soccer games produces conditions in which the players' actions can reveal the state of their "heart" and in turn, reveal their alignment with the Holy Spirit. In turn, these projected evangelical communities of mutual care fulfill the Christian conception of creation as rooted in the idea of the collective Body of Christ so as to counteract the fracture, individualism and self-glorification that the church associates with Western secularism. In this way, the paper engages with the projections and mediations of a particular evangelical Christian vision of community as mediated through soccer. This paper allows a discussion on the possibilities of the continued historical entanglements between sport and Christianity. <i>Sporting Cultures and Identities</i></p> <p>The Decision Making Process in NCAA Student Athletes: Understanding the Concept of Moral Disengagement in Sports Lisa Coffey, Director of Administration, APCS, Inc, Pittsburgh, United States Common student-athlete infractions in the NCAA include allegations of academic violations, sexual assault, domestic violence, pay for play, and infractions involving alcohol or drug abuse. All of these infractions are the result of poor decision-making and athletes often use one or more of the elements of moral disengagement in sports to justify poor decisions and dangerous behaviors. This article defines the eight mechanisms of moral disengagement in sports, provides examples, and offers recommendations to educate student-athletes on moral disengagement in sports to improve the decision making process to avoid infractions common in the athletic community. <i>Sports Education</i></p>



Thursday, 20 June	
14:40-15:55	PARALLEL SESSIONS
Room 2 / RCC 185	<p>Inclusionary Practice</p> <p>In Search of Identity: Taiwanese Indigenous People and Baseball Junwei Yu, Professor, Physical Education, National Taiwan University of Sport, Taiwan The research intends to explore the transformation of self-identification among Taiwan's indigenous people, specifically aboriginal players who identify themselves differently during various period of time. In the literature review, it is divided into two parts, aboriginal identity, and modern sports and ethnic relations. The author discovers that aboriginal identity and official recognition are changeable. Although modern sport is an expression of cultural hegemony exercised by colonial government, it is also a space for minority group to display identity. In Taiwan, baseball is a national obsession that is often connected to national identification. Especially, many outstanding baseball players are aborigines. Accordingly, the research is divided into three sections, which are ethnic prejudice period (1945 to 1982), transitional period (1983 to 1993), and proud-to-be-aborigines period (1994 to now). The project attempts to understand how aboriginal baseball players consider their own identity and the connection with baseball through in-depth interviews. The research subjects not only refer to aborigines, but also to mixed race and pingpu group so as to analyze the issue of sport and ethnic identification profoundly. <i>Sporting Cultures and Identities</i></p> <p>"We Are Taking Back Our Game": Sport, Catharsis, and Lacrosse in the Process of Reconciliation Andrew Pettit, PhD Student, Co-Founder, Journal of Emerging Sport Studies, London, Ontario, Canada Within Canada's Truth and Reconciliation Commission's ninety-three calls to action, a total of six identify sport as having a significant role in the ongoing process of reconciliation. The purpose of this paper is to explore the underlying element of catharsis within this dynamic of sport and reconciliation. This project focuses on the sport of lacrosse as played by indigenous populations in both Canada and the United States. Unlike examples such as CLR James' narrative of cricket in the West Indies or rugby in post-Apartheid South Africa, lacrosse is not a sport that was imposed on indigenous peoples by the colonizing powers. It was appropriated away from them. Today, lacrosse provides a space in which indigenous athletes can relive their colonized history but are able to assert a form of agency against their former colonizers in a mutually agreeable fashion. Through previous analysis of indigenous discourse, it is found that athletes do not conceive of their participation in lacrosse as an act of resistance coming from a subservient position for it is their game, to begin with. Thus, by demonstrating the achievement of catharsis through lacrosse, the role of sport in the reconciliation process will be further exemplified. By surveying the contentious colonial history of lacrosse, and an analysis of the current discourse perpetuated by indigenous athletes through interviews, I argue that lacrosse provides a uniquely cathartic experience for indigenous athletes and communities within the reconciliation context. <i>Sporting Cultures and Identities</i></p> <p>The Capacity of Sport to Integrate Immigrants into Canadian Communities Sacha Smart, Graduate Student, School of Environmental Design and Rural Development, University of Guelph, Toronto, Canada Kyle Rich, Assistant Professor, Brock University, Canada Sport has been widely credited as a mechanism for facilitating the growth of interpersonal bonds and the inclusion of population groups that may otherwise be marginalized or less likely to participate in their community activities. Given that Canada is poised to increase the number of immigrants arriving annually, understanding the lived experiences of new immigrants into Canadian communities is important for contemporary Canadian society. These experiences will depend upon pathways to integration and innovative approaches that create opportunities for immigrants to participate in community life in their respective locales. In this paper, we use a phenomenological approach to explore how organized youth sport programming is implicated in the integration experiences of new Canadian immigrant families. Data collected from semi-structured interviews with parents and guardians who have at least one dependent family member currently enrolled in an organized youth sport program in communities within the City of Toronto. Data was analyzed thematically, and our discussion will explore the role of sport within the complexities of the immigrant experience during the settlement process, the sociocultural environment of sport in a large Canadian city, and the constraints to participation in sporting activities that immigrants face on the field of play and within their communities. Our discussion has implications for academics, practitioners, and policy makers interested in sport programming in and for diverse community contexts. <i>Sporting Cultures and Identities</i></p>

Risk Assessment

Head Injuries in Swedish Ice Hockey, and the Associated Risk Regulation Regime

Olov Hemmingsson, PhD Candidate, Department of the Social Sciences, Mid Sweden University, Östersund, Sweden

Due to the progressing knowledge regarding long-term health effects of head trauma in certain contact sports, the question of regulation is likely to be raised. In the case of Sweden, sporting activities are still part of a large civic movement mainly financed through public resources. Explicitly justified through claims of health promotion as well as alleged effects on social capital, the Swedish state, and its municipalities spend a substantial amount of public resources in support of sports organizations each year. With numbers of active athletes as well as spectator numbers and public resources spent considered, ice hockey is arguably one of the biggest sports in Sweden. The legitimacy given to the sport through public funding and explicit recognition regarding positive societal effects is likely to be increasingly questioned due to the increasing amount of head injuries happening in the game as well as the aforementioned knowledge on the long term risks of such injuries. With this problem in mind, this PhD-thesis aims to advance the knowledge on the risk regulation regime associated with Swedish ice hockey through three empirical studies. First, a corpus-assisted discourse study of the media narrative related to the specific risk. Second, a quantitative content analysis of the information communicated by the Swedish ice hockey organization. Third, a network analysis intended to map the organizations involved in the regulatory regime and the dynamics between them.

Sport and Health

High School Teacher and Coaches Knowledge of Concussions

Richard Bomgardner, Assistant Professor/Athletic Training Program Director, Human Performance Studies, Wichita State University, United States

Academic performance or classroom readjustment issues have been observed in students returning to school after a concussion. High school students who suffered a concussion have reported greater deficiencies in academic skills of note taking, completing homework, and studying. In addition, post-concussion students involved in higher levels of cognitive activity during school have shown longer recovery periods. The purpose of this research was to evaluate high school teachers and coaches on their knowledge of concussions and issues relating to the school environment. High school teachers and coaches were surveyed on their history of concussion training, awareness of national, state, or local policies, classroom observations, school accommodations, and concussion knowledge. Implications to this research have shown school personnel and teachers should be more knowledgeable about concussions and classroom management strategies. Gaps within the education system have exposed unmet needs for students with concussions such as a lack of school policy, academic accommodation barriers, and inconsistencies in communication channels. Teachers recognizing when concussion signs/symptoms are effecting the students learning potential will aid in providing earlier intervention. School personnel should prioritize courses when students return to school to decrease potential barriers to learning. Cognitive issues pertaining to difficulty concentrating, focusing, and remembering have been reported symptoms for concussions which can last several days to months. Therefore, the importance for schools to develop and implement a return to learn plan to reintegrate a post-concussion student back to school needs to be the foundation for academic support.

Sport and Health

Risk Communication in Trampoline Parks

Jon Heshka, Professor, Thompson Rivers University

Trampoline parks have seen rapid growth in the last 10 years. In the US, the number of parks increased from about 40 in 2011 to 280 in 2014 to approximately 500 now. ER visits for trampoline park related injuries exploded from 581 in 2010 to 6932 in 2014. Children aged 6 to 17 accounted for the majority of injuries. There has been significant fallout from injuries and deaths sustained at trampoline parks. Lawsuits have been launched; most are settled but some have resulted in large payouts. Insurance premiums have skyrocketed and coverage has been cut. The industry is suffering from market fatigue and it has been hurt by negative news coverage; this market correction has resulted in overall reduced revenue with many parks closing their doors. Many jurisdictions are looking at the role government should play in the regulation of trampoline parks. This paper will look at the injuries being sustained by its users, practical ways to reduce the harm being suffered and measures to mitigate the liability exposure of trampoline park operators. Data has been obtained from trampoline park operators and insurers. The paper will dive into the deep end of systems-based risk management and will examine its four stages (pre-incident, active management, crisis management, and post-incident). The paper will focus on risk communication (marketing, signage, waivers, etc.) and the delicate balancing act of presenting trampoline parks as a fun and safe activity while at the same time saying it's dangerous.

Sport and Health

Thursday, 20 June	
14:40-15:55	PARALLEL SESSIONS
Room 4 / RCC 223	<p>Film Festival—"The Sport Project"</p> <p>Joseph Recupero, Director, Sport Media Program, Assistant Professor, Ryerson University, Toronto, Canada</p> <p>"The Sport Project" is a creative documentary film that explores culture, identity, equity, diversity, and inclusion in sport. The genesis for the project started as an assignment where RTA Sport Media students wrote about their first recollections of watching sports on television: Who were they with? What did they watch? How has that changed over time? The students' short essays spoke about multiculturalism, diversity, women in sport, etc.</p> <p>RTA Students give straight to camera recollections of how sport has been a part of their life and now a part of their creative practice as they study and work in the industry. RTA students appear in all the roles on camera and comprised all of the behind the scenes production roles as well on this creative film and experiential learning opportunity outside the classroom. "The Sport Project" was made possible through an FCAD SRC Small Project Grant.</p>



Thursday, 20 June	
14:40-15:55	PARALLEL SESSIONS
Room 5 / RCC 357	<p>Exemplified Values</p> <p>Buying and Selling the Body: Connecting Sports Tourism and Sex Tourism Rachel Roberson, Graduate Student, Education, University of California, Berkeley, Oakland, United States Derek Van Rheenen, PhD, University of California, Berkeley, United States This paper charts a theoretical path through the colonial systems of power that enable and perpetuate the commodification of dehumanized bodies at the intersection of sport tourism and sex tourism. Mega sporting events, such as the FIFA World Cup, Olympics and Super Bowl in the United States, are often witnessed as corresponding sites of sex tourism, with a shared motivation among some tourists to participate in both commercialized sport and sex. The paper begins by providing a brief literature review of this unique intersection, specifically focused on the commodification and consumption of the body as currency and fantasy. We then explore what others have described as the libidinal economy (Jackson, 2007; Probyn, 2000; Pronger, 1999; Sexton, 2010). This paper, then, situates the libidinal economy within a global colonial matrix of power and the structural hierarchies based on race, gender, and sexuality from a global perspective (Mignolo, 2007). We argue that sports and sex tourism contribute to a larger colonial project fueled by the predatory, neoliberal relationship between the West and Third World, and the continued dehumanization of colonized peoples (Robinson, 2002; Roy, 2007). Using the libidinal economy as a theoretical framework, we evaluate the political economy of sport and sex tourism and propose an expanded understanding of physical exploitation at this intersection. By using this new framework, this paper ultimately calls for a further empirical study that explicitly evaluates the impact of systems of sport tourism and sex tourism occurring simultaneously at national and international mega sporting events. <i>Sporting Cultures and Identities</i></p> <p>Gentleman Amateur: Willie Windle and the Amateur Question in 19th-century American Cycling James Kossuth, Associate Director, Technology & Policy Research Initiative, Boston University, Boston, United States In the fall of 1888, Willie Windle was the fastest amateur bicyclist in the U.S., having won all the major tournaments that season, including the annual championship races of the League of American Wheelmen (L.A.W.). He was also one of the most popular racers in the country. As soon as he reached the pinnacle of the racing world, however, he was forced to spend the next two years fighting simply to remain part of it, repeatedly having to defend himself against charges of violating L.A.W.'s strict "amateur rule." L.A.W.'s enforcement of its amateur rule may have quashed the racing careers of many cyclists, but Windle, the biggest name to be caught up in a professionalism scandal at that time, refused to go away, nor would his fans allow it. L.A.W. wrestled with variations of its amateur rule for years, ostensibly in an attempt to keep cycling free of the stigma of possibly corrupt professional racers. This paper examines the underlying issues of class and status at play in these debates, using Windle's experiences as a case study for understanding social mobility, exclusion, and how the "leisure class" policed its boundaries in the late-nineteenth century. <i>Sporting Cultures and Identities</i></p> <p>Inclusion and the Law: Limitations in Sport Participation for Individuals with Disabilities Aubrey Shaw, PhD Student, Movement Science, University of Idaho, Moscow, Idaho, United States In democratic societies, the law often acts as a moral conscience, unfortunately abiding by the strict letter of the law, without a moral view, limits moral action. Historically, this can be found from Mosaic law to Roman law to modern US practice. For example, Hebrew Pharisees ruled the land by enforcing Mosaic Law and paid no attention to the individual. Roman law was its own purpose without any concern for the individual. Today, the US Americans with Disabilities Act of 1990 states, people with disabilities will not be discriminated against in transportation, while working, and even while playing. However, we have become so immersed by the umbrella of the law and its interpretation that we have lost and forgotten our moral duty to the individual. Individuals with physical disabilities are still not given the opportunity to physically play in sports or recreation except for a few high schools, colleges, and the Paralympics. Therefore, the purpose of this ethical presentation is to examine the social injustices that are created when we as a society permit "legal" to determine opportunity and the concomitant resultant limitations on individuals with physical disabilities to play and recreate. Examples and solutions will be offered in both pre-professional education and professional practice. Participants will leave with: a different moral perspective about the limits of "legal" to morally serve individuals with disability, and will be given examples of better inclusionary practices. <i>Sporting Cultures and Identities</i></p>



Thursday, 20 June	
14:40-15:55	PARALLEL SESSIONS
Room 6 / RCC 361	<p>Race-centered Discourse</p> <p>Racial Identity and Adult Recreational Hockey Players Bohsiu Wu, Professor, Sociology, California State University Sacramento, Sacramento, CA, United States Previous studies on racial identity and sports have shed significant light on how African Americans forge and negotiate their racial identity, both individually and collectively. Black athletes develop a unique and prideful racial identity in an industry dominated by white elites who control the reward and opportunity structures in various sports. Whether this unique experience is shared by other racial minorities is not yet examined thoroughly. In-depth interviews are being conducted with 13 non-white recreational adult ice hockey players with a range of skills and experiences in northern California. Specific focus is on whether and how participants develop a double consciousness. Preliminary findings reveal that a double consciousness is not a universal experience among amateur ice hockey players. However, the emergence of a double consciousness is correlated with players' non-conformity to both the norms unique in ice hockey and racial stereotypes in society. <i>Sporting Cultures and Identities</i></p> <p>How Black Female Athletes from the Greater Toronto Area Navigate Social, Athletic, and Academic Spaces to Get US Athletic Scholarships Rhonda George, PhD Candidate, Sociology, York University, Canada Scholarly research indicates that Black Canadian male students often use competitive sports to negotiate inequitable schooling environments and define athletic success as obtaining U.S. athletic scholarships. These Black male student-athletes also receive more social and economic supports and opportunities at all levels, which boosts athletic performance, but often at the cost of eventual poor social, economic and educational outcomes. Obscured from the narrative are the specific experiences of Black Canadian female student-athletes also engaging with sport in these ways, but with less social and economic supports and opportunities than their male counterparts. How do they navigate their athletic and academic goals? How do race, class, and gender shape their social, educational and athletic experiences? Are they successful or unsuccessful in their objectives and in which ways? Using Critical Race Theory as a conceptual frame and drawing on 20 semi-structured interviews with Black Canadian female U.S. athletic scholarship recipients from the Greater Toronto Area, this paper theorizes how these athletes operate within the racialized, gendered and classed context of competitive sport. My findings explore the specific ways that these women define "making it", the pathways to American institutions forged by these women, and the informal networks of support that facilitated their athletic and academic successes. My research contributes to a body of knowledge that currently neglects Black Canadian female athletes by elucidating how the axis of gender, intersecting with class and race, creates distinct social, athletic, and educational experiences and opportunities from those that currently dominate the Black male-centered discourse. <i>Sporting Cultures and Identities</i></p> <p>Challenging Monopoly: Black Labor Organizing during the NBA's "Dark Ages" Theresa Runstedtler, Associate Professor, History, American University, Washington, DC, United States This paper examines the work of African American National Basketball Association (NBA) players in organizing the increasingly powerful National Basketball Players Association and testifying in front of senate and congressional committees to counter the power of team owners and league officials in the 1970s. In looking at their antitrust case against the merger of the American Basketball Association (ABA) and the NBA, and their other efforts to increase player autonomy and mobility, I illustrates how black players led the fight for more control over their labor and brought changes to the aesthetics and rules of the game, as they became the demographic majority in the league. This struggle for control played out in the form of numerous, so-called "crises" in professional basketball, over not just the merger, but also the allegedly violent and criminal behavior of the players both on and off the court. Black players pushed back against the popular notion that the league was in crisis as they worked to gain more power over the game. <i>Sporting Cultures and Identities</i></p>
15:55-16:10	Coffee Break
16:10-17:50	PARALLEL SESSIONS

Thursday, 20 June	
16:10-17:50	PARALLEL SESSIONS
Room 1 / RCC 183	<p>Colloquium</p> <p>Far More than a Genteel Game: Race, Class, Gender, and Labor Dynamics in Golf</p> <p>Ryan Anderson, Professor, History, University of North Carolina-Pembroke, United States Ashley Brown, University of Wisconsin, United States Eric Hall, Associate Professor, History, Northern Illinois University, DeKalb, United States Craig Gill, Graduate Student, University of North Carolina-Chapel Hill, United States Jeffrey Sammons, Professor, History, New York University, New York, NY, United States</p> <p>This proposed colloquium of four papers and a chair focuses on black involvement in so-called mainstream or majority golf. Two of the papers treat the black caddie experience in white golf settings. Ryan Anderson’s paper zooms in on Pinehurst Golf Club and examines agency among caddies who often understood themselves as skilled laborers in opposition to the low expectations of their white employers. Craig Gill’s paper, a more general exploration of the occupation’s unequal power relations, is about the difficult struggle for dignity of black caddies often in the face of harsh exploitation and undoubted subordination. Jeffrey Sammons’ paper on James R. “Jimmie” Devoe explores the important but little-known life and career of a man who emerged from the caddie ranks, to play a leading role in the separate world of black golf before becoming the first self-identified black to straddle the line between black and white golf worlds in a sustained non-servile capacity. Ashley Brown’s paper on Althea Gibson explores, through Queer Theory, the great tennis champion’s transition from one exclusive sport to another even more unwelcoming. Fittingly, Devoe gave Althea her first four lessons before she honed her game within the black United Golfers Association (UGA) prior to qualifying for the Ladies Professional Golfers Association (LPGA) where she fought against outsider status as a black woman in a white country club world . The chair of this proposed session is Eric Allen Hall, author of Arthur Ashe: Tennis and Justice in the Civil Rights Era.</p> <p><i>Sporting Cultures and Identities</i></p>

Transitions and Representations

The Female Footballer Void: Women's Football Career Transitions

Jackie Day, Faculty Director, Faculty of Health and Wellbeing, University of Central Lancashire, Preston, Lancashire, United Kingdom
Transition models (Wylleman and Lavallee 2014 holistic career model) have framed a previous study to explain how the players transition through their football careers. The previous study examined the developmental experiences of female footballers within three age groups and from six different countries. Despite these complexities the players navigate through their careers, however there is little known about the player to why they continue playing football with all the challenges they face. This study aims to redress this, a case study narrative approach (Douglass and Carless 2006), has been adopted during this study to elicit the players own life experiences and to identify and evaluate the decision-making processes they go through, to play at the elite level. Two players from a previous study were interviewed five years on from their original interviews to explore how they have continued to navigate through the complex journey of women's football. The stories gave a more in-depth insight into the player's careers and about the player. Resilience and player identity emerged to why these players continue to play at the elite level. The themes of migration and having to combine an academic/ vocation and elite sporting career successfully continued to develop from previous studies.

Sporting Cultures and Identities

Enhancing Participation of African Females' in Physical Activity in the North West of England

Anika Leslie-Walker, Lecturer, Sport & Biological Sciences, University of Bolton, Bolton, United Kingdom

Claire Mulvenna, Lecturer, University of Bolton, United Kingdom

The influx of female students from an African origin to universities in the United Kingdom (UK), have supported inter-culturalism and practical foundations of career development. Limited research has focused upon African student's participation in physical activity in the UK, albeit governmental statistics highlight those from an African origin participate in physical activity less than other ethnic groups. Additionally, the importance of physical activity lends itself to numerous health and well-being benefits. Moreover, this study aimed to understand the challenges to participation for this group, by considering the participant's demographical profile and implementing a physical activity project to create change. Research shows that students who experience diaspora, can find it difficult to engage with local communities which can become detrimental to their inter-cultural awareness and impede on sustainable relationships and the students well-being. Employing a mixed method approach utilising questionnaires and focus groups, this study bestowed female African students were uncomfortable attending physical activity sessions due to self-confidence, cultural judgements, awareness of their capabilities in recreational sport sessions and family constraints. The findings of the study advocate the environment needs to be a safe space for females to participate, a clear explanation of each activity is required and female instructors increased participation.

Sporting Cultures and Identities

Postnatal Team Sport Participation: Access through Resistance

Talia Ritondo, Research Assistant, Applied Health Sciences, Brock University, Canada

Transitioning to motherhood is a notably drastic change in a woman's life, significantly altering how they access leisure and physical activity (PA). Research shows the positive influence of PA on postnatal mothers' physical, social, and psychological well-being. Despite its importance, studies indicate that postnatal mothers constantly resist patriarchal ideologies, such as gender roles, and the ethic of care, as barriers to participating in PA (Lloyd, O'Brien, & Riot, 2016). Post-partum women are at high risk of weight gain, depression, and anxiety, negatively affecting their health as well as their child's health, yet limited research has critically examined mothers' experiences resisting patriarchal ideologies to participate in PA. Moreover, research highlights strong relationships between individual exercise and PA on postnatal women's health (Cramp & Bray, 2010). Little to no research has been conducted about return to team sport participation. Team sports are crucial to investigate as they promote social support, identity affirmation, and a sense of community in women's lives (Litchfield & Dionigi, 2012), which have the potential to counter the negative health effects of social isolation and postpartum depression (Saligeh, McNamara, & Rooney, 2016). Drawing on literature from feminist leisure studies, postnatal PA research, and sport sociology, this study plans to use a feminist lens to critically examine the leisure experiences of postnatal women and their return to community-based team sport. Understanding how postnatal mothers resist patriarchal ideologies to participate in team sport allows researchers, policy makers, and practitioners to create better opportunities for postnatal women's participation in PA.

Sporting Cultures and Identities

Coaching Female Athletes: It's Time to Prepare Coaches for the Differences

Megan Buning, Assistant Professor of Educational Research, Advanced Studies & Innovation, Augusta University, Augusta, United States

Hannah Bennett, Assistant Professor, Kinesiology, Augusta University, Augusta, United States

In an effort to better understand the challenges youth sport coaches face when coaching female athletes, focus groups were conducted with male (n = 5) and female (n = 19) youth sport coaches (n = 24) of female sport teams to examine perceived differences in coaching female versus male athletes. Purposive snowball sampling was used to recruit coaches in three neighboring states in the southeastern United States. Of the sample, 14 coaches had coached both male and female athletes between the ages of 12 to 18 years old. Coaches had experience coaching a variety of sports and variety of levels ranging from recreational teams, school teams, and competitive travel teams. Although there were perceived similarities to coaching both genders, thematic content analysis exposed several themes indicating distinct differences in coaching between the genders. Within this sample, coaches believed coaching females presented unique challenges including issues associated with: inequality of funding and attention, drastic emotional responses from female athletes, the need for more emotional support, perceived less athleticism, less confidence and resiliency, and more non-sport distractions and parental protection. The findings provide valuable information for coaches and coach educators on how to help coaches better develop and assist female youth athletes. The results of this study will be used to help develop and on-going professional development experience for local coaches.

Sports Education

Thursday, 20 June	
16:10-17:50	PARALLEL SESSIONS
Room 3 / RCC 187	<p>Engaging the Spectator</p> <p>Understanding the Role of Team Identification on the Relationship between Sport Service Satisfaction and Revisit Intent Yongjae Kim, Professor, Sport Management, Kutztown University of Pennsylvania, United States Soojin Kim, Associate Professor, Sport Management, Kutztown University of Pennsylvania, United States Elizabeth Rogol, Associate Professor, Kutztown University of Pennsylvania, United States By incorporating two different types of service satisfaction (core and peripheral service), this study developed and tested a conceptual model delineating the role of team identification in the relationship between consumers' satisfaction and revisit intent and examined if the research model has the same pattern across different sport contexts. Data were collected from a total of 918 spectators of both major and minor league sporting events. This study showed that the impact of core and peripheral service-related satisfaction varies across sport contexts. The results revealed that core service satisfaction at both league levels has significant impact on team identification development, which in turn has positive impact on revisit intent. However, at the minor league level, core service satisfaction did not have impact on revisit intent, while having marginal impact on the intent at the major league level. This means that the impact of core service satisfaction on revisit intent is fully mediated by team identification at the minor league level, while being partially mediated by team identification at the major league. In addition, the findings confirmed that an increase in team identification can lead sport fans to sporting events. Given the finding that sport consumers' revisit intent is a direct function of team identification, managers should be aware of the significant impact of team identification on fans' patronage behaviors. <i>Sports Management & Commercialization</i></p> <p>The Religion of SEC Football: College Football as a Spiritual Event Michael Nelson, Professor, History, Presbyterian College, Clinton, SC, United States "Woo Pig Sooiel? Roll Tide! Go Cocks! War Eagle! College football in the south turns otherwise sane people into raving lunatics. Each fall millions of people schedule their lives around SEC football, spend hundreds of dollars for their team's newest gear, travel for days to see their team play, with victory or defeat shaping their mood for days to come. Some extreme fans go so far as to name their children after their favorite team or coach. In short, SEC football has become a religion. My research "the Religion of SEC Football" explores this development, examining the experience of fans from the perspective of religion. Witness the pilgrimage to their stadium cathedrals, where fans form a congregation and for hours prior to the game will partake in a variety of rituals, sacraments, and affirmations of their faith in their team. One can see their religious icons all around and hear their hymns being played. Head coaches are their preachers, the post-game press conferences the pulpit. Aware of their own baptism into their football faith, they evangelize about the greatness of their team hoping to convert others all the while of being mindful of the sin of congregating too closely with other football faiths. <i>Sporting Cultures and Identities</i></p> <p>What Apologia Strategies are Used by Athletes Who Lost Big Games? Michael Ostrowsky, Associate Professor, Sociology, Southern Utah University, Cedar City, Utah, United States Much research has analyzed the apologia (image repair) strategies used by athletes who have committed deviant behavior. In stark contrast, very little research has examined the apologia strategies used by athletes who have lost big games. Using Benoit's theory of image repair, this study analyzed the apologia strategies used in 30 losing athlete press conferences. The findings revealed that this group of athletes used an extensive amount of bolstering, de-feasibility, and corrective action. The results also expand Benoit's typology in a few noteworthy ways. The paper concludes with suggestions for future research. <i>Sporting Cultures and Identities</i></p>



Thursday, 20 June	
16:10-17:50	PARALLEL SESSIONS
Room 5 / RCC 357	<p>Professional Structures</p> <p>Financing Players' Professional Careers: Does It Follow a Pecking Order? Ernest Yeboah Acheampong, HPERS, University of Education, Winneba, Winneba, Central Region, Ghana Ellis Kofi Akwaah Sekyi, PhD Researcher, University of Lleida, Spain The purpose of this study is to analyze the financing process of professional footballers' career path using the pecking order theory (POT). POT states that there is no target capital structure and that firms finance their activities in a certain order: first internal sources, debt and equity (that brings external ownership and claims) financing. We relate the financing of professional footballers' career project abroad to that of the firm. Considering the poor backgrounds of most players before reaching professional status, they rely on their own meagre savings, then family and friends support and then external sources. Intermediaries (promoters) like agents and sports agencies accept the challenge to secure a professional contract for the trainees. It shows how resources are mobilised and invested into the development of professional footballers. We compare two categories of players in their professional career path: those who passed through the academy route and those who did not. We investigate into the turn-around time (speed) in acquiring these funds, convenience and costs of these sources of finance. We relied primarily on qualitative data and secondary documents to provide insights into the financing of professional career project of African players. We can conclude that the players' internal resources are insufficient thus compelling them to fall on external sources from local managers, scouts, and the various football structures. The paper has implications for understanding and resolving conflicts between professional players and claimants emanating from moral hazards in these relationships. A grey area in sports finance is opened for further research. <i>Sports Management & Commercialization</i></p> <p>The Location of the Athletic Director Position: An Empirical Examination Timothy Harper, Skidmore College, United States Neil Sinclair, Men's Hockey Program, Middlebury College, United States Jeffrey Segrave, Skidmore College, United States Based on the Collegiate Athletic Leadership Model and the Foundational, Supporting and Developmental, this paper examines the location of the athletic director (AD) position within institutions of higher education. We employ frequency analyses to identify patterns in the location of the position of the AD within the organizational structure of a sample of NCAA Division I and Division III colleges and universities. Among the issues examined, include: who the AD reports to, i.e., where the AD is positioned on the organizational chart; where the athletic department is located within the organizational structure; and, on what organizational body does the AD serve within the institutional hierarchy. We conducted frequency analyses to draw conclusions regarding within-league comparisons and across-league comparisons. The data show that ADs at major universities with acclaimed NCAA Division I intercollegiate athletic programs as well as Division 3 institutions that have at least one Division I sport tend to report to the President/Chancellor. ADs at both Division 1 and Division 3 institutions tend to report to the Dean of Faculty/Provost or Dean of Student Affairs. We conclude that the "space" the AD position occupies influences stakeholders' perceptions regarding the relative importance of academics and athletics. <i>Sports Management & Commercialization</i></p> <p>Offense Plus Defense Equals Evolution: How the National Basketball Association Evolved into a Cultural and Economic Icon, from 1970-2000 Cameron Black, PhD Student, History, University of California-Berkeley, United States In the mid to late twentieth-century sport underwent drastic cultural and economic change. No sport was impacted as much as the National Basketball Association (NBA); it experienced vast economic and cultural change over the past thirty years. Though multiple lenses have been used to analyze how this change occurred, traditional perspectives do not adequately address root factors beyond race, and the influx of transcendent players such as Larry Bird, and Magic Johnson. I assert that the cultural and economic evolution of the NBA occurred via the application of symbolic capital. By leveraging cultural constructions of race, professionalism and work ethic, the NBA created a pliable, respectable product via symbolic capital. By creating positive symbolic capital, the NBA increased both its revenue, and more importantly, its cultural standing in the sporting pantheon. <i>Sporting Cultures and Identities</i></p> <p>Jockeying into Position: Latin American Riders and the Making of American Sports and Culture in the XX and XXI Centuries Elisabeth Kuenzli, Associate Professor, History, University of South Carolina, Columbia, United States Horse racing, one of the oldest and most celebrated sports in America, reflects the most noticeable population change in the U.S. through the rise of Latino jockeys in the twentieth and twenty-first centuries. In the nation's premier horse racing event in 2015, the Kentucky Derby, 61% of the jockeys were Latino. Equibase, which track North American Thoroughbred Racing stats, revealed that in 2015 the top 10 jockeys by earnings were all Latino. A 2003 survey of 347 horse farms found that 44% of the workers were Latino, and the number has grown since then. My study moves beyond quantitative assessments of how many Latinos work in the equine industry to address what the growing number of Latinos means in terms of horse racing and in terms of broader societal issues transforming the U.S. and in terms of shaping images of Latinos in the U.S. Horse racing is a particularly useful site of analysis not only because a high number of Latinos work in the equine industry but also because it is a profession in which Latinos have experienced significant success at the highest echelons of riding and racing. I suggest that the public arena of the track serves as a platform for the Latino athlete to claim a space in American culture and to negotiate perceptions of Latinos within contemporary American society. <i>Sporting Cultures and Identities</i></p>

Thursday, 20 June	
16:10-17:50	PARALLEL SESSIONS
Room 6 / RCC 361	<p>New Frontiers through Media</p> <p>Photography and Video Production in Sport Media: Exploring the Economic, Social, and Technological Implications of Media Convergence Kevin Raposo, MA Media Production Student, RTA School of Media, Ryerson University, Toronto, Canada It is an exciting time to work in photography and video production. Innovations in camera technology are accelerating, and professional-grade equipment is becoming increasingly more affordable. Sport media professionals have been significantly impacted, because they require the most sophisticated equipment in order to capture live action. One recent innovation has the potential to redefine media production altogether: cameras will soon be capable of simultaneously capturing still photography and motion video, with no discrepancy in quality. Using the theoretical framework of convergence culture proposed by Henry Jenkins, this research asks: will the traditionally separate roles of photographer and video producer become one? This study will explore the economic, social, and technological implications of this convergence as it relates to sport media. <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p> <p>Audience Expectations in Live Sport Video Game Streamcasts versus Live Traditional Sport Linear Broadcasts: Consumption Motivations Laurel Michele Walzak, Assistant Professor, RTA School of Media, Ryerson University, Toronto, Ontario, Canada There are two primary aims of this study. The first is to investigate if the motivation scale for sports consumption (MSSC) developed by Trail and James (2001), and adopted by many researchers in the context of traditional sports, can effectively be applied to esports, sports video gaming genre, fans. And to determine how it can be modified to better address the motivations of esports fans. The second is to use some of the data gathered in the first investigation to explore the differences in audience expectations of a live esports StreamCast, specifically sports video gaming and a live traditional sports broadcast. <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p> <p>Emerging e-Sports Journalism UK with a Focus on EAsports FIFA Laura-Jane Pilotrani, London Southbank University, United Kingdom Gaming technologies are impacting spectators of sporting events both at home and at live events. Numbers attending major sporting events are reportedly on the decline and television viewing figures are down year on year globally. With audiences becoming more fragmented, more disparate and arguably less loyal, the sports industry is looking for ways to inject new life into sports broadcasting in a bid to capture and retain audiences. Against this backdrop, there is the rapid growth in e-sports both from spectators attending live events and participants online. Forecasters are predicting that e-sports will generate more than £1bn in global revenue and reach an audience of 600 million by 2020. Using a case study of EAsports FIFA Series, this industry study explores the role sports journalists and broadcast media play and asks the question of how is the emerging sector of e-sports being mediated through sports journalism in the UK? There is no study to date which considers the role of journalism in the emerging e-sports sector. The study is likely to interest producers, managers, and leaders working in broadcasting and online platforms, as well as media scholars. <i>Sports Management & Commercialization</i></p>



Friday, 21 June	
08:30-09:00	Conference Registration Desk Open
09:00-09:15	Daily Update—Dr. Kathleen Pirrie Adams, Chair & Assistant Professor, RTA School of Media, Ryerson University, Toronto, Canada; Dr. Homer Stavely, Common Ground Research Networks, Champaign, United States
09:15-09:55	Panel—"E-Sports Super Course Pilot: from Live Event Production to Marketing FIFA'19
	Speakers include Laurel Walzak, Assistant Professor, RTA Sport Media, Ryerson University; Brian Withers, Instructor, RTA School of Media, Ryerson University; and Marion Coomey, Professor RTA School of Media, Ryerson University.
09:55-10:35	Panel—E-Sports
	Speakers include Shane Talbot, Esports Manager, MLSE (Maple Leaf Sports and Entertainment); Aksel Lielmanis, Executive in the media, Entertainment, and Technology Industries, Former Executive Director of Marketing, Warner Home Video & Warner Bros. Interactive Entertainment; and moderator Laurel Walzak, Assistant Professor, RTA Sport Media
10:35-10:45	Transition Break
10:45-12:25	PARALLEL SESSIONS

Developments in Coaching**The Coaching Profession in Spain**

Ingrid Hinojosa Alcalde, Associate Professor, Physical Education, National Institute of Physical Education of Catalonia, Barcelona, Spain

Ana Andres, Ramon Llull University, Barcelona, Spain

Susanna Soler, National Institute of Physical Education of Catalonia, Barcelona, Spain

Traditionally, there has been a low presence of women in the sports labour market and sports leadership positions, especially in coaching positions. In order to provide elements of understanding, this research proposes an analysis of the situation that coaches experience in Catalonia. Specifically, the aims were to: Describe the sociodemographic characteristics of coaches, assess the psychosocial work environment of coaches, analyse the presence of work-life conflict in coaches. This project was developed using a multiple method approach, including surveys and interviews, organized in 3 studies. The results of the first study showed the under-representation of women in the field of coaching, as well as some key indicators in the analysis of the labour market from a gender perspective. The second study allow researchers to identify the areas of the psychosocial work environment (work-family conflict, emotional demands, insecurity on working conditions) that negatively affected coaches' health, as well as those that affected positively coaches' health. The third study highlighted the different strategies that men and women coaches used in order to manage their work-life conflict. In conclusion, the results highlight that coaches need favourable work environments that supports their permanence and development in the profession, as well as become an attractive profession to other social groups under-represented in coaching. Thus, in addition to examining the regulation and quality of working conditions, there is a need to rethink the organizational culture of sport clubs and sports organizations.

Sports Management & Commercialization

Coaching Education: Sports Confederations Program

Ana Santos, Researcher/Teacher, School of Physical Education and Sport, University of São Paulo, São Paulo, Brazil

The recent academic literature has sought to understand how the education programs for sports coaches can be elaborated efficiently, optimizing the integration between theoretical and practice aspects. This study aims to collaborate on the production of knowledge about this theme. First, we detailed the scenario of initial education in the coaches' career in Brazil. Next, we described the educational activities promoted by the Olympic summer sports confederations during the year 2016. This period is particularly relevant because it was the year in which the country hosted the Olympic Games. Then, through content analysis we classified such activities according to categories. Finally, we discussed the coherence between the initial education proposal for coaches and what confederations held as a proposal for continuing education, and the activities offered by the confederations analyzed considering the literature on coaching development and learning. The results indicated 224 educational activities were promoted by confederations in 2016. Some confederations had specific departments, and commissions focused on sports education and science, and a public document related to their conception of continuing education for coaches. It was verified that regard to the learning situation the majority of the activities were mediated. The main context focus on these activities was the development of sport, and in these activities, the target audience was newcomer's coaches and coaches in general. It was also verified there is a prevalence of contents related to sport technic and tactics, followed by pedagogy, physiology and biomechanics in the activities promoted.

Sports Education

The Effect of Youth Coaching Styles on “Winner,” “Non-Winner,” and “Loser” Scripts in Young Athletes

Mark Cogburn, Associate Professor Clinical Psychiatry, Department of Psychiatry, LSUHSC-Shreveport, Shreveport, LA, United States

Rita Y. Horton, Acting Chair, Psychiatry, Louisiana State University, United States

Joshua Hollis, Clinical Specialist/Instructor, Department of Psychiatry, LSUHSC-Shreveport, United States

Childhood coaching experiences, like parenting, are powerful influences on normal and abnormal and development among athletes across the lifespan. It is quite common for adults to look back on their lives and recall how a coach pushed them toward a life narrative of success, indifference or failure. This presentation examines the likely effects of youth coaching on the development of the “Winner,” “Non-Winner,” and “Loser” Transactional Analysis scripts in children and adolescents. Presenter's will initially draw from Richard Erskine's research on relational needs. Youth coaches can hopefully fulfill these needs and contribute to healthy emotional development in players. Sadly, without this information, coaches will continue to contribute negative psychological impacts to their athletes predictably resulting from not meeting these basic relational needs. Then, the presentation will explore how youth coaches teach athletes the “Winner, Non-Winner, or Loser” scripts from a Transactional Analysis point of view. Presenters will address how coaching styles influence young athletes toward a self-image of being “OK” or “Not-OK”. A model will be presented to allow youth coaches to immediately understand their specific coaching style, and its ultimate effects on the growth and development of the young athlete projected across the lifespan.

Sports Education

The Introduction of a Sport Coaching Degree in South Africa

Simeon Davies, Cape University of Technology, Cape Town, Western Province, South Africa

Sport in South Africa continues to be male dominated and it is argued that the opportunity to introduce a new qualification in Sport Coaching provides a unique opportunity to promote and prioritise female sport, given that it has been systemically marginalised. The initiative also supports vision statement of National Government “to be an active and winning nation” (SRSA, 2011:18). This paper provides an insight into the proposed structure and knowledge content of the qualification along with the principles that guide its need for inclusivity, given the historical antecedents that characterised discriminatory systems and policies under Apartheid. A significant element that has formed the catalyst for the introduction of the Sport Coaching Degree is to fill the vacuum created by the effective dismantling of Physical Education as a compulsory element of school education in South Africa. Thus the intent of the qualification is to ensure graduates are educated and trained to work and comply with best practice in local, national and international sport-coaching environments. Importantly the graduates will be able to conduct research in the field of sport coaching that will inform and contribute to relevant policy development, notably in terms of female issues concerning sport participation, access to sport, inequality, as well as sport related socio-economic and health issues.

Sports Education

Friday, 21 June	
10:45-12:25	PARALLEL SESSIONS
Room 2 / RCC 185	<p>Responding to Diversity</p> <p>The Impact of Resistance Training on Female to Male Gender Transition Melanie Adams, Associate Professor, Human Performance & Movement Sciences, Keene State College, Keene, NH, United States Jillian Descoteaux, PhD, Keene State College, United States Currently, there are no exercise testing or programming guidelines for those undergoing hormone therapies to align their gender identity with their physical presentation. Current literature points to a lack of physical activity in transgendered adults (Henrick & Duncan, 2018, Jones et al, 2018), few opportunities in sport (Hargie, Mitchell & Somerville, 2017) and greater risk for obesity, dyslipidemia and type 2 diabetes (Wierchx et al, 2013). Furthermore, symptoms of anxiety and depression that are associated with being transgendered (Velez et al, 2016). The role of exercise as complimentary treatment to gender alignment therapy has not been explored. The purpose of this study is to examine the impact of a resistance training exercise program on multiple components of physical and emotional wellbeing in people transitioning from female to male. The proposed case-series will follow 3 female to male transgendered individuals over 12 weeks of a professionally supervised exercise program. Each participant represents a different age group; adolescence, young adulthood, and adulthood. A mixed-methods approach will be used. Quantitative measures of body composition, cardiovascular fitness, muscular strength and endurance will be taken at baseline, midpoint and post. Descriptive statistics and graphing will be used to determine changes in fitness. Semi-structured interviews will be conducted to learn about participants experiences with physical activity before, during and after the exercise program. Using a phenomenological framework, transcriptions will be coded and analyzed. It is expected that participants will improve multiple fitness components and report better emotional health as a result of the exercise program. <i>Sporting Cultures and Identities</i></p> <p>Crossing Australian Football's Colour Line: Adam Goodes' "Unforgiveable Blackness" Tom Heenan, Lecturer, Languages, Literatures, Cultures & Linguistics, Monash University, Melbourne, Australia The African-American American activist, W. E. B. DuBois, claimed that boxer Jack Johnson had an "Unforgiveable Blackness" which challenged America's institutionalized racism. The same can be said of the Indigenous Australian rules footballer, Adam Goodes. Among the game's most decorated players and the 2014 Australian of the Year, Goodes considered football an Indigenous game and an expression of his Aboriginality. His career spanned a period in which historians and writers debated football's origins. A body led by historians Geoffrey Blainey and Gillian Hibbins traced the origins to the English public school, while another group suggested football emanated from the Indigenous game, Marngrook. Goodes was in the latter camp. In 2008 he suggested Indigenous footballers were "born to play," prompting Hibbins to label his comment "racist." Goodes' conviction was challenged in 2013 when he was called an "ape" by a young supporter, and in 2015 when he celebrated a goal with an Indigenous war dance. While Goodes considered it an expression of his culture, opposition supporters and many commentators found it intimidating and offensive. Goodes was subsequently "booed," an action which the media and the code's governing body, the Australian Football League (AFL), were slow to criticize. Disillusioned, Goodes retired in 2015 and remains a fringe figure. This paper contends that he, like Johnson, had an "Unforgiveable Blackness." The booing he received revealed the limits of the movement toward Indigenous/non-Indigenous reconciliation. Goodes was not a compliant Aboriginal but viewed by many non-Indigenous Australians as having crossed football's colour line. <i>Sporting Cultures and Identities</i></p> <p>If You Want to Play, You Can Play: Researcher Teams Up with You Can Play Project to Develop Youth Program Tammy Matthews, Graduate Research and Teaching Assistant, College of Media, Communication and Information, University of Colorado Boulder, Boulder, United States The significant initiative of the You Can Play Project is promoting acceptance of queer folks in sporting spaces. Currently in development, the YCP community-based program strives to impact the culture of sports for young people — particularly at the youth, high school and college levels — and to make sport more inclusive for the queer community. Influencing sport culture includes explicitly changing the knowledge, attitude and behavior of cisgender athletes. The YCP program will support parents, coaches, administrators and other leaders with direct impact on the athlete experience in its work to promote an inclusive sports environment. YCP will support athletes by providing a social network where they can learn and connect. The project will publicly recognize coaches, schools and other organizations who demonstrate a commitment to inclusion. Creating local access to information — including confidential advising — and other resources is a crucial initiative, as is building lesson plans for health teachers at partner schools with video introductions from high-profile athletes. A YCP partnership, advocated on the You Can Play Project social media accounts, could help youth organizations blueprint successful Pride events. Developing step-by-step reference guides and internship programs facilitated by an academic partnership will help examine and endorse tolerance with radical visibility. <i>Sports Education</i></p> <p>Pom-Poms and Pacifiers: Student Resistance at the Intersection of Gender Norms, Family Values, and Sport Participation Isabelle Elias, Project Policy Analyst, University of California, San Francisco, Oakland, United States Gender ideologies are intricately woven into the structure of sports; but the degree to which individuals have agency within those structures is not yet fully understood. Additionally, some sports are overtly structured to be highly gendered (football, cheerleading), while others are less so (soccer, tennis). Students choosing to participate in sports often must decide to be a traditionalistic athlete (i.e., playing a sport that coincides with and reinforces the hegemonic expectation for their gender) or a transgressive player (i.e., playing a sport that specifically violates the gender status quo). Past scholarship has shown specific instances in which gender conformity in sport coincides with an individual's views on gender ideologies. However, the extent to which such a phenomenon is generalizable or holds today is uncertain. In this study I investigate sport as a potential site for resistance to hegemonic gender norms for student athletes. Using data from Monitoring the Future's survey of high school students in 2015, I test the rates that sports participation, parental influence, and demographic factors correlate to respondents' views of gendered norms compared across both "traditional" and "transgressive" student athletes. While I find evidence for the continuation of a hypothesized connection between gender conformity on and off the field, comparisons across genders show surprising nuances. I discuss these nuances, potential explanations for the observed trends, and paths forward for future research. <i>Sporting Cultures and Identities</i></p>

Friday, 21 June	
10:45-12:25	PARALLEL SESSIONS
Room 3 / RCC 187	<p>Marketing and Media</p> <p>A New Moneyball: Economies of Gender in Baseball Madi Sieger, Graduate Student, Faculty of Communication and Design, Ryerson University, Toronto, Canada Feminist scholar Marilyn Waring's analysis of the political economy of labour revealed women are excluded by economists, and therefore, policies and policy-makers, and this theory might intersect with the sports media industry. This paper will focus on female baseball fans as a gendered-entity in sports media's 'economy of visibility' (Banet-Weiser, 2015 via Cooky, 2018), and will be investigated through the following research question: If Waring's findings highlight the economic ways women are undervalued in society, how might female baseball fans experience similar realities-- being exploited as consumers, ignored as participants, and denied opportunities as leaders? This research aims to assess female baseball fans as an audience-- including women working in sports media-- to measure their attitudes and motivations (re: attendance issues across Major League Baseball). This paper may also include segments from a web series focused on the stories of women in baseball, being produced concurrently with this research paper. <i>Sporting Cultures and Identities</i></p> <p>Egg or Chicken Paradox, Which Came First?: College Sports Webcast of Enterprise Volleyball League and the Development of Sports Fans Anthony SC Huang, Director, Global Campus Network/ Studio, NTUS Josephine Tc Nio, Assistant Professor, Southern Taiwan University of Science and Technology, Taiwan This is an exploratory case study of how National Taiwan University of Sport's Webcast in the development of loyal baseball fans. The Department of Sport, Information & Communication at NTUS trained students and provided students with sports webcast hands-on experiences, the team began in 2010, with only twenty sports fans. However, after five years of sports broadcasting training, the team evolved to be a mature webcast team, attracting more than 20,000 audiences watching the championship online. The increasing number of sports fans and buzz online, taught the attention of professional sports channel; in 2018, Fox Sports Channel, took over the live broadcasting, with a greater interest in advertisements revenue. The case study overviewed the formation of NTUS's Sports Webcast Team and the social media sports marketing efforts in the development of sports fans. Unlike baseball and basketball, the development of volleyball sports fans in Taiwan faced challenges, and at the university had no budget in sports marketing and fans development. With social media marketing and the constant exposure of the sports webcast promotion, we attracted many "Likes & Share" created a buzz among sports fans. <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p> <p>International Sports Events and the National Image at Home and Abroad: The Case of China Chenxi Huang, Professor, Athletics, Suzhou Vocational University, Suzhou, Jiangsu, China China usually regards hosting international sports events as a great opportunity to win glory for the country and enhance its national image. The whole country would feel extremely proud either for winning medals by its athletes or for hosting such events. Thus heavy investment in such events becomes a matter of high priority to the national and local governments. Whether these efforts are effective at improving the country's image have seldom been their consideration. However, heavy investment in international sports events does not always bring positive effects to the country's image. On contrary, doing so often attracts the foreign media's attention to the negative aspects of China's image, rather than to the achievements of Chinese athletes. These negative aspects include China's state sponsored sports system, environmental pollution, the political system and human rights issues. This not only offsets China's efforts to improve China's international image but also makes it very difficult to reverse those negative views. This study focuses on divergent perceptions of China's national image building through major international sports events. It argues that China has yet to find more effective ways to realize this goal with international audiences, to improve its system of managing international sports events, to reduce waste of resources wasting and to build an image of a powerful sports country that is peacefully rising. <i>Sporting Cultures and Identities</i></p> <p>Smash that "Like" button, #FitFam: A Phenomenological Study on the Process of Social Media Fitness Entrepreneurs Dominic Morais, Assistant Professor of Sport Management, Business Administration/Sport Management, Trinity University, San Antonio, United States Florian Hemme, Assistant Professor of Sport Management, High Point University, United States Entrepreneurs are increasingly utilizing social media to launch, promote, and grow their businesses (Fischer & Reuber, 2014). Prominent among social media personae are "influencers" who have carved out a sport and fitness social media entrepreneurship niche. Yet, with little empirical academic research on sport-based digital entrepreneurship, insights into these forms of self-employment remain scarce (Gustafsson & Khan, 2017). To address this gap, using a phenomenological framework, we explored digital fitness entrepreneurs' experiences navigating the industry through 21 interviews with individuals (11 women, 13 men) positioned in different areas of "fitness." We inducted a general "accidental" pattern in terms of entrepreneurial process, with the underlying goal of maintaining their online social capital, lest they be "unfollowed." Findings included a general "leaning into" entrepreneurial pursuits with a focus on brand distinction through a combination of content conveying the relatability of the entrepreneur, and aesthetically pleasing, often sexualized content. Variations in strategy involving online platform use, content creation, client funneling, and follower engagement were also evident, as well as an overarching anxiety related to the gap between online and offline personas. Although not affiliated with traditional sport organizations, these "everyday entrepreneurs" contribute to a larger area of the sport/fitness industry since Rehman and Frisby studied them as fitness consultants (2000). In a post-modern world with online capabilities, study of these individuals is increasingly important as sport entrepreneurship research continues to grow as an academic field (Hayduk & Walker, 2018; Hemme, Morais, Bowers, & Todd, 2016; Ratten, 2018; Thorpe & Dumont, 2018). <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p>

Friday, 21 June	
10:45-12:25	PARALLEL SESSIONS
Room 5 / RCC 357	<p>Challenges of Engagement</p> <p>Playing for Keeps?: The Politics of Sports Films in the 21st Century Andrew Miller, Associate Professor and Director, Sports Communication and Media Graduate Program, School of Communication, Media, and the Arts, Sacred Heart University, Fairfield, CT, United States From little league to the major leagues, from Friday night football to the Super Bowl, from Negro League baseball to NBA hip hop, from the assimilation of immigrants to the manufacture of idealized masculinity, sporting culture has made a substantial impression upon everyday American society. Throughout the history of the cinema, this impact has been mediated by and through the production of well over a thousand sports films. Moving from the earliest silent shorts of Thomas Edison to the studio pictures of Martin Scorsese, and finally to the contemporary productions of Ryan Coogler, the American sports film genre has long been a popular site of Hollywood production. It has continually presented spectacular athletic bodies through which these films flex their ideological muscles and create the narrative foundation of the Athletic American Dream. As the 20th century came to a close, non-white and non-masculine images and influences became more visibly apparent in the sports film genre. And yet, these multiracial and multi-gendered embodiments of the Athletic American Dream were still wrapped in the uniforms of capitalism. As the sports film moves into the 21st century, however, the genre begins to reflect and represent a more politically engaged American athlete in tension with the corporate culture that oversees the media production of sporting images. This Paper explores the conflict between the powerful myth of the Athletic American Dream and the politicized reality of a divided America as played out on the contested playing fields of the sports film genre. <i>Sporting Cultures and Identities</i></p> <p>The Object is the Message: Sports, Violence, and Throwing Objects onto Fields Ilan Tamir, Scholar, Communication, Ariel University Violence in sports, in general, is well documented in the research literature, including violence among specific audiences, and its manifestations cover diverse categories of dysfunctional behaviors worldwide. The current research offers a focused examination of the practice of throwing objects onto playing fields, with the aim of gaining an in-depth understanding of the motives of the object throwers, and as a by-product, to identify and categorize the types of objects thrown, and the circumstances and contexts in which they are thrown. Analysis of in-depth interviews with fans who reported throwing objects onto sports fields indicates that throwing objects onto the field constitutes a practice that is used to reinforce a team's boundaries and its stress its differentiation from other teams. Fans consider this practice as a sacrifice they perform for the team, and the objects that are thrown are not randomly selected, in that they express a message that the fans wish to convey. The findings of the current study indicate that the practice throwing objects onto sports fields is driven by three main motives, each of which is associated with the use of distinct objects that are thrown onto the field. Throwing objects onto fields functions as a practice of protest (against the team players or the referee, reflecting frustration), as a practice of ownership (primarily against the rival team, in an effort to influence the game), and as a practice of superiority (again, primarily with the aim of humiliating the rival team). <i>Sporting Cultures and Identities</i></p> <p>Community Engagement at MLSE Launchpad: An Emerging New Framework Daniel Eisenkraft Klein, University of Toronto, Toronto, Canada Within Sport for Development (SFD) research literature, and despite an increasing focus on SFD theoretical models, program implementation, and critical analyses, little attention has been paid to community engagement strategies during and ahead of programming. Community engagement strategies are particularly important to understand because they directly correlate to youth participation, provide an understanding of the way in which SFD organizations conceptualize the roles of and the relationship between sport and development, and have been a sincerely under-appreciated component of SFD to this point. My research investigates the community engagement strategies of MLSE Launchpad. The intersection of North American domestic sport-for-development initiatives and swelling corporate involvement in sports initiatives can be seen in Maple Leaf Sports and Entertainment (MLSE) Launchpad, a 42,000 square-foot facility recently built in one of downtown Toronto's poorest neighborhoods. This research focuses on the progression of Launchpad's community engagement practices, from their inaugural conceptualization to community implementation. The research involves extensive interviews with managers, coordinators, and grassroots recruitment staff, as well as observations at dozens of recruitment/engagement events. I will present my preliminary findings, as well as how these may translate to best-practices in community engagement by domestic Sport for Development programs and facilities focused on youth in North America. The discussion will also extend to broader understandings of community engagement strategies used by recreational and physical activity centers wishing to better engage with marginalized populations. <i>Sporting Cultures and Identities</i></p>

Friday, 21 June	
10:45-12:25	PARALLEL SESSIONS
Room 6 / RCC 361	<p>Community Benefits and Impacts</p> <p>From the Land of Football to the Land of Mega-events: Brazilian Stadiums Modernization from the Perspective of the Football Organized Supporters from São Paulo</p> <p>Bernardo Buarque De Hollanda, Associate Professor, School of Social Sciences, Fundação Getulio Vargas, Sao Paulo, Brazil</p> <p>This paper aims at evaluating the so-called “legacy” of the 2014 FIFA World Cup, analyzing the period after the World Cup in Brazil. The study investigates the developments of the relationship between the new arenas and fans, particularly the groups called “organized supporters.” We first describe all architectural and infrastructural transformations made for the World Cup; then, we review the literature concerning uses and occupations of the new stadiums by the supporters; lastly, we present a survey applied after the World Cup to supporters from São Paulo. This survey made possible to identify positive and negative aspects mentioned by the users of sports facilities, with a distinction between modernization of stadiums to comply with FIFA standards and their utility a posteriori, especially for the so called “celebration” in the stands – banners, flags, songs and choreographies – during state and national championships. In light of “football-clubbism” – a way of supporting a club, which differs from the way of supporting the national team –, we concluded with a heterogeneous and different point of view as presented by members of the “organized supporters.” The analysis of statistical data allows detecting advantages and disadvantages to the “supporter culture,” in what is called conventionally the football legacy of the World Cup for Brazil.</p> <p><i>Sporting Cultures and Identities</i></p> <p>From Half-marathon to Triathlon: Sports Participation as a Reflection of Post-materialism Processes in Polish Society</p> <p>Joanna Poczta, Assistant Professor, Department of Tourism and Recreation, University School of Physical Education in Poznan, Poznan, Poland</p> <p>In Poland, running and participation in mass running events such as marathons and half marathons have become popular in the 90s. and fulfills a number of factors, including enabling people to build a sense of connection and integration with other people, sporting community, becoming a postmodern form of participation in social life. Now, we observe a new trend, which is mass triathlon participation, the transformation between the need to invoke strong emotions and seek them in more difficult sports disciplines and travel to participate in the event. This project examines the relationship between cultural change processes and the practice of running and the practice of triathlon in Poland. The main goal of the research is to show that the socio-cultural tendency that made the development and growth in mass sporting events participation in Poland possible has been influenced by two general trends. The first is the spread of post-materialist values that have an influence on a change in the prevailing cultural tendencies. The second is the massive increase of individualization processes, where beliefs, attitudes, and behaviors of individuals are increasingly based on personal decisions and depend less on tradition and social institutions. The presented work is based on the literature review which shows: changes in active participation in sporting life in Poland. People participate in sporting events not only for physical activity but also for socio-psychological effects. The experienced runners need comprehensive physical activity and experience strong emotions, which are at the top of the hierarchy of post-modern human needs.</p> <p><i>Sporting Cultures and Identities</i></p>
12:25-13:15	Lunch
13:15-14:55	PARALLEL SESSIONS



Friday, 21 June	
13:15-14:55	PARALLEL SESSIONS
Room 1 / RCC 183	<p>Masculinity and Identity</p> <p>Young Pasifika Male Athletes, Mental Wellbeing, and the Navigation of Intersectional Identities in New Zealand Professional Rugby</p> <p>Caleb Marsters, PhD Candidate, Te Wānanga o Waipapa - School of Māori Studies and Pacific Studies, The University of Auckland, New Zealand</p> <p>Recent academic studies and increased media reporting across Australasia have linked young Pasifika male professional rugby players to depression, suicide, and other adverse mental health-related events. Despite this knowledge, little is known about this group's perceptions and experiences of identity and mental wellbeing. The aim of this study was to explore young Pacific male athletes' definitions, perceptions, and experiences of mental wellbeing and identity development in elite rugby. This qualitative study involved 20 face-to-face interviews with young Pasifika males (16-24 years) engaged with professional rugby union and rugby league clubs in Auckland, New Zealand. Findings expose the distinct sociocultural pressures and identity issues participants endure, as well as the balancing of the relational self against the backdrop of hypermasculinity, hypervisibility, and the substantial mana (prestige) attached to success in elite sports. Protective factors are also brought to the fore to shape definitions of what positive mental wellbeing is for young Pasifika male athletes in New Zealand professional rugby. Mental wellbeing is defined as holistic and the culmination of several interconnected factors for these young men. Having club staff who understood the unique sociocultural pressures facing young Pasifika male athletes and the maintenance of a balanced athletic identity and positive social relations were identified as essential to sustaining mental wellbeing for participants. Despite these findings, participants regularly struggled to maintain a balanced athletic identity in the face of often conflicting family, community, education, and sporting obligations.</p> <p><i>Sporting Cultures and Identities</i></p> <p>Fourth and Long: Hegemonic Masculinity and Women in Fantasy Football</p> <p>Scott O Sullivan, Contract Lecturer, RTA School of Media, Ryerson University, Toronto, Canada</p> <p>The purpose of this paper is to develop a deeper understanding of the concept of hegemonic masculinity through inquiry into previous studies conducted on the topic in various social settings including workplaces, schools, and in sport organizations. Furthermore, upon establishing a comprehension of hegemonic masculinity and how it impacts different social groups within our society, the theory will be applied to gain understanding into how hegemonic masculinity impacts women in the booming industry and social venue of fantasy football. Finally, through auto-ethnographic research, this report will illustrate how the behaviours associated with hegemonic masculinity are used by some men as a protective barrier to stop women from entering into stereotypical hyper-masculinized environments, such as a fantasy football league, and provide insights into the changing social environment.</p> <p><i>Sporting Cultures and Identities</i></p>



Friday, 21 June	
13:15-14:55	PARALLEL SESSIONS
Room 2 / RCC 185	<p>The Activist Athlete</p> <p>Patriotism and African American Athletes Jessica Johnson, Lecturer, English, The Ohio State University Lima Campus, United States African American athletes have historically used their influential status in professional sports to advocate for justice and equality. The social activism mantle has been passed from pioneering visionaries that include Jackie Robinson, Muhammad Ali, Jim Brown, Wilma Rudolph, Bill Russell, and Kareem Abdul-Jabbar. Today's new generation of black athletes speaking out against systemic racism and economic, educational, and health disparities include Philadelphia Eagles' safety Malcolm Jenkins, former San Francisco 49ers' quarterback Colin Kaepernick, and former Buffalo Bills' wide receiver Anquan Boldin. We are in a political era now in the US where these athletes and many of their peers are not going to stay silent, and the polarizing debates regarding the infusion of sports and politics during the Trump era has fueled a compelling social consciousness. This civic engagement has included the controversial no-shows for Super Bowl and NBA championship team photo-ops at the White House to meetings on Capitol Hill that have focused on the strained relationship between minority communities and law enforcement. "Patriotism and African American Athletes" will provide an insightful analysis on what this current movement means to the ongoing national conversation on race, civil rights, and criminal justice reform in America. <i>Sports Education</i></p> <p>Athlete Activism and Intersectionality: Narratives of Love, Liberty, and Loss Tiara Cash, Program Manager, Center for Mindfulness, Compassion, & Resilience, Arizona State University, Phoenix, United States Nika Gucci, Executive Director, Arizona State University, United States The purpose is to illuminate narratives of underrepresented voices in sport who participated in activism during their athletic career and examine how intersectionality played a part within each athlete's life on and off the field. At the height of controversy over Colin Kaepernick's kneeling protest during the national anthem, parallels can be observed with the protest 50 years ago from Olympic champions Tommie Smith and John Carlos. These voices are seen and heard, however, many other marginalized communities in the past 50 years have stories that go untold. This study aims to uncover untold stories within this population – delving into athlete activism, and how identities intersected within the Sport Industrial Complex. This study will use the intersectionality framework in accompaniment with the Athletic Identity theory in aims to explore athlete voices. This exploratory study will use a phenomenological approach through qualitative data collection. Results: The results of this study will be presented during the Sport & Society Conference. <i>Sporting Cultures and Identities</i></p> <p>Professional Sports and the US Partisan Culture Wars: Popular Viewpoints toward Donald Trump and the NFL National Anthem Protests James Rhoads, Professor, Political Science, Westminster College, PA, United States Dennis Kinsey, Professor of Communications, Syracuse University, Syracuse, NY, United States Dan Thomas, Professor of Political Science (Emeritus), Social Sciences, Wartburg College, Cedar Falls, United States In this research we employ Q methodology to examine subjective appraisals of President Donald Trump's public criticisms of mostly African-American NFL players who have "taken a knee" during the pre-game national anthem as a form of protest against the prevalence and prominence of acts of racial injustice, particularly instances of violence by white police in the treatment of non-white suspects. Whether by virtue of presidential persuasion or not, attendance at and television viewing of NFL games was down during the 2017 season, leading owners to ban the practice by team members for the forthcoming season. Critics of Trump have accused the President of race-baiting, targeting highly paid, primarily African-American athletes as "unpatriotic SOB's" who deserve to be fired for their antics. (Trump has also engaged in similar attacks of well-known NBA stars, including Steph Curry and LeBron James, due to the pair's refusal to attend White House ceremonies honoring team championships so long as Trump remains in office.) In this study we generate a Q sample on the matter and ask ordinary sports fans of differing political views to use the items to model their viewpoints. The results will permit us to assess the possibility that Trump's actions vis-a-vis prominent sports figures is as effective means of expressing a sense of collective grievance, thereby serving as a further bond of unity among his primarily white political base <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p> <p>Situating Race and Celebrity in Sporting Social Activism: The 21st Century and the Culture Wars Graeme Metcalf, Lecturer, Sociology, Ryerson University, Canada This paper examines the intersection of sports and politics and does so while employing Social Conflict theory, Critical Race theory and Erving Goffman's ideas on stigma, deviance and master status. The central focus of this paper considers sports-based sporting activism in the 21st century and looks to LeBron James and Colin Kaepernick as two of its leading voices. Additionally, this paper looks to social media as an ally of this social activism, but also as platform hosting dissenting voices wherein social media agitators, or the colloquially regarded "troll", actively seeks to disrupt legitimate social activism and in doing so employs consciously inflammatory language, racism, race-baiting and mischaracterizations of history in seeking to stall, rupture or delegitimize what this paper refers to as New Sporting Celebrity Social Activism. Lastly, this paper positions New Sporting Celebrity Social Activism as a key and influential voice amidst the culture wars wherein discordant views on race, gender and sexuality are increasingly debated. For example, the voices of James and Kaepernick are contested via oppositional and reactionary political commentators, including US President Donald Trump, as they take to traditional conservative media and social media to forward and entrench the retrograde belief that sports and politics are to be inherently sealed off from each other. <i>Sporting Cultures and Identities</i></p>



Friday, 21 June	
13:15-14:55	PARALLEL SESSIONS
Room 3 / RCC 187	<p>The Challenges of Team Sports</p> <p>The Ethics of Athlete Violence in Team Sports Danny Rosenberg, Associate Professor, Kinesiology, Brock University, St. Catharines, Ontario, Canada Recent articles on the ethics of player violence in team sports have introduced new approaches toward clarifying and comprehending this old and vexing problem in sport. For example, White and Werntz (2017) describe and analyze the banality of violence and apply this concept to team sports wherein players have been known to engage in reckless, depraved behavior. Stolic (2017) argues from a Kantian perspective to eliminate bare-knuckle fighting in NHL hockey. The brutality observed in North American football, even when players do not intend to harm opponents, has led to such severe consequences that some claim the sport is no longer morally defensible (Kretchmar et al., 2017). Considering these themes, this proposed paper will begin by describing the meaning of in-contest player violence in team sports. It will then briefly review and critique selective works like the articles cited above. Next, the author will introduce and discuss the vulnerability principle which tries to discern violent acts from acts of violence in collision team sports (Simon et al., 2015). As will be explained, this distinction can be employed to determine ethical and unethical athlete behavior in team sports. Finally, the proposed paper will conclude by addressing athlete violence in team sports and moral progress. <i>Sporting Cultures and Identities</i></p> <p>Sport in Migration Stories Andrew Webb, Instructor, Sprott School of Business, Carleton University, Ottawa, Canada Luciara Nardon, Associate Professor, Carleton University, Canada Much of the current literature in the field of sport for development (SfD) either focusses on conceptualizing sport for development or examines the agencies that operate in this sector. Through studies of SfD organizations, existing literature has provided valuable insights about the management potential, and limits, of SfD. Yet, by and large, much of the SfD research appears to neglect the idea that sport may play a role in individual or community development without much, or any, organizational involvement. One epistemic tactic for providing new insights about relationships between development and sport would be to shift the focus away from the organizations that interact with athletes and concentrate on athletes themselves. For instance, it is highly plausible that, during a migrant's journey, there may be many circumstances where accessing organized sport may be impractical or impossible. But this paper will demonstrate that sport still plays important roles in the migrant's lives. By examining the stories migrants tell about the journey, new perspectives on how a frequently marginalized group of individuals interact with sport will be proposed. <i>Sporting Cultures and Identities</i></p> <p>How Australia's Obsession with Overseas Sport is Starting to Hurt Sam Duncan, Senior Lecturer, Sports Degrees, Holmesglen Institute, Melbourne, Australia For young Australian sports fans, overseas competitions such as the NBA, are now the game to watch, talk about and engage with. How has this come to be? Due to advances in technology, it has never been easier to watch sports from abroad – something commercially savvy competitions are using to tap into new markets and reach new fans. And Australians, like many others from around the world, cannot get enough of them. For example, subscription rates to the NBA's League Pass, which enables fans to stream all games live, are higher in Australia than anywhere else on the planet. It is not just the NBA either, with the United States' National Football League (NFL) and Britain's English Premier League (EPL) also immensely popular in Australia. This simply puts further pressure on an already saturated Australian sports market. There are about 90 professional men's and women's teams competing for the attention of just 24 million Australians. Compare that with the US state of California, which has around 20 professional teams in a market of 39 million people. The rising popularity and accessibility of overseas sports has led many experts such as Andrew Condon, director of Australian sports marketing company Gemba, to state, "There's too much content relative to our size as a country." This paper will explore this issue in depth, highlighting the popularity of overseas sports among young Australians, while addressing what this means for Australia's local sports teams and competitions. <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p>

Friday, 21 June	
13:15-14:55	PARALLEL SESSIONS
Room 4 / RCC 223	<p>Film Festival</p> <p>"Fast Horse" was produced by Niobe Thompson, directed by Alexandra Lazarowich, and featured Zachary Cox as the Colorist. The film follows the return of the Blackfoot bareback horse racing tradition in a new form: the Indian Relay. Siksika horseman Allison RedCrow struggles to build a team with second-hand races and a new jockey, Cody BigTobacco, to take on the best riders in the Blackfoot Confederacy at the Calgary Stampede. This film aired on CBC, was the winner of the 2019 Sundance Best Short Film Director and the 2018 Imaginative Film and Media Arts Festival Best Short Documentary. It was nominated for the Golden Gate Award at the San Francisco International Film Festival in 2018.</p> <p>"Para": Follow along like a fly on the wall as the PARA team delves into the world of para-athletics. Austin Smeenck, Cody Salomons, and Marissa Papaconstantinou are three elite athletes who have to overcome more than just their disabilities. With an end goal of achieving glory at the Paralympic Games, Marissa, Cody, and Austin allow viewers a window into their unique and often complicated lives. Produced by Ahmad Abu-Kwiek, Michael Cowley, Connor Dobos, and Aaron Hamilton.</p> <p>"Unmasked" is a documentary that tells the story of Jessica Platt, the first openly transgender athlete to play in the (now disbanded) Canadian Women's Hockey League (CWHL). Promoting diversity in sport is critical to its future success. Jessica's story helps encourage others in sport, who are a part of the LGBTQ community, to continue to strive for equality and inclusion within the industry. Produced by Christine Casarsa and Sian Evans.</p> <p>"Power Never Quits" shows the power and resiliency of sport as each of the three main characters face their own battles with a cancer diagnosis and subsequent treatment at Sick Kids Hospital in Toronto. Executive Producer Sarah Jenkins.</p>



Friday, 21 June	
13:15-14:55	PARALLEL SESSIONS
Room 5 / RCC 357	<p>Risk Management</p> <p>Consequences of Concussion in Schoolboy Rugby: The Role of Occupational Therapy Faye Sinnott, Lecturer, Occupational Therapy, University of the Witwatersrand, Johannesburg, Gauteng, South Africa Rugby is a popular contact sport in which concussion occurs frequently. Although concussion protocols are now in place, there is limited research that indicates whether there are long term consequences due to these injuries. The consequences of concussion in schoolboys from playing rugby have been reported to effect their occupational performance in Education. The aim of the study is to explore the consequences of concussion as a result of schoolboy rugby on occupational performance using a review of the literature. A literature search using various databases in sports medicine, neuropsychology, neuropsychiatry, education, and occupational therapy was done. The search terms included occupational therapy, concussion, schoolboy rugby, sports injury, occupational and academic performance. A small number of articles were specific to concussion as a result of schoolboys playing rugby and therefore pediatric sports-related concussion articles were included. Consequences of a concussion that influence occupational performance include decreased school attendance, academic performance, social participation, and decreased cognitive processing. No articles could be found in occupational therapy literature related to the consequences of concussion or relating to consequences in occupational performance areas other than academic performance. There is no clear description of the role of OT in the prevention and rehabilitation of consequences of concussive injury in schoolboy's playing rugby, therefore, the role occupational therapy in prevention and treatment of concussion in schoolboys post rugby injuries has not been explored and is unknown. <i>Sport and Health</i></p> <p>Mortality, Position, and Padded Playing Time among National Football League Players Brittany Kmush, Assistant Professor, Public Health, Syracuse University, Syracuse, NY, United States Madeline Hilton, Graduate Student Researcher, Syracuse University, United States Justin Ehrlich, Associate Professor, Western Illinois University, United States Arthur Owora, Assistant Professor, Public Health, Syracuse University, Syracuse, New York, United States Bhavneet Walia, Assistant Professor, Syracuse University, United States Shane Sanders, Associate Professor, Syracuse University, United States Long-term adverse health outcomes, particularly those associated with sub-concussive blows are of growing concern among American football players. Certain NFL player attributes such as position of play, along with padded practice and field time, are likely to be strong risk factors for health outcomes. We present a preliminary analysis of mortality rates and the association of mortality with padded practice regulations instituted by the NFL and NFL Players Association. Data was collected from Pro Football Reference (http://pro-football-reference.com). Time spent in padded practice and field time was calculated from the corresponding NFL Players Association Collective Bargaining Agreement. Playing position was divided into three categories (category 1: defensive back, quarterback, wide receiver, and kicker; category 2: running back, linebacker, tight end; category 3: offensive and defensive linemen). As of July 2018, 24,860 NFL players were available for analysis. Of those, 6,603 (26.6%) had a reported date of death. Years of birth ranged from 1876-1996 and years of death from 1923-2018. The average life expectancy from birth was 79.5 years (95% CI:79.2-79.8) and the incidence rate of death was 3.94 per 1000 person-years (95% CI: 3.82-4.06). No differences in risk of death were observed by position category after adjustment for birth year, BMI, and height; increasing BMI and birth year were statistically associated with increased hazard of death ($p<0.05$). These results are consistent with previously published results. Ongoing analysis aims to quantify the association between time spent by NFL athletes in padded practice and game play environments and life expectancy. <i>Sport and Health</i></p> <p>Crisis Management at USA Gymnastics Joseph Eric Massey, Assistant Professor, School of Business Administration, Al Akhawayn University, Ifrane, Morocco Jihane Benazzouz, School of Business Administration, Al Akhawayn University, Morocco On August 4, 2016, USA Gymnastics began to experience an organizational crisis when the Indianapolis Star (IndyStar) published the first in a series of reports that shed light on the history of USA Gymnastics' failure to alert the authorities to a number of sexual assaults perpetrated by Dr. Larry Nassar. Once that first news story appeared, many victims of Nassar came forward, precipitating USA Gymnastics' crisis from which it continues to recover. In this paper, we analyze the crisis experienced by USA Gymnastics as well as its crisis management efforts. This analysis will be shaped through a conceptual framework focused on crisis management, crisis response, and reputation management. USA Gymnastics experienced a sustained, reputational, and preventable crisis. Based on our case study analysis, USA Gymnastics' crisis response proved to be too little too late. Because of that, its reputation was tarnished. Indeed, the Nassar scandal resulted in great damage to USA Gymnastics' corporate reputation and the loss of many key executives, who were either fired or forced to resign to try and recover from the damage to the organization's reputation. <i>Sports Management & Commercialization</i></p> <p>Does Restorative Justice Have a Place in Anti-Doping? Ophir Sefih, Assistant Professor, Criminology & Criminal Justice, Western Carolina University, Cullowhee, United States Joao Salm, Assistant Professor, Governors State University, Chicago, United States The work of anti-doping regulators, most notably the World Anti-Doping Agency (WADA), focus on the harmonization of anti-doping rules and practices across international sport. While resources are devoted to anti-doping education, science, and public awareness, most funding is reserved for testing and enforcement. Scholars have argued that current policies and practices present athletes as an inherent risk population and in need of increasing surveillance and testing, consequently engendering harms not only to athletes but the wider sport community. Research indicates that professional and elite level athletes across many sports are skeptical and somewhat distrustful of anti-doping efforts, viewing them as ineffective and exclusionary. Unsurprisingly, this environment has strained relations between athletes and anti-doping regulators and engendered not only suspicion but varying levels of shame and trauma, while being weighted heavily in favor of regulators. In light of the current climate, we propose a road map for determining if the application of restorative justice principles and practices may offer a useful approach to address the limitations that exist within the anti-doping environment. When applied properly, we believe that restorative principles and practices can foster and strengthen a more balanced and equitable relationship among not only athletes and regulators, but others involved in the sport ecosystem including medical professionals, media, and support personnel. <i>Sports Management & Commercialization</i></p>

Friday, 21 June	
13:15-14:55	PARALLEL SESSIONS
Room 6 / RCC 361	<p>Movement and Performance</p> <p>The Golfing Body Mnemonic: The Poetics of Swing Mechanics and Muscle Memory Thomas A. Hamill, Associate Professor, English, Wilkes University, United States In this essay I examine the first known written instructions on the golf swing as meticulously enumerated between January 1687 and December 1688 by Thomas Kincaid, a medical student at Edinburgh University. Kincaid's diary of his studies and everyday experiences, replete with reflections upon surgery, poetry, and philosophy, includes perhaps most notably extensive and systematic ruminations on what he claims to be "the only way of playing golf." Addressing fundamental issues such as muscular control, swing plane, bodily motion, and ball position, Kincaid enumerates in these passages what I suggest is a working mechanics and poetics of the golf swing, especially insofar as his careful and recurring articulations of club arc, arm and torso rotation, leg control, and shaft angle eventually cohere in verses that frame the repeatable golf swing (and the laws of motion that govern it) in metered rhyme. My paper focuses on Kincaid's detailed criteria for effective golf and considers in particular the ways in which the diarist establishes a paradigm for effecting muscle memory through linguistic repetition and poetic form. Much like other sections of his journal wherein he attempts to "digest" medical authorities, these golfing passages, I hope to demonstrate, constitute an effort to incorporate, through syntactic and literary models, the muscular and mechanical aspects of the golf swing into comprehensible, theoretically informed, and, perhaps most important, reproducible bodily and linguistic routines. <i>Sports Education</i></p> <p>Elite and Mass Track and Field in the United States: Best Practices and Opportunities for Advancement Peter Smolianov, Associate Professor, Sport Management, Salem State University, Salem, MA, United States Winston To, Canada Nicholas Stone, Student, Salem State University, United States Soufiane Rafi, Student, Salem State University, United States Steven Dion, Christopher Schoen, Jaclyn Norberg Morrisette, Assistant Professor, Salem State University, United States This study examines the current state of track and field in the USA against an ideal-type model for developing high-performance sport integrated with mass participation. A questionnaire was developed for the following elements of the model: talent development; advanced athlete support; training centers; competitions; intellectual services; partnerships with supporting agencies; and, balanced and integrated funding and structures of mass and elite sport. Survey questions were validated by 12 international experts including executives from sport governing bodies, track and field coaches, academicians, and administrators. To determine the areas for improvement, 102 coaches completed the questionnaire. Possible advancements were further identified through semi-structured discussions with 10 track and field administrators. Results suggest possible enhancements at macro level (e.g., new partnerships and incentives for greater support of mass and elite track and field), meso level (e.g., additional sources and models for better coach education and facilities), and micro level (e.g., advanced lifelong track and field guidelines for excellence of everyone). <i>Sports Management & Commercialization</i></p> <p>Governance with or without Government: The Impact of International Organization on Global Sport Efthalia Chatzigianni, Associate Professor, Sport Management & Organisation, University of Peloponnese, Sparta, Greece For decades, the global sport has been governed by Non-Governmental Organizations. The particular features of sports NGOs have rendered them unique actors in world politics and have preserved and highlighted the unique nature of sport through more than a century. Yet, as derived from globalization and increased sociopolitical and economic interdependence between societies and economies, a number of significant changes are taking place in sport governance at a slower pace though than in any other policy field. The present paper deals with factors of modern global sports governance which are a consequence of the developments taking place in an international organization. It aims at showing the significance of the creation of international sport lobbies and sports networks and the formation of relevant alliances as well as their impact on the governance of traditional sport governing bodies. In this framework, examples of sports interest representation within international organizations at international and European level will be presented as means to highlight and identify the complexity and importance of various sports interests, sports government and governance in international sports organization as a result of globalization and multi-level governance. <i>Sports Management & Commercialization</i></p>
14:55-15:10	Coffee Break
15:00-15:05	PARALLEL SESSIONS



Friday, 21 June	
15:10-15:55	PARALLEL SESSIONS
Room 1 / RCC 183	<p>Parallel Sessions - Virtual Lightning Talks</p> <p>The History of Women's Soccer in Brazil Talita Machado Vieira, Doctoral Student, Social Psychology, São Paulo State University, Londrina, Brazil José Sterza Justo, Professor, São Paulo State University, Brazil Sonia Regina Vargas Mansano, Professor, Londrina State University, Brazil This paper aims to present and to discuss some historical aspects of women's soccer in Brazil. It was developed on Foucault's principals of research, especially his genealogical phase. There were two main terms that were used to inform this investigation: provenance (Herkunft) and emergency (Entstehung); according to Foucault's ideas, based on his study of Nietzsche's work, both terms show the intent of the genealogical research better than the word origin (Ursprung). So the genealogy is, in the first place, a kind of research that pursues the provenance and the emergency of the events instead of their origin. These assumptions helped in the analysis and the comprehension of the current situation of women's soccer in Brazil through a historical look until the forties, in the 20th century, when the notion of "feminine nature" erupted in the legal text of the first Brazilian sports legislation claiming the supposed incompatibility of women to the soccer practice. This notion was understood, not as the origin of the feminine exclusion of soccer, but as a construction from different knowledge fields and political interests that involve several aspects related to its provenance and its emergency in the Brazilian society. It is important to mention that this kind of idea still remains and it interferes in the life of many Brazilian girls and women whose enjoy playing soccer or decide to seek it as a career, showing that history is not a line of progressive development. <i>Sporting Cultures and Identities</i></p> <p>Where Are All of the Women?: Exercise Science and Physiological Research Involving Female Participants Chelsea Litchfield, Senior Lecturer and Associate Head of School, Exercise Science, Sport and Health, Charles Sturt University, Bathurst, NSW, Australia Tegan Hartmann, Lecturer, Charles Sturt University, Australia It is widely documented in most sports that historically, women have not had the same opportunities as men in relation to participation, coaching and leadership positions. However, there is less documentation on how gender is prioritised by researchers in research relating to exercise science, physiology and research participation. This paper will focus on the presence of women as research participants in exercise science and physiology based research in several high profile and highly ranked exercise and physiology journals worldwide. Specifically, this presentation investigates the gender and age of research participants in relation to the research focus, gender of the first author and the country of origin of the research. How current exercise science and physiology research engages the use of female participants is contextualised with the experiences of women in other facets of the sporting world. <i>Sporting Cultures and Identities</i></p> <p>Convergence of Sport and Ceremony: Influencing Cultural and National Image at the Olympic Winter Games in Sochi and PyeongChang Pauline Howes, Associate Professor, School of Communication and Media, Kennesaw State University, Kennesaw, United States The intersection of sport with cultural and national identities takes center stage during the opening ceremonies of each Olympic Games. Host countries use this Olympic platform to communicate messages intended to influence society's perception of their culture and shape a positive national image. This study compares and analyzes the effectiveness of communication strategies and techniques implemented for the opening ceremonies of Olympic Winter Games held in Sochi, Russia, in 2014, and in PyeongChang, South Korea, in 2018. Theoretical foundations of ritual communication and message framing provide a basis for this research. Content analysis examining the multimedia ceremonies and subsequent international media coverage provides insights on how the impact of this international sporting event extends beyond the competitive arena. Issues such as Russia's controversial involvement in Crimea and its anti-gay laws along with the complexity of South Korea's thawing relations with North Korea factor into the opening ceremonies of the respective Olympic Games. By focusing on the Winter Games in Sochi and PyeongChang, this paper adds to the body of existing studies on opening ceremonies, which typically view Olympic Summer Games. Though the Winter Games are smaller in scale, involving fewer countries and fewer athletes competing in fewer sports, they are, nevertheless, used by organizers as communication platforms. Examining the Sochi and PyeongChang opening ceremonies in context with the political and social dynamics of the time contributes to understanding the multifaceted role of sport and global sporting events in society. <i>Sporting Cultures and Identities</i></p> <p>Franchising Cricket: Moving Ahead from Being a Commonwealth Nations' Sport to a Globalized Event Saunak Basu, Graduate Research Assistant, Gies College of Business, University of Illinois at Urbana Champaign, Urbana, United States For a better part of a century cricket has been strictly limited in its scope, played mainly by the commonwealth countries, i.e. the states which were used to be colonies of British Empire. Even today the International Cricket Council (I.C.C.) has only 10 full time member nations as compared to some popular sports like Soccer having a true global reach. However, recent years have seen a major shift in the popularity and branding of the game with the advent of franchise based cricket leagues all over the world. It primarily triggered with the inception of Indian Premier League transforming cricket into a prime-time entertainment product. Despite its meteoric rise cricket is yet to be fully consumed in major European and American markets. In this paper we explore how the growth of economy in major cricket playing nations, particularly India attaining the centre stage in cricketing world has geared to expanding the brand association and viewer base of the sport, reviving the lost popularity through advent of franchise based T-20 leagues, helping to transform cricket globally into a "consumable commodity" (Chattopadhyay, 2014). In this paper we present a detailed study of the social media activities and digital innovations related to franchise cricket leagues, to understand the major drivers in its popularity, growth and the gap to be filled to create a stable viewer base in major European and American countries. We discuss the implications of our findings in gearing strategic partnerships between major companies and franchise-based sporting leagues in broader terms. <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p>

Friday, 21 June	
15:10-15:55	PARALLEL SESSIONS
Room 1 / RCC 183 Continued	<p>Science and Technology in Representation of Human Movement: From Historical and Contemporary Perspectives</p> <p>Brian Caster, Professor of Exercise Science, Division of Health and Exercise Science, Western Oregon University, United States</p> <p>Whether attempting to solve the latest hot-topic question in sport, striving to gain an advantage over a competitive opponent, or seeking to improve upon a performance in the aesthetic realm, we have been applying technological innovation to the understanding of human movement for as long as science and technology have been part of the human endeavor. Furthermore, as the distinction society makes between the thinking, reasoning, feeling human being and our virtual and technological counterparts becomes increasingly blurred, it is important to revisit the historical progression of our capability to describe human movement. In this paper, both historical and contemporary examples of scientific and technological advancement applied to human movement will be presented. In certain instances, from cave drawings to cinema film to smartphone features, it can be argued that technological innovation has come about precisely due to the search for an innovative way of representing the human body in motion. In critically examining our desire to employ increasingly sophisticated means to break movement down for analysis, limitations to such approaches can be better recognized, and potential negative interactions between the science and technology of human movement and the very movement forms we wish to facilitate may be avoided.</p> <p><i>Sporting Cultures and Identities</i></p> <p>NFL Player Activity off and on the Field: Arbitration Options</p> <p>Maris Stella Swift, Associate Professor of Law, Seidman College of Business, Grand Valley State University, Grand Rapids, MI, United States</p> <p>Ryan Nink, Student, Grand Valley State University, United States</p> <p>Social media, television, and news organizations have made the on and off-the-field actions of professional athletes more visible than ever before. This is true in the National Football League (NFL) whether the players are involved in criminal activities off-the-field or actions of protestation on the field. These activities are a daily item in the news over the past year and it appears that America's voracious appetite for information about the NFL is not going to end any time soon. This paper will address the following in regard to the NFL: first, it will explain the basics of the NFL. Second, it will explain the important sections of the collective bargaining agreement (CBA) that govern the relationship between the team owners and the players association; and third, the paper will provide reasons that support the authors' assertion that perhaps all contractual disputes between the two parties should be resolved through arbitration. The NFL will be compared to the Canadian Football League (CFL) which has an arbitration process in place and is the closest professional substitute.</p> <p><i>Sports Management & Commercialization</i></p> <p>Intermission's Education Venture: An Innovative Career Transition and Identity Adaptation Model for Elite Athletes</p> <p>Mimi Nartey, Co-Founder & Dean, Academic Affairs, InterMission, Inc., Los Angeles, United States</p> <p>Dan McKegney, Co-Founder & Principal, Business Affairs, InterMission, Inc., United States</p> <p>Lower levels of career maturity (Brown & Hartley, 1998; Linnemeyer & Brown, 2010; Murphy et al., 1996) influence how athletes struggle to transition after their tenure in professional sports (Williams, 2010; Baillie & Danish, 1992; Bradley, 1976). Unsuccessful career transition can lead to financial trouble and negative psychological responses such as confusion, grief, feelings of failure, depression, and isolation (Blinde & Stratta, 1992; Falls & Wilson, 2013; Fuller, 2014; McKnight et al., 2009; Pettipas, Brewer, & Van Raalte, 2009; Taylor & Ogilvie, 1994). Some professional sports organizations have developed player programs to address retirement concerns but are lacking evidence-based theory to efficaciously support career transitions, and suicide rates for retired professional athletes continue to rise (Baum, 2005). Under-conceptualized programs can result in academic, financial, and personal frustration for the athlete-learner and maladaptive coping strategies. InterMission (IM) has proposed and developed a suite of online education programs, synthesized from the literature on sports psychology and adult education, that aim to consider "the whole athlete-learner" by offering psycho-emotional support during career transition and identity adaptation (Lally, 2006; Ungerleider, 1997). The objective of IM is to enhance the athlete-learner's ability to think critically while developing core business skills and competencies. The IM model posits that professional athletes have already demonstrated exceptional intelligence and capacity for learning (Gardner, 1999); and prior athletic achievement should be foundational to her or his future integrative learning process (analogous to the treatment of business professionals in executive MBA programs) (Latham et. al, 2004).</p> <p><i>Sports Management & Commercialization</i></p>



Friday, 21 June	
15:10-15:55	PARALLEL SESSIONS
Room 2 / RCC 185	<p>Parallel Sessions - Focused Discussion</p> <p>Busy Life, Healthy Life: How to Teach an Online Physical Education Activity Course Melissa Falen, Assistant Professor, Notre Dame of Maryland University, Baltimore, Maryland, United States How can a physical fitness activity course be taught online? Should a physical activity course be taught online? More and more institutions of higher learning are looking for ways to expand programs and increase enrollment, creating an explosion of online programs. For schools that have a general education requirement in physical education, this poses a unique challenge. The easy answer would be to offer a theory based course that does not have an exercise component. However recent data from the CDC indicates nearly 40% of adults and 20% of children in the United States are obese. This presentation will show how to develop an online course requiring active physical participation while encouraging students to explore, develop and share ways to increase physical activity in their daily lives. Particular emphasis is placed on incorporating physical activity into lives that are already "too busy." <i>Sports Education</i></p> <p>Sport and the Sustainable Development Goals Melissa Otterbein, Graduate Assistant, Department of Exercise & Nutrition Sciences, The George Washington University, Washington, DC, United States To address the increasing global decline in physical activity, the World Health Organization and the United States have created Physical Activity Guidelines. However, it's estimated that 31.1% of all adults and 80.3% of children globally don't meet the recommendations (Lancet, 2012). Meanwhile, In 2015, UN member countries re-envisioned poverty alleviation and empowerment of people and the planet in the transition from the Millenium Development Goals to the Sustainable Development Goals (SDGs). This focused discussion will cover the intersection of physical activity and sport as a tool for addressing the SDGs with case examples of successful sports programs addressing each of the 17 goals. Furthermore, this discussion will discuss why the SDGs are relevant to the sport communities (with particular focus on athlete health and climate change) as well as action steps that athletes, coaches, teams, and national sports governing bodies can take to advance and implement key tenants of the SDGs, such as inclusion of often left behind populations, sustainability, and promotion of athlete health while still growing sports industries, teams, and new athletes in a cost-effective manner. As a global industry estimated at \$480-\$620 billion (A.T. Kearney Inc, 2011), sport has the reach, power, audience, and capacity to use its platform for engaging athletes, fans, and the world in sustainable practices which promote health and peace. This session will equip attendees with frameworks and strategies to implement on the individual, community, national and policy levels. <i>Sport and Health</i></p> <p>The #metoo Movement's Influence on Australian Women's Sports Coverage Julie-Ann Tullberg, Lecturer/coordinator, Journalism, Monash University, Caulfield East, Victoria, Australia The #metoo movement has created a ripple effect in various parts of the globe but in Australia, there has been a significant cultural shift in the reporting of women's sport. The social media-driven #metoo campaign generated a reactive approach to male leaders, who had taken advantage of women in unbalanced work environments and led to intensive media investigations and follow-up reporting. A number of high-profile Australian male celebrities have fought legal action since the fall of disgraced Hollywood producer Harvey Weinstein. The emergence of the national women's Australian football competition in 2017 has also generated an unprecedented rise in media coverage. After years of lobbying and fighting for a slice of the Australian media landscape, women's sport leaders now have a powerful voice. This paper will show that content analysis of Australian newspapers will reveal the Australian Football League Womens (AFLW), the national women's cricket team and other women sporting teams have significantly more newspaper and digital news space and air time compared with three years ago. The attitudes of senior sports executives have changed remarkably since the development and presence of strong female leaders in politics and media. With strong support from Rupert Murdoch's newspaper and broadcast products, News Corp Australia and Fox Sports, there has been a more balanced approach to covering sports of both genders. As a result, the increase in women's sports coverage has created a sustainable commercialised market, with sponsorship creation for both men's and women's sporting teams in major club structures. <i>Sports Management & Commercialization</i></p>

Friday, 21 June	
15:10-15:55	PARALLEL SESSIONS
Room 5 / RCC 357	<p>Innovation Showcase</p> <p>Using Gamification Strategies to Enhance Learner Motivation in Sociology and History of Sports Course</p> <p>Zach Binkley, Program Director and Assistant Professor for Exercise and Movement Science, Department of Sports and Exercise Science, Lewis University, Romeoville, United States</p> <p>This showcase will highlight the use of gamification strategies to enhance learner motivation in sociology and history of sports courses. It will include ideas for experiential learning, technology use, and gamification platforms that increase the learners' exposure to sport cultures. The showcase will also include demonstrations of a gamified classroom and how this fits the teaching model for history and sociology of sport.</p> <p><i>Sporting Cultures and Identities</i></p>



Friday, 21 June	
15:10-15:55	PARALLEL SESSIONS
Room 6 / RCC 361	<p>Parallel Sessions - Posters and Virtual Posters</p> <p>1 - Understanding of the Other through Interactive Sport Experiences with Adults with Intellectual Disabilities Tracy Trachsler, Assistant Professor/Program Director, Sport Management, Cazenovia College, Cazenovia, United States After consultation with experts in the fields of special education and human services, person-first language was used for this project over identity-first language. Through intentional pedagogical design, a group of sport management students had an opportunity to participate with a group of adults with intellectual disabilities in a structured setting in the fall of 2018. A case study analysis was conducted to examine the impact of the experience on the sport management students. The project was embedded within an upper-level, undergraduate sport sociology course. It was structured to include direct instruction on sociological barriers to participation and historical marginalization of populations with disabilities from sport. Class activities to reinforce important concept were grounded in the theory of Zone of Proximal Development, and the Zone of Proximal Development was applied by the sport management students in their creation of the interactive sport experiences. At the end of the activities, the students were asked to critically reflect upon their experience specifically related to their understanding of the people with intellectual disabilities in sport. The data was be collected, triangulated, and analyzed with respect to the concept of the "other." The results of the case study provide insights for sport management faculty in exposing future sport professionals to diverse populations. <i>Sporting Cultures and Identities</i></p> <p>2 - Body Self-image of Brazilian Adolescents: Physical Activity Level and Drug Use in Adolescence Bruno Pinheiro, Universidade Federal de São Paulo, São Paulo, Brazil Denise De Micheli, Universidade Federal de São Paulo, Brazil Andre Luiz Monezi Andrade, PUC, Brazil This study aims at describing the profile of satisfaction/dissatisfaction of body self-image and the relationship to physical activity, and drug usage of 754 adolescent of São Paulo, Brazil. Questionnaires were given concerning satisfaction with body self-image, pattern of use of psychoactive substances and the physical activity habits of students. When analyzing the satisfaction of adolescents with body self-image, a significantly higher percentage of body satisfaction was observed among boys (68%) compared to girls (40%). Abuse and dependence on substance were indicative when the body image satisfaction rates in the male students were at 18%, while the same indication was evident when the body image dissatisfaction in the female students were at 28%. In the moderate level of physical activity, 53% are partially satisfied boys and 59% are dissatisfied girls. However, the frequency of adolescents who practiced physical activity at high levels and reported being dissatisfied with their bodies was more than double (16.6%) compared to those who practiced low level of physical activity (7.9%). For both genders, the rate of dissatisfaction while practicing at high level of physical activity was higher at 20% compared to the other levels. The efficacy of physical activity as a protective agent becomes reduced when risky behaviors are associated with a negative self-body image. The use of substances was proportional to the level of satisfaction and dissatisfaction in both male and female students. It is suggested, finally, that further investigations are to be carried out considering the complexity that this age group presents. <i>Sport and Health</i></p> <p>Virtual - Queer Athlete: A Qualitative Analysis Michael Baker, Adjunct Instructor, Psychology, CSUF, Fullerton, United States The purpose of this study is to address the experiences with athletic performances, social support, and disclosure of sexual orientation of people who identify on the queer spectrum. Researchers have attempted to discover perceptions of individual support on the sports teams that college athletes belong and provided an outlet for queer athletes to discuss their feelings about coming out as queer. The potential effect on sport performance after disclosing sexual orientation is assessed. Much of the current research about sport performance does little to address those that are queer. The purpose of this study is to add to the limited understanding that researchers have about the nature of social support, its potential link to athletic performance, and the likelihood of disclosing orientation to meaningful others. The traditional norm of masculinity in sports, may hinder individuals who are highly involved in athletics and yet do not identify in alignment with the stereotype. The primary methodologies for this study is observational and descriptive. Data collection asked participants to answer questions about their perception of support, if the participant has disclosed their sexual orientation, and their athletic performance. This method is best to address the research question in that the researchers are most interested in the subjective perspective and experiences of athletes that might identify as queer. <i>Sporting Cultures and Identities</i></p> <p>3 - Fans' Reactions to Cannabis Use by Professional American Football Players Sean Pradhan, Assistant Professor, Management, Menlo College, Atherton, United States Susan Snyckerski, Assistant Professor, San Jose State University, United States Kristi Sadler, Manager, Research, San Joe University, United States Sean Laraway, Professor, San Jose State University, United States Across many professional sports, athletes' substance use has generated controversy. Many sports fans clearly disapprove of athletes' use of performance-enhancing drugs (PEDs), such as anabolic steroids, but less is known regarding fans' perceptions of athletes' use of cannabis, which is not typically considered a PED. Although many American states have legalized medical and recreational cannabis, it still remains illegal at the federal level. Given the public's increased acceptance of medical and recreational use of cannabis in the last decade, it's possible that sports fans' perceptions of cannabis use by athletes may show similar changes, particularly with respect to medical use. We propose a novel experiment to examine sports fans' perceptions of cannabis use by professional athletes. Specifically, we seek to examine the reactions of National Football League (NFL) fans through a case of a fictitious athlete who is described as using cannabis for one of three reasons: to treat a physical injury, to treat a psychological disorder, or to use recreationally. We will measure fans' preexisting attitudes toward cannabis use, their level of team identification, and perceptions of the fictitious athlete's use of cannabis. We will examine attitudes toward cannabis use and level of team identification as potential moderating variables between type of use and fans' reactions to that use. We expect that fans who have more favorable preexisting attitudes toward cannabis use and higher levels of team identification will rate the athlete's usage as less objectionable. <i>Sport and Health</i></p>

Friday, 21 June	
15:10-15:55	PARALLEL SESSIONS
Room 6 / RCC 361 Continued	<p>4 - Women's Empowerment through Soccer Denise De Micheli, Universidade Federal de São Paulo, Brazil Bruno Pinheiro, Universidade Federal de São Paulo, São Paulo, Brazil It is evident that participation in sport can help break gender stereotypes. The objective of this case report was to highlight women's empowerment through soccer practice. The project was developed with students from 11 to 13 years of age from a public school of Guarulhos, Brazil. The project was carried out between August and September of 2018, during the activities of the group of sports trainings, with 25 boys and 15 girls, and during the games of the 48th Municipal School Olympics. In order to reach the objectives, five conversation circles were proposed for the discussions and reflections. The main themes of the conversation circles were: sport and quality of life; fair play; importance of girls' participation; questions about women's empowerment and protagonism; reflection of results. The boys did not believe in the girls' potential to win the games and changed their minds after the victories. The girls were insecure because it was a little-frequented environment. The girl's team had five victories and were consecrated winners of the competition. The competitive environment was also a learning environment. The feelings involved in victory were as important as the feelings of recognition. The participation of the boys was extremely important so that they also reflected on the importance of the girls in the championship. The feedback was always positive, satisfying and acknowledged that girls can also be recognized as protagonists in soccer. <i>Sports Education</i></p> <p>Virtual - Building Sports Teams and Communities through Creatively Engaging One's Limits Heidi Muller, University of Northern Colorado, Greeley, CO, United States "I can't do it all," captures the essence of the approach to team and community building presented herein. While athletes want to and should develop the full range of their skills and capacities, continually building on what they are able to do, realizing that they are a particular embodied athlete is key not only in developing their skill set but also in building the sport teams and communities with which they are affiliated. Through a PERPLE analysis incorporating reflection on the author's own lived experience as a competitive as well as recreational coach and athlete and engaging with ideas of creative agency in sport, the me-in-team that is the complicated interplay of formal and informal roles dynamics in team participation, the approach to sport as strategic art, a communication variant of self-other psychology, and limitness which is a conceptualization of embodiment arising out of disability studies, the approach to team and community building as a process of creatively engaging the limits of one's embodied particularity emerges. When undertaking this approach, individuals, teams, and communities become able to perform with intecontextual consistency, resiliency, and sustainably. When teams and communities are not bounded by the limitations and/or overreaching of individuals but rather are built creatively through individuals embracing their particular limits, performance becomes not primarily about goal attainment but rather about communication-centric enactment of co-constructed possibility. This approach is accessible to all individuals regardless of physical skill and therefore can be implemented at all levels of sporting competition and participation. <i>Sports Education</i></p> <p>5 - Convention and Visitors Bureau's Strategic Planning for Sport Tourism Destination Nuttapon Punpugdee, Instructor, Operations Management, Kasetsart University, Chatuchak, Bangkok, Thailand Traditionally, the central government in Thailand has exploited the opportunities that sport tourism offers to its economy. A few decades ago, however, some convention and visitors bureaus (CVBs) in the country have realized the importance of sport events to their local economies and start to secure hosting rights for major sport events. Although a number of CVBs in Thailand have successfully pursued the position of sport tourism destination, there is inadequate investigation on how their strategic planning for such unique position is carried out. This study explores CVB's strategic planning process for sport tourism destination. A convention and visitors bureau of Buriram, a city near Thailand-Cambodia border, is selected as a case study. The in-depth approach is employed in interviews with the CVB officials. The findings which are important to the sport destination's positioning strategy are discussed. Relevant theoretical and managerial implications are addressed. <i>Sports Management & Commercialization</i></p> <p>Virtual - Women's Pages and Sports Journalism History: Discrimination and Innovation in the Pre-Title IX Years Kimberly Voss, Associate Professor/Program Coordinator, Journalism, University of Central Florida, Orlando, FL, United States For decades, women journalists were restricted to the women's pages of newspapers. They were not allowed into the sports pages - but it did not prevent them from covering sports. In their women's sections, they covered athletic events that were otherwise ignored. In doing so, they exposed sports to an audience that may not have been reading the sports section. In addition, the women's page editors who tried to cover men's sports often experienced discrimination. They shined a light on their marginalization and documented what many women in sports experienced. In part, it was a combination of these experiences that led to Title IX. This paper will focus on the sports content in the women's pages and the sports coverage by the women's page editors in the 1940s through the 1960s. <i>Sporting Cultures and Identities</i></p> <p>6 - American Sports Fans' Perceptions of Cannabis Use by Professional Athletes: Relationships with Sports Consumption and Team Identification Sean Pradhan, Assistant Professor, Management, Menlo College, Atherton, United States Susan Snyckerski, Assistant Professor, San Jose State University, United States Kristi Sadler, Manager, Research, San Jose University, United States Sean Laraway, Professor, San Jose State University, United States In the last decade, the American public's opinion of cannabis use has shifted to a more lenient view of the drug for medical and recreational purposes. However, there remains a paucity of data on public perceptions of athletes who use cannabis and the extent to which these perceptions influence individual's purchasing intentions/behavior with respect to sports products (sports consumption behavior). The present survey study seeks to investigate American sports fans' perceptions of cannabis use by professional athletes and the relationship, if any, between these perceptions and sports consumption. General attitudes toward cannabis use (medical or recreational), attitudes toward professional athletes' medical/recreational use, team identification, and sports consumption, among other variables, will be measured. <i>Sports Management & Commercialization</i></p>

Friday, 21 June	
15:10-15:55	PARALLEL SESSIONS
Room 6 / RCC 361 Continued	7 - The Cultural Identity of Dragon Boat Race in Taiwan's Lukang Wei-Da Chu, Student, Physical Education, National Taiwan University of Sport, Taiwan Dragon boat Race is a sport that dates back five thousand years ago, and has been held every year. It is no longer confined in Chinese circle, more and more athletes and enthusiasts from all over the world take part in this sport. In Taiwan, there is a saying which appears in primary and secondary's history textbook, that is First Fucheng, second Lukang, and third Bangka. Located in Changhua, Lukang is one of the areas where the Chinese culture was flourishing in the early stage. The Dragon Boat Race officially began in 1978, after which the competition has been held for over forty years. Recently the tournament has open its arms to international athletes who can also enjoy the traditional culture. The study uses Lukang Dragon Boat Culture as research object in which historical origin and current development are explored <i>Sporting Cultures and Identities</i>
	8 - Religious Impact on Sport Participation: A Case Study of Malaysia Juen Yeang Too, Student, National Taiwan University of Sports, Taiwan During the 19th century, many laborers from India and China immigrated to Malaysia colonized by the British. As a result, Malaysia became a multi-religious society, comprising Islam, Buddhism, and Hinduism. Since Malaya (Malaysia) achieved independence in 1957, Malaysia has produced many famous athletes from various ethnic background. For example, Lee Chong Wei, who is Chinese-Malaysian, was an outstanding world number one badminton player. Currently, Malaysians constitute 55 percent of the entire population, followed by Chinese 23 percent and Indian 7 percent. However, religious differences make a deep imprint on sports participation, especially concerning athletes' outfits. Recently, there have been incidents involving female Muslims, who were scolded by the conservatives because of their clothing. The paper will explore the phenomena and give insights into the situation. <i>Sporting Cultures and Identities</i>
	9 - Gender Bias: Expectation and Performance of Female Managers in College Basketball Chien Chang Chiu, Associate Professor, Department of Physical Education & Kinesiology, National Dong Hwa University, Hualien, Taiwan Taiwan is experiencing some cultural legacies about the female manager from Japan. This kind of legacy formed a gender bias for coaches, players, and female managers in sporting teams. Therefore, the main purpose of this study is to explore the roles expectations and gender performance of female managers play in the college basketball team. The findings tell us that basketball coaches and players expect female managers to accomplish three kinds of work such as caregiver (like a mother to prepare drinking water and clean locker room...), supportive assistance (like a wife to record their score in the game and manage the expenditure of team...) and idol worship (like a lover to cheer on and adore the male athlete...). Gender biases are still reproducing gender hegemony and making an unequal division of labor between male athletes and female managers in the basketball team. <i>Sporting Cultures and Identities</i>
	10 - Enhancing Self-Compassion in Athletes: Investigating Effects on Athlete Anxiety and Performance Alaina Flegar, Student, Counseling Psychology, University of Ottawa, Ottawa, Canada The nature of sports competitions involves athletes being compared and ranked based on athletic ability, with athletes constantly confronted by the real and potential threat of failure or loss within the context of their sport. Given this circumstance and the extraordinary amount of pressure often experienced by athletes, developing an ability to be kind towards oneself in the face of failure could be an important part of the training. Self-compassion training, which involves a mindful awareness of present moment experiences and an unconditional kindness towards oneself, has gained increased attention as a potential training method for athletes. The purpose of this study is to explore the effects of self-compassion on athlete anxiety, perceived athletic ability, perceived athletic performance, and actual athletic performance. Competitive athletes who participate in time-based sports will be recruited from sports teams and other competitive sports leagues, and randomly assigned to either a 1-month self-compassion training or a wait-list control group. Participants in both groups will complete self-report measures of self-compassion, mindfulness, general anxiety, sport-related anxiety, perceived athletic ability and perceived sport performance, pre and post study. Additional measures of objective athletic performance will be calculated based on the participant's average speed in their given sport over the past month. Data will be analyzed using repeated measures analysis of variance, with Time (pre- to post-treatment) and Group (self-compassion training versus wait-list control) as factors in the model; significant Time by Group interactions will be further analyzed with pairwise least square mean comparisons. <i>Sport and Health</i>
	Understanding PST for Specific Athletes: A Psychological Timetable Ciara Delgado, CEO, Research, STAG Human Performance, LLC Cameron Issel, Co-Researcher, Territory Manager in Charlotte, United States When it comes to training the body, athletes are subjected to rigorous routines based on specificity, timing, volume, and intensity. This is all to bring out specific changes and adaptations so the athlete can perform at their peak. When it comes to psychological training for the athlete's specific sport, why is it not the same? The line between elite and non-elite athlete has become smaller and smaller over the years and what has become a defining factor with elite athletes is their mental edge over the competition as well as dealing with the pressure. By applying specific psychological training during different points in time during an athlete's career we can reach the next step in heightening performance. The following research will demonstrate the applications of certain psychological training principles at specific points within the training age of athletes and exhibit the effects of that placement. <i>Sport and Health</i>

Friday, 21 June	
15:10-15:55	PARALLEL SESSIONS
Room 6 / RCC 361 Continued	<p>10 - The Antecedents and Consequences of Well-being among Ethnic Sport Participants Kyu-soo Chung, Assistant Professor, Exercise Science and Sport Management, Kennesaw State University, Kennesaw, United States Along with increasing their attention to the importance of health and life quality (WHO, 2012), sport scholars are paying attention to the issue of sport participation and well-being (Donaldson & Ronan, 2006; Filo & Coghlan, 2016; Ruseski et al., 2014). For example, Filo and Coghlan (2016) explored the specific dimensions of well-being among the participants of charity sporting events and found that all the dimensions of well-being were, to varying degree, valid. Ethnic sport participants seem to experience a variety of components when attending a sporting event (Chung & Lim, 2016). They tend to perceive their status of well-being not only from an event factor but from an amalgam of combined factors. Thus, the primary purpose of this study is to test a conceptual framework that consists of the antecedents and consequences of well-being as ethnic members participate in sport. At the 2015 Korean American Sports Festival, 283 Korean Americans responded to questions, through self-administered questionnaires, regarding their well-being, the perceived social, psychological, and health benefits of, event satisfaction with, and commitment to an ethnic sport organization. The data collected was analyzed, via a structural equation modeling, regarding the validities and reliabilities of the constructs as well as the significance and magnitude of each designed path among the constructs. The current study will discuss the theoretical aspects of the designed antecedents and consequences of well-being so as to add more dimensions of well-being and sport participation. Practical implications will be also discussed. <i>Sport and Health</i></p> <p>Virtual - An Exploration into the Perceptions of Physical Fitness and Exercise Held by Pre-service Teachers Jon Aoki, Associate Professor, Natural Sciences, University of Houston-Downtown, Houston, TX, United States Obesity and the comorbidities related to metabolic syndrome continue to increase despite mainstream recommendations for health and physical fitness. Schools may help mitigate the prevalent and rising levels of body weight and metabolic diseases. The K-12 classrooms represent a medium that can foster health, food, and physical literacies. Thus, the challenge for educators is to initiate and facilitate life-long physical activity in students. To meet this objective, teachers must not solely focus on student acquisition of content knowledge, but also develop the physical skills and positive attitudes needed in students to be physically active. This study surveyed: pre-service teachers' perception of physical fitness and exercise; pre-service teachers' participation in physical activities; pre-service teachers' behaviors related to physical activities, lifestyle, and health; and, pre-service teachers' perception of their qualifications to teach physical literacy. The implications of this study may be used to modify the curriculum and instruction in education, science, health, and physical education courses that pre-service teachers are required to enroll in as part of their degree plan or teacher certification program. Moreover, the findings from this study may be considered at a larger scale by including specific coursework that advances physical activity knowledge, skills, and affect in teacher education programs. <i>Sports Education</i></p>
15:55-16:00	Transition Break
16:00-17:40	PARALLEL SESSIONS



Friday, 21 June	
16:00-17:40	PARALLEL SESSIONS
Room 1 / RCC 183	<p>Participation Impacts of Gender</p> <p>Making Waves: Women Athletes as Creators of Waves of Feminisms Elizabeth Wilkinson, Associate Professor, English/Women and Gender Studies/American Culture & Difference, University of St. Thomas, Saint Paul, United States Why doesn't Ms. Magazine have a sports column? Why doesn't every Women and Gender Studies textbook have at least one chapter highlighting athletes? They should. Women in sports push back against the policing of their bodies – what they look like, what they wear, what they can do, where they can be. This paper argues that each step toward a more gender-just society happened within and because of bold actions by women playing sports. Athletes create the waves of feminist change. From the late 1800s through today, sportswomen created reform: they shucked off their corsets; left the domestic sphere; became political; fought for pay equity; called out sexual harassment; fought gender testing. Swimmers and cyclists produce the first wave; Title IX, tennis, crew, and marathon-ing give us the second; Scurry / Chastain, Women's Flat Track Roller Derby, and the Williams sisters produce the third wave; and USA gymnasts, Ibtihaj Muhammad, and Caster Semenya are ushering in the fourth. We owe reform to athletes who redefine the very definition of woman and create the political forward motion that brings about social change. Some scholars have flirted with the idea that sport was (and is) a vehicle for women's rights. In 1994, Theberge and Birrell wrote, "Developments in sport are inseparable from conditions in the wider society, so that changes in women's relationship to sport may signal or even influence transformation in women's position in society at large" (167). This paper challenges "or even influence" to assert that women athletes transform society. <i>Sporting Cultures and Identities</i></p> <p>Socio-political Change and the Evolution of the First Mexican Professional Football Women's League, 2017-2018 Daniel Añorve, Professor, Political and Government Studies, Universidad de Guanajuato, Mexico The summer of 2017 witnessed the launch of Liga Femenil MX (LFMX). This paper analyzes the evolution of the first professional women's football league during its first three tournaments. Two dimensions of the game, the on-field actors and the organizational-administrative dimension, help to analyze change and continuity within LMXF as well as its evolutionary perspectives. As a result of the insufficient academic literature, the overwhelming majority of information is obtained from journalistic sources, as well as from direct semi-structured interviews with the teams' administrative staff. The main objective is to assess whether the broader advancement of women in sports domains other than football has translated into an effective advancement of women's professional football. The results confirm that the differences with the men's league are diminishing; however, rather than Federación Mexicana de Fútbol (FMF) designing specific policies fostering a greater women's involvement in different positions within Mexican football, it is the nonfootball women's advancement within the broader Mexican society as well as international commitments that may explain the growing participation of women in Mexican football. Based on the results, four scenarios of evolution or retrogression are outlined. <i>Sporting Cultures and Identities</i></p> <p>Washington is a Contact Sport: Political Debate as Sports Spectacle Adam Cohen, Doctoral Student, American Cultural Studies, Bowling Green State University, United States The devaluation of femininity and exclusion of women in American politics and sports culture are topics that have separately been given much attention in gender studies and related fields. A topic that has not yet been explored is the practice of watching televised political debates as sport. This is a growing phenomena since the 2004 United States presidential election that merges the gendered practices in both politics and sports. This tradition frames the consumption of politics through the lens of the sport-media spectacle. Building off Judith Butler's notion of "citation with a difference," I argue that sport spectacle functions as a citation throughout political discourse, such that U.S. political debate is performed as sport spectacle in consumer culture. Records from the 2004-2016 presidential debates on Reddit and Yelp, as well as advertisements in online magazines, reveal how these elections were as commodified as sport-media spectacles. In this paper, I analyze how bars owners, bartenders, and their attendants—mimic the male-dominated world of sports, which in turn codify the performance of citizenship for masculine consumption. Through several examinations of "female masculinities," Jack/Judith Halberstam confronts the spaces in which "gender difference simply does not work right now." Ultimately, I argue that as political and sports spectators, women often negotiate their presence in traditional male-dominated spaces by performing masculine behaviors. In this paper, I develop a deeper understanding of how sports bars spatialize the consumption of politics, commodifying it as a ritual that has long been associated with constructions of masculinity. 2019 <i>Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p> <p>Girlie Girls Aren't "Real" Athletes: A Critical Examination of Girls' Experiences of Aesthetic Sports within a Post-Feminist Masquerade Dawn Trussell, Associate Professor, Brock University, St. Catharines, Canada Laura Kovac, Masters Student, Brock University, Canada Using a feminist social constructivist lens, the purpose of this study was to understand the experiences of adolescent females currently participating in aesthetic sports. Specifically, this study sought to critically examine the ways in which the new feminine ideal and a post-feminist girlhood culture shaped the girls' experiences. Using a constructivist grounded theory approach a purposive sample of eight girls, between the ages of 12-15, participated in the study. Three major themes that best reflect the interpretation of the participants experiences emerged: Negotiating higher social status in the school environment, framing success through gendered and neoliberal discourses, and, constructing the ideal image. Moreover, the major themes resulted in the culmination of experiences leading to the core theme "Falling short of the neoliberal ideal." The study highlights the need for educators and sport practitioners to advocate for a diversity of gender expression. <i>Sporting Cultures and Identities</i></p>

Friday, 21 June	
16:00-17:40	PARALLEL SESSIONS
Room 2 / RCC 185	<p>Olympic Games and the Political Agenda</p> <p>The Fascist Aesthetic, Disciplined Bodies, and the Politics of Sports: Leni Riefenstahl's "Olympia" at Eighty William Hetrick, Associate Professor, Division of Social Sciences, Bethel University, McKenzie, Tennessee, United States In 2018, Leni Riefenstahl's film "Olympia" (1938) turned eighty years old. It was a propaganda effort to show German athletic prowess, but also to legitimize Nazi Germany as an actor on the global stage. The Olympic Games are inherently nationalist in character. This is a venue when individual countries can exhibit their superiority over others in a controlled setting. In the background is Riefenstahl's earlier film "Triumph of the Will" (1935), and "Olympia" must be evaluated within its context. Riefenstahl prepared the German masses for military conflict with Olympic competition serving as "war by other means." The German participants in the Olympics provided a blueprint for the "New Person" that Nazism required. The question of fascist aesthetics, and the disciplinary regimes that affect the body are the paper's conceptual foci. Using Riefenstahl's art as exemplars, aesthetics and discipline become highly relational under the dictates of power. On the aesthetic side, Riefenstahl's filmic representations of idealized bodies fit into Friedrich Nietzsche's conception of Apollonian art as opposed to the imageless art of the Dionysian. Nietzsche's "will to power as art" can be contrasted with Hitler's "triumph of the will." Through Michel Foucault, another disciplinary regime that impacts the body can be identified: the organized sports apparatus. Foucault speaks of the "anatomy-politics of disciplinary institutions," and the mechanisms of the sports complex fit into this conceptualization. Riefenstahl's visual imagery in both "Olympia" and "Triumph of the Will" portrays the fascist aesthetic, and the disciplinary effects on the body, and the body politic. <i>Sporting Cultures and Identities</i></p> <p>South African Apartheid and the 1976 Toronto Olympiad for the Physically Disabled Amanda N. Schweinbenz, Associate Professor, School of Human Kinetics, Laurentian University, Sudbury, Ontario, Canada In August of 1976, Etobicoke, Ontario hosted the Toronto Olympiad for the Physically Disabled. Over 1500 wheelchair and visually impaired athletes from 38 countries descended on this Toronto suburb, including black and white para athletes from South Africa. While South Africa had been banned from major sporting events, including the Olympic Games since 1964 because of apartheid, para sport had largely been unrecognized as part of the international protest. The organizers of the 1976 Toronto Olympiad for the Physically Disabled were adamant that sport and politics should not mix and that all para athletes from across the world should have the opportunity to participate in these games. More specifically, the organizers argued that since the South African team was integrated, it was a signal that para sport had the ability to unite a divided nation. However, the Canadian Federal Government did not want to see athletes from a sanctioned nation competing in Canada, even if they were disabled. While organizers argued that sport for people with disabilities was about good will and participation, the Federal Government was adamant; if South Africans were invited, then there would be no federal finances offered. Defying the demands of the Federal Government, organizers proceeded and refused to exclude any athlete. This paper examines the Canadian Government's history related to anti-apartheid and how this complicated and often hypocritical policies influenced the hosting and media coverage of the 1976 Toronto Olympic for the Physically Disabled. <i>Sporting Cultures and Identities</i></p> <p>Social Capital Bonding and Bridging: The Impact of the London Olympic Games on West Ham United Peter Evans, Senior Lecturer, Business Law and Social Sciences (BLSS), Birmingham City University, Birmingham, United Kingdom The transference from a modernist to a post-modern society, featuring the greater prominence of individualism and self-reliance, contributed to a decline in civic activity in the 1990s. This paper examines whether this trend persisted in London's East End community post London 2012 and, if so, what the impact was on West Ham United's social capital. This paper uses primary data from interviews, surveys, observations and visual ethnography conducted at the Queen Elizabeth Park, Green Street and Carpenter's Estate in Newham and the Queen's Yard in Hackney Wick. Results and findings: The findings demonstrate a paradoxical reaction; the loss of the Boleyn Stadium has fundamentally changed both the identity of the club and the social domain, whilst the need to embrace commercialisation was also appreciated. The move to the London Stadium, and the adoption of a new persona for the club, represents a social functional shift towards the convergence of the East End into the elitist culture of a mega-city. However, evidence of "bonding" and "bridging" social capital persist, both positive and negative in nature – will this capital but resilient enough to maintain the traditional kinship of the East London or has the 2012 Games acted as a conduit for social cleansing? <i>Sporting Cultures and Identities</i></p> <p>Media Coverage of Women at the Olympics: Patterns of Change from 2008 to 2016 Shannon Scovel, Postgraduate, Editorial, Turner Sports, Cary, United States While the percentage of female athletes in the Olympics has been increasing, and women are now able to compete in more events than ever before, women still do not make up a full 50 percent of participants. Feminist sports media scholars have suggested that this lack of representation, and the corresponding lack of media coverage for the athletes competing, reinforces the idea of the female athlete as "other," a secondary class of participants in a male-dominated space. This study aims to assess how the media coverage of Olympic sportswomen in The Times (UK) and The Sunday Times (UK) has changed over the course of the last three Olympics, 2008, 2012 and 2016 to determine if equality has been reached in the press. Articles, photographs and bylines were assessed as a way to measure the representation of women in the sports section of these two papers during the three Olympic periods. The findings reveal that media coverage of Olympic sportswomen in The Times and The Sunday Times has not reach equality across any measures from 2008 to 2016. The percentage of articles devoted to women and bylines produced by women in The Times and The Sunday Times did not increase across the three Olympic periods, with both bylines by women and articles about women reaching their highest percentage in 2012. Photographs of sportswomen in action, another marker of women's representation, however did increase from 2008 to 2016, suggesting a shift toward visually highlighting female athleticism in Olympic media. <i>Sporting Cultures and Identities</i></p>



Friday, 21 June	
16:00-17:40	PARALLEL SESSIONS
Room 3 / RCC 187	<p>The College Athlete</p> <p>The College Experience of the Athlete: Exploring First Generation Effects Robert Wallace, Professor of Sociology, Department of Sociology, McMurry University, Abilene, United States Samuel Ferguson, Director of Athletics, Athletics, McMurry University, Abilene, TX, United States Recent scholarship indicates the influence of social class origins on college adjustment and the overall collegiate experience. In particular, students who are first in their family to attend an institution of higher education, are less likely to participate in academic and extra-curricular activities. The consequence of these outcomes for first-generation students is that they can have a sense of “never quite measuring up” and place limits on their “opportunity to cultivate social and cultural resources.” The intent of this paper is to explore if first-generation college athletes exhibit these patterns as well. In 2006, the National Collegiate Athletic Association (NCAA) conducted a survey covering the “growth, opportunity, aspirations, and learning of students.” The study included nearly 20,000 Division I, II, and III athletes. Fortunately, the athletes were asked about the education level of their father and/or mother, so whether or not they are first-generation can be determined. The survey instrument also has dependent measures of the college experience regarding academic and extra-curricular activities. For instance, respondents were asked a series of questions ranging from how often they “participate actively in class” to working with a faculty member on a research project. Outside the classroom, the NCAA athletes answered items about their involvement in student government and attendance at concerts, plays, etc. These measures will be combined to establish scales of academic and extra-curricular activities. Statistical analysis of the independent, dependent, and select control variables will then be conducted to explore the first-generation effects of the college experience of athletes. <i>Sporting Cultures and Identities</i></p> <p>Transforming Intercollegiate Athletics: Servant Leadership and the Cultivation of Self-Actualization in Division I Student Athletes Ashley Davis, Program Developer, College of Professional and Global Education, California State University Los Angeles, United States To determine how servant leadership is espoused by the Division I head coach in and out of the practice setting and how those behaviors affect student athlete growth towards self-actualization, 20 Division I women's soccer student athletes and their head coach were interviewed and observed for four weeks during the Fall 2018 season. To corroborate the qualitative data, a survey gauging the degree to which student athletes felt their head coach espoused servant leader behavior, was also deployed to all student athletes within this particular Division I athletic department. Findings indicate the student athlete preference for a head coach that truly cares for them beyond their athletic identity, serving their needs as a person and not just a student athlete. In addition, findings also indicate that it is the head coach who creates an environment fostering peak experiences for the student athlete, allowing them to further identify their needs in and out of the practice setting. Ultimately, servant leadership in Division I athletics is demonstrated through an intricate process of head coach balance between harder and softer approaches, identity balance, and the accommodation of student athlete needs, impacting the student athlete's overall university experience and their journey to personal fulfillment. Findings are presented as a cultural portrait, incorporating views of the participants and the observational impressions from the researcher in an effort to understand how the student athletes under study find growth and personal fulfillment through head coach servant leader behavior. <i>Sporting Cultures and Identities</i></p> <p>Varsity Greens: Uncovering How and Why Canadian University Athletes Use Cannabis Alec Skillings, Student, Sociology, University of Alberta, Edmonton, Canada Bryan Hogeveen, Interim Vice-Dean, University of Alberta, Canada Cannabis is the most commonly consumed substances amongst Canadian university athletes after alcohol and caffeine, yet little is known about how and why these athletes use it. We will present initial findings from exploratory qualitative interviews with cannabis-using Canadian university athletes. These findings are generated from the questions; How, why and when do university athletes use cannabis? How has the federal legalization of cannabis changed the perceptions and patterns of cannabis use amongst Canadian university athletes? What consequences and stigmas are associated with cannabis use as Canadian university athletes? <i>Sporting Cultures and Identities</i></p> <p>Enhance Student Athlete Collegiate Choices with Data and Analytics Peppi Browne-Armstrong, CEO/Co-Founder, Executive, Docentz LLC, Durham, NC, United States "MyBrakt" allows student-athletes to have access to an algorithm to quickly review and pre-select any college in North America that has an intercollegiate sports program and provides the best fit for their individual needs and goals. Information selected and analyzed by the program is specific to the student-athlete, improving their odds of navigating the collegiate recruiting process. Currently, most other college/university search programs do not truly consider many of the student-athlete factors that go into making a college/university selection. Furthermore, many college/university search programs do not have the goal of leveling the playing field for all student-athletes and seeks to push through those willing to pay more for the system. Our goal is to make available relevant and intelligent student-athlete specific data to all student-athletes. As the student-athlete's interests or related information changes, so do the potential college/university selections. This system can be used at any time when a student-athlete seriously begins to consider using their craft as an asset to help get a higher education. Our goal is to provide this system in any language for anyone around the world who wishes to play a sport while attending college/university. Due to the clear globalization of sports this is going to be a significant part of this presentation. In this presentation we will also discuss the need to shift the access to important and necessary student-athlete data down to those who need it the most. <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p>

Friday, 21 June	
16:00-17:40	PARALLEL SESSIONS
Room 5 / RCC 357	<p>New Frontiers</p> <p>A Modern Love Story: Machine Learning and the Global Sports Betting Industry Lloyd Danzig, Chairman & Founder, International Consortium for the Ethical Development of Artificial Intelligence, New York, United States Developments in Artificial Intelligence, particularly those within the subfield of Machine Learning, are revolutionizing virtually every industry on the planet. The global sports betting industry, especially with the United States' repeal of PASPA in 2018, is ripe for disruption. Exponential increases in the ability to collect, distribute, and analyze sports data have led to an influx of top engineers entering the space. This presentation will focus on some of the principal ways in which Machine Learning is revolutionizing the industry, ranging from oddsmaking and risk management to fraud detection and responsible gaming implementations. It will also offer a guide to the economics of the business side of the industry and discuss relevant current topics in the tech space, such as adversarial machine learning. <i>2019 Special Focus - Sports Media Vectors: Digitization, Expanding Audiences, and the Globalization of Live Sport</i></p> <p>Social Class and Concerted Cultivation: Parenting Practices for Black Male High School Athletes Adeoye Adeyemo, Postdoctoral Fellow, Education Policy Organizational Leadership, University of Illinois at Urbana Champaign, United States This paper draws from research that illustrates the differences between “Concerted Cultivation”, a parenting style that is often linked to middle and upper middle-class households and “Accomplishment of Natural Growth” which is associated with working class and low-income households, while also incorporating research that examines the influence of parents, family members, coaches, and peers on black male athletic participation. This research originated from a multiple case study and utilized ethnographic methods, in-depth interviews and observations of parents and black males to investigate the influence of parental child rearing practices on the academic, social and athletic engagement of eight black male student-athletes. Findings highlighted that parents of academically and athletically motivated black male athletes, exposed their sons to sports and other non-athletic activities and programs at an early age and enrolled them in academically rigorous schools. Additionally, these experiences were instrumental factors in limiting exposure to violence in their neighborhoods. Other findings highlighted that parents of academically motivated black male athletes moved to neighborhoods and chose schools because of the academic and social opportunities, while parents of athletically motivated black males preferred schools that had competitive sports teams. This study has implications for expanding the understanding of the influence parents may have on their adolescents’ athletic, social and academic aspirations. Furthermore, it provides administrators and teachers insights into the home life of adolescents, which can be used to enhance programming and activities that support the social and academic development of black males and black male student athletes. <i>Sporting Cultures and Identities</i></p>
17:40-18:00	Conference Closing and Award Ceremony—Dr. Homer Stavelly, Common Ground Research Networks, Champaign, United States





Sport & Society | List of Participants

Ernest Yeboah Acheampong	HPERS, University of Education, Winneba	Ghana
Melanie Adams	Keene State College	United States
Adeoye Adeyemo	University of Illinois at Urbana Champaign	United States
Ryan Anderson	University of North Carolina-Pembroke	United States
Daniel Añorve	Universidad de Guanajuato	Mexico
Jon Aoki	University of Houston-Downtown	United States
Michael Baker	CSUF	United States
Saunak Basu	University of Illinois at Urbana Champaign	United States
Bryan Beigie	John Carroll University	United States
Hannah Bennett	Augusta University	United States
Zach Binkley	Loyola University	United States
Cameron Black	University of California-Berkeley	United States
Doug Blais	Southern New Hampshire University	United States
Richard Bomgardner	Wichita State University	United States
Aungkana Boonsem	King Mongkut's University of Technology Thonburi	Thailand
Marsha Boyce	The University of the West Indies	Trinidad and Tobago
Annette Bromdal	University of Southern Queensland	Australia
Ashley Brown	University of Wisconsin	United States
Harrison Browne	You Can Play, Inc.	Canada
Peppi Browne-Armstrong	IBM	United States
Bernardo Buarque De Hollanda	Fundação Getulio Vargas	Brazil
Sonia Carreiro	University of Toronto	Canada
Tiara Cash	Arizona State University	United States
Brian Caster	Western Oregon University	United States
Chen-Kang Chang	National Taiwan University of Sport	Taiwan
Efthalia Chatzigianni	University of Peloponnese	Greece
Chien Chang Chiu	National Dong Hwa University	Taiwan
Wei-Da Chu	National Taiwan University of Sport	Taiwan
Kyu-soo Chung	Kennesaw State University	United States
Tom Clift	Memorial University	United States
Lisa Coffey	APCS, Inc	United States
Mark Cogburn	LSUHSC-Shreveport	United States
Adam Cohen	Bowling Green State University	United States
Marion Coomey	Ryerson University	Canada
Laura Cousens	Brock University	Canada
Gina Crean	University of Southern California	United States
Bill Cross	Carleton University	Canada
Lloyd Danzig	International Consortium for the Ethical Development of Artificial Intelligence	United States
Ryan Danziger	Ryerson University	Canada
Simeon Davies	Cape University of Technology	South Africa
Ashley Davis	California State University Los Angeles	United States
Jackie Day	University of Central Lancashire	United Kingdom
Ciara Delgado	STAG Human Performance, LLC	
Erik Denison	Monash University	Australia
Sam Duncan	Holmesglen Institute	Australia
Daniel Eisenkraft Klein	University of Toronto	Canada
Isabelle Elias	University of California, San Francisco	United States
Peter Evans	Birmingham City University	United Kingdom
Melissa Falen	Notre Dame of Maryland University	United States
Alex Faseruk	Memorial University	Canada





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Samuel Ferguson	McMurry University	United States
Maria Pontes Ferreira		United States
Laura-Jane Filotrani		United Kingdom
Alaina Flegar	London Southbank University	Canada
Rhonda George	University of Ottawa	Canada
Craig Gill	York University	United States
Adrienne Grubic	University of North Carolina-Chapel Hill	United States
Eric Hall	University of Texas at Austin	United States
Thomas A. Hamill	Northern Illinois University	United States
Timothy Harper	Wilkes University	United States
Meredith Harris	Skidmore College	United States
Guy Harrison	Northeastern University	United States
Tom Heenan	Youngstown State University	United States
Olov Hemmingsson	Monash University	Australia
Jon Heshka	Mid Sweden University	Sweden
William Hetrick	Thompson Rivers University	Canada
Michele Hill	Bethel University	United States
Ingrid Hinojosa Alcalde	Common Ground Research Networks	United States
Jon Holmes	National Institute of Physical Education of Catalonia	Spain
Nicholas William Howe Bukowski	Sky Sports Digital	United Kingdom
Pauline Howes	University of Toronto	Canada
Chenxi Huang	Kennesaw State University	United States
Anthony SC Huang	Suzhou Vocational University	China
Jessica Johnson	National Taiwan University of Sport	Taiwan
Yongjae Kim	The Columbus (OH) Dispatch	United States
Dennis Kinsey	Kutztown University of Pennsylvania	United States
Brian Kitts	Syracuse University	United States
Brittany Kmush	You Can Play, Inc.	United States
James Kossuth	Syracuse University	United States
Jörg Krieger	Boston University	United States
Elisabeth Kuenzli	Aarhus University	Denmark
Katie Lebel	University of South Carolina	United States
Anika Leslie-Walker	Ryerson University	Canada
Aksel Lielmanis	University of Bolton	United Kingdom
Chelsea Litchfield		Canada
Mead Loop	Charles Sturt University	Australia
Talita Machado Vieira	Ithaca College	United States
Kathryn Maksym	São Paulo State University	Brazil
Curtis Maloley	Ryerson University	Canada
Amelle Margaron	Ryerson University	Canada
Caleb Marsters	Concordia University	Canada
Joseph Eric Massey	The University of Auckland	New Zealand
Tammy Matthews	Al Akhawayn University	Morocco
Amy Mayes	University of Colorado Boulder	United States
Paul McDougall	Texas State University	United States
Dan McKegney	CBC Sports	Canada
Graeme Metcalf	InterMission, Inc.	
Andrew Miller	Ryerson University	Canada
Dominic Morais	Sacred Heart University	United States
Dagmar Muhlbauer	Trinity University	United States
Heidi Muller	Durban University of Technology	South Africa
	University of Northern Colorado	United States





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Michael Nelson	Presbyterian College	United States
Tamba Nlandu	John Carroll University	United States
Michael Ostrowsky	Southern Utah University	United States
Scott O'Sullivan	Ryerson University	Canada
Melissa Otterbein	The George Washington University	United States
Martin Perline	Wichita State University	United States
Joel Perttula	Oaks Christian School	United States
Andrew Pettit	Journal of Emerging Sport Studies	Canada
Bruno Pinheiro	Universidade Federal de São Paulo	Brazil
John Pitblado	Ryerson University	Canada
Joanna Pocza	University School of Physical Education in Poznan	Poland
Sean Pradhan	Menlo College	United States
Nuttapon Punpugdee	Kasetsart University	Thailand
Nathaniel Ramos	Florida State University	United States
Kevin Raposo	Ryerson University	Canada
Joseph Recupero	Ryerson University	Canada
James Rhoads	Westminster College, PA	United States
Kyle Rich	Brock University	Canada
Gregory Rich	Georgia Southern University	United States
Talia Ritondo	Brock University	Canada
Rachel Roberson	University of California, Berkeley	United States
Danny Rosenberg	Brock University	Canada
Theresa Runstedtler	American University	United States
Kristi Sadler	San Joe University	United States
Jeffrey Sammons	New York University	United States
Ana Santos	University of São Paulo	Brazil
Amanda N. Schweinbenz	Laurentian University	Canada
Shannon Scovel	Turner Sports	United States
Kathryn Scovel	Houghton Mifflin Harcourt	United States
Karen Sebesta	Ryerson University	Canada
Ophir Sefih	Western Carolina University	United States
Aubrey Shaw	University of Idaho	United States
Madi Sieger	Ryerson University	Canada
Ken Silva	OAM Live	Canada
Faye Sinnett	University of the Witwatersrand	South Africa
Alec Skillings	University of Alberta	Canada
Sacha Smart	University of Guelph	Canada
Jason Smith	George Mason University	United States
Peter Smolianov	Salem State University	United States
Homer Stavely	Common Ground Research Networks	United States
Clayton Stoldt	Wichita State University	United States
Sharon Stoll	University of Idaho	United States
Maris Stella Swift	Grand Valley State University	United States
Shane Talbot	Maple Leaf Sports & Entertainment	Canada
Ilán Tamir	Ariel University	
Brittany Tierney	University of Toronto	Canada
Juen Yeang Too	National Taiwan University of Sports	Taiwan
Tracy Trachsler	Cazenovia College	United States
Dawn Trussell	Brock University	Canada
Julie-Ann Tullberg	Monash University	Australia
Jean Turse		United States





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Kimberly Voss	University of Central Florida	United States
Robert Wallace	McMurry University	United States
Laurel Michele Walzak	Ryerson University	Canada
Andrew Webb	Carleton University	Canada
Elizabeth Wilkinson	University of St. Thomas	United States
Terri Ann Wint	Government of Canada	Canada
Brian Withers	Ryerson University	Canada
Bohsiu Wu	California State University Sacramento	United States
Junwei Yu	National Taiwan University of Sport	Taiwan
Sheung Ching Yung	Lingnan University	Hong Kong







Twelfth Global Studies Conference

Jagiellonian University
Kraków, Poland | 27–28 June 2019
onglobalization.com/2019-conference



Seventeenth International Conference on New Directions in the Humanities

University of Granada
Granada, Spain | 3–5 July 2019
thehumanities.com/2019-conference



XVII Congreso Internacional sobre Nuevas Tendencias en Humanidades

Universidad de Granada
Granada, España | 3–5 de julio de 2019
las-humanidades.com/congreso-2019



Seventeenth International Conference on Books, Publishing & Libraries

University of Granada
Granada, Spain | 5 July 2019
booksandpublishing.com/2019-conference



Fourteenth International Conference on Interdisciplinary Social Sciences

Universidad Autónoma Metropolitana
Mexico City, Mexico | 10–12 July 2019
thesocialsciences.com/2019-conference



XIV Congreso Internacional de Ciencias Sociales Interdisciplinarias

Universidad Autónoma Metropolitana Unidad Xochimilco
Ciudad de México, México | 10–12 de julio de 2019
interdisciplinasocial.com/congreso-2019



Twenty-sixth International Conference on Learning

Queen's University Belfast
Belfast, UK | 24–26 July 2019
thelearner.com/2019-conference



XXVI Congreso Internacional sobre Aprendizaje

Universidad de Queen
Belfast, Reino Unido | 24–26 de julio de 2019
sobreaprendizaje.com/congreso-2019



Tenth International Conference on The Image

Manchester School of Art,
Manchester Metropolitan University
Manchester, UK | 5–6 September 2019
ontheimage.com/2019-conference



Aging & Social Change: Ninth Interdisciplinary Conference

University of Vienna
Vienna, Austria | 16–17 September 2019
agingandsociety.com/2019-conference



Ninth International Conference on Health, Wellness & Society

University of California at Berkeley
Berkeley, USA | 19–20 September 2019
healthandsociety.com/2019-conference



IX Congreso Internacional de Salud, Bienestar y Sociedad

Universidad de California, Berkeley
Estados Unidos | 19–20 de septiembre de 2019
saludsociedad.com/congreso-2019



Fourth International Conference on Communication & Media Studies

University of Bonn
Bonn, Germany | 26–28 September 2019
oncommunicationmedia.com/2019-conference



IV Congreso Internacional de Estudios sobre Medios de Comunicación

Universidad de Bonn
Bonn, Alemania | 26–28 de septiembre de 2019
medios-comunicacion.com/congreso-2019



Ninth International Conference on Food Studies

National Kaohsiung University of Hospitality and Tourism
Kaohsiung City, Taiwan | 24–25 October 2019
food-studies.com/2019-conference



Twelfth International Conference on the Inclusive Museum

Muntref, Museum of Immigration
Buenos Aires, Argentina | 7–9 November 2019
onmuseums.com/2019-conference



Sixteenth International Conference on Environmental, Cultural, Economic & Social Sustainability

Pontifical Catholic University of Chile
Santiago, Chile | 29–31 January 2020
onsustainability.com/2020-conference



XVI Congreso Internacional sobre Sostenibilidad Medioambiental, Cultural, Económica y Social

Pontificia Universidad Católica de Chile
Santiago, Chile | 29–31 de enero de 2020
lasostenibilidad.com/congreso-2020



Fourteenth International Conference on Design Principles & Practices

Pratt Institute, Brooklyn Campus
New York, USA | 16–18 March 2020
designprinciplesandpractices.com/2020-conference



XIV Congreso Internacional sobre Principios y Prácticas del Diseño

Pratt Institute, Brooklyn Campus
Nueva York, Estados Unidos | 16–18 de marzo de 2019
el-diseno.com/congreso-2020



Sixteenth International Conference on Technology, Knowledge, and Society

Illinois Conference Center at University of Illinois
Research Park
Champaign, USA | 26–27 March 2020
techandsoc.com/2020-conference



Twelfth International Conference on Climate Change: Impacts & Responses

Ca' Foscari University of Venice
Venice, Italy | 16–17 April 2020
on-climate.com/2020-conference



Thirteenth International Conference on e-Learning & Innovative Pedagogies

University of the Aegean - Rhodes Campus
Rhodes, Greece | 23–24 April 2020
ubi-learn.com/2020-conference



XVI Congreso Internacional de Tecnología, Conocimiento y Sociedades

Universidad del Egeo - Campus Rodas
Rodas, Grecia | 23–24 de abril de 2020
tecno-soc.com/congreso-2020



Tenth International Conference on Religion & Spirituality in Society

UBC Robson Square
Vancouver, Canada | 30 April - 1 May 2020
religioninsociety.com/2020-conference



X Congreso Internacional sobre Religión y Espiritualidad en la Sociedad

UBC Robson Square
Vancouver, Canadá | 30 de abril–1 de mayo de 2020
la-religion.com/congreso-2020



Tenth International Conference on The Constructed Environment

University of California Berkeley, Clark Kerr Campus
Berkeley, USA | 13–14 May 2020
constructedenvironment.com/2020-conference



Twentieth International Conference on Knowledge, Culture, and Change in Organizations

University of Illinois at Chicago,
Student Center East
Chicago, USA | 27–28 May 2020
organization-studies.com/2020-conference



XX Congreso Internacional de Conocimiento, Cultura y Cambio en Organizaciones

Universidad de Illinois en Chicago,
Student Center East
Chicago, Estados Unidos | 27–28 de mayo de 2020
la-organizacion.com/congreso-2020



Thirteenth Global Studies Conference

Concordia University
Montreal, Canada | 4–5 June 2020
onglobalization.com/2020-conference



Twentieth International Conference on Diversity in Organizations, Communities & Nations

University of Milan
Milan, Italy | 10–12 June 2020
ondiversity.com/2020-conference



XX Congreso Internacional sobre Diversidad en Organizaciones, Comunidades y Naciones

Universidad de Milán
Milán, Italia | 10–12 de junio de 2020
ladiversidad.com/congreso-2020



Eleventh International Conference on Sport & Society

University of Granada
Granada, Spain | 18–19 June 2020
sportandsociety.com/2020-conference



Fifth International Conference on Tourism & Leisure Studies

University of Dubrovnik
Dubrovnik, Croatia | 18–19 June 2020
tourismandleisurestudies.com/2020-conference



Fifteenth International Conference on The Arts in Society

NUI Galway
Galway, Ireland | 24–26 June 2020
artsinsociety.com/2020-conference



Eighteenth International Conference on New Directions in the Humanities

Ca' Foscari University of Venice
Venice, Italy | 1–3 July 2020
thehumanities.com/2020-conference



XVIII Congreso Internacional sobre Nuevas Tendencias en Humanidades

Universidad Ca' Foscari de Venecia
Venecia, Italia | 1–3 de julio de 2020
las-humanidades.com/congreso-2020



Information, Medium & Society: Eighteenth International Conference on Publishing Studies

Ca' Foscari University of Venice
Venice, Italy | 3 July 2020
booksandpublishing.com/2020-conference



Twenty-seventh International Conference on Learning

University of Valencia
Valencia, Spain | 13–15 July 2020
thelearner.com/2020-conference



XXVII Congreso Internacional de Aprendizaje

Universidad de Valencia
Valencia, España | 13–15 de julio de 2020
sobreaprendizaje.com/congreso-2020



Fifteenth International Conference on Interdisciplinary Social Sciences

National and Kapodistrian University of Athens,
Athens, Greece | 20–22 July 2020
thesocialsciences.com/2020-conference



XV Congreso Internacional de Ciencias Sociales Interdisciplinarias

Universidad de Atenas
Atenas, Grecia | 20–22 de julio de 2020
interdisciplinasocial.com/congreso-2020



Tenth International Conference on Health, Wellness & Society

Université de la Sorbonne Nouvelle Paris 3
Paris, France | 3–4 September 2020
healthandsociety.com/2020-conference



X Congreso Internacional de Salud, Bienestar y Sociedad

Université de la Sorbonne Nouvelle Paris 3
París, Francia | 3–4 de septiembre de 2020
saludsociedad.com/congreso-2020



Thirteenth International Conference on the Inclusive Museum

Museum of Lisbon
Lisbon, Portugal | 3–5 September 2020
onmuseums.com/2020-conference

Eleventh International Conference on

Sport & Society

*Playful Minds: Physical Activity, Social
Potential and Cultural Settings*

University of Granada
Granada, Spain
18–19 June 2020

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