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GREETINGS

Welcome to the eass Conference 2013 in Cordoba

Dear participants and guests,

On behalf of the University Pablo de Olavide (Seville) is an honor for me to welcome you to the Tenth Conference of the European Association for Sociology of Sport. We are delighted that you will spend some time in Andalucía to celebrate this important scientific meeting.

Pablo de Olavide University, has around 13,000 students and 1,100 teachers, is one of the youngest universities in Andalusia. Born in 1997, his projection has been unstoppable and soon has positioned itself at the forefront of the Spanish university system. Our researchers have excelled in various fields of science and humanities, making our young institution to be one of the three largest universities in scientific productivity nationally in recent years.

As educational space for higher education, the University Pablo de Olavide serves society and is defined as a place of reflection and critical thinking committed to contribute to the progress, teaching respect for fundamental rights and civil liberties, the promoting equality between women and men, solidarity and human values, culture of peace, sustainable development and respect for the environment. Its mission is to respond to the needs and problems of the contemporary society and contribute to the welfare and quality of life of citizens.

The prestige of our university is not only on our research level but its academic offer ensures a wide and varied educational background (30 bachelor’s degrees and 199 post-graduate degrees) in the field of social sciences, law and humanities, sports, business, and computer experimental. Moreover, the value of the training offered is related on synergies with other universities (268 universities in 42 countries have an agreement with ours) and companies that operate in different areas of knowledge (635 companies have agreements with us), it that facilitates the transfer of knowledge, training of our students and employability of our graduates.

In the field of sport, Pablo de Olavide University of Seville is intended as a reference center for training, research and sporting excellence. It has a Faculty of Sport, which is given the title of Sports Science degree and also with individual doctoral programs, masters and specialization in different fields. In the last year, has launched an outstanding project, the creation of the Center for Research on Physical Performance and Sport, which has 100,000 square feet of sports and numerous laboratories. We also have outstanding researchers in the field of sociology of sport, carrying out their work and responsibilities in the Spanish Sociology Federation and the International Sociological Sport Observatory. Finally, we are honored to have among our students some medalists in the 2012 Olympic Games and in the most important national and international sporting championships.

With the firm belief that the meeting will be an excellent setting for the exchange of knowledge and experience, I want to take the opportunity to wish you a pleasant leisure and relaxed stay during the days you will be in Andalusia.

Best wishes

Vicente C. Guzmán Fluja
Rector of the University Pablo de Olavide
Dear friends and colleagues,

Sport sociology is a relatively young field of science. The challenge of sport sociology is to constantly define its own place in scientific institutions and research discourses. At the same time we have consider the position of sport sociology in relation to other actors of society, since, for example, public administration and civic society have their own expectations concerning the field of science. Another important challenge is how sport sociologists can perceive the practices of a sport culture which has become ever more differentiated.

There are many challenges for sociology of sport. In the future this young field of science seems to be in need of closer connections with basic sociology. There is a need for more know-how in conceptualizing different phenomena and in the command methods. In the sport sociology there is a need for interdisciplinary co-operation. The closest partners will be historians, culture researchers, geographers, philosophers and economics scientists. Sport sociological research is in need of more profound international co-operation.

Sport sociologists, like other scientists, have to consider their own position and significance, not only as a part of the scientific institutions, but also more widely as a part of sociological practices in general. In that case, even wide-reaching scientific- and socio-ethical considerations should not be ignored. The essential question concerning the future of the position of sport sociological research in universities and research institutions. Securing an adequate resource base which facilitates future research projects is also one of the basic objectives in sport sociology.

I am convinced the 2013 Conference of the European Association for Sociology of Sport in Cordoba will be not only a successful, international discussion forum for sport sociologists, but also an occasion where new developments in the social sciences of sport will be introduce. It’s great honour for me to welcome all the participants of our EASS Conference 2013 Cordoba. I am grateful to our Spanish colleagues who organised the 10th EASS Conference. The title of the conference – “Sociology and sport in face of the new challenges” – is extremely current and innovative.

Hannu Itkonen
EASS President
Welcome to Cordoba!

On behalf of the Organizing Committee is a pleasure for us to present the 10th annual conference of the European Association for Sociology of Sport (EASS). We welcome the nearly 160 colleagues from 25 countries attending the conference. Thank you for all the interesting scientific contributions received. We hope that all attendees have the best conditions to present their research and can share their professional knowledge. We also hope that the meeting will be useful for creating projects and networks in the future. And of course we want to promote the friendly and the amusement in the enchanted city of Cordoba, in their medieval squares, their streets of ancient culture, its music, colors and its unique cuisine.

The sport is in society and society is within the sport. Analyze the sport is one of the best ways to analyze a social system and their values. The conference topic regards the challenges of our society. Sociology is required to interpret the social agreements and conflicts. Sport social researchers provide an own angle of analyzing the changing society in an economic crisis time. The conference aims to be a stage to close the knowledge and advance the debate on sport and society in Europe. For this aim we have the participation of four brilliant keynote speakers: Peter Donnelly (Canada), Tess Kay (United Kingdom), Kari Fasting (Norway) and Henning Eichberg (Denmark). We have planned three thematic meetings, 25 parallel sessions and a poster exhibition. The Young Research Award (YRA) 2013 will be presented. And the PhD-student will have special sessions for scientific support.

The conference is organized by the Asociación Española de Sociología del Deporte (AESDE), recently formed by researchers from several Spanish universities. We thank the special collaboration for the University Pablo de Olavide (Seville), the University of Cordoba, the University of Sevilla, the council of Cordoba, Youth Sports Association of the National Sports Council, and the Institute for Advanced Social Studies. Thank you very much also to EASS board for their trust and support in every moment.

In the tenth century, during the Caliphate, Cordoba was the richest city, the greatest and the most cultured worldwide. Today it is a modern city that retains its fantastic history. It is very popular for its flowered patios in May, its monuments and Muslim and Roman architecture. Its typical restaurants and its tasty Andalusian tapas are also a perfect choice for any visitant. We are happy to be your hosts.

We wish you all a very good conference and pleasant days in Cordoba.

Álvaro Rodríguez Díaz, David Moscoso Sánchez, Jesús Fernández Gavira, José Viñas Rodríguez and Francisco Pires Vega
Organizing Committee
Committees

Organizing Committee
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Keynote Speakers

Peter Donnelly¹

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Peter Donnelly is Professor in the Faculty of Kinesiology and Physical Education at the University of Toronto and Director of the Centre for Sport Policy Studies. He has served as Editor of the *Sociology of Sport Journal* and the *International Review for the Sociology of Sport*, two terms as General Secretary of the International Sociology of Sport Association, and a term as President of the North American Society for the Sociology of Sport. He has published widely in the area of sociology of sport, for example, on politics and policy issues (including the area of children’s rights in sport), sport subcultures, and mountaineering (history). He is currently leading a research team to examine multiculturalism and physical culture in Canada.

Abstract:

What if the players controlled the game? A radical solution to the crisis in sport governance

In 2000, Sunder Katwala wrote: “It is difficult to find anything else in the world quite so badly governed as international sport.” The situation has not improved in the time since Katwala published that comment, and governance problems are now evident beyond international sport, in national sport organizations, professional sports, and educational sport. The crisis in sport governance includes:

- problems with the integrity of sport event outcomes (doping; gambling and match-fixing);
- corruption and problems with financial transparency and accountability in sport organizations;
- lack of equitable representation and democratized governance in sport organizations;
- problems with athlete health, safety, and violence control;
- problems with labour relations, team selection, and other aspects of due process for athletes; and
- problems of athlete maltreatment and child protection in sport.

These problems are related to the recent history of sport, in which sport has been subject to the effects of globalization (particularly Americanization), the effects of institutionalization (particularly the power of organizations such as the International Olympic Committee and FIFA), and the effects of commercialization (particularly through media and corporate sponsorships). These processes and forces have acted to produce a cultural hegemony -- a *global sport monoculture* in which the democratic involvement of participants is restricted, and which limits what Roland Renson refers to as *ludodiversity*. When this cultural hegemony is combined with a general tendency by states not to consider sport very seriously as a subject of concern for policy and regulation, we have a situation in which “Sports… take place in a sort of separate [autonomous] sphere, detached from normal rules and regulations in society” (Bruyninckx, 2011).

Throughout my academic career a sub-text in my work has been a concern with the effects of cultural hegemony on various forms of physical culture, and with examples of resistance to that hegemony. As part of this proposal to resolve the crisis of governance in sport, I will follow the trajectories of various alternative and grassroots sports in order to speculate what sports would look like if they were truly democratized; in other words, if their form and meaning were controlled by the participants.
Tess Kay

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Professor Tess Kay is an experience researcher who works in the field of globalization and sport and gender having numerous articles and books in relation to this. She is member of different workgroups as the “Committee of the International Sport for Development and Peace Association”. She is also member of the editorial board of various prestigious journals and the Director of the Brunel Centre for Sport.

Abstract:

Poor World: redressing policy failings through sociological analysis of sport and health

Global health is now characterised by very marked health inequalities and poorer groups within many nations have high risk of physical and mental ill-health. To address this, much public money is being invested in encouraging individuals to adopt healthy patterns of behaviour – yet many aspects of public health are becoming worse rather than better. This presentation considers the contribution that sociologists of sport might make by engaging with policy debates around this issue. It argues that knowledge produced by the natural sciences is insufficient to address health challenges: what is needed is fuller understanding of the social processes affecting health behaviour.

The presentation considers how social science disciplines, theories and methods are needed to increase understanding of social factors that underpin health inequalities. It focuses this analysis on the potential status of social sciences knowledge of sport to contribute to policy and practice for raising physical activity levels. Although policies to promote and deliver physical activity opportunities have been widely adopted in Global North countries, they have had limited because expert forums that inform policy have focused too narrowly on individual behaviour change and ignored the global consensus (1) on the importance of social determinants of health.

The over-reliance on bio-medical analyses is illustrated with reference to the UK’s 2011 Start Active Stay Active (DoH 2011) report (2). Although designed to inform physical activity policy, Start Active Stay Active neglects the recognised social processes that affect individuals’ behaviour. Particular attention is paid in the presentation to the report’s use of case studies as illustrative guidance for healthcare professionals. These narrow representations of ‘everyday life’ omits the disadvantaged circumstances in which large numbers of the UK’s least active young people live. The resulting national guidance therefore has limited value in informing how the required levels of activity can be achieved as it does not consider the personal, family, community and wider social contexts that materially affect the everyday lives of children and families in disadvantaged circumstances. This limits its value as usable guidance for sport, health and community practitioners on how to engage the most in-need groups in challenging community contexts.

The presentation suggests these deficiencies need to be addressed by giving prominence to social science contributions to understandings of health. This will allow a more fully informed understanding of the real-life context in which individuals’ are expected to achieve recommended activity levels, and of the factors that may facilitate or inhibit this. The presentation further notes that this requires a partnership approach which breaks down traditional barriers between researchers who ‘inform’ policy and policymakers, practitioners and community actors who ‘deliver’ it, to ensure all forms of relevant knowledge are recognised, valued, and have due on how we help youth become more active. The presentation concludes by considering strategies through which social science researchers of sport can extend their influence within health debates.


(2) DOH (Department of Health) (2011). Start active, stay active: A report on physical activity from the four home countries’ Chief Medical Officers. London: Department of Health
Kari Fasting

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Kari Fasting is professor at the Department of Social and Cultural Studies of the Norwegian School of Sport Sciences, in Oslo, Norway. She became the first elected chair of this institution and served as rector from 1989 to 1994. She was also the first president of the Norwegian Society for Sport Research. She is past president of the International Sociology of Sport Association, and one of the founding members of Women Sport International. Professor Fasting’s main research area is women and sport, and she has written more than 300 publications. During the last years her research has focused on sexual harassment and abuse in sport. She often is an invited speaker at international conferences.

Abstract:

Breaking the Gender Stereotypes. The Path to Equality in Sport

UNESCO’S International Charter of Physical Education and Sport, (Article 1) states that: “The practice of physical education and sport is a fundamental right for all”. But it is not always that this right is put into practice. People’s participation in leisure time physical activities and sport varies a lot, both between and within cultures particularly in relation to gender, but also in relation to religion, sexuality, social class, disability, race, ethnicity and immigrant status. In most countries around the world girls and women participate less in exercise and sport than do men and boys. This presentation will focus on gender and the societal gender stereotypes as barriers for women’s participation in exercise and sport. Accordingly the meaning and the definition of gender and gender stereotypes are presented introductorily together with a discussion of the meaning of the concepts of equality and equity. Historically there has been a strong relationship between sport and hegemonic “masculinity”, while the opposite has been true for sport and “femininity”. This has led to a great deal of resistance every time women have tried to break the stereotypes by participating in sport in which only men were allowed to compete. Many of these barriers have been overcome over the last few years since both sport and the content of the concepts of “masculinities” and “femininities” are constantly changing.

Some examples of how people have met the challenges they have faced through sport, how they have overcome discrimination, and how involvement in sport has challenged the gender stereotypes and discrimination are presented. The resistance towards, and the development of, women’s participation in football and ski jumping are used to illustrate this, in addition to the experiences of women in other sporting roles such as in leadership and coaching. The paper will close with a discussion of the prerequisite for gender mainstreaming as a strategy towards gender equality in sports.
Professor Henning Eichberg is a cultural sociologist and historian at the University of Southern Denmark in Odense. His research focuses on the history and cultural sociology of body culture, sport, play and games, and on the theory of democracy, movement and identity. His most important contributions are in the field of philosophy of body culture and political movements and radical ideology around the sport practice. He has authored the books Body Cultures (1998), The People of Democracy (2004), and Bodily Democracy: Towards a Philosophy of Sport for All (2010).

Abstract:

Play as production – production as game? Towards a critical phenomenology of productivity

Play-related products and cultural export have through recent decades contributed to a certain Danish image on the world level – with Lego blocks at the commercial end and adventure playgrounds (skrammellegepladser) at the pedagogic end. The phenomena of toy production and play export challenge our understanding of what play and game are, and of their social as well as political significance. The lecture will start at the municipal level where the city of Odense is branding itself as “city of Hans Christian Andersen” and “city of play”. This is followed up on the international level where Danish play-related products have expanded on the world market.

In the field of sport, Denmark has shown that sport is not just elite sport. Danish sport is based on local associations. People meet in mass summer festivals of popular sport. Folk High Schools develop sport as personal development, often in an experimental way. Street sports, parkour, play and games are promoted. Sports policies have reacted by building innovative sport facilities with cultural ambition. A network of critical sport journalism – “Play the Game” – has obtained international recognition in fighting doping, corruption and criminality in elite sport. Civil society is a basis for the play foray of market and state. The critical question has risen, how Denmark should invest in the global competition on the Olympic level, as compared to Beijing, Dubai etc. Or should Denmark rather promote people’s Sport for all on the world level? The empirical material leads to some questions about the connection between play and Danishes. More generally: How are policies of play and policies of identity related to each other?

Other questions of theoretical relevance concern the relation between play and production. In contrast to the established understanding of play as per definition being “unproductive”, the question arises whether play can be or is a productive power. Modernity has dissociated play and production, defined play as unproductive, and work as not-playful, giving competitive sport priority as the ritual of industrial modernity. This can be questioned in a world of expanding high tech games and robot toys, as well as commercial sport and entertainment industry. At a closer observation, it is not only the essence of play that stands for debate, but also what production and productivity are.
Keynote- PhD Special

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She works as International Research Project Manager at the University of Seville. She was graduated as Engineer with a Postgraduate Specialization at the Technical University of Madrid and the University of Valencia. She worked for the European Union in Brussels where she was involved in the promotion of research projects and setting up international networks.

Abstract:

Creating International Networks and how to Apply to International Projects

Brain drain in Europe is unfortunately an undesirable effect of a substantial lack of opportunities for researchers, especially in and after the post-doctoral phase. PhD students and Post-doctoral researchers often have clear professional responsibilities and carry out relevant part of scientific production as well as teaching and tutoring activities. However, they are usually employed under fixed term contracts, especially in the public sector, and have difficulties to access to more stable positions.

This is why the European Research Area (ERA) is at the heart of the Europe 2020 strategy and its Innovation Union (IU) policy flagship and why the European Council has called for ERA to be completed by 2014. The IU aims to ensure that new knowledge-intensive products and services contribute substantially to growth and jobs, but a genuinely world class science base is crucial to achieving this aim.

A key aim for ERA is also to reduce both brain drain, notably from weaker regions, as well as the wide regional variation in research and innovation performance, aiming at excellence across the European Union through smart specialization.

The goal of my communication is to provide with a general overview on the different opportunities offered by the European Union to encourage young researchers’ career development:

The Research Framework Program for the period 2014-2020, “Horizon 2020”, will:

- support the most talented and creative individuals and their teams to carry out frontier research of the highest quality by building on the success of the European Research Council (ERC). The ERC Starting and consolidator Grants are intended to encourage more early stage researchers to develop and consolidate their own and independent careers
- fund collaborative research to open up new and promising fields of research and innovation through support for Future and Emerging Technologies
- provide researchers with excellent training and career development opportunities through the Marie Curie Actions
- ensure Europe has world-class research infrastructures (including e-infrastructures) accessible to all researchers in Europe and beyond, included the early stage research.

The European Cooperation in the field of Scientific and Technical research - “COST”- has developed a strategy towards increased support of early stage researchers in order to:

- building capacity by connecting high-quality scientific communities throughout Europe and worldwide;
- providing networking opportunities for early career investigators;
- increasing the impact of research on policy makers, regulatory bodies and national decision makers as well as the private sector.
Emotions, violence and social belonging: An Eliasian analysis of sports spectatorship

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This paper addresses the changing nature of spectator violence at Gaelic football matches in Ireland from the late nineteenth century up to 2010. We follow Norbert Elias (2000), but add several qualifications. Firstly, we argue that the legitimacy of state agencies of violence control from the perspective of outsider groups within a particular territory is significant in terms of the formation of a more emotionally differentiated and controlled habitus. Also, at the more micro level of interdependencies between players, spectators and regulators (referees and umpires), functional specialization can initially displace and focus anger and associated aggressive conduct without necessarily diminishing it to any great extent. Comparing the figurational perspective of Elias and Dunning (Dunning, Murphy, & Williams, 1988; Elias & Dunning, 2008) with the micro-interactional approach of Randall Collins (2008), we argue for the significance of habitus and state legitimacy in understanding spectator conduct. We ask: how have emotions and violent tendencies changed in the context of both macro-level processes of lengthening links of interdependencies and micro-level interactions and interdependencies on and at the field of play? Our data sources comprise media and referee reports of Gaelic football matches over the period concerned.

This paper explains the development of spectator violence at sports events in terms of overlapping phases constituting different forms of violence at sporting encounters. The nature of violent encounters has shifted from a collective form based on local solidarity and a reciprocal code of honour, through a transitional collective form based on deferred emotional satisfaction and group pride, towards increasing individualization of spectator violence. This occurs due to shifting objects of emotional involvement as functional specialization proceeds and is partially accepted by spectators, as collective symbols of we-identity supersede interpersonal honour, and as ‘mutually expected self-restraint’ proceeds.

Keywords: emotions, violence, habitus, figurations, Ireland.

References:
Sociology and Sport in Face of New Challenges


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Human performances such as sport records, Olympic medals and extreme sports can be analyzed as social constructions and representations of cultural change. This study focuses on cultural changes in climbing expeditions to Mount Everest as globally recognized and epic models of human performance. Based on theory of social construction and cultural change, an observation was carried out on a stratified sample of Mount Everest climbing expeditions between 1953 (first ascent) and 2009. From documentary and reflexive work on mountaineering (Macfarlane, 2003) five themes of cultural change of extreme mountaineering were identified and quantified on a self constructed scale: nationalism, sport, extreme tourism, science and ecologism. Data were retrieved by content analysis of 205 web based reports of Everest expeditions. Results are presented from a time trend perspective with 10 year intervals between 1953 and 2009. Nationalism was a dominant theme in the early decennia but gradually disappeared in later expeditions. Since the nineteen sixties climbing Everest is increasingly perceived as a sport performance. Extreme and commodified tourism gradually emerged in the culture of Everest climbing over the observed period. Whereas science decreased as a guiding theme since the nineteen fifties, ecologism gradually emerged as a significant cultural meaning. The data show a cultural change of climbing expeditions to Mount Everest over the observed period. Early expeditions were driven by nationalism and scientific exploration. The large number of climbing expeditions since 2000 is featured by a mixture of sport performance, commodified extreme tourism and growing ecologism as dominant themes.

Keywords: social construction, cultural change, mountaineering, Everest, time trend.

References:

Currently, several trends can be observed in sports organisations (e.g. clubs, federations); for example, the sport activities are increasingly differentiated and the organisations’ services are no longer exclusively carried by the club members as volunteers but also to a certain extent by paid employees. These and other developments are closely linked to changes in society (e.g. individualisation, change of values). However, these trends do not concern all sport organisations. This raises the questions: *How do structural changes in sports organisations take place? What are the determinants that influence these developments? What are the effects of changed organisational structures (e.g. professionalisation) on the members’ action (e.g. commitment, volunteering)?*

To answer these questions, the current state of research is summarised and then an actor-theoretical frame of reference is developed which is based on the structural-individualistic social theory (Coleman, 1986; Giddens, 1984). Unlike available approaches, the *multi-level-framework for the analysis of sports organisations* also considers individual actors and their significance for structural changes (see Nagel, 2007). At the same time this multi-level-model focuses on the consequences of structural changes for the actions of the organisations’ members. Furthermore it can link sports clubs with sports federations in which the clubs are the members.

With regard to empirical analysis the phenomenon of the development of sports organisations has to be reduced to partial questions and a specific methodological approach has to be worked out. This approach is primarily characterised by the combination of organisation and member data within the framework of type-related case studies. The influences of the different organisational levels area analysed empirically through multi-level models.

**Keywords**: sports organisations, sports clubs, organisational development, multi-level-model.

**References**:


Evolution and structural configuration of the main Spanish football clubs: an empirical examination

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Sports clubs are an area of research of growing scientific interest and social relevance by the plurality of situations they show as well as the trajectory of some of them, from their original condition of associations to their current status of Limited Liability Sports Companies. This is just the case of the main clubs of the professional football that nowadays operate in the Spanish League. The research presented in this paper has been developed from the perspective of the contingency theory, from which it has been considered that the processes of structural configuration and differentiation of the football clubs are an adaptive response to the context of professionalization, commodification and globalisation they have to face. Before approaching the specific analysis of these trends, the study presents an analysis of the origin and evolution of the main Spanish football clubs, halting in the periods that have supposed a substantial modification of their nature and structural configuration. After this historical approach, the paper examines the transformation in Limited Liability Sports Companies in the early 1990s; and the progressive transnationalization and relocation in the entertainment sector is analysed. Furthermore, the research identifies the processes of structural differentiation they have developed more recently in the process of continuous adjustment to the complexity of the environment they have to face.

Keywords: football clubs, professionalization, structural configuration, differentiation.
This study explores parents' gendered meanings and ideologies in their involvement with their sons' football participation. I used Bourdieu’s (1985; 1990; 1994) theoretical perspective of fields, positions, habitus and taking positions. This perspective assumes people tend to act and interact based on their habitus, ideas and perceptions of the field in which they participate. These interactions or practices are embedded in dominant meanings where people express and negotiate meanings, status and power positions. This study examines discourses expressed by parents in the field of football that is generally seen as a male field. Yet, within the same field it explores parents' discourses on the care and support for their children that is generally seen as a woman’s field. The research question that guides this study therefore is: How do parents construct and negotiate gender meanings in the field of their sons' football?

The results are based on observations and 12 interviews with fathers and mothers that are involved with their son’s football. They illustrate how formal positions, like coach and referees in the field of youth football are predominantly taken up by fathers, while mothers are involved in the more subordinate and informal positions. This gender division in positions taken by parents is supported by both fathers and mothers in the field of youth sport. The data inform us about how parents reconstruct and negotiate gender meanings through expressions, positioning and power relations. Within the field of their sons’ football, a subdivision becomes visible between the ‘main’ field, represented by masculine meanings and the subordinated ‘serving-the-main’ field, represented by feminine values. The study informs about processes that contribute to the construction of gender in both subfields, while it also illuminates mothers exploring the ‘main’ field as a space invader.

Keywords: gender, youth sport, Bourdieu, football.
Feminization, Sexualization and the Focus on Difference - The Football World Cup 2011 in German Mass Media

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In many Western countries, women’s football has gained a measure of acceptance with a luminal status “in between”: it is much less popular than men’s football, but much more attractive for general audiences than other women’s team games. The highlight of the development of women’s football in Germany was the WM 2011, where large audiences followed the game, live, on public viewing places and on TV.

The aim of this paper is to explore the media coverage of the German team during the World Cup in 2011 with a focus on the amount and the content of reporting. The main questions are: Did the (print) media put the Women’s World Cup “on the agenda” and in which way the event, the teams and the players were framed.

Based on theoretical approaches to media logic, agenda setting and framing, the coverage of two print media was analyzed and interpreted. The media were the “BILD Zeitung”, a boulevard paper, and the “Zeit” which has a focus on economic, political and cultural topics.

The findings show that the Zeit presented the events and players in a relatively objective way, whereas BILD Zeitung followed a strategy of feminization and sexualisation of the players. In addition, BILD presented women’s football as the “other game”, a game which has little in common with “real football”.

The paper ends with a discussion about the reasons and effects of the different media strategies.
MEASURE Meeting
Sport Participation Research in Europe

MEASURE, the expert group of sport participation researchers in Europe, meets annually at the EASS congress. This year, the meeting of the MEASURE group is open to attend for anyone interested in the topic of sport participation research and sport policy. The session will be chaired by Remco Hoekman of the Mulier Institute and Jeroen Scheerder of the University of Leuven, both founders of MEASURE and members of the board of EASS. During the session they will present the most relevant current European initiatives and several country experts will provide an overview of the developments in sport participation research in their own country.

The following preliminary agenda is drafted for the meeting:

- Progress on and main outcomes of book ‘Comparative Sport Development’ in which 24 countries (12 EU 12 Non-European) are compared based on their sport system, financing of sport, sport policy and sport participation
- Update on ‘Study on a possible future sport monitoring in the EU’: main outcomes and implications for the future (e.g. role of MEASURE/sport researchers)
- Possibilities of European Social Survey and the Eurobarometer
- Running in Europe
- Developments in sport participation and sport participation research in the different countries.

Remco Hoekman and Jeroen Scheerder
Meeting SOR  
Sport Organization Research

Since Klaus Heinemann’s anthology “Sports clubs in various European countries” (1999) the organisational landscape of the different sport systems has changed continually. During the past decades sports clubs have lost their “monopoly” in the market for sports-related services and are increasingly in competition with other sports providers. This results in various problems and challenges within sports clubs such as securing human resources, finances, and infrastructures. Since the Third Sector is still important for sport participation in nearly all European countries, sport clubs and other kinds of sports organisations are a crucial research topic.

The organisation of a parallel session on the subtopic “Sport Organisation Research – Concepts and Challenges” at the eass conference 2013 was quite successful. The organisers arranged a thematic symposium and three parallel sessions with 18 papers in total. Furthermore, there will be several presentations in other parallel sessions which also focus on questions of sport organisation research.

Apart from the parallel sessions and the thematic symposium we would like to invite all colleagues who are working within the field of sport organisation research to a joint meeting in order to initiate a research network. On the basis of the presentations we want to order theoretical and empirical perspectives concerning the broad thematic focus on issues related to sport organisations (especially on sport clubs and federations), e.g. organisational development, decision making, resource management (e.g. financing, volunteering). The goal of such a group could be: (1) scientific discussion and exchange; (2) understanding the differences of sport organisations across Europe (3) joint research and publications. Further objectives and the structure of the research network will be discussed during the meeting.

Siegfried Nagel and Torsten Schlesinger
Young Researcher Awards (YRA)

The European Association for Sociology of Sport thanks all the young colleagues who have submitted their papers for the 4th EASS Young Researcher’s Award.

The aim of the award is to facilitate the integration of outstanding graduate students and young researchers into the European community of sociology of sport scholars. The award is granted to a scholarly paper, authored by a young researcher, which is deemed by a panel of judges to be of highest quality. The winning author will be invited to receive the award and present the paper during the closing ceremony of the 9th EASS Conference in Bern. Monetary prizes will be granted to the winner and the two authors receiving an honourable mention.

WINNER:

Fabian Studer (University of Bern, Switzerland)

"Destandardised Career Entry? An Analysis of the Transition to Professional Life by Swiss Sports Science Graduates"

Awards:

- Feeless invitation to present the paper at the EASS conference (on plenary session).
- EASS sponsored prize of membership in EASS for the year 2013.
- Monetary prize of 500 Euros – sponsored by: Sport e Sicurezza

HONOURABLE MENTIONS:

Hanne Vandermeerschen (University of Leuven, Belgium)

"Level playing fields? A multilevel analysis of club-organised sports participation among socially vulnerable children and adolescents"

Magnus Ferry (Umeå University, Sweden)

"School Sport is the Answer – What is the Problem?"

Awards:

- Feeless invitation to present the paper at the EASS conference (on parallel sessions).
- Monetary prize of 250 Euros each – sponsored by: ENGSO Youth and Sport e Sicurezza

Selection Committee 2013: Jonathan Long (Leeds Metropolitan University), Gyöngyi Szabó Földesi (Semmelweis University Budapest), Hannu Itkonen (Jyväskylä University), Davide Sterchele (University of Padua).

Participation requirements and further details at: [http://www.eass-sportsociology.eu/awards.html](http://www.eass-sportsociology.eu/awards.html)
Destandardised Career Entry? An Analysis of the Transition to Professional Life by Swiss Sports Science Graduates

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In recent decades, sport has become more and more important as an occupational field, due to the increasing differentiation and commercialisation of sports. This paper will analyse to what extent these developments are associated with destandardisation processes at the time when sports science graduates embark on their professional career. For this purpose, continuous professional trajectories were gathered from a sample of \( n = 742 \) sport science graduates from all Swiss universities, to provide retrospective longitudinal data for the complete cohorts (1984/85, 1994/95 and 2004/05). Optimal matching analysis was used to reveal underlying structures, after which the cohorts were compared to check any tendencies towards destandardisation empirically. Only a minority of all Swiss sports scientists is affected by destandardisation tendencies. There is no noteworthy increase in the variety of sequential patterns over time; instead, the normal occupational career remains clearly pronounced across all three cohorts. If anything, a tendency towards destandardised occupational careers may be observed in the field of schools.

Keywords: occupational field of sport, sports science graduates, life course research, optimal matching analysis.
Level playing fields? A multilevel analysis of club-organised sports participation among socially vulnerable children and adolescents

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Sport is often put forward as a promising instrument for reaching a wide array of policy objectives. Social inclusion is one of the goals frequently mentioned. Though one can argue about the feasibility of the many claims made, sport can only reasonably be expected to play a role if the targeted population is effectively taking part in sports. This is what is investigated in this study. The focus lies on the sports participation of children and adolescents, more particularly in a club-organised setting. The purpose of this study is two-fold. First, it is to investigate whether family-related factors associated with a higher risk of social exclusion can be considered as determinants of club sport participation among children and adolescents. A second objective is to investigate whether the school, which is the second main socialisation agent in the life of children and adolescents, influences the likelihood of club-organised participation. Data are based on a large-scale cross-sectional survey (2009), collected in 39 schools, with a total of 3005 children and adolescents participating in the research. A multilevel logistic regression has been conducted. Results indicate club sport participation varies across schools, though only to a limited extent. Income poverty and parental education come forward as important determinants for club-organised sports participation. No evidence was found that living in a single parent-household affects the likelihood of club-organised sports participation. While sport is often considered as an important instrument for social inclusion, the study shows that children and adolescents who are likely to occupy a more vulnerable position in society as a whole, have higher odds to be left out with regard to sport club participation as well.

Keywords: club-organised sports participation, social vulnerability, children and adolescents, social stratification.
School Sport is the Answer – What is the Problem?

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Since the late 1980s, the Swedish education system has undergone major changes that resulted in the school system being decentralized, market adjusted, and privatized. This has resulted in the creation of local school markets where there is a constant struggle for pupils. During the same period, the presence of school sport has increased significantly, and sport’s function within the school system has been diversified. This article aims to elucidate the needs school sport fills in Swedish secondary schools, and what kind of problems school sport is supposed to solve. The article is empirical, and is based on official statistics and official website information from 854 schools and telephone interviews with principals at 50 selected schools offering school sport. The results show that principals value the school sport by itself, its pupils and teachers, since they bring different forms of important and necessary capital to the schools. Furthermore, the principals’ experience increased competition on the local school market, and school sport can be a possible survival strategy for schools. To conclude this article shows that a side effect of the market adaptation of the Swedish school system is that school sport has evolved into a marketing product for recruiting pupils.

Keywords: principals, pupil recruitment, school market, secondary school, Sweden.
Managing Sport for Social Change

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Sport must constitute itself a social agglutinate and a transversal response between educative, institutional and federative world in order to foster human development (Martin, McCaughty, Murphy & Kimberlydawn, 2011). Context is dependent on people’s perceptions and experiences of the context in which they live (Bronfenbrenner, 2001); by bridging and bonding communities, sport creates access to resources, social networks and economic opportunities from which marginalized individuals alienated (Spaaij, 2009). Participant observation and field diary and unstructured interviews with significant others with an active role in the club were completed during one sport season. Therefore there is a need to understand how sport can be a useful mechanism for youth development as a promoter of social change. The perspective of social inclusion and change of behavior is inherent to the club and holds its symbolic reality. Also, the way interpersonal relations in a specific social sport environment influence the development of youth athletes and the pathways to sport practice positive development. Despite the conditions, adults in social clubs see sport as having an important educative and socially positive role justifying overall convictions about the importance of sport practice for underserved youth and the more profound study of reality. Public policies need to address more profoundly the roots within these structural forces in youth sport.

Key words: social change, youth sport, organizations.

References


Maintenance of sport facilities in depressed areas and its relation in childhood behavior

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This article aims to describe how is the sport situation for the young people living in one of the most depressed place in Seville. With a view to know sports offer, a census of sport facilities was carried out, as well as their use and their maintenance state including the requirements in sport matters that have the young people themselves. As research tools were used the analysis of documents, direct observation and the interview, on the latter named 36 young people (aged 13 to 20) were interviewed to know their preference sports using a close-structural interview and 20 adults using open in deep interviews. Results show straight relations between there were very few sport facilities and the lack maintenance of them when the more depressed were the areas. According the nature of the facilities, football and basketball tracks were mostly found and football was the most played sport. Nevertheless, youth demands other sport activities and ask the administration to implement them and the practice of sport by the females have risen a bit, fostered by public institutions.

Keywords: Sport facilities, social integration and childhood.
Methodological proposal for comprehensive observation of the musician, during physical activity in their musical performance

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Through numerous studies, it is now well known that musicians, like athletes, suffer health problems arising from their employment and lifestyle. The lack of awareness that their work requires a significant physical and mental effort, little attention paid to the body and emotions in his training phase, makes this group one of the most exposed to risk of suffer physical and mental injuries (Quarrier, 1993; Queiroz & Marques, 2000) and (Clark, 1998). The effects become such, that even some researchers conclude that musicians are one of the major risk groups for occupational health (Costa, 2007; Zaza, 1998).

The observation of the musician under the mechanistic paradigm of the human body has fostered all these effects, both the learning phase and the professional stage. At the individual level, the musician has been studied, separating the body, emotions and cognition. This communication presents the methodological approach that has been set to confirm the need to observe the music from a systemic perspective. This means: As the title suggests, this poster aims to show the methodology and not the details of the results. Anyway, here are some of them briefly:

Questionnaires show as 94% of the musicians believe that to play an instrument, means perform physical work. 77% of the musicians practice physical activity sports over 3 days a week for their personal and professional welfare. Yet 85% have or had physical discomfort, psychological or both. And more than 70% find the cause of their appearance in difficult relationships with peers, with the director or managers. But they do not attribute the causes to harmful postures or muscle overuse. This confirms that the care of the interdependence and relationships between musicians, directors and management, are a determining factor for their welfare and efficiency in their performance. Similarly, test shows a high correlation between the physical dimensions, physical and cognitive. Interviews corroborate and deepen the results of questionnaires and tests. In conclusion, the team (the orchestra) is commonly seen as a sum of individuals, but they should observe systemically. Any musician discomfort is a team (orchestra) discomfort. Any ability of the musician is a capability of the orchestra. Similarly, the musician must be observed systemically (in three dimensions: physical, emotional and cognitive). Discomfort in any one-dimension affects the other two and in turn, the team-orchestra (and vice versa). We probably could extrapolate these results to sports teams and athletes.

Keywords: physical activity, musicians, interdependence, systemic perspective.

References


Narratives of Finnish sport managers. The four types of sport managers

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The purpose of the present study is to examine what types of sport managers can be found within Finnish sport management. What kind of contents and meanings do sport managers give in their narratives of their motivations and will to be part of the sport management?

This study will open a new perspective into the field of sport management both thematically and methodologically. Internationally, there are only a few narrative studies concerning sport management (Edwards, Skinner & Gilbert 2004; Rinehart 2005). Compared to traditional methods of sport management research (quantitative), narrative research can provide different kinds of answers. The core of narrative research is the analysis of stories (Czarniawska 1998; Polkinghorne 1995).

The study includes the narrative interviews of 16 top level (the elite) Finnish sport managers (12 male and 4 female, aged 45-73 years) in three different organizational levels. The interviews were read very thoroughly several times. Then, the interviews were condensed into core stories. Further analysis was done by using the mind-map, the actantial model (Greimas 1980) and Atlas.ti-program.

On the basis of the data of this study, four different types of managers can be found within Finnish sport management: The Professional management expert, The Politician, The Sportsman and The Administrator.

There are also findings of the legitimate rite - how elite sport managers are legitimized.

Finnish sport is undergoing a major change and it is vital to have more research based on information. Through narratives we have an opportunity to gain access into the unique experiences of Finnish sport managers. Narrative method examines how lives are lived into existence and how people endow their lives with meaning across time. (Gergen & Gergen 1993)

Keywords: narrative research, sport management, actantial model, legitimizes.

References:

Futebol and the New Brazil

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The New Brazil has emerged onto the world stage after a decade under a democratic regime of political and economic stability. Growth and development, boosted by Chinese FDI, has accompanied a commodity boom sourced from the richness of the country’s natural resources. Historically inward-looking, Brazil has gradually projected itself internationally both politically, taking its first seat at the 2002 G8 conference, and economically, surpassing the UK in 2012 to become the world’s fifth largest economy. This ascension has been expressed no more so than in the national love, Futebol. Capital inflows and large sponsorships have allowed for Brazil to begin retaining the footballing talent it has historically exported. The strength of the Brazilian Real coupled with the global economic crises engulfing Europe, tightening the purse strings of Italian and Spanish clubs, has motivated talented players to re-migrate home, while foreigners have also been enamoured by newfound opportunities, making the Brazilian League a regional power. With Brazil set to host the 2014 World Cup and the 2016 Olympics, sport now offers a real tangible benefit, both economically and socially. This paper will discuss the sustainability of economic development by means of sport, combining sociological and financial frameworks. Related literature reports that hosting mega-sporting events can either boost economic development, or ignite financial turmoil due to over-investment. The Brazilian Real – central to the reversal of fortunes – has begun to weaken, with the economy falling below the UK to seventh place. Amid such volatility, the sustainability of this story remains uncertain, and thus central to both sociological and economical analyses presented in this paper.

Keywords: football, Olympics, economy, globalization, social policies.
Women Who Chair Sports Clubs in Catalonia. Analysis of the Features that Characterises the Performance of their Leadership Role

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The progressive incorporation of women into the management positions of organizations has encouraged the carrying out of studies showing that women adopt different leadership styles than men. Democratic, relationship-oriented, reinforcing, transformational, "laissez-faire" and management by exception are considered female leadership styles (Cuadrado, I., Navas, M. and Molero, F., 2004). As to sports organisations, studies highlight how women transfer their ways of doing things and the values that they have acquired in their socialization processes into the performance of their management duties (Puig, N., 2007; Alonso-Arbiol, I., Azurmendi, A. and Cuadrado, I., 2009).

This paper focuses on exploring the features that characterizes the performance of the management role in the case of women who chair sports clubs in Catalonia.

We used a qualitative methodological approach by developing in-depth interviews. We defined a non-random purposive sample and carried out 23 interviews with women who chair sports clubs.

In this paper we present the preliminary results of the investigation. The importance of their team, an interest in caring about personal relationships, indifference to the exercising of power, and versatility, amongst others, are identified as traits that have been attributed to female leadership styles. We have also identified, in some of these women, traits such as coherence, empathy and a vocation to service. In this case, these features coincide with those attributed to the social leaders of non-profit organizations (Carreras, I., Leaverton, A. and Sureda, M., 2009).

Future research will seek to examine the management styles of men who chaired sports clubs in order to confirm if there is a feminine leadership style as shown by the women who hold this kind of leadership positions.

Keywords: women, management positions, sports clubs, chairship.

References:

A central issue in sports economics is the degree of competitiveness in sports competitions. The focus on competitive balance is based on the idea of uncertainty about sports results, attracting spectators and sponsors. The Brazilian Football Clubs Market has grown in recent years, where the clubs participating in Brazilian League 2012, showed a steady increase in its total revenue in 2011 reached the amount of € 809 million. Despite the expansion of marketing there is no equitable distribution, is the level of sports performance and/or economic and financial, that contribute to lack of competitive balance and greater predictability of the winners. Therefore the present study analyzed the market share of 20 football clubs participating in the Brazilian League 2012, using the Herfinadahl index, to obtain the levels of concentration through the total revenues available. The results showed a low market concentration (0,1), and the isn’t club with significant hegemony. However the greatest revenue and the most winner clubs are located in zones which are most economically developed and consequently large cities. This finding confirms the first preposition of Rottenberg (1956), formalized by Quirk and El-Hodiri (1974), which states that the rules structuring a sport league are ineffective for not balancing the competitive ability of clubs, caused by the difference in size of the markets where the clubs are inserted. We prepared some possible hypotheses to the problem, based on cross-subsidization in order to promote the sharing of revenues equitably, that besides rewarding sporting highlights, also takes into account the financial aspect, as a mean of seeking greater sustainability League.

Keywords: competitive balance, cross-subsidization, revenue sharing, football.

References:

Olympic values in school

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The Olympic Movement designed by Baron Pierre de Coubertin begins the importance of sport in the education of young people. The Olympic Education in this sense is the meeting of the sport with the promotion of the Olympic values (friendship, respect and excellence). Aims: To investigate how the Olympic values have been treated at school and in influencing leisure. Method: The study was conducted in a private school for basic education, their choice was due to its use in the National Secondary Education Examination (ENEM), which includes content-focused values. Thirty students were select of the 1st year of high school, who studied all the Elementary School II in the institution. Twenty-one were interviewed. We used a semistructured interview with the Consent issued in writing. The interviews were taped and transcribed verbatim.

The results highlighted that in general students do not know about the Olympic Values, they are not worked in physical education classes. Nevertheless, the values are reproduced in leisure time. Physical education provides many moments and situations in which they could be treated and approached the Olympic Values in a real and particular way. However, it is clear that education through sports is still a recent debate, which makes its approach in physical education classes and leisure spaces. The Physical Education teacher practices a great influence on knowledge and applicability values. Although the institution studied justifying their pedagogy based on values, the Olympic Values has been little explored as content in physical education classes. Thus, the students lack a greater understanding of the principles that guide Olympism and how they can be applied in the process of individual and collective development of these students.

Keywords: Olympism, Olympic education, Olympic values, school, physical education.

References:
SUBTOPICS
Cultural Change

The Mobilization and Mediazation of Subjects in new Sport Culture

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Considering sports as an exemplary field for performative action, this paper seeks to analyses the relationship of media and the body from the perspective of an empirical approach (DFG-Project). This paper wants to elucidate how analyzing sports culture can make us understand wider social phenomena in regard to the influence of media. Media has fundamentally influenced how we can perceive sports today and how sport has been restructured in this process. Similar to other bodily practices there is a tendency for an increasing theatricality, self-fashioning and performative value in new sport cultures (snowboarding, paragliding, kite-surfing). As such, this paper proposes to show how the fields of performance, new digital media, and sports culture are strongly related to each other (Stern 2010).

Focusing on the social formation of the body this paper proposes an analysis that combines a media theory that for a long time has shown how media fundamentally alter the human perception with a broadened reading of the anthropological understanding of Marcel Mauss and his idea of "Body-Technique" as well as Pierre Bourdieu’s notions of ‘habitus’ and ‘habitat’. Looking from this perspective, the process of incorporation is never onesided. While learning to handle physically the new media and sports, the body and the language describing it is altered in the same way the use of media also exaggerates notion of extremes, gives access to different qualities and styles of moving. As such, the development of the new sports culture must be understood in relation to the development of new media: It prefigures some of the general cultural developments and their study can be made fruitful for the analysis of performance studies and the influence of media on society at large.

The discussion shows some results of a qualitative (ethnographical) research (head of the project: Gunter Gebauer, Free University Berlin) in the fields (snowboarding, paragliding, ski jumping). The methods included among others: participant observation, episodic-narrative Interviews, analysis of special-interest-magazines.

Keywords: media, social theory, new sport cultures, intermediality.

Changing sports in the Finnish sport clubs – The case of a worker’s sport club Varkauden Tarmo

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Finnish physical culture is known for its strong public sector and civic activities. According to the current Sport Act, the public sector creates preconditions for sport and physical activities. Sport clubs are responsible for organising these activities. This case study examines the transformation of different sports of a local sport club – namely Varkauden Tarmo - during its 100 years’ of history. (Itkonen 2005; Itkonen & Nevala 2012.)

The methodology on the research is intensive case study. Case studies have become more common over the years in conducting qualitative inquiries, but they are neither new nor essentially qualitative. Case study is not a methodological choice, but a choice of what is to be studied. (Stake 2000.) In an intensive research inquiry, the primary concern is directed to the question of how some causal processes work out in a particular case or in limited number of cases. (Sayer 1984.)

The case of this research is a sport club Varkauden Tarmo. The research questions are the following: How have the sports of one Finnish sport club changed during one century? Which have been the most popular sports in the changing sport club culture? Which have been the reasons for the popularity of different sports? The research material has been collected by using historical sociological methods. This material includes documents from the sport club "Tarmo", the administrative documents of "Tarmo" and documents of the town of Varkaus together with local newspaper articles and interviews of the sport club actors.

The first age of Tarmo’s activities dates back to the foundation of the club until the 1930’s. The second age began in the 1940’s and continued to the 1970’s. The third age lasted from the 1980’s until the present days. In the first age the main sports of Tarmo were gymnastics, cross country skiing, track and field and wrestling. Also bandy, boxing, Finnish baseball, soccer and swimming were part of Tarmo’s sports programme. In the second age the main sports were three traditional Finnish sports (cross skiing, track and field, wrestling). Gymnastics was pulled out from Tarmo’s program in 1967. For some years there were also basketball, slalom, speed skating, swimming and weightlifting in the activities. In the third age the main sport was one traditional sport only, namely wrestling. The other sports that are nowadays part of Tarmo’s activities are check, figure skating, floorball, petanque and table tennis. Also bowling, boxing, powerlifting, roller skating and weightlifting were included for some years after the 1980’s. (Itkonen & Nevala 2012.)

Keywords: sports, sport club, historical sociology, civil society.

References:

Ritual in sport on the example of polish soccer

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Ritual exits in many spheres of life – also in sport. In the following paper the author analyses the colorful phenomenon of ritual in sport, concentrating on Polish sport, mostly soccer. It should be emphasized that soccer is definitely the most popular sport in Poland and the greatest successes of Polish soccer have had a significant impact on the Polish nation.

As far as contemporary sport is concerned, one can observe a peculiar and spontaneous "para-religion” and connected with it rituals, which manifests itself in specific behaviours of players, fans and people of the media. The object of this paper is to analyse the importance of ritual in sport by examining what it looks like in Polish soccer.

The question of relations between sport and religion belongs to extremely complex ones. These relations have existed since ancient times, when Greek games were an expression of the religious attitude of a man towards the deities. Also in more contemporary times religious ritual is connected – in many communities – with sporting contests. However, it is not only religious ritual (like crossing oneself or praying before matches) that pervades sport. There are miscellaneous "secular” types of ritual behaviour which are worth taking a look at as well.
Continuities and changes in the Spanish football ethos: social effects of the clubs’ transformation into Limited Liability Sports Companies

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During the past twenty years, Spanish football has witnessed an intense change process that has transformed some of its main structural characteristics in an extraordinary way. This process has been directly related to the commodification tendencies that have also affected other aspects of social and economic life, and it has had a strong influence on the recent evolution of football. This study has set out to examine, from an empirical perspective, the social consequences of the commodification processes of football in the discourse of the sport’s fans. The analysis was based on interviews with 19 fans, 6 sport journalists and 3 professional sport men. The study has shown that the process of commodification has not affected the fans’ feelings of identification with their clubs, although it has affected their repertoire of behaviours. A situation of hyper-consumption has been produced, which could be defined as an increase and intensification of the consumption of football information and televised broadcasts. The study has also shown the existence of a sense of symbolic ownership of the club among Spanish fans that explains why the majority of them continue to consider themselves ‘members’, even though the transformation of the clubs into Limited Liability Sports Companies has turned these fans into shareholders or season ticket holders. The study has proposed the existence of a paradox of football, where fans’ fascination with football co-exists with the feeling that the clubs are poorly managed and economically unsustainable. The tension created by these two extremes is resolved by fans distancing themselves from the club in anything not related to strictly sports-related aspects.

Keywords: football culture, governance, commodification, consumption.
From ‘pats on the back’ to ‘dummy sucking’: a critique of the changing social, cultural and political significance of football goal celebrations

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The paper offers a critique of the changing social, cultural and political significance of goal celebrations by considering how, during the transition from football as a local, proletarian, masculine industry and product of Fordist modernity to a global, mediated, paradoxical entertainment spectacle, a postmodern culture of goal celebration has emerged, which acts as a comment on or reaction to modernity. In many cases, individual postmodern goal scorers have shifted their interest from a concern with the ultimate end of scoring a goal and restarting the game as soon as possible, to a pragmatic concern relating to the optimal performance of celebration. Through a series of genres, the essay discusses how goal celebrations in creative modernity have several styles, all of which demonstrate the way in which football culture ‘has become’ increasingly self-reflexive, juxtapositional and parodic through the growing irrelevance of a stable conception of reality.

Keywords: postmodern, sociology, cultural studies, goal celebrations.
Teaching/learning interactions as social phenomena: the case of Aikido as a community of practice

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This paper analyzes the pedagogical social interactions occurring within an Aikido dojo (site of practice) considered as a community of practice (Lave and Wenger, 1991). Based on ethnographic observation and video recording of 8 Aikido lessons (1.30h each) in a dojo of Berkeley I will present a qualitative video analysis (Erickson, 2011) of some representative instances of teaching/learning phenomena. Contrary to the traditional emphasis on teacher-student interaction as the sole bearer of pedagogical content, teaching and learning interactions are ubiquitous social phenomena occurring among all the participants. The results of the study show how, even though the teacher stood as a paramount central figure in the activity, teaching/learning phenomena were distributed among the whole group overall. Besides, even though modeling was the most used pedagogical strategy, it was not the only one (scaffolding, guiding and molding being others). The instruction was shifting between several points of view, identified in the study as person approach: a 3rd person approach (teaching by modeling for observation), a 2nd person approach (teaching by acting in the receiving end of the technique) and a 1st person approach (teaching by acting in the performing end of the technique). All these different teaching strategies should be understood within the frame of social interaction among participants. Normally, the senior students assume the teaching role and junior student the learning role. Nonetheless, seeing the whole teaching/learning phenomena as unitary, junior do not just represent a passive, receiving side. They are very active components, taking part in this continuous pedagogical dialogue, posing questions and problems that lead to new solutions.

Keywords: community of practice, aikido, social interaction, video analysis.
Gender

Analysis of type of leadership within post of management in sport organizations in Madrid Community, since gender perspective

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Many differences exist among cultures around the world and therefore, among the different conceptions of the term gender. Gender is a cultural creation that confers different qualities, attributes and behaviours to women and men on the basis of their biological differences (Anker, 2001). According to Castaño, et al. (2009), the concept of leadership is regarded in the literature as being a subjective and historical one since different attributes or characteristics have been considered for leaders of different times. For this reason, there are various types of leadership depending on the task or depending on the people, autocratic versus democratic leadership, etc.

The aim of this study is to determine whether there are different types of leadership for men and women and within different job roles (Manager, Technical Director and Coordinator).

The subject of this study population was a representative sample of the people who work in a post steering within sports organisations located in the Community of Madrid. The data obtained were a sample (N = 401) with an affixation proportional according to type of entity (private and public organization) and gender. The methodology used in the research was an interview questionnaire, which was divided into three areas: 1) socio-demographic characteristics; 2) Type of leadership; 3) Scale to measure the different attitudes that hinder access (WAMS).

The analysis used was Chi-square, Phi Coefficient or Coefficient of Contingency. Data are expressed as percentages or as mean (standard deviation), being set at 0.05 significance level.

The results show that no differences exist in regards to leadership styles based on gender or managerial job roles. The general conclusion is that the number of stereotypes within the labour market has decreased in recent years, and this is important for the disappearance of the concept of glass ceiling, which is related to current management trends about leadership.

Keywords: women, leadership positions, glass ceiling, stereotypes and management.
Women’s football in Norway has been a story of success in sporting terms, but not followed by a corresponding rise in media attention and attendances. The aim of this paper is to explore how the status of women’s football is perceived and discussed among (mostly male) football supporters. 

The data material comprises discourses strategically chosen from discussions among supporters in electronic discussion groups. The theoretical framework is mostly based on an understanding of gender as a cultural code. The analyses describe and discuss in which ways the ‘supporters’ argue, negotiate and contest the status of women’s football and the meanings of gender, that underpin their negotiations. Football is considered as an essentially masculine sport, where players and spectators display certain masculine rituals and women’s football is seen as secondary to men’s. The negotiations show that the discussants struggle to establish alternative and adequate discursive categories for the status of women’s football. It is, however not the case that all male supporters in the discussion groups are hostile or ignorant towards women’s football. Rather, the discourses can be interpreted as a discursive battle attempting to defend men’s hegemony and disclose various notions of masculinity and gendered power relations.

Keywords: women’s football, electronic supporter groups, status, discursive battle.
Gender differences in physical activity and sport demanded by adult population of Community of Madrid

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Different studies have shown specific gender differences in the sport habits of spanish adult population (García y Llopis, 2011; Moscoso et al., 2009; Martínez del Castillo et al., 2005). The aim of this communication is to identify differences between women and men in the characteristics of physical activity and sport demanded by adult population of the Comunidad de Madrid who don`t practice but they would like to practice physical activity or sport. The communication presents part of the results of the study DEP2010-19801/Plan Nacional I+D+i 2010-2013.

The metodology has consisted of the accomplishment of interviews face to face to a probability and representative sample of the Comunidad de Madrid adult population between 30 and 65 years old (n=340), randomly selected using multistage sampling. The participants completed a questionnaire which included questions related to the demanded activity, way of organization, space and price, as well as answered questions on demographic variables and type of demand for physical activity.

30.4% of women and 27.4% of men interviewed don`t practice physical activity or sport but they would like to practice. There are significant gender differences (p<0.001) in the way of organization demanded (Men 40% solo; Women 49.1% Organized by municipalities), the space demanded (Women 56.4% Sports facility and 20% Center with Sports facility; Men 31.9% Urban outdoor) and in the demanded activity monthly expense: women spend more (22€) than men (14.68€).

The activities most demanded by women are swimming (21.8%), fit gymnastics (16.4%), aerobics (16.4%), pilates (7.3%), running (7.3%) and muscle&fitness (7.3%); most of them wish indoor fitness/wellness group exercise (76.4%). The activities most demanded by men are running (16.3%), cycling (12.2%), muscle & fitness (12.2%), football (12.2%) and walking (10.2%).

Keywords: gender differences, sport demanded, adult population.
Gender differences in physical activity and sport practiced by adult population of Community of Madrid

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Different studies have shown specific gender differences in the sport habits of Spanish adult population (García y Llopis, 2011; Moscoso et al., 2009; Martínez del Castillo et al., 2005). The aim of this communication is to identify differences between women and men in the characteristics of physical activity and sport practiced by adult population of the Comunidad de Madrid. The communication presents part of the results of the study DEP2010-19801/Plan Nacional I+D+i 2010-2013. The methodology has consisted of the accomplishment of interviews face to face to a probability and representative sample of the Comunidad de Madrid population between 30 and 65 years old (n=340), randomly selected using multistage sampling. The participants completed a questionnaire which included questions related to activity practiced, way of organization, space used and price, as well as answered questions on demographic variables and type of demand for physical activity.

Aproximately one out of two adults practice physical activity or sport weekly: the men (57%) practiced more than women (50.3%). 81.2% of men and 65.9% of women practice autonomous activities like walking (30.8% women, 20.6% men), running (20.6% men, 8.8% women) or cycling (12.7% men, 5.5% women). There are significant gender differences (p<0.001) in the practiced activity monthly expense: women spend more (17.6€) than men (7.9€). Also there are differences between men and women in the way of organization demanded (p<0.05: Organized by municipalities: 18.2% women, 5% men) and the space used (p<0.07: Center with sports facility: 18% women, 5.9% men).

The activities most practised by women are walking (30.8%), wellness/fitness group exercise (23.1%: fit gymnastics 7.7%, yoga 7.7%, pilates 6.6%, aerobics 4.4% and ciclo indoor 4.4%), running (8.8%), swimming (7.7%) and dance (6.6%). Activities most practised by men are walking (20.6%), running (20.6%), cycling (12.7%), football (9.8%) and muscle fitness (8.8%).

Keywords: gender differences, sport habits, adult population.
Presence of women in sports education in Catalonia: does it reflect on an involution?

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For more than a decade, the number of female students in Spanish universities has been slightly higher than male students. However, percentages of both sexes in some areas of knowledge differ considerably. As in engineering, Physical Activity Sciences and Sport also have a low percentage of female students.

In this communication, based on case Catalonia, the evolution of enrollment data in sport education is analyzed: Degree in Physical Activity Sciences and Sport (PASS), Vocational Education (intermediate and upper certificate) and Degree in Physical Education Teacher (PET). Additionally, the evolution of application data through Personal Aptitude Tests (PAP) during the last 25 years is analyzed, assessing the number of boys and girls with a pass and no pass result.

The results of the analysis of studies related to sport show a long trend of declining interest for sport education among women. Therefore, despite the increase of women participation in sport has increased, this fact does not impact their interest for doing this kind of studies. The data leads us to reflect on how our studies continue to convey as a masculine field away from the interest women and motivation related to sport and physical activity.

Keywords: gender, sports, Catalonia.
“Stay or quit?” Individual and structural factors of members’ commitment to sports clubs

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For numerous sport clubs, long-term membership cannot be assumed as a matter of course. A recent report on sports clubs in Switzerland confirms the increasing difficulties of achieving long-term member commitment (Lamprecht, Fischer & Stamm, 2012). Stable membership not only provides important resources for sports clubs (such as finance and time), but also social capital can be accumulated through the long-term engagement of individuals as sport club members. Methods to more effectively retain members in sports clubs are increasingly becoming an important management issue. A clear understanding of what triggers and sustains long-term member commitment will assist sports clubs to tackle this problem more effectively. This situation poses the question: what are the determinants that influence the tendency to continue or to quit the membership?

Existing research has extensively investigated the drivers of members’ commitment at an individual level. As commitment of members usually occurs within an institutional context, the characteristics of the organisation must be also considered, however, this context has been largely neglected in current research. This paper addresses both the individual characteristics of members and the corresponding structural conditions of sports clubs (organisations of shared interests) related to the individual decision to quit or continue their membership (Nagel, 2007). The individual and institutional perspectives are combined, resulting in a multi-level framework for the investigation of the drivers of (long-term) members’ commitment in sports clubs. The influences of both the individual and context levels on the commitment of members are estimated through various multi-level models based on a sample of n = 1,434 sport club members from 36 sports clubs. Results of these multi-level analyses indicate that commitment of members is not just an outcome of individual characteristics, such as strong identification with the club, positively perceived communication and cooperation, satisfaction with sports clubs’ offers, or voluntary engagement. Commitment of members is also influenced by club-specific structural conditions: stable memberships more probable in rural sports clubs, and in clubs that explicitly support sociability, whereas sporting-success oriented goals in clubs have a destabilizing effect. The proposed multi-level framework and the multi-level analysis can open new perspectives for research into commitment of members to sports clubs and other sport organizational topics.

Keywords: sports clubs, interest organisation, commitment of members, multi-level analyses.

References:

Theorizing change: new perspectives on theoretical approaches on the development of sport clubs

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The current theoretical debate on the development of sport clubs and organizations in Germany is mainly based upon the work of a group of sociologists and their longitudinal study of the development of sport clubs in the German federal state of Baden-Württemberg. The study brought forth Siegfried Nagel’s actor-centred sequence model (2006, p. 104) which was based upon an earlier model by Hartmut Esser (1993, p. 107) is serving as a major explanatory model for the development within sport clubs and their role in society. Though this model has attracted much attention and received broad reception there is an ongoing debate on the various processes causing change and development within sport clubs and their environment.

Against this backdrop, the paper aims at contesting the approaches taken by sociologists by introducing additional political science perspectives into the debate. Following Barrie Houlihan’s statement (2005) that there is a lack of theory development considering frameworks for analyzing sport policy it is the objective of the paper to shed light on external as well as internal incentives and to discuss approaches such as governance theories, institutionalism, civil society theories but also to evaluate the relevance of approaches such as corporatism and pluralism. It is intended to illustrate the adaptability of these theories as explanatory models for the development of sport organizations in order to further develop the field of research and to strengthen its theoretical basis.

Within sport studies, the field of sport politics is an emerging discipline which promises to offer new approaches and insights for various challenges the sport studies are currently facing. Thereby, theories and approaches which have already proven their academic worth within the political sciences are being examined for their applicability for the area of sport.

Keywords: sport clubs, social theory, political sciences, sociology, research issues.

References:

Participation and change in grassroots sport organisation: a case-study

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The research project “Participation and Change” has focused on “Polisportiva Giovanni Masi” (PGM), a sports club, based in Casalecchio di Reno (Bologna) that offers a large array of services and activities to more than 7,000 members. The research has been carried out for 3 years with a particular emphasis on: a) the quality of the services provided; b) the main features of the general structure and organizational processes; c) dynamics underpinning the interaction between PGM and the main stakeholders (both public and private); d) the level of satisfaction of members; e) the effects on the organization determined by changes occurring within the Italian sport system during the last 20 years.

The research framework, ideographic in nature, has been carried out within the case-study approach and implemented throughout the following research tools: questionnaires with members (n=1100), in-depth interviews (n=11), focus groups (n=9), life histories (n=4) and participant observations. Evidences collected show that PGM is recognized as a high quality organization both in terms of services provided and organizational structure/processes. Specifically, the relationship between members and sports educators/coaches and their high level of competences and knowledge are identified as key determinants for the success and the quality of PGM. Furthermore, it can be argued that one of the main pillars of the success of the organisation is the quality of the didactics, the common educational plan adopted for all the services implemented and the pursuit of a lifelong learning approach that involved all the relevant roles in the organisation.

Focusing on the organisational performance, PGM witnessed a process of professionalization as well as a trend that made communication and decisional procedures more complex. On the light of that, evidences collected during the second and third years of the study, show that PGM reacted with the rationalization of the internal structure and organisational procedures and with the involvement of a more professionalised workforce.

Keywords: organisation performance, educators, Polisportiva Giovanni Masi, case-study.

References:


The Danish welfare state place new demands on sports organizations and associations, which has lead to an increased focus on the third sector's role in health promotion purposes. A new research project at the Department of Nutrition, Exercise and Sports will examine how these new claims are received and adapted in the Danish sports organizations and associations. The Danish Football Association has launched a new concept called "Football Fitness" with a focus on the health dimension of football, both of physiological, psychological and social nature, rather than a focus on the competition aspect or the actual game. Currently the concept is in the implementation phase in more than 50 clubs, and is predominantly targeting inactive user groups, new to the club.

A wide range of stakeholders engaged in health policy emphasize the need for knowledge about how to anchor health related interventions intended to promote physical activity (Laitakari et al., 1996; Guldbrandsson, 2008). And ask how such interventions should be organized and implemented to be applicable in practice (Green, Ottosson, Garcia & Hiatt, 2009).

The research project, in part based on a PhD project, is a unique opportunity to access the knowledge of how the concept “football fitness” is organized, implemented and adapted in the participating clubs. This knowledge will be of great importance in relation to welfare policy, where the project can contribute with knowledge of possible changes to the Danish voluntary sports model. The research project will thus follow this implementation process and analyze changes, challenges and resistance experienced in the clubs, and consequently gain knowledge of what may promote a successful implementation.

The project will use a combination of qualitative and quantitative methods for the gathering and analysis of data.

**Keywords:** football fitness, health promotion, implementation, sports clubs, sports organizations.
Sport-Challenged Youth in Declined Organizations. Portugal as a Case Study

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All organized human activity, whatever its’ nature, origins two fundamental and opposite requires: labor division in several tasks and respective coordination (Mintzberg, 2007). Sport organizations depend heavily on their physical surrounding to obtain success and, therefore, ecological factors are an important part of the bigger environment (Slack, 1997). In Portugal, sport organizations are the most ancient, where volunteering continues to be dominant and where the primary source of funding continues to be the city halls. A changing environment requires the capacity to change if they want to maintain competitive. Previous studies reveal a great amount of knowledge about settings without development, contrasting with studies involving development out of context (Bronfenbrenner, 1998). A longitudinal analysis (two competitive sport years) was conducted on two football clubs. Semi-structured interviews were conducted with a sample of significant others, coordinators, directors and coaches (N = 22) of both a social club and a professional oriented club. The first focus on sport commitment as a way of getting out of trouble, avoiding in-risk adolescent behavior. The latter focus on becoming youth becoming “professionalized,” with year-round training, early specialization, ranking, and a focus on the outcomes of success. The paper discusses the divorce between several public forces (school, public sport institutions and clubs) that should work together; otherwise no consistent sport program can be undertaken.

Keywords: sport organization, youth sport, football, institutions.

References:
Democracy, community and voluntary work in Danish voluntary sports clubs

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Voluntary sports clubs have through the years been described as an arena, where members through participation in democratic decision making, community building and voluntary work become socially integrated into society, and are encouraged to become active citizens. In a Danish context, these alleged qualities are heavily relied upon by the state and municipalities as justifications for providing sports clubs with public funding.

Paradoxically, there have been relatively few attempts to examine empirically: 1) the level and nature of member participation in democratic decision making, community building, and voluntary work within sports clubs; and 2) the diversity in participation trends resulting from differences in both the organizational characteristics of sports clubs as well as the socioeconomic characteristics of members.

This study aims to fill in part of this gap by applying survey data on 2,023 members drawn from a sample of 30 Danish sports clubs representing high levels of diversity with regard to organizational characteristics, such as club size and activity, as well as member composition. This diversity along with the large size of the sample and a relatively high response rate of 49% makes the data highly suitable for the purpose of this study.

The analyses thus far show that there is a high level of diversity in the participation of members in democratic decision making, community building and voluntary work. Organizational characteristics tied to sports clubs as well as the socioeconomic characteristics of members influence participation trends significantly. Jointly, these results show that there is good reason to refine the general assumption that sports clubs are vehicles for social integration and promoters of active citizenship. This study will provide evidence as to what kinds of sports clubs that are most well suited for this purpose and what kinds of sports clubs that are less well suited.

**Keywords:** democracy, community, voluntary work, sports clubs, social integration.
Sport, a lifetime experience? Evidence from a longitudinal perspective

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It is generally acknowledged that lifetime sport generates beneficial effects on the physical, psychological, social and cultural level. However, longitudinal studies investigating patterns of active sport participation through the lifespan are scarce. The present study addresses the leisure-time sport participation of women at three different stages in their life. After they first participated as a school-aged girl in 1979 in the Leuven Growth Study on Flemish Girls (Simons et al., 1990), 20 years and 33 years later 257 women were invited to partake again in a comprehensive questionnaire and an in-depth interview. In order to analyse to what extent the active participation in sport continues from youth into later phases of life, inter-age correlations are calculated. Using retrospective analysis also allow for drawing the evolution of participation in sport activities from youth into adulthood. In this way patterns of (non-)tracking and processes of (de-)socialisation can be detected. Moreover, special attention is given to the organisational context of sport participation. Three main questions are put forward: (i) What is the impact of club-organised sport experiences during adolescence on sport practices at adult age?, (ii) Do light forms of sport participation in adulthood have a specific sport antecedent during youth?, and (iii) To what degree do crucial changes in lifestyle such as leaving school, entering the job market, marrying, giving birth to a child, etc. affect one’s sport career? The results of this study indicate that previous youth sport experiences play a significant role with regard to the active involvement in sport in later life. The findings can contribute to the development of sport policy programmes creating opportunities for lifetime sport participation.

Keywords: sport participation, socialisation, longitudinal data, tracking, policy programmes.

References:

Children’s views on Sport and Human Rights in Sweden

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This paper examines Swedish child sport in relation to Human Rights, and more specifically to the United Nations Convention on the Rights of the Child (UNCRC). In 1989, United Nations (UN) decided that children under 18 years old needed a convention for special care and protection. UNCRC is a legally binding international instrument that incorporates the full range of human rights for children. The Swedish Sport Confederation has since 2009 included a child rights perspective in their policy guidelines for child sport in Sweden. This paper draws on a study of children’s perceptions about children’s right to express their opinions, right to life and development, right to a non-discrimination environment, right to protection from any forms of violence and that the best interests of the child should be a primary consideration (related to article 2, 3, 6, 12 and 19 in UNCRC). In this paper results from group interviews with 12 children, ranging from 12 to 16 years of age participating in the individual sport Equestrian and the team sport Floorball, are presented. Written life stories were also collected from each child. The preliminary results highlight the fact that children are unaware of that the UNCRC should applies in sport and they also have very limited knowledge about what it stands for. But the results also show that issues discussed related to UNCRC are considered by the children to be of most importance. This study contributes to a deeper understanding of the children’s views and the challenges for sport clubs to work in accordance with children’s rights and the UNCRC.

Keywords: child sport, United Nations Convention on the Rights of the Child, human rights, equestrian, floorball.
Targeting disadvantaged groups through organized sport

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The research topic in this abstract is within the field of health and social interventions for disadvantaged groups of children focusing on the instrumental use of organized sports clubs in achieving the aims of the intervention. The question is to which extend sports clubs can be said to have a potential as a welfare political co-player. Through public funding the state involves organized sports clubs in interventions targeting both disadvantaged local communities and disadvantaged groups. Three evaluations of very different interventions running throughout the period 2006-2012 is the background for the presentation. The evaluations are all based on qualitative research methods such as focus groups interviews, qualitative interviews and observations as well as document studies. The findings regarding the instrumental use of the organized sports clubs show in projects targeting disadvantaged groups of children represent a challenge to the clubs that can be innovative, develop the organization of the club and strengthen the ability of the volunteers to engage successfully in the solving of social and health problems through sports. In other cases the project activities can be a burden to the sports club, as well as to the volunteers and threaten to damage the regular sports activities. The findings enabled to identify the challenges and the resources involved in a successful performance in a project aimed at disadvantaged groups. The data analysis involved coding followed by the building of a display leading to an analysis. Out of the findings emerged three different models for the involvement of sports clubs in solving welfare state problems. The conclusion was that not all clubs had a welfare-political potential that could be instrumentalized, but for the majority of the involved clubs the involvement resulted in a capacity building and strengthening of their organization.

Keywords: interventions, disadvantaged groups, sports clubs, capacity building.
Youth sport participation and economic crisis

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In the Czech Republic, parallel to world economic crisis, problems in sport governance and its financing have appeared. During the last two decades, political and economic changes have also had the strong impact on the society and resulted in social inequalities and sharper social stratification. Naturally, these facts have impact on organised as well as unorganised sport. There is known that especially children and youth are menaced by lack of finances and family support if they sport participation concerns. This study examines relations between children and youth sport participation and social and economic capitals of their parents in middle size town (n=1083, 563 boys, 520 girls in age of 11, 13 and 16; research realised in 2010). The social and economic status of parents was measured by help of ISEI (The International Socio-Economic Index of Occupational Status) and completed by “indirect” indicators of adolescents’ economic status (mainly sports equipment and economic support of their sport practice). Results showed that respondents from families with higher socioeconomic status are more involved in sports and their requirements of sports equipment and support are highly demanding in comparison to individuals from families with lower socioeconomic status and financial insufficiencies. The situation in girls sport practice and its support is worse than in boy population what can be explained more by objective (offer of sport opportunities, gender role) that by subjective (family) factors. Our finding must be also understand in relation to problems in sport governance and sport financial support caused by world economic crisis and internal crisis of sport governance in the Czech Republic.

Keywords: children and youth, sport governance, Czech Republic, social stratification.
Public Sport Policies and Local Sport Management: Case Study of the Municipality of Beira, Mozambique

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Sport has left its traditional form of organization (clubs, federations and associations), becoming nowadays more comprehensive and inclusive, occupying a prominent place within the public policies in the context of health promotion and quality of life improvement. In fact, the municipalities have an important role to ensure that these activities are available to all citizens. It seems that this sport reality is not evident in many examples of Mozambican local administrations, in which Sport Service is placed in the lowest level or integrated in other services such as Culture, Tourism, Education or Recreation. Therefore the aim of our study was to analyze Municipality of Beira's sport policy and the models adopted for sport management, through the analysis of the following documents: sport legal documents, 5 questionnaires (4 applied in sport associations and 1 in a sport club), and 3 interviews with staff of the Municipality of Beira's Direction of Sport. The results of this study have shown that the policy carried out by the municipality emphasizes competitive sport, thus not allowing the majority of the citizens to use their right to practice sport. This situation gets worst due to the lack of sport facilities in the city, which are even used to practice priority modalities, such as football or basketball. Furthermore, we conclude that there is a lack of studies by the municipality on sport supply and demand and a poor coordination between the Municipality Direction and local associations.

Keywords: sport, public policies, management.
Globalization

All Colours Are Beautiful. Football supporters in Germany and Japan

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At around the beginning of the 1990s, a new style of supporting football teams crossed the Alps. The Ultras culture, which had developed in Italy from the 1960s, spread over Germany and became the dominant supporters’ culture at most professional clubs. Ultras culture is characterised by the strict organisation of fan groups, passion for their club and hometown as well as their spectacular display of flags, banners and choreographies.

Also at the beginning of the 1990s, football was professionalised in Japan. Since football had not been very popular up until this point there was no established football supporters’ culture. Japanese football fan novices thus looked abroad for inspiration. Mediated images of South American and European (especially Italian) fans strongly influenced the emerging fan culture.

This presentation explores the many similarities as well as differences between football supporters’ cultures in Italy, Germany and Japan. It traces the roots of these similarities and also shows how distinct globalised supporters’ cultures developed due to specific local conditions. Particular attention is directed at the supporters’ self-image, the emergence of political attitudes and conflicts with authorities. Methodologically, the paper draws on participant observations and interviews with members of organised football supporters’ groups.

**Keywords:** football supporters, globalisation, ultras, Germany, Japan.
‘Glocal’ Interactions in Peripheral Football Countries. Theoretical and methodological considerations. A figurational approach.

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The purpose of this article is to increase the understanding of the global and local -axis of the football domain by outlining the global football figuration, and to elucidate how Finland and Hungary are incorporated into this system. More specifically, this paper aims at finding out what social, cultural and economic dimensions, and requirements seem to be connected with ‘peripheral’ football. The theoretical framework of this paper is formulated around the globalization of football within the social sciences of sport. The figurational or process sociology approach is applied given that it is applicable to understand the evolution of professional sports, the relations between globalization processes and sport, and global sport formations (Maguire 2001). Special focus is placed on the interactions between global and local, which will be examined from social, cultural and economic standpoints. The classification core, semi-peripheral and peripheral varies from sport to sport and it is complicated to interpret for football. The sporting dimensions of the concepts of core and periphery do not always correspond to its economic dimensions. Moreover, most countries have their own periphery (Dahlen 2009). It is argued that peripheral or outsider countries of football can be identified, however it should be noted that dynamic interdependence exists between the global and the local with several global-local nexus to be analyzed (Eliasson 2009; Maguire 2001). The results of the study are expected to contribute to the sociological discussions about popularity, success and changes of certain sports, namely football in this case in different cultures and societies. In addition to that, sport clubs from the peripheral football countries together with the local stakeholders may benefit from the results as they bring new knowledge into light about the global determinants of football culture. This article serves as the introductory article of my doctoral thesis.

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Globalization and glocalization of judo: what’s difference?

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Judo is a sport of Japanese origin but is also quite popular in such European countries as France and Germany. Some other sports as well, such as karate, aikido, and kendo, also help to distinguish Japanese sports from those of other countries. These sports are called budo, and they are treated in Japan as a part of traditional culture. The extent to which budo is spreading throughout the world can be regarded as a form of globalization. With this trend in globalization, budo has somewhat lost a part of its individuality as it has often been modified in order to gain acceptance within individual societies and cultures. And, this has led some who are involved in budo to be concerned that the traditional culture of budo will be lost (Japan Budo Association, 2008). With judo, for example, although it is a part of traditional Japanese culture, it has now become an Olympic sport in which most bouts are decided by points. The aim of this study was to examine the form of judo which has evolved outside of Japan over the process of its globalization. For this research, a questionnaire survey was given to members of a judo club in Berlin, Germany, and data was collected from 78 of the club’s members. The main results were as follows.

1) German judoka have started judo as a sport, and they perceive it as a sport.
2) In learning judo, the subjects expected to improve their motor skills and did not expect to learn about Japanese culture through the sport.

Compared with Japanese judoka (Kitamura et al., 2012: Hamada et al., 2011), it was evident that the understanding of the traditional and cultural aspects of judo appeared to be absent, and it has been transformed into a sport.

Keywords: global, local, budo, culture.

References:

The Determinants of League Position in English Football, 1888-2012

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The paper will examine the determinants of league position in English football. It will analyze data from each season of the top tier of English football since its inception in 1888. The data have a series of interesting properties methodologically. The number of teams has changed over time and at the end of each season some teams are relegated from the top tier whilst other teams are promoted from a lower league to replace these relegated teams. No teams have a continuous sequence of data: all teams have a broken sequence of data and are therefore subject to ‘missingness’.

The paper will utilize a two-stage approach. Initially it will model the presence or absence of teams in the top tier. Subsequently it will explore the degree to which finishing position in season \( x \) is conditional upon their previous position in season \( x-1 \). The positional data will be re-categorized as ‘high’, ‘medium’ or ‘low’ and a transitional matrix of position at season \( x-1 \) by position at season \( x \) will be constructed. This will be followed by modelling these processes by fitting a series of conditional ordered logit models.

The results will be related to the existing debate in the sociology of sport on whether recent years have witnessed a major shift towards increasing oligopoly in the top tier of English football.
Football, Nationalism and Globalization: a Comparison of England and Italy

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This paper will compare the relationship of football and globalization in England and Italy between 1930 and 2010 along three dimensions. It will explore the national origins of players, managers (coaches) and owners in both countries over the ‘longue durée’ of high modernity. The paper will demonstrate that football became an international game within a wider global context almost immediately after its codification in England in 1863. However, it was also strongly affected by nationalistic templates. There was a powerful assumption that clubs, players, supporters, managers and owners would exemplify specific national characteristics. This affected the development of football in both countries from the 1930s to the 1970s. In England, players and managers were predominantly English and almost exclusively British in this period. This pattern was reinforced by strict immigration rules developed around the time of World War I.

A similar pattern was evident in Italy. Serie A players were overwhelmingly Italian between 1930 and the late 1980s. Indeed, between 1965 and 1980, non-Italians were completely banned from playing football in Italy despite the provisions for the free movement of labour in the Treaty of Rome (1957). The pattern for coaches in Serie A followed a significantly different trajectory. In the 1930s and the 1950s there were a large proportion of coaches in Serie A outside Italy, particularly from neighboring countries such as Hungary, Austria and Yugoslavia. This reflected the much less nationalistic policy for the recruitment of Serie A coaches during this period.

Keywords: football, globalization, nationalism, England, Italy, comparative sociology.

References:


On the employment, reemployment and construction of memory in sport narratives: globalization, post-modernity, and tradition in sport discourses

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Brazil is described by the Brazilians as "soccer country". Belief reinforced by arguments that it is the country with the highest number of world titles, that would be a "barn superstars" Finally, a series of reports that real or imagined reinforces the idea that there would be no other place to soccer.

This idea, in turn, enhances collective memory and a discourse of tradition, elaborated on common sense, but reproduced strongly in the narratives of the main subjects that build soccer: players, coaches and sports officials. There is talk about belonging to a club or a team, the production of identity with fans. Associated with these discourses is linked to the perception that soccer produced was strongly associated with a show of improvisation, with bids sudden and brilliant.

However, these discourses are, increasingly clashing with the experience of globalization started in the 1980s, with the immigration of players to other countries, especially European, and with a process of modernization, training and professionalism in soccer.

The experience of globalization in sport comes resignifying the process of insertion in sport, and leading to the production of other narratives and memories.

Thus, this paper proposes to investigate the narratives produced by players, coaches and officials conveyed the country's main newspaper "O Globo" over the decades of 1980, 1990, 2000 and 2010, aiming to produce an analysis of the impact of globalization perceptions, representations and memory building this Brazilian sport.

In summary, this work will observe specifically how questions about the relations: permanence/globalization, global/local; collective/individual; tradition/ modernity, are operated in the narratives of the actors of this sports field.

Keywords: Globalization, Post-Modernity, tradition, sports, Brazil.

References:

London 2012

Sport Mega-Events and Resistance Movements: A Sociological Study of the London 2012 Olympics

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The London 2012 Olympics brought unprecedented success for UK athletes, and generated very strong and unanticipated levels of national identification and pride. However, a variety of oppositional movements and protest groups emerged around the Games. This discussion examines the scale of that opposition, the issues that were highlighted, and the types of networking and coordination that were evidenced by these groups. We consider also the relationships between these movements and the wider residents and host communities in London. The paper draws on substantial fieldwork – notably participant observation and interviews – with local residents in the Stratford area where the London Olympics were mainly located, and with participants in the Olympic protest movements. The research for this paper was funded by a research grant from the UK Economic and Social Research Council.

Keywords: London 2012, Olympics Games.
Tweeting London 2012

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Although a relatively new development in media terms, it is increasingly recognised that Twitter and other social networking sites are having profound effects on sporting cultures (Pegario, 2008). As Wark (1994) would suggest, it is not simply a shift in technology but a changing contextual landscape opening up the bandwidth of experience. Of particular significance is how social media has impacted on channels of communication, shifting journalistic practices and increasing possibilities for ‘direct’ interaction between athletes and fans (Leonard, 2009). Such shifts have stimulated debates about the democratization of new media, as the control of content becomes less centralized (Rowe, 1999). Conversely however, it has become apparent that social networks are becoming increasingly managed spaces and subject to surveillance of sports organisations and other agencies with an interest in safeguarding commercial interests (Sanderson, 2009).

London 2012 has been coined the Twitter Olympics signifying the role social media played during the games. Consequently, this paper aimed to explore representation of the games as played out through Twitter. Given the location of the games, the focus was on Team GB athletes as well as the official Team GB twitter feed. Moreover, in recognition of the interconnected nature of ‘old’ and ‘new’ media (Jenkins, 2007), it also explored how twitter feeds were used to inform mainstream news.

Keywords: London 2012, Olympics Games, Twitter.
The London 2012 Olympic Games: Contrasting Rhetoric and Reality

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The London 2012 Olympic Games professed to deliver benefits that would long outlive the world’s premier sporting Mega-Event. These Olympic legacies reached far beyond sport and included a transformation of East-London that promised to benefit all that lived within an area where deprivation and poverty were ubiquitous. Following the 2012 closing ceremony critical evaluation of such legacy claims began. However, this paper argues that legacy evaluations relating to sociological modification should not begin at the culmination of Games as this methodology will almost inevitably lead to before and after evaluations of vastly different geographical locations and greatly modified populations therein. Rather, it advocates that legacy should begin to be evaluated during Olympic delivery. This enables consideration of the evolution of host communities and the unraveling sociological implications of using sport as a vehicle for social change to occur. Accordingly, this paper presents key results from 6 years of extended ethnographic research that explored 2012 Olympic delivery from a host communities’ perspective. On the basis of this analysis, conclusions are drawn concerning Olympic legacy implementation realities. These findings are contrasted to the wider Olympic delivery narratives enabling Olympic legacy rhetoric and reality to be contrasted. This differentiation provides valuable contextualization for future Olympic legacy-related discourse to build upon.

Keywords: Olympic Games, mega-events, Olympic Legacy, urban regeneration.
A showcase for pioneers. The portrayal of eight Muslim sportswomen in London 2012 Olympics from the perspective of journalism ethics

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As the most prestigious international sporting mega-event, the Olympic Games are key spaces for the legitimization of individual and collective identities (Billings, 2008; Horne & Whannel, 2011). They are also crucial sites for the dissemination of essential values such as justice, equality, antidiscrimination or multiculturalism (Miah & García, 2012; Parry, 2006; Tavares, 2010). The 2012 Summer Olympics represented a milestone for the inclusion of sportswomen from Muslim countries that had never sent female athletes to the Games. This achievement opens new possibilities to evaluate how their identities were depicted in the media.

Through the application of the qualitative content analysis technique, the paper will examine the textual and photographic portrayal of eight Muslim sportswomen in the 2012 Olympics in three quality newspapers: The Guardian/The Observer (United Kingdom), The New York Times (United States of America) and El País (Spain). The athletes to be considered are the Afghan sprinter Tahmina Kohistani, the judoka Wojdan Shakerkani and the runner Sarah Attar (Saudi Arabia), the hurdler Maziah Mahusin (Brunei) and Qatar’s sprinter Noor Al-Malki, swimmer Nada Arakji, rifle shooter Bahiya Al Hamad and tennis table player Aia Mohamed.

The research will determine if media coped with the main principles of journalistic ethics, such as the provision of all the significant information to comprehend the athletes’ participation, the justice in their representation or the responsibility in approaching their religious beliefs and traditions. Finally, the study will check the media compliance with the prescriptions established in the ethical codes promoted by UNESCO, the Council of Europe, the International Federation of Journalists (IFJ) or the Associated Press Sports Editors (APSE), among others.

Keywords: London 2012 Olympics, journalism, ethics, Muslim, sportswomen.

References

Examining Sex Equity in French Newspaper Photographs: A Content Analysis of the Photographic Coverage of 2012 Olympic Games by *L'Équipe*

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As one of the most covered international sport competitions, the Olympic Games provide an interesting database for studies investigating differences in journalistic treatment according to athletes’ sex. The majority of these studies concluded that women were underrepresented in the media coverage of this mega-event. As well as biases highlighted by quantitative studies, qualitative research has underlined differences in journalistic reporting between males and females. Through their biased coverage, the media would contribute to the maintenance of hegemonic masculinity in sport. This content analysis, through its investigation of the photographic coverage of 2012 Olympic Games by the French monopolistic newspaper *L'Équipe*, seeks to determine whether this phenomenon still persists. A total of 1073 photographs were examined. Nine measures for each photograph were coded. The study found that female athletes were significantly under-represented in number of photographs. In the same vein, the female medallists received less photographic coverage than their male counterparts. However, unlike the majority of previous studies, the results did not show any significant differences between female and male athletes in relation to the other investigated variables (e.g., size, position, type of photographic coverage, covered sports). These mixed results suggest that the exacerbation of national identities at major international sporting events could be reflected by a nationalism that provides a ‘better’ visibility for female athletes (at least for some variables).

**Keywords:** photographic coverage, sex equity, Olympic Games, hegemony, newspaper.
The Body

Body Culture in the Context of SocioCultural Transitions: Russian Example

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The purpose of investigation was to compare the main characteristics of body culture typical for the value system of Soviet times and in post-Soviet times. In this context we’ve paid attention to the sociocultural processes most impacted on body culture in the leisure space of each epoch. Soviet society viewed health as social property, and so Mottoes like “Keep fit for the Army”, for “High productivity” and so on, appealed to citizens to stay in shape for community work. The social and economic reforms of the middle 1980s and 1990s gradually changed public attitudes toward health and personal appearance, especially among elite groups (private entrepreneurs, financiers, political activists, and etc.). New system of value orientations and motivations came up like quite a new cultural tradition. Opportunities for physical self-improvement grew spectacularly in terms of quality and quantity, including such process like “juvenalization” in different dimensions. “Corporative leisure activity” was revealed as a special group attribute. It can be considerably seen the process of social differentiation - both connected with the special demands on some type of recreational activity and with the different possibilities in this field depending on the economic factor (service and equipment prices, etc.); the elite groups' hedonistic orientation in the physical recreation (including "new Russians") and the less well-to-do groups' objective necessity of sport activity for life supply ("recreational allotment"). The growth of social tensions and deviant behavior stimulates the "defensive" types of leisure sports engaging also among women and sometimes - the frightening image of person "for any case". We can see the extension of new educational disciplines that includes now a lot of applied cultural knowledge and skills, adapting sport activities that came from another cultural spaces (different kinds of martial arts, for example) and another historical times (something like knights schooling and joust, for example).

Keywords: body culture, sociocultural transitions, leisure activity, “juvenalization”.
Sport, Body and Identities in an Urban School Setting

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The paper Sport, Body and Identity presents material which is part of an action research intervention in an upper secondary school. The intervention aimed at engaging the students in developing cultural change in the school regarding sport and health. The new agenda was connected to human development processes (Maguire 2004). In an effort to create change, based on democratic values, the intervention began with consciousness-raising knowledge accumulation. The students of first class were told to write their own individual stories about “sport, health & identity”. The intervention creates change practices by offering a narrative account of the participants’ everyday practices that opens up new possibilities for self-reflections. In this paper we analyse these narratives from 26 students (14 girls and 12 boys) between 15-17 years old. The method of inquiry and interpretation of the qualitative material is grounded in a process-sociological perspective (Elias and Dunning 1986; Maguire 1999; 2004), in an effort to understand the body ‘in the round’ as whole selves (Maguire 1992; Maguire 2004). The individual narrative will be analysed as related to the local youth culture and the constructed gendered discourses. The analysis is grounded in an interpretative methodology highlighted by the figurational tradition (Baur and Ernst 2011).

Keywords: youth, sport, identity, narrative, school.
The body and the self-perception: sport and food practices in the context of body image

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Femenine beauty archetypes are ideas that are formed through history and they change each time along with social changes. In the last decades, achievement of an ideal body is linked to the food and sport practices that become the tool to get the perfect and/or healthy body.

In this research, the discourses about the body and food of a group of elite female athletes from different generations are presented. These discourses show how those women have used food and sport to achieve maximum control of their own bodies and thus achieve sport success. Four generations of women that have participated in national and/or international competitions in their respective sports have been interviewed, with a total of 12 interviews. MAXQDA software is used for data analysis.

This way, the different discourses of women athletes sorted by age are presented in relation to the standard ideal of feminine beauty. With this, a typology of these discourses could be constructed and the different versions of the women athletes could be compared. A set of semi-structured interviews has been used, developed in Red de Investigación sobre Historia de Mujeres y Deporte, under the direction of Xavier Pujadas (Universidad Ramon Llull) and within the research group Sociología de la Alimentación (Universidad de Oviedo). The authors of this research belong to that group.

Keywords: body stereotypes, female athletes, food practices.

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Denomination of the body

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The so-called burkini (also known as a “scharia swimsuit”) is currently being negotiated at various levels of discourse. It is a contested symbol of the visibility of Islam and of oppression, and also considered a sign of the integration of Muslim women into a western-dominated body culture such as swimming. Analysis of the ‘burkini discourse’ identifies the shifts in normative boundaries of behaviour of the gendered, ethnicised and religiously constructed body. As a result, new boundaries for the normative patterns in social order become visible, alongside the tangle of discursive strands about gender equality, the veil, the burka and the burkini. To establish the burkini as an expression of either stabilising or dissolving normative body, ethnic and gender orders is controversial. The results of the discourse analysis clearly show a continuity of attribution and reproduction of stereotypes, which, through the practice of labelling, draw attention to the other and foreign, particularly to foreign physical difference.

The paper presents the results of a macro-sociological discourse analysis of the ‘burkini discourse’ in Swiss newspapers and focuses on a micro-sociological perspective of performative physical practices in swimming lessons for migrant women in a Swiss-German speaking city of Switzerland. Processes of discourse production and discourse adoption are deduced on the basis of an internal perspective through interview studies. Diverse possibilities and techniques of situational adaption and modification and an inner dissociation of cultural norms and hybrid identities are revealed. The results indicate a dynamic process of socio-cultural adaption, connection and redrafting. As a consequence, the paper provides an analysis of how migrants react to discourse-produced norms and values of the Swiss majority, that are incorporated by swimming courses as integration activities.

Keywords: migration, integration, body, gender, ethnicity.
Gendered Experiences of Pain and Injury in Portuguese Artistic Gymnastics Team. An Observational Research

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Several studies indicate that the stereotype of masculinity, together with other external factors encourage players to accept more risks, and to play in many cases with pain and injuries. But researches in female sports concluded that these attitudes are not male exclusive. Therefore, pain and injury appear to be embodied in the male and female sporting experience.

There exist several separate studies about pain and injury experiences in male and female athletes. However, no study to date has compared these experiences within the same research project. After initial contacts, the Portuguese Gymnastics Federation has agreed to provide the researcher with the opportunity to observe and interview male and female international artistic gymnastics athletes of the same sport and at the same competition level. By observing doctors/physiotherapists linked to the Portuguese national team during their practices, it is desired to notice how they deal with athlete’s pains and injuries. It is also important to try understand if there are any differences in treatment and reporting of pain and injury between female and male athletes. 5 coaches will also be observed. Once again, the focus will be on how coaches accept and tolerate athlete’s pain and injury. This research is not designed to concentrate just upon differences between male and female health experiences, but also to try to highlight the complex ways in which the social relations of gender may impact upon men’s and women’s health within sport.

The research is undergoing, and preliminary results will be presented for the first time at the 10th Eass conference.

Keywords: pain, injury, artistic gymnastics, gender, Portugal.
Sexual Harassment in Sport: Perceptions and Experiences of Catalan Female Students-Athletes

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Although sexual harassment has become accepted as a problem within sport since the early 1990s no study had been conducted in Spain focused on this topic. With this aim, this research analyses data collected about the perceptions and experiences of 210 female student-athletes from three different Catalan universities about sexual harassment.

Sexual harassment in sport is a difficult term to define and therefore also to measure. Central in most definitions is that the behaviour experienced is ‘unwanted sexual attention’ (Brackenridge, 1997; Fasting et al., 2000; Auweele et al., 2008). But not all women label the same experience as sexual harassment (Welsh et al., 2006).

The questionnaire, based on Wolkein et al. (1997), was divided in two parts. In the first one, participants were asked to mark on a scale their perception of these behaviours constituting sexual harassment. In the second, they had to answer whether they had experienced such behaviour or not.

As it was expected, not all the participants consider as sexual harassment the same behaviours, except for those ones that imply verbal/physical advances. The findings clearly demonstrate that the more a conduct is perceived as sexual harassment the less it has been experienced. Results about experiences also show that behaviours comprised in verbal/physical advances category had been experienced in a range of results comprised from 2-8%.

Keywords: sexual harassment, student-athletes, sport, Catalonia, Spain.

References:


Good sport environments: a study of collective fundamental values and their importance for organisation in Swedish sport

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This study answers the call made by the Swedish government, the Swedish Sports Confederation (RF) and Swedish local authorities for research on success factors in Swedish club sport. By using RF’s success concept and sport scholars critique in reverse as points of departure for our study we selected two “successful” sports clubs for a study of the constitution of good sport environments. Our theoretical starting point was that an organisation’s collective fundamental values contribute to shaping both its goals and its practice – and in extension to its potential to constitute a good sport environment. The results, which are based on eight qualitative interviews with key individuals, show how the clubs work with society-related dilemmas and sport-specific problems. One solution reads expansion. The idea is that a big club is better at answering to the needs expressed by members and external interested parties. A big club can muster more and bigger resources and that these can be used for marketing measures like engaging the club in non-sporting activities and sheer recruitment activities. The other solution reads decentralisation. The idea is that authority decentralisation leads to greater solidarity and commitment among members, which is supposed in the long run to guarantee the vitality of a club with a capacity to safeguard its survival. Decentralised responsibility for, e.g., the recruitment of members, the provision of leaders and of resources is perceived to achieve better results than when responsibility is centralised to board and main administration. By analysing elements in the club environments which have promoted this work we have been able to get an insight into the values on which these environments rest and their importance for building good sport environments.

Keywords: sports clubs, organisational structures, values.
Individuals’ and Groups’ Motivations to Found, Close down, Merger, and Split Sport clubs – Working on the Micro-Macro-Link in Organization Ecology

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The Population Ecology of Organizations (initially, Hannan & Freeman, 1977) extends the analysis of organizational change by the collective level of “organizational populations” (Hannan & Freeman, 1984, p. 149). A persisting problem of this theory is to include and conceptualize intentionality in organizational change (cf. Lewin & Voldberta, 1999) since—in contrast to biological variations—organizational variations are always a result of human actions, whether they be intentional or blind. But this problem concerns not only the organizational level of analysis, because (intentional) founding and splitting as well as closing down and merger decisions also have an effect at the population level. Assumably, such effects are particularly frequent in sport club populations since on the one hand founding is easy and scarcely restricted and on the other hand dissolutions and mergers are seldom forced by insolvency.

Though Population Ecology can be regarded as a well-established theoretical framework in general organizational research, it has scarcely been taken up by research on sports clubs, yet. Only recently, Frick and Wallbrecht (2012) tested the liability of newness- and the liability of smallness-hypothesis (Hannan & Freeman, 1977, S. 959) in professional team sport leagues. A broader perspective on all kinds of sports clubs in a region is taken by Flatau et al. (2012). Their confirmation of the hypothesis that founding and shutting down are relevant factors for the organizational change on the population level lead to this study that aims to connect them to the according motivations of individuals or small groups, i.e. understanding the underlying micro-macro-link as an important explanation pattern in sociology (cf. Alexander et al., 1987). For this study, 32 oral interviews with founding members and leaders of closed down sports clubs were conducted and analyzed by means of Qualitative Content Analysis by Mayring (2000). Categories were both applied deductively and developed inductively (cf. ibid., p. 3f.). It can be shown that founding and splitting decisions frequently base upon irrational motives, whereas dissolutions are mostly driven by a decline in club members.

Keywords: organization ecology, organizational change, sports clubs.

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Structural Challenges of Blind Football Organization in Germany and Worldwide

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Blind Football, created in Brazil and introduced in Europe in the 1980s started in Germany in 2006, and since 2008 is organized as a “Bundesliga” competition of 8 to 10 teams. Its organization is shared between the German Association for Disabled Sport (DBS) and the Football association’s “Sepp-Herberger-Foundation”. DBS also supports the German national team of Blind football competing in international tournaments like to European and the World Championships or the Paralympics. Other organizations for the disabled compete and complicate these structures.

This paper offers first results of an ethnographic work-in-progress project about Blind Football in Germany, which is based on some 20 non-structured interviews with players and officials, intensive participant observation over a period of two years and the analysis of a variety of print and internet sources on the topic.

The paper describes basic organizational elements and points out structural deficits of funding and competing interests. On the national level this concerns, among other problems, Blind Football’s conflicting orientation of either being a competitive sport or a leisure time activity, with a number of players and teams refusing to participate in the “Bundesliga” because of its stress on competitiveness. It further analyses the social and intellectual background of the players (with a noticeable over-representation of academics on the one hand and players with Turkish origin on the other), looks at recruitment problems (limited number of potential players) and discusses the potential of blind football to improve inclusion in everyday social life (e.g. through “reverse inclusion”).

The structures in effect in Germany are finally compared with organizational forms in other countries and on the international level, where the sport under “International Blind Sport Federation” (IBSA) rules is named “Blind Futsal”.

Keywords: Germany, blind, football, organization, handicapped.
A study of the social contribution of professional sports club activities: in the case of JEF United Ichihara Chiba

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The present study aimed to consider the social contribution of activities in a professional sports club by examining the activity of "Soccer otodoketai" of JEF UNITED ICHIHARA CHIBA who belong to J League, and clarify what influence this activity has on the community and the club organization.

The question for analysis was "What influence does the activity of professional sports clubs have on society and club organization?"

In the present study qualitative research methods such as observation, interviews of the parties concerned and the analyses of related material, etc were used.

"Soccer otodoketai" activity was initially proposed by the then general manager Ubagai in 2002, and was intended for infants, kindergartners and pupils. This activity was characterized as educational activity that accompanied football coaching. Specifically, "Soccer otodoketai" staffs were looking for autonomy of assembly, and watched, never scolded during my observation. It seemed that this activity was the antithesis of coaching focus on skills and tactics. This activity is rare in clubs belonging to J League. This activity was recognized as passive CSR started then in the club. But, as a result of interviews to parties concerned and the analyses of related material, the intangible, material influence of the effort of the staff involved in "Soccer otodoketai" activity in the community and the club organization became clear. This result was similar to descriptions in previous studies (Sutton et al., 1997; Babiak & Wolfe, 2006). And, the activity of "Soccer otodoketai" in the club as strategic CSR is beginning to be accepted. That is, it seems that recognition for the activity of "Soccer otodoketai" in the club changed from passive CSR to strategic CSR. In addition, as a result of interviews to parties concerned and the analyses of related material, it seems that "Soccer otodoketai" activity generates social capital through linkage between the public sector and NPO in the community. Future study should verify this result using quantitative research methods.

Keywords: social contribution, professional sport club, CSR, social capital.

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Are Finnish Sport Organizations in front of new challenges?

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In the beginning of 1990’s the field of Finnish sport organizations separated to the different sectors. The old centralized model changed to multipolar system which meant that the power of solid sport movement became weaker. At the same time Ministry of Education and Culture change their funding systems so that National Sport Organizations/Federations, regional and domain organizations got their allowances based by results. This new system gave more power to the public sector and made most of the sport organizations in national level very depend on allowances.

Almost 20 years later sport organizations in different levels started to have discussions where the aim was to set up new central organization of sport in. The active process has taken already over three years and it is still going on. Despite that, in the June 2012 four domain organization set up new organization called Finnish Sport Confederation.

In this presentation the aim is to describe the changes what have happened in the field of Finnish sport organization in last year’s and how the changes might effect to the relationship between public sector and civic sector in sport. This on-going study is based on 36 theme interview’s which have made in 2012 to sport organizations secretary generals, executive managers and chairman of the boards.

Keywords: sport organization, public sector, civic sector.
Professionalization of a Sport Club. A case study of the Helsinki Figure Skating Club

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This study examines the Helsinki Figure Skating Club and professionalization of its management from the founding of the Club until 2010. Adopting the approach of historical sociological studies, the data for this study consisted of interviews of key actors and an analysis of the sport Club documents. Professionalization is categorized into two types: quantitative and qualitative (Koski & Heikkala 1998). Quantitative professionalization, i.e. an increase in the number of full-time hired staff, has grown very slowly compared to the amount of coaching available in this Club. Qualitative professionalization which can be defined as adoption of managerial procedures has also progressed slowly.

Quantitative professionalization of the Club started in the 1980’s, when the workload of the treasurer became too heavy to be handled by a volunteer. As a result, a part-time club secretary and treasurer were hired. Over the next few decades, several persons were employed to help the board, but the combined post of a treasurer and office worker, who was required to have knowledge of figure skating as well as the ability to co-operate with volunteers, was more than demanding. This resulted in a long discussion on the need for a full-time Director of Operations, which lasted several years. Finally, in 2005, the Club hired a Director of Operations.

Qualitative professionalization included participation in training events on management issues, arranged by national and regional federations. Quality Assurance Handbook for the Club and a Manual for synchronized skating were compiled in 2001. However, financial difficulties prevented the Club from applying them to practice until the full-time Director of Operations was appointed. Since then, the management of the Club has become more formal and the financial situation has remained more balanced, which has inevitably contributed to enhanced qualitative professionalization.

**Keywords:** professionalization, management, sport Club, figure skating.

**References:**

Levels of collaboration in local sports for all initiatives: the role of the local sports administration

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To date, the local authorities play an important role in the promotion of sports for all, but also the schools, sports clubs and other organizations contribute to this target. An effective sports policy needs a well-organized collaboration between different actors. Despite a growing body of knowledge about inter-organizational collaborations and public networks, knowledge about collaborations and networks in sports is limited (Babiak, 2007) and rather fragmented. As a response to the functional differentiation – several actors from different sectors are involved in a number of social problems - and the need for a more integrated approach for policy problems, a variety of collaborations exists in society (de Bruijn and ten Heuvelhof, 1995). To understand the nature and purpose of these collaborations, a clearly comprehensible taxonomy is convenient. A number of authors, including Mandell and Steelman (2003), provide a useful taxonomy to identify different types of collaboration. These collaborations differ among a variety of characteristics and range from a rather loose and noncommittal intermittent coordination, over a temporary task force and a permanent regulation to more lasting collaborations such as coalitions and networks. In our empirical study data were collected by a questionnaire in a sample of 78 local sports administrations in Flanders, who were involved in total in 398 collaborations. These collaborations were classified into the five different types according to the model of Mandell and Steelman (2003). Coalitions were the most frequent occurring type and network the least. The average number of partners in the collaborations were 2.5, with a minimum of 1 and a maximum of 9 partners. Based on this taxonomy, our paper describes the role of the local sport administrations in the promotion of sports for all and provides a suggestion on how to manage these specific types of collaboration.

Keywords: collaboration, networks, management strategies, sport policies.

References:

Curriculum and social policies of sport and leisure: analysis of the formation *programa esporte e lazer da cidade* – Brazil

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Recognizing sport and leisure events as historically constructed and sociocultural important elements that make up social rights, then it is up to the State the responsibility to develop social policies that ensure its implementation. This idea suggests the need for studies that seek a different look at the organization of these policies for sport and leisure that we move in relation to increased experiences with more assumptions outlined. One such possibility is the approach of dialogue between leisure and theories from the curriculum and cultural contributions in the case of this project we can speak of Public Policy sports and leisure. We understand that in implementing any policy, the government uses certain curriculum to form the subject from their decisions and pedagogy. The action that will be analyzed in this study is the *Programa Esporte e Lazer da Cidade* Sports Ministry - Brazil, which aims to democratize access to public policies for sport and leisure treated as a social claim. Actions are developed by coordinators and social agents of sport and leisure hired by covenants that may be professionals or trainees from different areas, with emphasis on physical education, and / or agents and leaders of the community. The objective of the study is to analyze the curriculum of formations PELC, seeking to identify the contents worked from the debate on the concepts of Sport, leisure, Culture and Public Policy. As a method, combine the research literature and documents, trying to analyze Programs and Reports of the formation conducted during at 1 year. For data analysis we used the technique of content analysis. First analyzes show that there is a diversity of concepts of Sport, Recreation, Culture and Public Policy used in times of training. We also observed that the material is not always used to discuss these issues meet the characteristics of the target audience of the training modules, since they have a more academic.

**Keywords:** social policies, sports, leisure, curriculum.
The impact of institutional reforms for local sports clubs

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The voluntary sports sector is both a result of the traditions of civil society and a result of the politically determined conditions for the associations. In Denmark, municipalities have for many years subsidized sport clubs and other types of leisure and welfare oriented associations. Therefore it can be assumed that significant changes in the public sector will also affect the voluntary sports clubs.

In 2007 a major reform of municipalities was implemented in Denmark, which a) reduced the number of municipalities from 271 to 98 and b) gave the municipalities a number of new tasks.

The purpose of this paper is to analyze the consequences of the municipal reform for the sports clubs in Denmark. What is the impact of the local government reform for a) the number and composition of voluntary sports clubs b) and the relation between the municipalities and the sports clubs.

The data for the analysis is a registration of local voluntary associations in a region in Denmark (Fyn and associated islands) and a subsequent questionnaire survey of a representative selection of the registered associations in 2004 and a similar study in 2010.

The analysis is based on two theoretical explanations of changes in an organization population in a specific field of society. The selection approach postulates that changes in the organizational pattern primarily occur by the replacement of organizations (Hannan and Freeman, 1989). The adaption approach assumes that changes is a result of the adaptation of the organizations to a changed environment (Carroll, 1988).

The analysis shows that the number of sports clubs increased by three percent from 2004 to 2010, but at the same there was a significant replacement of clubs. Next, the analysis shows that the proportion of associations that have a ‘local community’ connection is reduced. Finally, the analysis shows that cooperation with municipal institutions has increased.

Key words: sport clubs, institutional reforms, development.
The democratic Swedish sports model - a problematization

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The Swedish sports movement more or less has been structured in the same way as the other popular voluntary associations in Sweden (as the labour movement and the temperance movement). It is organized in a democratic way with local and national associations captained by a national board, Riksidrottsförbundet (RF). However, the democratic concept is not as strong in practice as in theory. For example, during the last decades the leading clubs in most popular sports football and icehockey has been as professional as the players, which has changed the internal democratic conditions in the clubs.

In this paper we will study the changing democratic conditions in the Swedish sports model by studies of local football clubs over time. The purpose is to show the changes and ambivalences in the members democratic possibilities according to the changes in professionalization of the clubs. According to these democratic conditions we will discuss the educational project of the football clubs.

Keywords: Swedish sports model, democratization.
Organizational growth in voluntary sport clubs

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Organizational growth and organizational size have been major topics of study in organizational development literature. Most studies have focused on processes of growth in firms. However, little attention has been given to organizational growth in voluntary sport clubs. This is striking, because the arguments for organizational growth in voluntary sport clubs are not self-obvious and growth might even endanger members’ commitment towards these organizations. On the other hand, in the Dutch context voluntary sport clubs have experienced tremendous growth in the past two decades. It is expected that this growth will intensify in the coming period, because policy makers view larger clubs as more efficient in serving sport consumers (Van der Roest & Van Bottenburg, forthcoming). In this presentation we will show that the pressure from policy makers is closely entangled with growth ambitions from within clubs. In 2009, it was reported that more than half (55%) of Dutch sport clubs have a growth ambition (Van Kalmthout, De Jong & Lucassen, 2009).

Using a mixed methods approach we will reconstruct how organizational growth ambitions have taken a prominent place in sport club management and what consequences clubs experience from organizational growth. We will combine data from an in-depth case study with one voluntary sport club with data from a panel study (voluntary sport club monitor) that was conducted in 2007 and 2012. The panel study is part of a general monitor that provides a range of information about voluntary sports clubs in the Netherlands. Questions address demographic, organizational, and financial details about clubs, as well as information on volunteering. The monitor is carried out by the Mulier Institute, centre for research on sports in society. As the data are still being processed, we aren’t able to present the results yet. However, these results will be ready to present at the EASS conference.

Keywords: voluntary sport clubs, organizational growth, commitment.

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Sports clubs and social media

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According to Sanderson (2011) sports is in combination with social media ‘a whole new ballgame’. Professional athletes announce their retirement through uploads on social channels. Sports club members receive match results through Twitter. Team members communicate via Facebook who will be attending next week’s training. This exploratory study outlines the current use of social media (as defined by Kaplan and Haenlein, 2010) by Dutch sports clubs in order to strengthen ties with their members. In addition to a literature study both a qualitative and a quantitative study was executed. April 2012, social media moderators of 10 different amateur sports clubs active on Facebook were interviewed in-depth in order to gain insight into their use of social media for their sports club. May 2012, a questionnaire (n=296) was carried out under the members of the subjected 10 different sports clubs in order to investigate the behavior and preferences of sports club members regarding the use of (their club’s) social media. Moderators were not all appointed officially by a club’s board. All 10 moderators were volunteers. They operate rather separately from the club’s board and tend to set their own goals for social media use. They mention the increase in member involvement, club (brand) awareness and new member recruitment as main goals. Quantitative findings show there is a correlation between reasons in order to follow the club’s social media and the involvement of sport club members. Facebook is mentioned as most popular medium. Members’ main reason for following their club on social media is reception of information about the latest club news. Dutch amateur sports clubs have limitedly adopted social media in order to strengthen ties with club members. This study shows there is room for professionalization. Members active on a club’s social medium tend to be more involved with their club.

Keywords: sport, clubs, social media.

References:

Migration

Creating professionals and clients in sports. Cultural assemblages of civil and public welfare policy interventions

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For decades, sport has been assigned a central role in the promotion of health and social inclusion, in crime prevention etc. Recently, public funding in Denmark has become increasingly directed towards involving non-state actors in welfare policy through sports. Using the perspective of governmentality (and the concept of assemblages) this article describes the ways in which DGI, an umbrella association for local sports clubs, in cooperation with public actors involve itself in an intervention that uses sports to activate children and adolescents in so-called socially disadvantaged areas (DGI Playground). In so doing the article points to the heterogeneous aims of the actors involved in the intervention and the mixed subject positions for (the predominantly ethnic minority) children and adolescents in the areas, who are both recipients of public services and potential members of civil sports clubs. Further, the article discusses the ways in which the civil and public rationalities intermesh in ways that produce a new corpse of welfare professionals in sporting organizations and ambiguous client identities therein.

Keywords: sports, governmentality, subjectivity, ethnicity, socially vulnerable.
Playing together: the role of sports organisations in developing migrants’ social capital

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During the last 20 years the Italian society has witnessed an intense and exceptional stream of migrants coming from Eastern Europe and Northern Africa. Therefore, new policies and strategies have been discussed and partially implemented with the aim to promote intercultural understanding and mutual respect within and among communities, education, and cultural policy. Besides Local Authorities, sport organisations have sought to take action on immigration and multiculturalism by using sport, physical activity and participation as a means to develop migrants’ personal and social capital. Thus, the research, commissioned by UISP (the largest Italian Sport for All Association) attempted to study model organisational determinants in supporting and facilitating the integration process for migrants in the Italian society. The research, ethnographic and ideographic in nature, was based on the case-study approach (Yin, 2009). Participant observations have been interpolated with interviews (n=32), focus group (n=7) and documentary analysis with the aim to analyse eight sports organisations (UISP's local committees) seeking to promote multiculturalism and personal and social capital development. Results indicated that, among the others, four organisation determinants are relevant within the Italian contest. Specifically, organisations are required to operate by safeguarding *ludodiversity* (Renson, 2004), with activities promoting multiculturalism also in terms of body culture and sport activities and, in the same vein, adopting structures and procedures more inclusive and participative for migrants. Broadly, policies concerning daily routines have to be revised with the aim to stimulate migrants to enhance active transportation and physical activity. Furthermore, public spaces – such as parks and outdoor facilities - should be more loose and accessible (Franck & Stevens, 2006). Finally, the development of an *integrated system for multiculturalism* (Henry, 2005; Putnam, 2000) coordinating all the efforts and activities implemented by all the relevant stakeholders – both public and private – should be established.

**Keywords**: multiculturalism, sports organisations, organisational determinants, case-studies.

**References:**


Sociology and Sport in Face of New Challenges

Hungary for a chance: A case study analysis of British professional footballers’ migrations to the Hungarian Soproni Liga

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The migrations of professional footballers have become one of the most ubiquitous markers of the globalization and commercialization of professional football in the last 20 years. Indeed, the numbers of foreign players migrating into England’s Premier League has increased exponentially as the league’s popularity, but more importantly economic superiority, has become apparent. Little research, however, has, as yet, sought to make sense of those British players who, for one reason or another, migrate out of the English and Scottish league’s to further their careers as professional footballers. Given the apparent dearth of research in this area, this paper uses interview data, framed within a broader interpretative phenomenological analysis, to examine the migrations of three British players who, during the 2009/10 season, migrated to teams in Hungary’s top division – the Soproni Liga. The paper shows that not all athletic migrants form part of a group of agent-represented, free-moving, cosmopolitan mercenaries. Rather, for some migrants, the migration experience is contoured by informal recruitments, problems of dislocation and adjustment, and relative career uncertainty.

Keywords: globalization, migration, professional football, Hungary.
Making sense of stagnating step-migration in the context of the West African football academy system. Experiences and challenges

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The well-developed football academy system in Ghana has the objective to develop raw talented players into professional football players and aims to transfer those players to European football clubs. As such, football academies play a significant role in the migration of football players from West Africa to Europe, which makes research on the football academy system significant for a better and more complete understanding of global patterns of football labour migration. However, the reality for the majority of academy players is not the international football career they dream of. Instead, they find themselves caught in a stagnant migration process of step-migration. Using data from 9 months of ethnographic fieldwork in Ghana, this paper explores the processes involved with leaving the academy, the experiences of former academy players throughout and after this process of departure, and the way they make sense of the latter as well as their current situation. Despite the substantial number of academy players confronted with this situation, this cohort of football labour migrants has hitherto been disregarded in the academic debate. To clarify the relevance of this stagnant, essentially internal, migration process in the context of international sport labour migration, this paper places the situation of these former academy players in a so-called integrated migration system, which has been developed on the basis of research findings. This system is an extension of the internal migration system developed by Mabogunje (1970), and emphasises the dynamics of migration, agency and the importance of social relations. Using this integrated migration system facilitates an analysis of the context and conditions for the actions and experiences of potential international football labour migrants who remain within the confines of their own country’s borders.

Keywords: football academy, Ghana, step-migration, stagnation, integrated migration system.

References:

The importance of sport for integration in primary all-day schools

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Several studies show that sport can contribute to the integration of people with a migration background, for example for the individual development and for the social integration (e.g. Mutz, 2012; Kleindienst-Cachay et al., 2012). Compared to sport in sports clubs especially extracurricular sport activities in schools have a great appeal for social deprived children and those with a migration background. Due to the expansion of all-day schools in North Rhine-Westphalia and the extended time that pupils spend in school, the activities in the field of play, game and sport become more important for the integration. Given these expectations to sport in all-day schools this paper focuses on the provider of the activities: PE teachers and coaches from sports clubs. The aim is to explore which potential they attribute to sport as an instrument of integration. Therefore, qualitative research to be presented examines which ideas of integration PE teachers and coaches in primary all-day schools have and how sport can be used to unfold its full integrative potential. First results indicate an ambivalence about the knowledge of the integrative potential of sport and its purposeful use.

Keywords: migration, integration, extracurricular activities, all-day schools.

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Sport participation and the role of sport facilities

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The beneficial aspects of sport have resulted in an ambition of the Dutch government and the Dutch sports organizations to raise the sport participation level from 65% to 75% in 2016, based on a sport participation of at least 12 times a year. An analyses of sport policy documents showed that policy initiatives mainly focus on increasing the opportunities to participate in sport in the area where people live. However, the Eurobarometer 2009 indicated that the Netherlands has in European perspective the highest satisfaction of citizens with regard to the opportunities to participate in sport in the area where people live; the Netherlands 95% with an EU-average of 75%. This questions the evidence-base of sport policy and the effectiveness of policies that focus on increasing the opportunities to participate in sport.

Based on two representative national sport participation surveys (OBiN 2006-2011 survey, age 6-79 years, about n=11.000 each year; SportersMonitor 2011, age 5-80 years, n=4.151) outcomes are presented on the development of sport participation rates, the use of different sport facilities and the satisfaction with the current opportunities to participate in sport or be physical active in the area where people live. Furthermore, attention is paid to the effect of additional sport facilities on sport participation.

Outcomes indicate that sport participation rates are stable, about 65% through time (2006-2011) and that a variety of facilities and environments are used. The provided opportunities to participate in sport in the area people live are satisfactory. Only a few respondents indicate that additional sport facilities would let them participate (more frequent). Hence, increasing the opportunities to participate in sport do not seem to be the right measure to increase sport participation rates.

Keywords: sport participation, sport facilities, sport policy.
Sport management strategies in a natural area. Stakeholders: network and collaboration

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Introduction: In recent years, there has been an exponential increase in the sports use of natural areas resulting in its mass use (Dienot & Theiller, 1999). That current situation generates an arduous work for the management of the area caused by the confrontation of the interests of the different stakeholders involved on its use.

Objectives: A general research on this topic has tried to analyze the characteristics of the mode of governance applied in the sport management of 8 different natural protected areas in Catalonia, where a conflict on a sports practice has been detected, and their consequences to the sustainable development (WCDE, 1987) of its territory. By this presentation, our main aim is to show the effects of two of the most important factors of this governance and the difference between the diverse cases analyzed: 1) the network (McGuire, 2011) of relations created between the stakeholders involved; and 2) the different processes of collaboration (Gray, 1985) used by each of them to solve the problems identified.

Method: The method used has been the in-depth interview to the different stakeholders involved in the 8 conflicts examined, and its content analysis. The selection of the interviewees has been done by the snowball technique.

Results: In this presentation, we want to point out the results obtained in relation to the networks of stakeholders and the existing collaboration in the conflict solving processes of the different natural areas analyzed. We can observe that in most of the cases there exists a high relation between the index of collaborative network and the index of sustainability.

Conclusions: The data shown by these specific results lead us to confirm that the more interconnected are the stakeholders involved in the sport management of a natural area and the more collaboration is used in the decision making, the higher is the degree of sustainability achieved in the territory.

Keywords: sport, natural area, stakeholder, network, collaboration.

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Evolution of the sport in the city of Madrid in the period 2002-2012. Among the "Olympic Dream" and the reality of the city

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In 2002, the mayor of the city of Madrid announced the first Olympic bid for 2012. The next mayor, Alberto Ruiz Gallardon, opted in 2003 to design-art sports facilities attracting famous international architects. The goal was to reach the final vote with the largest number of facilities planned as the main guarantee for the I.O.C decided in favor of Madrid. Finally the I.O.C chose the city of London, a decision that did not discourage the mayor and resubmitted Madrid bid to host the 2016 games. This time rolled the economic effort and for the general assembly of the I.O.C in the year 2009 in Copenhagen, the town hall appeared having stopped constructing or bidding 77% of the necessary infrastructures after a few investments that only adding the "Magic Box" “the Aquatic Center” and "Madrid Arena", they reach the number, approximately, of 500 million Euros, spent, entirely, by the municipal budget. This time was Rio of Janeiro the lucky one. While the city opts for the third time, for 2020 Olympics, the base sport or “sport for all”, has been the forgotten great one, diminishing the public investments destined to construct new sport centers and updates of spaces. The result of the latter 10 years of sports municipal politics is the investment of only 25 % of the quantity destined for big infrastructures joined a change in the management of the new facilities, happening from the traditional model of service of direct form to other one indirect or externalized across private companies. Finally, the rate of population sport has stagnated and the ratio of sports facilities for the number of inhabitants is one of the lowest in Spain.

Keywords: Olympic Bid, infrastructure, investment, new management, sports.
In Portugal, the definition, implementation and evaluation of public policy, both in the massification of sport, and in supporting the regular sport activity, and more specifically the high-performance (HP) sport, belongs to the Portuguese Institute of Sport and Youth (IPDJ). Thus, each athlete under proposal from his/hers sport federation, is integrated in one of the different levels defined to high-performance process, by decision of this institution.

The success of a national high performance sport system is usually evaluated by the number of medals won at major international sporting events: World and Continental Championships, and Olympic Games. But for countries like Portugal, with low Gross Domestic Product (GDP) and low population, with few medals won in this kind of competitions, measuring the success of the national high performance sport system only by this way seems limited. Thus, it becomes essential to find other ways for evaluation and analysis of the national framework of the high performance sport in Portugal.

Therefore, this study seeks to analyze the typology of HP athlete in Portugal over the last three Olympics (2000 to 2012), its evolution and sports results, and understand the effectiveness of the Portuguese high performance sport system. This is a descriptive exploratory study that uses a quantitative analysis methodology. The universe of this study consists of approximately 7000 athletes of Olympic sports, integrating the IPDJ process of HP from 2000 to 2012. We chose an analyze of the evolution of the number of athletes who are part of the HP in Portugal and a comparison between the various Olympic sports, taking into account the number of athletes who have reached the maximum level, the number of athletes who joined the lower levels as well as the number of athletes in the respective sport federation.

**Keywords**: high performance in Portugal, Olympic Federations, sports results.
Sport debut, adolescent talents and expert performance in sport as adults

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Research has showed that expertise, expert performances and differences between more and less skillful individuals, depend on experience (Côté et al, 2007; Ericsson, 2006). In this study we have investigated relationships between sport debut, perceived ability in sport during childhood and adolescence, and sport participation in adulthood among those who have not reached expertise levels. Result from the questionnaires (n=573) show that 93 percent of the respondents have practiced organized sport in their youth. A majority (63 %) are still active members in a sports club. Moreover, 19 percent made their sports debut before the age of five, 59 percent between the ages six and eight and 22 percent after the age of eight. By their own estimate, one third of the students were among the best athletes in their region before the age of 13 and 50 percent were selected to regional talent groups as teenagers. Those of them who practice organized sport today ranked their ability during childhood and adolescence higher. Many of those who made their sport debut early stated that they were selected to talent groups during their adolescence. One conclusion is that selections in sport not only impact on those who reach expertise levels, but also shape recruitment to broad sports. A second conclusion is that the effects of early sport debut and being selected to talent groups as adolescents are small with regard to expertise and expert performances in adulthood. On the other hand it is evident that early sport debut is positively related to being selected to talent groups. These findings can be understood in the light of Ericsson’s (2006) arguments that experience develops ability faster in the beginning of a learning process but that a continued development is harder to predict, even if one has been deemed talented and promising.

Keywords: talent identification, talent development, expertise.
Sporting excellence: “how to get there!” an analysis of former Portuguese athletes

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Although much research has been carried out on excellence in sport, providing valuable information about the factors that influence the training and acquisition of excellence, there are still many questions that need to be studied or researched (Baker et al. 2003). Thus, trying to find out what makes athletes of excellence, how they become excellent, who has influenced them most and what are their best and worst moments remains a challenge (Sari & Soyer, 2010). Portugal has a tradition of participation in sport in a variety of international competitions in a number of sports, however little is known about the issues that characterize the path taken by athletes who have achieved noteworthy results internationally. Thus, the aim of this study was to analyze the sporting path taken by Portuguese high level athletes, trying to identify the main socializing agents and the best and worst moments of their sporting careers. Our study focused on eight former elite athletes, two males and six females, considered in their time, the best in Portugal in the following sports: athletics (2), handball (2), gymnastics (2), korfball (1) and swimming (1). At the time of the interviews they were between 40 and 50 years old and achieved outstanding results nationally (national champions, winners of Portugal cups, national record holders, and so on) and internationally (participating in Olympic finals, World Championships and European and Latin American cup matches). The data collected, through semi-structured interviews and submitted to thematic analysis, showed that the main socializing agents were: family (parents), physical education teachers, coaches and friends. In relation to the best moments, the athletes identified the results and the successes attained during their careers. Not having achieved certain results during their sporting careers and injuries were indicated as the worst moments.

**Keywords**: excellence, athletes, path, career.

**References**:


Elite Athletes’ Sense of Coherence: Theoretical Considerations and Empirical Findings from a Quantitative Study with German Elite Handball and Track and Field Athletes

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Good health is an elementary basis for long-term high performance in elite sports. In order to stay healthy, elite athletes have to successfully cope with common stressors of everyday life as well as with additional sports specific stressors. Such sports specific stressors are high training loads, the physical and psychological demands in elite level competitions, and sports specific pain, injuries, and illnesses. From a salutogenetic perspective, the main factor of successful coping is the sense of coherence (SOC), a health resource that expresses the way in which an individual responds to stress in life (Antonovsky, 1987). A strong SOC promotes resilience and the development of a positive subjective state of health (Eriksson & Lindström, 2006). Until now we don’t know anything about elite athletes SOC-scores and the predictors of a strong or weak SOC.

In an empirical study dealing with different aspects of health in German elite handball and track and field (Thiel, Mayer & Digel, 2010), we therefore analyzed the athletes’ SOC using the Leipziger Kurzskala (SOC-L9) (Schumacher, Wilz, Gunzelmann & Brähler, 2000). 723 male and female athletes actively competing on a national and international level filled out the questionnaire (395 handball players from 1st and 2nd division teams and 328 track and field athletes from A-, B-, C-, and D- squads).

The athletes scored slightly lower on the SOC-scale than the German norm groups matched according to age. To identify groups with high and low SOC-Scores we used the method of Classification Tree Analysis. We found out, that the development of a strong SOC is mainly influenced by a long duration of the athletes’ career. The group of athletes with the lowest SOC-scores are female with more injury break offs and shorter career durations. Our findings can contribute to the development of target group specific health promoting programs in elite sports.

Keywords: elite athletes, sense of coherence, salutogenesis, health.

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Identities

Sport and Naturalization in Hungary: Easy come, (not so) easy go

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In the age of globalization, the increasing geographical mobility of athletes has made naturalization more widespread in terms of the number of countries and the number of sports involved. When changing nationality, the category of ‘nation’ becomes softer, since it may mean ignoring the traditional criteria of nationality. For decades, Hungary was an inwards open, outwards closed country; however, in the recent years there have been a number of prominent Hungarian athletes leaving or threatening to leave. The paper is built on three case studies; articles related to the naturalization of three athletes and the reactions to them were investigated. The cases have different contexts; Ladislav Sikorcin, a Slovakian ice-hockey player was naturalized in 2011 and has been playing in Hungary ever since, László Nagy, captain of the national handball team refused to play in the team between 2009 and 2012 and seemed likely to become a Spanish international but then unexpectedly returned before the Olympics, whereas Natasa Janics, three-time Olympic champion in kayak was naturalized by Hungary shortly before the 2004 Olympics but left after the 2012 Games. To explore the views of supporters the comments to internet articles related to the incidents were examined from a qualitative approach. For data processing, the ATLAS Ti5.0 program was used, to administer and analyze the most typical patterns in the comments. The incidents were well covered by the media, which at times treated the issue from a moral aspect, and accordingly, the reactions of supporters were also intensive. Dominant themes include the moral weakness of the athletes, institutional shortcomings, and more rational approaches accepting naturalization as an integral part of global sport. Nevertheless, the controversy can be observed between not being able to accept someone’s departure and the uncritically positive reception of newcomers.

Keywords: globalization, naturalization, elite sport, national identity, Hungary.
Athletes’ influence on the formation of national identity

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Most people hold high expectations about the influence of sport on global relations. Sport is one of the most important vehicles for expressing national pride and identity. To understand the identification dynamics of athletes from young countries and countries with a long tradition, we conducted a study among elite athletes in Slovenia and the United States. We aimed to establish the extent to which national identity is present in the lives of elite athletes.

The sample included Slovenian and USA top-level athletes. The athletes were included in the study on the basis of their sport achievements. All participants were members of the national team (handball, volleyball, track and field, swimming, rowing and cross-country skiing). For the purpose of the study, the Nat. Id. Q. questionnaire (Doupona Topič and Coakley, 2011) was designed, encompassing 28 questions. The following variables are analysed: socio-demographic variables, value variables, motivations for competing, the question “who am I” and awareness of the nationality and national identity.

The data (answers to open-end questions) were processed using the NVivo9 software package for quantitative research.

Sporting achievements are strongly correlated with national identity among the Slovenian athletes in this study. However, sporting success does not automatically increase one's awareness of national identity because many sportsmen have achieved elite results without experiencing an increased sense of their own i.e. Slovenianness. As we investigate the relationship between sport and national identity among athletes, it appears that this relationship does not occur in a social vacuum. In addition to being influenced by the orientations of individual athletes, the relationship is also influenced by historical and political factors as well as global trends that influence the meanings athletes ascribe to sports and sporting achievements in their lives.

Keywords: national identity, proud, awareness.
The ‘Cosmopolitan’ and ‘Local’ Identity of Brazilian Football Fans: the case of Internacional and Gremio fans’ chants

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Football was once characterised as one of the most dynamic and illuminating domains of globalisation, and thus of cosmopolitisation, making it a fertile locus for social researchers’ debates in the last few decades on a wide range of topics. To this regard numerous accounts on how globalisation, chiefly its economic and cultural dimensions, impacted and changed football were presented, focusing primarily on the commodification, commercialisation and mediatisation of football. Fandom as an integral part of the football culture was also central to these debates. In this regard, in this paper I will discuss the invention of a ‘cosmopolitan’ and ‘local’ identities of two rival Brazilian football clubs’ fans through their chants. I will argue that between different processes of inventing the other within football fandom, as sexualisation, mediatisation, commodification, Internacional and Grêmio fans are primarily interested on aspects regarding ‘cosmopolitisation’ and ‘localisation’ of their identities. I will demonstrate how Internacional fans from 2010 onwards constructed their ‘cosmopolitan’ identity in opposition to Grêmio’s ‘localised’ identity by creolisation/cosmopolitisation their chants. In opposition to Grêmio’s ‘localised’ identity which bore mostly Argentinian and Uruguayan cultural aspects, Internacional fans sought to differentiate themselves and create a ‘cosmopolitan’ identity by mostly incorporating international tunes to local lyrics. I will further argue that Edward Said’s Orientalism is an useful framework to discuss the geographical other, and that his theories are still under theorised within the sociology of football, and in particular to fandom and globalisation. I will conclude by pointing out that while the processes of othernisation between football club fans are already well discussed in the area, the theorisation of these processes within football club fans is still at the field’s margins and thus require further analyses.

Keywords: globalisation, cosmopolitanism, football, fandom, orientalism.
On relations between attitude toward national team and ingroup identification and glorification

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This research examined the relations of attitudes towards the Croatian national sports team with national identification and glorification using a canonical and component modeling approach. A sample of 307 university students (188 males, 119 females) was given a questionnaire which contained the Attitude toward national team scale (Bosnar et al., 2012; 26 items), the Ingroup identification scale (Doosje, Ellemers & Spears, 1995; 4 items), the Glorification/Attachment scale (Roccas Klar & Liviatan, 2006; 16 items) and demographic information.

The canonical approach to multivariate relationships is provided by canonical correlation algorithm (Hotelling 1933), obtaining one pare of canonical correlation dimensions related 0.72 as upper bound measure; canonical covariance algorithm (Momirović, Dorbrić & Karaman 1983) revealed tendency to disperse information on three pares of canonical covariance dimensions related 0.58, 0.37 and 0.33 with lower level of mutual relations; and algorithm based on the nucleus of their mutual relations derived as basic latent variables responsible for the nuclear structure the kernel of their relationships (Momirović 2001) determined by singular value decomposition of matrix of crosscovariances of mutual general image transformation (Momirović, Zakravšek & Štalec 1973; Prot, 1996) of two sets of variables detected deeper sources of covariation of two sets of quantitative variables based on the two pares of nuclear dimensions related 0.69 and 0.49 respectively.

Component modeling in the first step determine dimensionalities 4 and 3 respectively, along with promax rotation. In the second step all items are with 7 latent dimensions undoubtedly conforming to those separately extracted. First principal component saturated with all positive loading resembles to structures of first pares of dimensions in canonical approach. Second principle component loading are strictly separating items of attitudes toward national team and all other items of ethnocentric identification indicating two complementary domains.

**Keywords:** canonical correlation, canonical covariance analysis, nuclear analysis, attitude toward national team, group identification.
Events

Sport event in the post-culture. On the example of the simulacrum

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This article is about situation in contemporary culture around sport sphere. The author gives an estimate to the changes that have taken place on the basis of the work of researchers and post-postmodern and post-culture epoch. Special attention is paid to the position of Western and Russian authors with respect to the prospects of the forms of modern culture as the main component for the development of the cultures of the weather in general. The authors identify a number of structural features of a sporting event to match with contemporary sports activity concept simulacrum. Referring to a form of contemporary cultures are as a simulacrum, the author argues the ambiguity of the prospects for the global cultural situation. Based on the analysis of the motivational background figures of contemporary culture, supporting their findings according to several authors provides its assessment of prospects of development of cultures, of science and culture, with the existing positions on this issue over the last few decades.

Keywords: Sport, post-culture, Russia.
From Persian Deserts to a Globalized Gulf: New governance and the role of sport in the State of Qatar

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Profiting from years of oil and gas revenues, the State of Qatar has recently embarked on both a global and domestic project aimed at strengthening its future social and economic base. Most central here is the focus on private sector development and tourism, education, and foreign direct investment. Since the birth of such developments, the State’s interest in sport has also rocketed, so much so that the country will now play host to the 2022 FIFA World Cup.

The focus of my research is to become the first to engage, from a sociological standpoint, with key organizations and personnel within Qatar’s sporting domain. Of central concern is the desire to trace the motives behind the increased interest in sport, as well as to understand the political logic behind the acquisition of the 2022 FIFA World Cup.

Through conducting four unstructured interviews, in May 2012 I engaged with Mr. Nasser Al-Khater from the Qatar 2022 World Cup Committee, Sheikh Hassan Al-Mohammadi from the Qatar Olympic Committee, Mr. Stuart Hodge from the Aspire Academy of Sporting Excellence, Dr Shaun McCarthy from the International Centre for Sports Security, and two sports broadcasters the international sports media group, ESPN.

The results indicate that sport’s role within the State of Qatar stretch much further than previous studies have located. Most central here, the results suggest that sporting mega-events such as the 2022 World Cup are being used to achieve social and political objectives surrounding issues of: health and well-being; orientalism and misguided stereotyping relating to the recent troubles with the Middle East; as well as infrastructural development and international tourism.

Keywords: Qatar 2022, sport and the politics of mega-events, sport and identity politics.
The youth sport festival Ruhrolympics’s contribution to regional development strategies in the Ruhr Area in Germany

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The Ruhr Area, as the biggest old-industrial agglomeration in Germany, fosters the economic, social and cultural transformation process by pushing the vision of an united metropolitan area. A means to implement the idea of a ‘Metropole Ruhr’ is the field of sport. Presently, the eleven Ruhr towns accommodate over one million sports club members, thousands of sports facilities as well as hundreds of sporting events every weekend. But, to reinforce the intra-regional integration strategy, only a very few sport events do exist. One of them is the annual youth sport festival Ruhrolympics; the athletes are exclusively young Ruhr-residents. The research question is, whether this event actually contributes to integrate the region in the field of social life.

Theoretically, Chalip’s model for sport event leverage underpin the study. The purpose of studying event leverage is to identify and explore event implementations that can optimize desired event outcomes (Chalip, 2004, 2006). In the case of the Ruhrolympics its potential for social outcomes is of great interest.

Data come from documentary evidence (flyers, homepage), interviews with key stakeholders and, above all, from a survey of the participants and visitors of the Ruhrolympics 2012 in Duisburg (n=1017). Our interviews show that the expected social objectives are attained just rudimentary. For instance, only a small number of Ruhr cities’ residents visited the Ruhrolympics. Only a small part of the athletes and spectators attended the cultural side events. Nevertheless, most of the respondents confirmed a kind of collective feeling and multi-cultural atmosphere of the games.

The study indicates needs to optimize the event concept. The event should be developed as a corporate project of all Ruhr cities’ sport administration offices instead of being organized only by voluntary local youth sports federations.

Keywords: sporting events, social leverage, regional development, youth sport.

References:

Influence of World Cup and Olympic Games as megaevents on the political field of Brazil and Rio de Janeiro

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Two major international sport events are going to take place in Brazil in the next few years: the World Cup (2014), and the Olympic Games (2016), both of them being of a 4-year periodicity. There has been much social mobilization and a lot of expectations about the choice of Brazil/Rio to stage these megaevents. But because the country lacks background, as well as investment and supporting structure for this kind of sports events, the whole process of preparation for them (including facilities and organization) involves rearrangement of social and political practices, and reshaping of the *modus operandi* in the sports scene.

In view of this, we intend to analyze the impact of those megaevents on the field of social policies, taking into account three aspects or dimensions of it: (a) social policies regarding support for the sports in general, and training of athletes [at both grassroots- and professional levels]; (b) social policies focused on adapting society to the events that will take place; and (c) internal policies, focused on the organization of sports institutions.

Indeed, we do observe, since the 1990s, an increase in the political structuring of sports activities; at the federal level, for instance, there was the creation of a Special Ministry of the Sports (which became later, and is to this day, a regular government ministry), having Pelé, the national soccer idol, as its head. This new institutional/political structuring of the sports on a national level brought about a new agenda, in which the sports in general, and especially soccer, are given increased political attention.

The starting point of the process, concerning international events, was the campaign for Rio to host the 2007 edition of the Panamerican Olympic Games. The general positive feedback qualified Brazil to succeed in its aims regarding the two events on which this work is focused.

We argue that one necessary condition for the country to be chosen as host and to undertake the staging of the World Cup and the Olympic Games, was the articulation and mediation of different segments and sectors of public administration and of social organizations. Thus, adopting an analytical perspective – i.e., taking into account the three dimensions of creation, implementation and impact-evaluation of social policies – our aim is to focus on the political rearrangements, the dynamics, and the conflicts that preceded and followed the choice of Brazil/Rio as host of these events.

**Keywords:** World Cup, Olympic Games, megaevents, Brazil.
School

The development of educational and healthy habits in school sports

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The practice of sport activities in schools should be oriented mainly towards the contribution to an education for the health and leisure of the students (Díaz & Martínez, 2003 and Marsh & Keitman, 2002). However, some theories about the practice of sports state that school sport programmes are insufficient from a perspective of education and health promotion since their approach is too competitive, ignoring the development of objectives regarding educational and healthy habits (Fraile, 1996 and Torres, 2009). The aim of this study was to understand and analyse what educational and healthy habits are being developed by teachers in their classes.

The present study used quantitative method. A cross-sectional study was carried out during academic year 2008 – 2009 by means of face-to-face interviews with a random sample of 350 people carrying out the function of teaching extracurricular sport activities in secondary education centres in Comunidad de Madrid. The most relevant results of this study show that the healthy habits that are being developed by teachers through their classes include in the first place, warming up at the beginning of each session (35%), followed by the attendance to classes wearing sportswear outfit (32.2%). Then, with a 26.5% of the total, stretching exercises at the end of each session. However, the habits of having a shower or grooming after each session, as well as eating habits, are present only in very small percentages (2.5% and 2.3% respectively). It is important to note that 1.4% of the results relate to the fact that no healthy habits are being instilled to the students by the teaching staff.

It can therefore be concluded that less than half of the teachers recognise developing educational and healthy sport habits in their classes.

Keywords: extracurricular sport activities, schools, educational and healthy habits and secondary education, teachers.

References:

Room(s) for movement: on physical literacy and physical education in school gymnasiums

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The gymnasium of a school can be seen as a sort of material curriculum, which can be analyzed as well as a written curriculum. The aim of this paper is to illustrate and discuss prerequisites for physical literacy and education in school gymnasiums. Using discourse analysis I have explored how discursive practices such as rooms and talk produce, reproduce and change discourses about body, movement and knowledge. The discursive practices that I have focused on are the designing of rooms for physical education as well as PE teachers’ ways of expressing themselves regarding these kinds of rooms. The empirical material that has been analyzed consists of rooms used for physical education, interviews with PE teachers and text material from a journal for PE teachers.

The analysis shows that some discourses can be described as strong and/or dominant and some as weaker. One example is the dominant discourse about body movement as competition and performance. Another example is the strong, although not dominant discourse about body movement as practice within which the body is (re)produced as a learning body. A third one is the weak discourse about movement as experiencing one’s body. One of the conclusions of the study is that a more open, neutral design of rooms for physical education (PE) would enhance the possibilities for the practice discourse and the experience discourse to grow stronger, which would be desirable considering the emphasis on learning and positive experiences of body movement in the Swedish syllabus for PE. Another conclusion is that if the practice discourse would be more clearly materialized in the gymnasiums, it could mean that other discursive practices too such as teachers’ and pupils’ speech acts and body acts within PE could change more easily.

Keywords: gymnasiums, physical literacy, physical education, discourse analysis.
Does the built environment underline physical activity of preschool children?

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Environmental factors are suggested to play one of the important roles in physical activity (PA) and other obesity-related behaviors. Including access to recreational facilities, the residential location (village, suburb and urban area) and living conditions (living in a house with backyard or in a flat) could be one of the issues of child’s sufficient PA and his/her body mass index (BMI). Very few studies investigated the impact of neighbourhood environments and PA among youth population (Dowda et al., 2011; Franzini et al., 2009; Davidson et al., 2006; Sallis et al., 2000). In our study we analysed the differences of PA and BMI of 4 to 5-year old children according to their residential location and living conditions (housing). Data were obtained from the project “Analysing fundamental motor patterns, skeletal and muscle adaptation on specific sedentary lifestyle factors amongst 4 and 7 years old children” where 93 children and their parents were examined. Data were collected with measurements, questionnaires and semi-structured interviews with parents and were analysed with the help of the SPSS 17.0 statistical programme. Although we did not find any significant effect of the environment on BMI and PA, we found a significant effect of housing (house, flat) on PA (p=0.013) and also border significant interaction of residential location * housing on PA (p=0.067). The results confirm the reported data from parents’ interviews, where children who live in houses, play more outside (house-yard), especially in the afternoons while parents are doing their housework (cooking, ironing, etc.) in comparison with those who are living in flats. Despite some shortcomings of the study (small sample, narrow categorisation of built environment and low age of children) we found some promising indicators which confirm the importance of build environment characteristic for children active behavior which showed the importance for further research by considering a larger database and the longitudinal dimension.

Keywords: children’s PA, active behaviour, living conditions, build environment characteristics.

References:

Norbert Elias' unfinished social history of sport – A report on unpublished material from the Elias archive

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When one of the most prominent books in the sociology of sport, *Quest for Excitement* was reissued some years ago (Elias & Dunning, 2008), it contained a yet unpublished article on the sociogenesis of sport (Elias, 2008) – almost 20 years after Elias’ death. That was inspiration for a research visit at the Deutsches Literaturarchiv (Marbach / Germany) in 2011, in order to investigate if Elias’ Nachlass might contain even more unknown material on sport and leisure.

Several manuscripts, notebooks, correspondence etc. show that works on the sociogenesis of sport were intended to be more extensive than in published papers on similar issues (Elias, 1971, 1986a, 1986b). Particularly, processes of sportization in the 19th century are analyzed in depth, focusing on the transition from the rural pastimes of English aristocracy and gentry to the modern sports of urban upper and middle classes. Drawing on the examples of foxhunting, boxing, cricket and greyhound coursing, Elias describes different patterns of sportization according to different class figurations shaping the respective developments.

Furthermore, manuscripts of several lectures reveal how Elias works on sports and leisure continued earlier thoughts regarding the arts (Elias, 1935), pointing to similarities and differences which open up an interesting comparative perspective.

The contribution of archive materials to special aspects of the social history of sport might be limited, as topics have been addressed elsewhere in greater detail and also from a figurational perspective (on foxhunting: Elias, 1986b; on cricket: Malcolm, 2002; on boxing: Sheard, 1997; on the ‘embourgeoisement’ of sport: Dunning & Sheard, 1979). However, by filling some gaps they contribute to a better understanding of Elias’ approach to sports and might open up new questions.

**Keywords:** Norbert Elias, social history of sport, sportization, social class, arts

**References:**


Nothing but Medals? On the Significance of the Olympic Medal Index in Public Awareness

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The global sporting arms race” (de Bosscher et al., 2008) involves increased engagement of nation states in the organization of (Olympic) elite sports. Heinilä (1982) theorized such developments as a process of “totalization”, in which more and more resources are mobilized in order to guarantee success in terms of Olympic medals. That also includes practices which seem to be inappropriate for open societies, but which have been adopted in democratic countries as ‘Western’ and former socialist sport systems converged (Allison & Monington, 2002; Beamish & Ritchie, 2006): support of medal-promising sports regardless of their popularity or tradition, early selection and binding of athletes leading to increasing dependency to the system (Emrich & Prohl, 2009), authoritarian decision-making refraining from giving public information etc. As similar tendencies can be observed in Germany recently (Prohl, 2012), the question arises what such a sport reveals about society as a whole. Does the population regard medal success as so important that it accepts any means of a “totalizing” system? Is such an attitude towards sport linked with general dispositions to sacrifice individual rights and democratic values for a pretended benefit of the nation, i.e. is it linked with nationalism or the “authoritarian personality” (Adorno et al., 1950)? And is the public benefit of elite sport, which is expected to contribute to national identification, international representation and the production of role models, really dependent on the medal index position (Breuer & Hallmann, 2011; Denham, 2010; Dóczi, 2012; Elling et al., 2012; Van Hilvoorde et al., 2010)?

These aspects were addressed in a population survey carried out in Germany in 2012 (N ~ 1050). In online and written questionnaires participants were asked about their interest in the Olympics, the importance of the medal index, especially in relation to sporting values, athlete’s rights etc. Here, very first results shall be discussed.

Keywords: medal index, elite sports, totalization, authoritarian personality

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Sociology and Sport in Face of New Challenges

From “sport for change” to “play for change”

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Although many initiatives use sport as a tool to blur boundaries and foster social mixing, the way physical activity is organized and displayed for such purposes suggests critical reflections about the potential of sport in terms of social inclusivity (Long & Sanderson, 2001). On the one hand, mainstream sport games often need to be adapted and partially de-structured by downplaying their competitive dimension, blurring categorizations through mixed-gender, -age, -ethnic, or -ability teams, and reducing the distinction between players and spectators (Gasser & Levinsen, 2004). On the other hand, sport-based inclusive policies are increasingly using different lifestyle-sports or post-sport (such as for instance parkour), which are characterized by their non-competitive ethos and relatively unstructured form (Gilchrist & Wheaton, 2011). Hence, while the process of sportization as described by Elias and Dunning (1986) re-shaped old games and play re-framing them as sports, when it comes to use physical activity to foster sociability, the trend seems to be the other way round, meaning sports being re-shaped (or de-shaped) into mere games and even less structured forms of play (Hylton & Totten, 2008).

Consequently, the following questions arise: Given that sport needs to be “de-sportized” in order to foster sociability and inclusion, shouldn’t we start to doubt about the real potential of sport in itself for such purposes? Shouldn’t we speak about “games” or “play” for inclusive social change, rather than “sport”? The paper explores these and similar questions drawing both on fieldwork carried out by the author and the main literature in the field.

Keywords: sport-for-development, de-sportization, sociability, game, play.

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Sport participation in Finland – sociological interpretations

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Sport participation is an important part of today’s societies for various reasons. Firstly, sport participation is inseparably linked with contemporary citizens’ health conditions. Secondly, participation functions as an important tool for socialization at various forms and levels. Thirdly, as one of the most frequently practiced leisure activities worldwide sport participation has several economic implications for creating employment and other forms of economic opportunities, both locally and globally.

Sport participation varies from country to country, and even within one nation there are sometimes clear differences in the frequencies, intensities and forms of participation. For example Finland has had among the highest levels of participation in Europe over the years, whereas in South-East Europe participation rates have generally been lower. At the same time some countries, for example Switzerland, show great regional differences in participation.

The aim of this presentation is to outline a theoretical basis for sociological explanations that would contribute to understanding more precisely what factors and reasons seem to explain high participation levels in Finland. It is suggested that this way both national and comparative data could be used more effectively for sport participation and wellbeing promotion purposes in different countries.

For this purpose Bourdieus’ construction of habitus serves as an applicable theoretical basis. Sport participation is a construction of the individual action, structural determinants, cultural meanings and societal functions. For the sporting habitus formation data collection needs to be made about the definitions, perceptions and motives of sport participation; the roles of public, commercial and non-profit sectors in creating preconditions for participation; and about the historical, cultural and societal characteristics of sporting nations in question.

**Keywords**: sport participation, Finland, European comparisons, sporting habitus.
Social Exclusion

Sport as a tool for social inclusion of children in vulnerable situations. A case study: Spain, México and Ethiopia

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In the last decade there has been an emphasis on the variety of the topics studied by the sociology of sport. At the usual topics of interest, other concerns connected to the social role that sport can play in issues related to quality of life and health behaviors have joined such as the role of physical education in the socialization and development of children and youth, or the sport as a tool to facilitate integration and multiculturalism. This communication presents an ongoing doctoral research aims to envision how the sport can be part of other social processes in areas such as health, social inclusion and human rights education. To this end, the research aims to do a study of cases that is taking place in three different contexts with specific problems: Barcelona (Spain) facing social exclusion problems; Monterrey (Mexico), facing crime, drugs and gangs problems; and Wukro (Ethiopia), facing poverty and malnutrition problems. The main objective is to know in what extent is the sport a space susceptible of favor the re-education of these children in various situations of vulnerability. To achieve that goal, two subsidiaries objectives are needed: To identify the factors involved in the origin of those situations; and To study the attitudinal and behavioral dimensions on which the sport may have an inclusive and transformative role in each of the scenarios and issues of vulnerability. The methodological framework of the project is provided by the Critical Theory of Human Rights first proposed by Joaquín Herrera Flores. Due to the particularities of the different contexts, this research hopes to propose recommendations that could be used by entities, non-profit organizations (NGOs) and government agencies in the future, in an attempt to bring the potential of the sport as a suitable tool to work in development cooperation, for its ability to access to certain social groups and to reach social and community development objectives.

Keywords: sociology of sport, development, development cooperation, Human Rights.
Teaching personal and social responsibility through physical activity and sport in contexts of vulnerability

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For several decades, a so called model for teaching personal and social responsibility has been developed by Don Hellison (Hellison, 1978, 1995, 2003 and b; Hellison and Templin, 1991; Hellison, and CuttfordMartinek, 1996; Hellison and Cuttford, 1997; Hellison, Cuttford, Martin, Parker and Stiehl, 2000 and Hellison and Wright, 2003). The Program of Social and Personal Responsibility through physical education and sport is designed so that children and young people at risk undergo experiences that promote the opportunity to develop their personal and social skills and social responsibility both in sport and in everyday life. This model goes beyond the traditional programs of sport or physical activity, suggesting the need to teach behaviors and attitudes that improve the lives of the participants through sports. The International Sociological Sport Observatory is implementing this program in contexts of vulnerability for a five years period. The main objectives for this implementation taken into account are: to improve the self-efficacy of participants; to improve their beliefs about what causes success at school and in life; to increase personal and social responsibility; and to improve integration among peers. It hopes to empirically demonstrate the potential of the sport to overcome different situations of vulnerability, making visible the physical activity as a context from which to undertake changes in values and attitudes. Finally, as a last goal, the results and know-how of the project plan to be transferred to other agencies, as well as to society itself.

Keywords: positive development program of personal and social responsibility, sports programs, physical activity programs.
Intersectional network offers bridging health promotion and physical activity for underprivileged youths: challenges and constraints

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Theoretical background and objectives: with growing globalization, the local and social area level has become central for the governance and integration of underprivileged young people. Lack of movement, inactive lifestyles, stressful and imperilling surroundings endanger the socio-psychological and physical balance of youths and disapprove the activation of healthy lifestyle (cf. salutogenetic approach by Antonovsky, 1997; Bös & Brehm, 2006). Empirical evidence shows that young people of low social strata (especially non-natives and female adolescents) encounter higher barriers and have less opportunities to be integrated effectively into attractive leisure activities, sport and health fostering offers (cf. Schmidt et al., 2003 Hradil 1999). New models of co-operation, financing and governance are needed to construct sustainable health-promoting sport for all offers at community level.

Networks and intersectional co-operations are essential for an effective integration, health promotion, as well as local governance of those integration processes. By combining potentials, resources, competencies, and offering mutual release of partners wholesome health promotion approaches for underprivileged youths may be realized in a plural welfare approach (cf. Luetkens, 2006). Focusing on the EFRE-Project 'SpoBIG MÜLHEIM 2020' realized by the authors (12/ 2011 till 09/ 2014), models of good practice with reference to 'healthy lifestyles' (empowerment-approach) and 'healthy life worlds' (setting-approach) will be analyzed, and with this constraints and challenges for a network approach towards health promotion of underprivileged youths will be worked out.

Method and Results: The investigation design uses the triangulation of perspectives and data by means of case studies: qualitative network analysis, expert interviews, (participating) observations. On behalf of these methods, the complex process and structure of effective network coordination towards the social integration of underprivileged youths towards health promotion will be highlighted. We present selective results of this analysis concerning the strategy of network-coordination and social area management (setting approach) in the network building phase, focus on collective concepts of, and integrated action in sport-related cooperation offers in health promotion, as well as focus on the empowerment approach at the level of the target group.

Keywords: health promotion, physical activity, intersectional network, underprivileged youth.

References:

Sports and social adjustment of inmates in Andalusian prisons

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This paper is an analysis of the influence of sports on the social integration of inmates in Andalusian prisons, focusing on results obtained from a study carried on by the University Pablo de Olavide, through a grant awarded by the Consejo Superior de Deportes (High Council of Sports) (Ref. 38/UPB20/10).

In the past, the studies about this question have focused on four topics: physical impacts (Hagan, 1989; Mortimer, 1999; Wagner, Mabride y Crouse, 1999; Courtenay y Sabo, 2001; Chevry, Aoun y Clement, 1992; Negro, 1995; Hitchcock, 1990; Chamorro, Blasco y Palenzuela, 1998; Castillo, 2004), psychological impacts (Sabo, 2001; Courtenay y Sabo, 2001; Manzanos, 1992; Valverde, 1991; Grayzel, 1978; Cudd, 1978; Strandberg, 2004) and relational benefits (O'Morrow y Reynolds, 1989; Boice, 1972; Morohoshi, 1976; Long, 1983; Middleton, 1983; Devís, 1995; Gutiérrez, 2003; DeMaeyer, 2009; Drinkwater, 1980; Otto 2009).

It was made through twenty-one in-depth individual interviews with qualified informants (technicians, psychologists, social workers and heads of prisons) and microstories of inmates in such prisons. The results confirm the importance of sports in socialization and social rehabilitation of inmates, as well as its influence on the physical health, psychic and emotional changes in attitudes and values for the social integration of this population.

Keywords: sports, social reintegration, physical health psychic and emotional, prisons, Andalucía.
More volunteers in football clubs: implementing a novel method to increase the number of volunteers in Swiss football clubs

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Volunteers are the most important resource for non-profit sports clubs seeking to bolster their viability (e.g. providing adequate sports programs at a fair price). Although many people already volunteer in sports clubs, an increasing number of clubs experience difficulties in recruiting and retaining sufficient numbers of volunteers to manage and staff their clubs (Lamprecht, Fischer, & Stamm, 2012). To cater for the need of more volunteers, sports clubs management needs to take the specific character of sports clubs into account (Thiel & Mayer, 2009) when it comes to the question of how to recruit and retain volunteers successfully. Therefore, an intervention was designed based on non-profit human resource management and organizational development management, with a strong emphasis on club-specific counselling and support.

To test the effectiveness of the developed intervention, it has been implemented and tested in cooperation with the Swiss Football Association with six Swiss football clubs following a pretest, intervention, post-test design. The data will be gathered and analysed using a combination of qualitative and quantitative methods. Task forces of the participating football clubs attended four workshops in which they received tailor made counselling to reach the desired number of volunteers.

More specifically, the intervention consisted of five steps. First, an inventory of current volunteers as well as a complete list of tasks to be done by volunteers was created. Second, an elaborate communication campaign was launched primarily aimed at improving the image of volunteer work. As third and fourth steps, every club member as well as all the parents of junior players were first informed, and later personally approached by a member of the task force and asked to be a volunteer. As a final step, all new volunteers were assigned to their new task and the planning of measures to retain volunteers was initiated.

All clubs that thus far completed the proposed intervention were successful in recruiting the desired number of volunteers. With the development of this practical intervention the Swiss Football Association aims at providing a solution for their clubs to the difficulties in recruiting and retaining sufficient numbers of volunteers.

Keywords: volunteers, football, intervention, organization development, evaluation.

References:
**Sport policy as a tool for achieving an inclusive society? An analysis of the views of local sport policy actors**

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Sport is increasingly being considered as a means to reach central policy objectives of current welfare states, such as societal participation and active citizenship. While ‘health’ is perhaps the most evident policy objective mentioned in relation to sports, also social inclusion is present in policy discourses. In addition, the goals set do not stay limited to inclusion in sport: also inclusion through sport belongs to the policy agenda. Similarly, an increased attention for socially vulnerable groups can be noted, expanding the aim from increasing to widening sport participation levels. In other words, substantial effort is put into trying to reach all societal groups, and thereby moving beyond the ‘traditional’ Sport for All-approach. The success of these policies, however, depends on the support at the local policy level, amongst other things. Therefore, the aim of this research is, first, to investigate to what extent local sport policy actors regard the strive for an inclusive society as a task for sport policy. Second, with a special focus on a specific target group, i.e. people living in poverty, it is examined what stance is taken by local policy actors, and to what extent creaming and/or differences in perceived deservingness play a role in setting policy priorities.

The current study has been performed in Flanders, Belgium. Semi-structured interviews have been conducted with local sport policy actors. The qualitative approach was chosen because it allows to gain more in-depth insight in the views of the respondents. Interviews were carried out in 38 different municipalities. Results indicate that local sport policy actors do consider inclusion as an important goal for sport policy and in this sense, support general policy lines.

**Keywords:** social policy, local sport policy, social inclusion, sport participation.
Instrumentalization of voluntary sport clubs: an ethnographic case study

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Voluntary sport clubs (VSCs) are increasingly requested to fulfil societal tasks formulated by government institutions. This instrumentalization of VSCs is criticized in Dutch sport research (Boessenkool et al., 2011) because it has the power to diminish voluntary participation in the sector. The main line of reasoning is that if civil society is indeed considered to be important for reasons of social capital and democracy (Putnam, 2000), government should be hesitant in its level of involvement with it.

While VSCs are among the most autonomous voluntary organizations in the Netherlands in terms of public finances, there are many VSCs that are involved in the implementation of government policies. This suggests that VSCs have other reasons than finances on which they base their decision to cooperate with government in public programs. The question is on what arguments members of VSCs decide to become involved in government programs, how the decision making process takes place and what consequences this decision has.

In this presentation I present my results of a yearlong ethnographic study with one voluntary sport club that started to cooperate with local government in organizing after school activities through a fully subsidized professional. The results show that local government was able to authoritatively steer part of the professional’s daily activities, without consultation of members of the board. I argue that although the club became instrumentalized in that local government directed some of the club’s activities, it also strategically used the subsidized professional for own purposes. This suggests that volunteers in voluntary sport clubs can be capable of strategically building relationships with government professionals, but in maintaining that relationship should be more aware of the relation between internal processes and external control.

Keywords: instrumentalization, voluntary sport clubs, professionalization, decision making, ethnography.

References:
Sport Clubs Monitor 2012 – Organizational and social challenges for sport clubs in the Netherlands

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Individualism, consumerism, aging, and the economic crisis influence the functioning of sport organisations. Together with the changing role of sports and sport clubs in social policies and the call for professionalism, the sport clubs are herewith facing new challenges. How do sport clubs correspond to these challenges and attune to their dynamic environment?

Based on the yearly Sport Clubs Monitor (n=1,200 sport clubs) - an initiative of The Ministry of Health, the Dutch Sports Council NOC*NSF and the Mulier Institute - information is available on the development of sport clubs from 2000 onwards. The questionnaire consists of standard topics that are addressed each year (e.g. members, volunteers, sport activities, finances) and offers room to specific themes that can be added based on a current or urgent policy question (e.g. fair play and respect, sport facilities, professionalization).

For this presentation time-trend analyses is conducted on the data of the Sport Club Monitor to provide an overview of the development of sport clubs in the Netherlands, amongst others with regard to their members, financial situation, volunteering and the role of sport clubs in society.

Outcomes indicate a change over the years in the organizational problems that sports clubs face. Sport clubs are confronted with a decrease of the number of members and a declining commitment of their members. Despite of the economic crisis, two thirds of the sport clubs report a healthy financial position in 2012 (65% in 2005). The role of sports clubs in society has changed considerably from a more internal oriented organization towards a partly external oriented organization that cooperates with several local partners, such as schools, neighborhood workers and professionals in the sport.

In addition we will put the outcomes in international perspective by comparing the outcomes with similar surveys in Germany and Switzerland.

Keywords: sports clubs, social policies, economic crisis.
Health

Physical activity, health, and life satisfaction in seniors

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In this study, we compared levels of physical activity (PA) and quality of life (QOL) between two samples of Czech (n=254) and American (n=189) older adults. Subsequently, we conducted a path analysis within a structural equation modeling framework to test a social cognitive pathway of the PA-QOL relationship. The proposed model hypothesized indirect paths between physical activity and life satisfaction, mediated by self-efficacy and domain-specific QOL. Higher levels of PA were associated with higher self-efficacy (β=.70, p <.001). Self-efficacy was associated with mental health (β=.25, p <.01) which was then associated with life satisfaction (β=.24, p <.001). In contrast to our original presumption, self-efficacy was only little associated with perceived physical health (β=−.04, p <.001) and perceived health status was only slightly related to life satisfaction (β = 0.07, p <0.001). The model represented an acceptable fit to the data (CFI = 0.827, RMSEA = 0.080 [CI = 0.047 až 0.115], SRMR = 0.065), and explained 93% of variance in life satisfaction.

Keywords: older adults, physical activity, quality of life, self-efficacy.
Sport Organisations and Health-Related Promotion of Physical Activity. The Perspective of the Health System

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Sport organisations traditionally play a key role in the promotion of health through physical activity (PA). However, communication concerning health-related PA is paradigmatically changing. Indeed, the modern guidelines recommended by the health system praise moderate PA alone, and not sport, as conducive to good health (Oja, 2004). Surprisingly this phenomenon is less discussed within the sport system at both academic and organisational levels.

Against the background of Luhmann’s system theory (1984) we explore this issue through the question “Which role do sport organisations play in the health-related promotion of PA?” For this aim, we analysed the contents of 15 documents for the promotion of PA issued by the health ministries of France, Germany and Italy. The examination of 104 segments regarding the functions of sport organisation in this context show the following trends:

- Sport organisations are entrusted with operations unrelated to sport’s logic (such as the promotion of health and of a healthy diet) almost as often as they are trusted with traditional sport operations (such as the implementation of sport and PA).
- Speaking about how sport organisations should promote health, the health system avoids the word “sport” and substitutes it with other softer concepts like “PA”, “movement” and “exercise”.
- As frequently is seen in health system’s rhetoric of health promotion, PA and a healthy diet are ascribed together as if they were a unique, singular topic. However, sport organisations mainly offer solutions only suitable for the problem of physical inactivity.

The health system’s vagueness and its exclusive reference toward a logic which is “sport-hostile” make the role of sport organisations increasingly vague. Indeed, these tendencies endanger the legitimisation of sport organisations and traditional sport disciplines in the context of health promotion. However, they are still the most relevant providers of programmes for the promotion of health.

Keywords: sport, physical activity, health promotion.

References:

Incorporation of Functional Health Practices in Adolescent Elite Sports

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Elite sport has been characterised as a high-risk activity (Waddington et al., 2006) entailing considerable health costs namely, injuries, overuse or weight problems. Besides structural conditions, health problems have been traced back to an elite-sport specific ‘culture of risk’ (Nixon, 1992), which incites athletes, i.a. to ignore pain or excessively control weight. Subsequently, athletes’ risky health practices are considered grounded in an elite sport ‘habitus’ (Howe, 2001). Although the social construction of health and illness in sports is increasingly researched, sociologists have focused on adult, and rarely on teen, elite athletes. However, integration into elite sports’ system and major developmental changes take place during adolescence, a period that we assume to be crucial for the incorporation of elite sports’ ‘culture of risk’.

The paper addresses the question of how adolescent athletes incorporate an elite sport-specific ‘habitus’ and how this disposition informs their health practices. To illuminate the relationship between competitive sports and health practices, we use Bourdieu’s concept of ‘habitus’ (Bourdieu, 1984).

Our analyses draw on a qualitative study of adolescent athletes’ health, investigating health- relevant biographical experiences, and their social conditions. This study is part of a research project funded by the German “Federal Institute of Sport Science (BISp)” (Thiel et al., 2011).

Our findings indicate that transitory moments, such as transfer to elite training centres, are central for the incorporation of an elite sport-specific health regime. However, adolescent athletes not only integrate positively sanctioned health practices, such as playing hurt, but also experiment with “chocolate parties”, or going out. These socially tolerated, minor transgressions allow athletes to address youth-specific developmental tasks, such as questioning authority and socializing with peers, without putting at risk the incorporation of an elite sports’ ‘habitus’.

Keywords: adolescence, elite sports, incorporation, health practices.

References:

How sport participation, health and social capital are interrelated

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Various evolutions in the public health, social and sport sector have brought the policy of these sectors closer together. In public health, many developed nations are investing resources in the sport and recreation sector as a new strategy to improve people’s health and reduce obesity (Casey, Payne, Eime, & Brown, 2009). Social policy spends resources in sport to include minority groups in the society and to augment social capital in the communities (Frisby & Millar, 2002). Also the sport sector’s policy focuses more on ‘sports for all’ to engage a larger part of the population in sports activities (Vail, 2007). These evolutions call for a collaboration between the sport sector, the social sector and the health sector. Policy makers realize that inter-sector collaborations are needed to solve these problems, but find little research to base their decisions on (Klesges, Dzewaltowski, & Glasgow, 2008). This study wants to provide empirical evidence to policy makers and practitioners by investigating the effectiveness of a community sport program in Flanders (i.e., the Dutch-speaking part of Belgium). This program uses inter-sector collaborations as core element of the program and is directed to people who experience higher thresholds to engage in sports.

Four communities implementing the community sport program were selected through stratified random sampling. Four control communities similar to the sport program communities were chosen to compare the results. Of each community 200 adults (aged 18-56 years) were ad randomly selected. Potential respondents were visited at home and asked to respond to a questionnaire constituted of six parts: socio-demographics, physical activity, sport participation, community sport, health and social capital.

At the EASS 2013 we intend to present the effects of this community sport program to sport participation and its effects on health and social capital.

Keywords: sport participation, social capital, health.

References:
Despite policy efforts in the past, the sports club membership of adolescents in Flanders seems to be over the hill (Scheerder & Seghers, 2011). Moreover there is a particularly low level of organized sports participation among disadvantaged youth (See e.g., Cobbaert, 2009; Démos, 2010) and significant drop out rates among older youth (Vettenburg et al., 2010). At present, within the Flemish sports sector, there is limited insight into why certain groups do - or do not - participate within an (organized) sports context. In addition, there is a lack of understanding regarding the impact of (organized) sports participation on youth, both in terms of the promotion of sustainable sports participation, as in relation to the development of personal and social skills (e.g., taking up responsibility and volunteering). Purpose of the present study is to explore the field, beyond the traditional organized sports context. More specifically we examined two youth development programs which focus on ‘teaching’ and ‘learning’ skills and competences. They both focus on disadvantaged youth and use sports as a means, one project (Kort-op-de-Bal) is situated in youth work, another (Street Action) in a Neighbourhood sports context. Within the Kort-op-de-Bal project three expert witnesses were interviewed as well as nine disadvantaged youngsters, the latter were interviewed two times. The Street Action project runs in eight municipalities and the two main organizers of each project (n=16) were interviewed. Besides that, six focus groups with the disadvantaged youngsters were organized. Based on the results of both studies, we gained more insight in the underlying mechanisms and methodology of the programs and their outcomes as well as in how youngsters experienced the whole program. Moreover, we also obtained a better understanding of contexts and contextual/individual factors for good youth (sports-based) development programs.

**Keywords:** underprivileged youth, youth work, sports, development, Flanders.

**References:**


Perspectives and expectations of education to young Brazilian athletes

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In Brazil, sport has captivated a high level of interest among the youth and has been constituted as a market in which a great contingent of those young people aspires and search for opportunities to succeed professionally and achieve social ascent. The pathway to pursue this market is not only hard and restrictive but also demands strenuous bodywork, and resignation of daily activities (Hickey & Kelly, 2008; Rocha et al., 2011). It is important to point out that a great part of the sportive formation happens in concomitance with the school education (Sack & Thiel, 1979; Parker, 2000; Metsä-Tokila, 2002). In this scenery this research’s objective was to analyze the athletes’ attributions of value and priorities in regards to sport and school, considering these two fields as spaces of formation that provide distinct capitals that contribute to the search of a professional space, which is more and more competitive. 126 athletes aged between 15 and 18 years old participated in this research, they came from different sports, which are men’s soccer, women’s futsal, men’s and women’s volleyball. We relied on interviews and a methodological perspective known as meaning analysis, operated via three introductory terms: “training”, “studying” and “go to school”. We concluded that for the volleyball athletes, sport requires dedication, but is not seen as a plan for a future career, so the priority is given to the school routine. In the women’s futsal case, there is an expectation of professional sport formation; however, athletes do not perceive school as the main way to professional insertion. Soccer is distinct from other sports as it is perceived by its athletes as a professionalizing field. We observed that the markets for these sports are different; one of the factors that lead to that conclusion is the fact that athletes prioritize soccer rather than school believing in a possible professionalization. The value attributed by the athlete’s family is determinant to the decision between prioritizing school or sports.

Keywords: professionalization, sports, education.

References:


Building an athlete: The mundial sportive market and the impacts in the sports development and education of young Brazilians and Spaniards.

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The study tries to analyze the primarily time training in football and everyday school routine for young Brazilians and Spaniards. The collected data show that the average workload (training, games and school and displacements) of Brazilians living in Rio de Janeiro is 18% greater than the athletes of Castilla y León (Spain). In Spanish clubs, the weekly workouts for the football match 27% uptime of young people in Brazil have 52% of the time allotted for the same football activities. From these data we seek also to understand the reasons for this reversal of priorities at least from the point of view of investment of time between the two realities. For this privilege as one of the possibilities to explain the structure and functioning of the global sports market that put Brazil as the peripheral area of the products most valued football players and consequently exporter and across Spain as one of the centers of the products most valued football and as a center of attractive players. At this point the data seem to support the hypothesis that the position of these countries in the global sports market directly influences the type of training undertaken by the clubs. To obtain these data and these findings we conducted a survey in both countries with young people aged 14 to 20, who compete in the top division of their respective categories in 2009.

Keywords: youth, football, school, sports market, professionalization.
Factors in the Practice of Sport and Physical Exercise in the Lifestyles of Spanish Youth

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The paper presents the results of a study on cultural trends in the abandonment of sports and physical activity among the Spanish youth. The study, that is being conducted due to a grant awarded by the Superior Sports Council (CSD) (Ref. 007/UPB10/12), examines how the adoption of this new lifestyle (sedentary) that is gradually taking root among the Spanish youth can influence one way or another the self-perceived health and well-being among this population. To confirm this, a series of focus groups discussions with young people with different socioeconomic and sociodemographic profiles along different Spanish cities have been carried out, apart of the in-depth interviews with a strategic sample of young people. The results show that young people are a heterogeneous group in forms of cultural expression and their motivations, their social situations change with difference of the age and the gender, that their lifestyles are conditioned by their social, the sedentary is has incorporates its life as a model from the social structure and, often, the youth is seen and spoken to, but no one listens, representing in sports nonsense to achieve an effective integration of this collective in the sport.

Keywords: activity, sedentarism, sociological factors, youth, Spain.
Outcomes of youth martial arts practice: a consideration of mediating factors

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To date, contrasting results are found regarding the presumed effects of martial arts involvement among youth, ranging from very positive to very negative. While some refer to an increased antisocial behaviour among young martial artists (e.g., Endresen and Olweus, 2005; Reynes & Lorant, 2002), others indicated that martial arts practice among youngsters can lead to positive developmental outcomes (e.g., Lakes & Hoyt, 2004; Wargo et al., 2007; Zivin et al., 2001). The variations in these findings could possibly be due to the fact that most authors regarded martial arts as a unitary phenomenon and were primarily focused on measuring outcomes. This kind of approach can be compared with a “black box” testing approach which means that the measurement of the outcomes of martial arts involvement is emphasised, while the context and actual processes that give rise to these presumed effects are not examined and remain somewhat mysterious.

The present paper tries to emphasise the need to consider several mediating factors which might be influential when examining developmental outcomes of martial arts practice, especially among youth. Based on the literature, the mediating factors described in the present paper are: the structural qualities of the martial arts (i.e., type of martial art), type of guidance, the social background and characteristics of participants (Coalter, 2007; Holt, 2008; Mahoney & Stattin, 2000; Petitpas et al., 2005). Taking these and possible other influencing factors into account should contribute to a better understanding of the true nature of outcomes of martial arts practice and will enable a more thought out and accurate approach when considering these outcomes.

Keywords: martial arts, youth, outcomes, mediating factors.

References:

Habits and attitudes towards sports of the Andalusian population at school age, 2011

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This study provides a comprehensive analysis of the level of physical and sport practice, out of class hours, of the Andalusian population at school age, allowing to know how, where, and how long they practice sports. The research’s target is the resident population in Andalusia aged 6 to 18 years. The obtained data can be structured in the following blocks:

• Personal data
• Practice of sports of scholars, inside and outside school, out of class hours.
• Reasons for sport practice, no practice and abandonment.
• Associations and competition
• Interest in sports
• Use of free time
• Passive participation
• The influence of family and other social agents

This research was conducted between May and June 2011 by 3423 personal interviews, distributed evenly among the eight provinces of Andalusia.

The rate of school-age sports in Andalusia in 2011 goes up to 88.7%. Based on the definition of this rate it indicates that most of the Andalusian students have practiced sports or physical activity at least once during the last year, out of school hours. The study of the frequency of practice, helps us to interpret this rate in a more rigorous way, giving a much more real data, since when we speak of a more regular practice (three or more times per week), the rate drops significantly (47.5%). If in addition to the regularity with which it is practiced, you consider whether this practice is organized, participation levels drop to a third of the school-age population.

Among the studied variables, gender and age are the best predictors of sports practice of Andalusians at school age. Also noteworthy is the influence of some environment variables as the size of the municipality and the practice of sports of families.

Keywords: sport habits, Andalusian population, scholars.
Sport participation, raising a family and the limit of 168 hours a week

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Participation in sport is seen as beneficial for health, plays an important role in social cohesion and many people enjoy doing sports in their leisure time. Sport policy has as its main goal to raise the participation in sport and to stimulate participants to be active on a regular basis. The question is though how it can be organised between other (often more obligatory) activities like personal care, school or work, household activities and care for children. As a week has only 168 hours, any increase in time spend on sport will be constrained by competing demands. Time restrictions due to work or family care are the most important reason not to take part in sport in the Netherlands (van den Dool et al. 2009). An interesting question is thereby which factors influence sport participation besides socio-demographic factors: family structure, time constraints, or perhaps perceived agitation? And is the influence of these factors the same for participation itself as they are for time spend on sports? Although other research has focused on these aspects (Ruseski en Humphreys 2011), a new dimension will be given by using Dutch data from the Harmonized Time Use Survey (HETUS). These data are collected through a diary in which respondents from 10 years and older keep track of their activities every ten minutes, during 7 days. The presentation will focus on results of this analysis and draw implications for sport policy.

Keywords: sport participation, determinants, time constraints, family.

References:
Awareness of the availability of physical activities and sport among the elderly and its relationship with gender and age

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Various studies have shown that the practice of physical activities and sport yield benefits to society and the elderly (Meléndez and Schofield, 1997). However, the elderly continue to practice less physical activities and sport than other age groups (García Ferrando and Llopis, 2011). One of the possible causes for this is the high percentage of older people who are unaware of the local availability of physical activities and sport (Bylina et al., 2006; Jiménez-Beatty, 2002; Jiménez-Beatty, Martínez del Castillo and Graupera, 2006; Śniadek and Zajadacz, 2010).

For this reason, the aim of the present study is to determine the degree of awareness among the elderly of Alcalá de Henares about the local availability of physical activities and sport and its relationship with the socio-demographic variables of gender and age.

For the present study, a quantitative methodology has been applied by means of a structured questionnaire that has been presented to a random sample composed by 133 individuals of Alcalá de Henares aged over 65. The data have been analysed with the software program SPSS V 19.0 with levels of significance chi-square, coefficient of contingency and phi.

The results show that 62.3% of those interviewed declare to be aware of the local availability of physical activities and sport for the elderly. This proves to be a higher result than those obtained from previous research studies (Bylina et al., 2006; Jiménez-Beatty, 2002; Jiménez-Beatty et al., 2006; Śniadek and Zajadacz, 2010). According to socio-demographic variables, the availability is acknowledged by a higher number of women (67.2%) than men (56.3%) whereas according to their age, the awareness is more widespread among those aged 75 or over (69.7%) than among those younger than 75 years old (58.9%).

Keywords: physical-sport activity, elderly, availability, marketing, promotion.

References:


Doping

Habitus, Thresholds of Shame, and Doping in Professional Cycling

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Following the theoretical lens of figurational sociology, I argue that professional cyclists, and the wider cycling figuration they comprise, have undergone civilizing processes one manifestation of which is an advance in shame feelings and embarrassment towards the practice of ‘doping’, though this has been a gradual, uneven and fragile process. In the early decades of the twentieth century the taking of stimulants was more uninhabited. Since the 1960s in particular, the social constraints on the taking of ‘stimulants’ or what became recognised as doping have gradually intensified. In turn, doping became increasingly ‘pushed behind the scenes’. Slowly, and certainly not in a linear fashion, shame feelings have become more prevalent and their expression more visible. Previous justifications based on the alleviation of pain, the necessity to sustain employment, fulfil contractual obligations and the tendency to portray professional cycling as misunderstood by those ‘outside’ the sport have receded. Equally, while ambivalence towards the practice of doping and anger directed at external functional specialists have not disappeared more contrite accounts exhibiting more advanced levels of shame and embarrassment are evident.

To that extent, while external constraints have turned into self-restraints, reflected in an advance in the threshold of shame and repugnance, it has been an acutely slow, fractured, ambivalent and contradictory process. I contend that this is explained by the intertwining of several processes; the competitive tensions and social insecurities generated by the figuration of professional cycling; the social habitus of professional cyclists in which the concept of suffering is deeply engrained; and the relatively slow development of social constraints.

The empirical data is derived from the autobiographies and biographies of professional cyclists from the early 1900s to the present decade. This was supplemented by histories of the grand tours and classics of European professional cycling, magazines, newspaper articles and other manuscripts relating to the sport of professional cycling.

Keywords: cycling, doping, thresholds of shame, figurational sociology.
Anti-doping Attitudes in Sport: Ethical and Legal Aspects

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Author is rather against making doping illegal, and particularly against substantiating this demand by referring to moral arguments. As far as I am concerned, the issue of doping should be settled by legal norms that apply to given communities. If doping (or crypto-doping) is not openly legalized by law, then it can be stated, without any relativist controversies, that a contestant who uses doping acts against the mentioned norms, rules, and regulations which provide for various forms of penalization. An appropriate committee of the sports club, organization, or sports federation specifies the nature and range of punishment for such violations. These sanctions are part of the legal order, as all activities within a particular professional sport (and related to sports regulations) must be institutionalized and accepted by a district court under code guiding administrative procedure. Therefore, in a way, the aforementioned penalization is indirectly sanctioned by the pertinent law in a particular country – that is, the administrative law. The direct sanction of national law – if one wishes to name it this way – can be identified as punishment resulting primarily from the rules guiding the code of criminal procedure, as, for example, in Italy. If this kind of law applies to given communities, then breaching it can lead to moral sanctions, but this phenomenon is neither necessary nor common.

Keywords: doping, anti-doping, ethics, law.
Social issues of doping use

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Doping is largely used outside sports world in different types of competitive activities for many reasons. Doping spreads to various human activities. There are a lot of competitive activities besides sports in a wider society: market competition and professional rivalry, and of course, wide range of competitions in an academic context. Sometimes this competition is unfair both in sport and in a wider society, but the perception goes through different interpretations, for example the breakdown of a fair principle in sports and a real cheating in some social contexts. The core of social problems related to doping is connected with positive or negative connotation and perception of doping and doping use. Comprehensive analysis of doping use in competitive activities does not exist, therefore it seems appropriate to take a look to a certain aspect of this issue in the framework of cultural-historical analysis.

Some activities are acceptable, some - intolerable or even illegal, there are moral conduct and immoral behaviour. How to assess and position doping from this point of view? Some of them like use of doping in extreme context, such as, for example, the military service, could be acceptable in general considering the use of micro-doping for fatigue decreasing. Contests in the artistic world could be compared to the sports tournaments, that is why doping should be banned. Academic doping should be taken into account, the element of competitiveness also occurs in these context. Moreover we could assume that sport is no longer an unique area of doping abuse, the issues of doping in sport were just the consequences of society medicalisation. The “ends and means” should be considered when we study different types of social activities.

Keywords: doping, society, competitive activities.

References:

Surfing

On top of the waves: surfing, youth and culture in Rio de Janeiro during the 1960’s

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In the second half of the twentieth century, one can clearly note the influence of the United States of America in the world’s sporting arena. The spreading of cultural practices that had North American characteristics, such as surfing, cannot, however, be considered only as a neo-colonial imposition: there are local appropriations that can inform about the specific contexts in which they are received. Based on this consideration, this article aims to discuss the apprehension and development of surfing in Rio de Janeiro city in the 1960s. We focus in exploring how this sport was taken as a marker of identity, since it is connected to certain notions of youth and lifestyle. In order to do so, we analyse representations of the sport produced in newspapers and magazines from that period, as well as the film “Garota de Ipanema” (The Girl from Ipanema, 1967).

Keywords: sport, surfing, youth, Rio de Janeiro, film.
Formation as element of cultural transformation in the sphere of surfing

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For the analysis of the “formation” as a developing variable in a concrete environment into sport such as the surfing, we have used as reference our experience in the Canary Islands through the Canary Surfing Federation (nonprofit organization).

In this case, the cultural transformation must be understood as the result of a series of changes into different dimensions. These changes are closely associated with the promotion/increasing of the surfing (economic and social impact) in the Canary Islands.

In the context of the Canary Islands, due to its insularity, the surfing had experimented an intense development in the last decade, without being this one a mass sport. This process can be observed through the tracing of a set of variables: economic, cultural, political and social arena. In this analysis the formation as a cross variable appears.

From a decade ago, the Canary Surfing Federation proposed the qualification of future coaches/teacher of surfing as a strategy for the development of surfing in the Canary Islands. Through the formation, they deepened in different issues. This process helped to cohere and to consolidate the surfing sector, beyond a sport practiced individually or an economical activity linked to foreign companies.

At present, this development has required to regulation of the Canary Islands learning centers through a Regulation of Official Surfing Centers. With this, in sport matter, a legislative specific gap has been covered: learning centers (sport clubs) as well as tourist dimension (companies of active tourist-surf school), linking the formation to the regulation of leisure-sport activities.

Keywords: surfing, formation, develop.

References:


Sport, ageing and embodiment amongst silver surfers

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Images of surfing have tended to reflect consumer culture’s fascination with youthfulness, simultaneously perpetuating a myth that participants are reckless, risk-seeking hedonists. This image, however, is being challenged with increasing numbers of older male and female surfers taking to the water. Drawing on interviews with (what the media have dubbed) ‘silver surfers’, I explore the experiences of older people who surf.

The interviews illustrate the meanings that surfing plays in these participant’s lives, and identities as they grow older, and reveals some of the challenges faced by older participants. I highlight the ways in which these older surfers are challenging dominant discourses about physical activity, risk, age, and gender embodiment. While ageing is often conceptualized as a phase of cognitive and physical decline, surfing is being used as an identity resource in the extension of ‘mid-life’ (Featherstone & Hepworth, 1991) and in the process of negotiating (anxieties about) ageing (Tulle, 2008).

Yet, in accordance with the politics of neoliberalism, ageing is increasingly seen as a life-phase where individuals can, and indeed are increasingly required to keep themselves physically and cognitively healthy (c.f. Millington, 2012). The paper therefore considers the ways in which neoliberal discourses of health - in which consumer-citizens take personal responsibility for their well-being – influences surfing identities, practices and discourses. The paper therefore contributes to wider debates about embodiment, ageing and the politics of neoliberalism.

Keywords: Sport, ageing, surfers.

References:

The surfing for people with disabilities: an issue of social research

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The beach is a place that has exceptional features to practice numerous sliding sports related to water activity. It is an adapted context of natural form, which offers endless opportunities. Surfing can be a tool to work of integral form with people with any type of disability. A combination between surf and beach permits the possibility of developing an adapted sport.

In this paper, we had worked about a concrete experience developed in the Canary Islands, and about other experiences which were developed in other places in Spanish State. This initiative, surfing as adapted sport, try to promoting equal opportunities, the integration of people with disabilities in their environment, promoting self identity and strengthening self-esteem through contact with the sea and the recognition of skills and personal potential. Also, the practical of this sport as therapeutic exercise stimulates the body schema for these people develop and achieve their motor stimulation; while they working for the acquisition of social skills and improved quality of live, too.

After we made a literature review, we found a hole in the sociological research which considers the relationship between sliding sports in the aquatic environment and disability. This in a context in which this type of sports, since its complexity in the social context and personal situations, tries to address the “disability” as “functional diversity”.

Keywords: surfing, disabilities, adapted sports, social research.

References:
The myth of the hero is the oldest applicant and the world, present in many ancient civilizations and contemporary, with structures similar to each other, being the main reason for its existence: the struggle; in sport that reason translates into competing. The Olympics is the main stage for the emergence of such idols, this article will use the story of Francisco Lázaro Olympic Games in Stockholm in 1912, based on an analysis of documents. In 1912, Lazarus was the favorite athlete of the Portuguese population, gained greater recognition for having completed the race in less time Olympic champion in London in 1908 and his phrase "Or Gain or I Die". Before starting the proof of the marathon, Lázaro is seen by the bathhouse to anoint themselves with tallow. As there was no time to wash, was quickly taken to the match. Lázaro went very well and made the first kilometers in the lead up to 30 km when it begins to stagger and fall regularly until fall and cannot get up anymore.

At the hospital, still without regaining consciousness, suffering strong convulsions and cramps, when he began to regain consciousness suffers from hallucinations, imagining that he was still in the race. The doctor diagnosed that it was suffering from heatstroke and that would be fatal, tried everything possible to save him, but without success. Lázaro died the next morning. The athlete's body returns to Portugal after more than two months. In a procession accompanied by the population of Lisbon. Lázaro is buried. Figure of national hero, has always been very present in the narratives of sport. Validate values and customs of society, such as competitiveness, sacrifice, perseverance and hard work. In the case of Lázaro notes the intention of sharing a name, a history and a mutual awareness.

Keywords: Olympic, hero, myth, marathon.

References:

The Russian Olympic team in Sochi 2014: national pride and global crew

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In the era of the global governance and the increasing significance of the transnational policies, nation states still see the Olympics as the venue for demonstrating their wealth, power and superiority. Being a mega-event supported by detailed media coverage, the Olympics is a splendid political stage for the major political actors including the national leaders.

Straight after the grand success of the host nation in London 2012 Alexander Zhukov, the President of the Russian Olympic Committee claimed that Russia is to win in Sochi-2014. Since then, despite some warnings and pessimism expressed in public by Vitaliy Moto, the Russian minister of sport, the victory in the overall medal ranking has been seen as the primary objective by the Russian high-rank officials.

After the blasting failure in Vancouver 2010 that revealed the in-depth crisis in Russian winter sports, the Russian sport officials had to invent a new competitive sport policy that can provide with the sufficient results in the nearest future. The paper focuses on the political decisions that caused brand new trends in the preparation of the Russian Olympic team. These trends undermine the traditional founding principles of the Russian governance in the professional elite sport and correspond to globalization processes in the professional sport environment. Among them are the following:

- Naturalizing of athletes in the variety of sport including both: sports where Russians are traditionally strong (e.g. figure skating) and weak (e.g. short-track).
- Hiring the high-profile foreign professionals for running (coaching) Russian Olympic teams in key sports.
- Providing opportunities for individual preparation for the leading athletes, including an opportunity to train under the supervision of the foreign coach.

Keywords: Russia, Olympic team, Sochi 2014.
Managing strategies for a second career: The experiences of Spanish Olympians.

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The purpose of this study was to analyse the strategies used by Olympians when developing a second career. Using a phenomenological approach we asked 26 Spanish Olympians (13 men and 13 women) from different summer Olympic sports about their experiences when it came to perceive their future vocational career. The results revealed three groups or profiles. The ‘strategists’ were Olympians with an awareness of their future, a deep understanding of their work environment, and who took specific steps (academic training, entering a new job before ending their sporting career, saving money, taking advantage of their sporting capital) in order to enter their second career. The family was shown to be a key influence for Olympians in this group. At the other end of the continuum were the ‘non-strategists’, those who did not combine their career in sport with an academic or vocational career. What set these Olympians apart was a lack of awareness regarding the need to prepare for their future career, and they did not develop strategies to do so. The third, intermediate grouped comprised the ‘semi-strategists’, those whose behaviour in relation to a second career was ambiguous. These findings can be used to developing programmes and assist athletes according to the characteristics of the profiles identified.

Keywords: strategies, Olympians, second career, new workplace, transition.
The Assessment of Tolerance for Violent Behavior in Sport

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Violent behavior in sport, and in various situations involving sport, is seen as a major problem in last decades (Coakley, 2009; Thirer, 1993.). With aim to assess the reactions to violent behavior of athletes and coaches, situations-reactions (S-R, Endler, Hunt and Rosenstein, 1962) inventory was constructed. It consists of description of four violent acts and seven possible reactions to described situations. Situations include physical, verbal and sexual violence acts coaches did to athletes, and description of violence among athletes. The description of situations was based on real-life violent acts which happened in near past and were described in local media. The reactions range from no reaction at all to opinion that person who is involved, aggressor or victim or both, should be expelled from sport. Questionnaire was applied to different samples, students, athletes, coaches, and sport officials. The results show discriminative value of the instrument. As in the Mutz’s study, the differences in tolerance for violent behavior were found between athletes of combat sports and students (Mutz, 2012), and are in concordance with reports of higher level of actual violent behavior among athletes with fighting skills (Endersen and Olweus, 2005; Brettschneider et al, 2005). Differences were not found in groups with different positions in sport, athletes, coaches and officials. Gender differences were not confirmed.

Keywords: violent behavior tolerance, athletes, coaches, sport officials.
Emergence of love relationships through sport

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According to Putnam (2000) marriage is the happiness-equivalent of four times your annual salary. Apart from problems related to married life like domestic violence and dependency, in general being involved in a long lasting relationship has shown positive net effects on both individuals and society at large. Macro level analysis show that married people are less obese, smoke and drink less than singles and have a higher life expectancy of almost four years.

Former studies showed that there are some key determinants for a successful love relationship (e.g., Regan, 2011). First, they start from a physical proximity between two people. After the first encounter the quality of the relation is depending on interpersonal similarities such as age, race, social values and personal interests. Finally, becoming a happy couple out of this relation is predicted by repeatedly meeting and reciprocal response. Throughout the years former popular encounter spaces at the marriage market like family and church have lost importance in western, secular countries like the Netherlands, and new ‘marriage shops’ like internet have rapidly grown. Leisure practices like sport participation, may also have grown in importance as love makers. In our study we analyze to what extent different sport practices function as marriage market for which social groups.

We collected data among a representative sample (n=1,036) of the Dutch internet population (15 years and older). Respondents received questions about what they find important in (potential) partners, where they had met their current/last partner and the duration of their love relations.

Results show that one in ten people say they have had at least one serious (self-assessed) relationship through sports. In this paper, I will further investigate for whom and under which conditions participation in sports leads to love relations. I will further elaborate on the constructs of interpersonal similarities, repeatedly meeting and reciprocal response within various types of participation in sports (high/low frequency, team/individual, club/informal) among different social groups (e.g. age, education).

Keywords: love relationships, sports, social value.

References:

The Sport track for social empowerment in divided societies

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"Sport, as a universal language, can be a powerful vehicle to promote social interaction, tolerance and understanding. Through its power to bring people together across boundaries, cultures and religions, it can promote social interaction, tolerance and reconciliation."

"On a communication level, sport can be used as an effective delivery mechanism for educational process about basic human manners, tolerance, and respect for opponents, regardless of ethnic, cultural, religious or other differences. Its inclusive nature makes sport a good tool to increase knowledge, understanding and awareness about peaceful co-existence."

"...The core values integral to sportsmanship make sport a valuable method of promoting peace, from the local to the international scale."

(United Nation, 2005)

Sport the magic stick which attracts the world population, sport can be the natural vehicle to reduce tension and ignorance among divided societies, sport can be the fertile soil to raise the future leadership accompanied with sensitive knowledge for tolerance and respect and trust to the other.

For the last twelve years we use sport as a vehicle for tolerance and reconciliation in Galilee North of Israel between Jewish and Arab population and even expand throw all round the state of Israel and beyond the borders Neighbors in Jordan.

Throw the engagement of increasing number of multicultural sport projects we seek educating the children for basic human values and throw them to send a clear message, the world can be more peaceful and secure with population raised on trust and respect and tolerance towards the other even if he different from me.

We aim to achieve that throw developing ongoing multicultural sport programs, new activity format will be suggested, when the emphasis will be on identifying potential candidates of youngest Sport leadership Jews and Arabs from the age of 14-15 years old, when the Sport track need to begin early from the age of 10 years by having wide basic of multi-cultural activities.

\textbf{Keywords:} divided societies, sport programs, Jews, Arabs.
Numerous scandals and abuses have raised the question for more ethical behavior and management in sports clubs worldwide. The ethical problems concerning sports organizations are plentiful. On the hand have, there are the issues that afflict organizations in general, for instance gender inequality. On the other hand, sports clubs also have to face ethical problems that are specific for this sector, such as match fixing, the boundaries between coaches and athletes and the use of performance enhancing drugs. A widely used instrument for tackling ethical challenges and conflicts is the establishment of a code of ethics in an organization (Kaptein, 2008). Not unexpectedly, also the sports world is turning towards this approach, but this hasn’t been studied to date.

The use and effectiveness of ethical codes to handle ethical problems is still very heavily debated and has not yet been examined in the sports context. In this paper we will present results of a large study on the prevalence and effectiveness of ethical codes in sports clubs in the region of Flanders. Athletes, coaches, parents and directors of sports clubs from six different sports disciplines where questioned about the codes in their sports club. The concept of Ethical Climate (Cullen, 1993) is chosen to assist in the assessment of code effectiveness. To date, the Ethical Climate Index (Arnaud, 2006; Arnaud, 2010) has not been introduced into the sport context yet. The presentation of this instrument for use in the sports world and findings on the prevalence and effectiveness of the use of codes of ethics in sports are the main and innovative focus of this paper.

**Keywords**: ethical codes, ethical climate.

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Sociology and Sport in Face of New Challenges
Partners
In 2014 the EASS congress will take place in Utrecht, the Netherlands. Utrecht (280,000 inhabitants) is the most central town of the country and is only a 30 minutes train ride away from the international airport of Schiphol. The central placement of the city and the unique historic setting make Utrecht an ideal place for international conferences. From 7-10 May 2014 the historical buildings of the University of Utrecht, right in the medieval city centre, will be the décor of the 11th EASS congress. The congress will be organized by the Mulier Institute, centre for research on sports in society, in cooperation with the University of Utrecht.

The preparations for the congress are well on their way and we can guarantee that the congress program will offer high standard scientific contributions and an appealing social and cultural program to experience the beauty and unparalleled vitality of the city of Utrecht. The congress title ‘Changing landscapes of sport: dynamics, hybridities and resistance’ provides a broad sociological framework for the congress, which enables the use of multiple perspectives to explore the changing landscapes in the participation in and organisation of sport and physical activity. The congress will pay due attention to changing social, bodily and life course processes, spatial and geographical perspectives and organizational and policy perspectives. European societies have changed over the last decades and are still changing rapidly under current socio-economic and technological developments. These large scale developments influence the daily lives of people, the functioning of organisations and the way environments are shaped. Although people nowadays are less tied to their job, living place and sport career, and may combine former incompatible habits, they often simultaneously hold on to certain traditions and power hierarchies. Herewith, boundaries between social groups are challenged, resisted and reinforced. In this, sport can be regarded as a microcosm with contested developments with respect to social stratifications, institutional configurations and the transmission of social values, norms and ideologies.

From a policy perspective, sport gained relevance as a social practice and contributor to a healthy lifestyle and social regeneration. Sport has become a ‘merit good’. However, in sport policy the contribution of sport to individuals and society at large is mostly based on taken for granted assumptions. This raises the question as to what extend sport policy and scholarly research are attuned to the changing landscapes in sport.

The following three keynotes have already confirmed their presence and will shed their light on the above issues:

- **Professor Cara Aitchison** (Vice-Chancellor of the University of St Mark and St John and previously at the University of Edinburgh): best known for her research on social justice in leisure, sport and tourism and particular her work examining gender relations, and as Chair of the UK Research Excellence Framework (REF) Panel for Sport and Exercise Sciences, Leisure and Tourism.
- **Professor Barrie Houlihan** (Loughborough University): a sport policy professor with numerous outstanding publications on sport and policy and sport development, and the founder and editor in chief of the ‘International Journal of Sport Policy & Politics’.

For further information on the congress and the city of Utrecht, please visit [www.eass2014.nl](http://www.eass2014.nl). See you next year in Utrecht!