Changing Landscapes in Sport: dynamics, hybridities and resistance.
EASS2014

Changing Landscapes in Sport: dynamics, hybridities and resistance

Book of Abstracts

11th European Association for Sociology of Sport Conference
Utrecht, May 7-10

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EASS president welcomes you!

Dear friends and colleagues,

The 11th Conference of the European Association for Sociology of Sport (EASS) in Utrecht has broken all records of the organisation so far in abstracts submission, approved abstracts and most certainly the attendance. It means that the importance of EASS is growing.

The European Association for Sociology of Sport (EASS) was founded on November 2001 in Vienna, with two main ideas. Firstly, up to that time there had been no organisation representing experts in the area of sport and social sciences on the European scene. Secondly, the integration of Europe posed a number of challenges not only for politics and economy, but also for sport and the social sciences. In Europe, with its ethnically and culturally diverse population, the role of sport as a vehicle for cultural dialogue is of particular interest. With the increasing importance of sport the exploration of its socio-cultural, socio-political and socio-economic functions and problems is becoming an ever more essential task for the sociology of sport.

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 to 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 sports culture, which has become ever more differentiated.

In this context new perspectives in scientific orientation and research activities on the European scene have evolved. It is important that the sociology of sport investigates the development and differentiation of sport over time and across different societies. The EASS conferences, which are held annually, have an identity creating potential both for the discipline itself and for the participants. The past EASS conferences have proven to be very fruitful in forming new networks and relationships and were a good platform for scientific debates. With this, the EASS conferences contribute to forming international networks and relationships in the forefront of the field, which facilitate both circulation of knowledge, and international collaboration in research. Such bridges are essential for sparking new initiatives and for creating a larger scientific community.

In the globalising world we live in, changes are apparent anytime and anywhere. Therefore I believe the theme - Changing Landscapes in Sport: dynamics, hybridities and resistance – of the Conference fits perfectly in the current timeframe. The duty of sport sociologists is to discuss these changes and their consequences for the society at large, paying attention to the historical, social and cultural contexts of sport.

All of you are warmly welcomed to the 11th EASS Conference. I wish you all a pleasant and fruitful congress in Utrecht, with active scientific discussions. And while you are here, please do not forget to enjoy all of the beauty that the city of Utrecht has to offer.

Hannu Itkonen
President of European Association for Sociology of Sport (EASS)
Professor in Sport Sociology
University of Jyväskylä, Finland
Welcome from the organising committee

Dear friends and colleagues,

It is with great honour and pleasure that I welcome you to Utrecht and to the 11th annual conference of the European Association for Sociology of Sport (EASS). On behalf of the Mulier Institute and the University of Utrecht I would like to thank you for joining us at EASS2014. We are looking forward to an inspiring, energetic and fruitful congress in many ways and are confident that, together with you, we can make this congress a true success.

This year’s congress is centred around ‘Changing landscapes in sport: dynamics, hybridities and resistance’, paying due attention to changing social, bodily and life course processes, spatial and geographical perspectives and organisational and policy perspectives. We are delighted that we can offer you an interesting line-up of keynote speakers, who will highlight their different perspectives on the changing landscapes in the participation in and organisation of sport and physical activity. Furthermore, the program offers four well worked out thematic symposia, which are each in their own way attuned to the central theme of the congress and aimed to stimulate discussion. In addition, the numerous parallel sessions on a wide range of topics will offer something for everyone. And finally, established networks as MEASURE, Sport Organisation Research Network and the European Sociological Association Research Network 28 ‘Society and Sport’ further strengthen this congress by gratefully including their annual activities within the EASS2014 congress. With this, we believe that all the scientific ingredients are there to live up to the high standards that were set in previous EASS congresses.

Also with regard to the social program we have tried to organise a varied and stimulating programme for all congress delegates to be able to experience the unparalleled vitality of the city of Utrecht and visit some of the best known cultural heritages of the Netherlands.

We hope that you will enjoy the meetings and discussions with colleagues and contribute actively to this 11th EASS congress by sharing your valued knowledge and opinions. And we truly hope that you will go home with good memories of your visit and new reflective and inspiring thoughts concerning your research.

We wish you a pleasant stay in Utrecht!

Remco Hoekman
Head of the organising committee
EASS board-member
Mulier Institute, The Netherlands
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European societies have changed over the last decades and are still changing rapidly under current socio-economic and technical communication 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, partner 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.

Practitioners, coaches, managers and spectators derive different meanings from sport, as a social practice, and of the physical environment that enables, encourages or hinders the participation in sport. The physical environment of sport forms a very diverse landscape, as sport is practiced in a variety of types of places and spaces. 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’ and sport participation therefore is considered to be a social right as is reflected by the adoption of the European ‘Sport for All’ charter. In European countries raising levels of sport participation, especially for groups that appear to lag behind, is one of the basic concerns underlying the policy interest in sport. 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 extent sport policy and scholarly research are attuned to the changing landscapes in sport.

Multiple perspectives will be used 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 organisational and policy perspectives.
Scientific Committee

- Dr. Agnes Elling (Mulier Institute, The Netherlands)
- Remco Hoekman MSc (Mulier Institute, The Netherlands)
- Prof. dr. Koen Breedveld (Mulier Institute, The Netherlands)
- Dr. Inge Claringbould (University of Utrecht, The Netherlands)
- Prof. dr. Maarten van Bottenburg (University of Utrecht, The Netherlands)
- Prof. dr. Siegfried Nagel (University of Bern, Switzerland)
- Prof. dr. Jeroen Scheerder (University of Leuven, Belgium)
- Prof. dr. Nicola Porro (University of Casino, Italy)
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- Saskia de Groot MSc (Mulier Institute, The Netherlands)
- Remco Hoekman MSc (Mulier Institute, The Netherlands)
- Thomas Moraal BA (Mulier Institute, The Netherlands)
- Dr. Inge Claringbould (University of Utrecht, The Netherlands)

Visitor information

Conference venue
The venue for the 2014 EASS conference is the University Hall (Academiegebouw), located in the central Dom Square (Domplein 29, 3512 JE Utrecht), it is the heart and the public face of Utrecht University. On the next page you will find a map of the ground floor and first floor.
Registration/information desk
The registration desk is located in room 1636 of the Academy Hall, the first room on your left hand side when entering the building. The organising team will be pleased to help you with all inquiries regarding registration, symposium materials and the program. Please do not hesitate to contact one of the team members if there is anything they can do to make your participation more enjoyable.

Registration/information desk opening hours:
Wednesday May 7th: 12:30 – 17:30
Thursday May 8th: 07:45 – 17:30
Friday May 9th: 08:30 – 17:30
Saturday May 10th: 08:30 – 14:00

Your delegate registration includes:
- Admission to all scientific sessions and parts of the social programme
- Coffee and refreshments during morning and afternoon breaks
- Lunch on Thursday, Friday and Saturday
- Access to all abstracts online
- Drinks and snacks during the Welcome reception
- Dinner during the social programme on Thursday and Saturday

Badge
With your registration materials, you will receive a personalized name badge. During the symposium, this badge must be worn visibly at all times. It grants access to the scientific sessions and social programme.

Banking and money
The local currency is the Euro (€).
There is a money exchange office (GWK) at the central railway station. This is open on weekdays from 8 AM to 9 PM, on Saturday from 9 AM to 7 PM and Sundays from 10 AM to 5 PM.

Cloak room and lockers
The cloak room is located on the right hand side of the corridor when entering the venue. The cloak room is not safeguarded. Lockers are available for the storage of valuable items.

Emergency situations
Emergency services can be contacted via the emergency telephone number 112. In non-urgent situations the police can be contacted via 0800-8844.

International visitors
All visitors must at all times be able to present a valid passport or European Identity Card. Foreigners enjoying a short stay in The Netherlands of less than three months may need a visa. Please check with the Dutch Embassy in your country to make sure if a visa is required.

Internet access
Wireless internet is available at the conference venue free of charge. Please select the wi-fi network “UU visitors” and accept the conditions in your internet browser to start navigating.

Lost and found
Found items should be handed in at the registration desk.
No Smoking Policy
Please remember that smoking is not permitted in the conference venue nor in any other public building in The Netherlands.

Official Language of the Conference
The official language of the conference is English. No simultaneous translation will be provided.

Shops in town
Most shops are open from Tuesday to Friday between 9 AM and 6 PM. On Thursday the shops are open till 9 PM. On Saturdays, business hours differ between 8:30/9 AM and 4/5 PM. On Mondays most shops open between 11 AM and 1 PM and close at 6 PM.

Taxi
Utrechtse Taxi Centrale, telephone: +31 (0)30 – 230 04 00

Tourist Information
The Utrecht Info Center is located on the Domplein 9 (opposite of the conference venue).
www.visit-utrecht.com/en

Disclaimer
The Organising Committee of EASS2014 does not accept any liability for injury or loss incurred by participants, accompanying persons, nor for loss of, or damage to their luggage and/or personal belongings. Participants are strongly advised to take out personal insurance on their own.

PhD Special
For PhD students and other young researchers, we offer a PhD Special. This will start at Wednesday afternoon with an informal meeting to get to know each other. In the evening, you are invited to join us for a Dutch Dinner. On Thursday morning we organise a workshop on publishing in peer reviewed journals. We have two experts to tell you all about the ins and outs of the review process: professor Annelies Knoppers (University of Utrecht, past editor of SSJ) and professor Barrie Houlihan (Loughborough University, editor of the International Journal of Sport Policy & Politics).

PhD Get Together (Wednesday, afternoon and evening)
The EASS PhD Special starts at Wednesday May 7th at 2pm in the surroundings of the Academiegebouw in Utrecht (place of registration). Please be at the Academiegebouw at 1.45pm. In this afternoon session we will get to know each other and each other’s work in an informal way. After the opening ceremony (8pm) we will have a typical Dutch dinner at one of the wharf cellar restaurants in Utrecht. The costs of this dinner is partially being taken care of by the EASS organisation.

Workshop on publishing in peer reviewed journals (Thursday, 8-9am)
Prof. Barrie Houlihan (Loughborough University), editor-in-chief of the International Journal of Sport Policy and Politics and em. prof. dr. Annelies Knoppers (Utrecht University), former editor-in-chief of the Sociology of Sport Journal will talk about their long-time experiences of academic publishing. This workshop is especially aimed at the do’s and don’ts of the review process and editorial contact, so don’t miss it!
**PhD Night Session** (Friday night, from around 7.30pm till late)
A PhDs night out can’t be missing on the program. On Friday night we will take you deep into Utrecht’s night culture to experience local bars, beer and people.

**Social programme overview**

**Thursday May 8th - bus tour and dinner Nieuw Welgelegen**

We’ll be offering you a bus tour to Nieuw Welgelegen, a recently completed multifunctional venue in Utrecht. It offers an interesting mix of sports, educational, cultural and healthcare activities. We will be taking you along some interesting local sports projects, like one of the more than 100 Krajicek Playgrounds in the Netherlands, the football fields on the IKEA parking lot roof or the local skate- and boulder park. We’ll end the tour with a barbeque on the roof of Nieuw Welgelegen.

The Richard Krajicek foundation was founded by the former Dutch tennis player Richard Krajicek. The aim of the foundation is to provide sports fields in urban areas where children have few possibilities for taking part in sports. The foundation stimulates sportive activities on the playgrounds - local public sites for sport and equipped with facilities for playing football, basketball and tennis. Utrecht has seven of those Playgrounds.

The football fields on the IKEA roof are home to a local football club. Faja Lobi KDS, an amateur club playing in the amateur division of Dutch Football League, plays all its home matches on the artificial turf on the roof top of the parking lot of the IKEA.

The skatepark and boulderpark are indoor locations and were developed for all levels of sport participants. The skatepark opened in 2012. Boulderhal Sterk is a location for indoor climbing and opened in 2013. It was build as a boulderhall for the region of Utrecht. Both organisations a run by volunteers.
Saturday May 10th – Afternoon activities and farewell dinner

Afternoon activities start at 14.00 from the conference venue.

**Guided tour of Utrecht (included in conference fee)**

We are offering a guided tour of Utrecht. A guide, who knows the city well, will give you a tour through the centre of Utrecht. The historical centre has preserved in many places its original state, with its unique wharves along the wonderful canals and of course with the famous cathedral tower (112 m), the highest in The Netherlands. Visiting the Dom Tower and climbing the stairs all the way to the top is possible. You will find a voucher for this in the conference folder which will be handed to you at the conference.

**Boat tour along the Vecht River (included in conference fee)**

Another possibility for you is to go on a boat tour along the Vecht River. The tour will start at the historic castle Slot Zuylen. We will board a boat that will take us on a two hour tour. During the tour you will see historic manor houses, churches and ‘castles’. The boat tour is an ideal way to escape the busy city and find some tranquillity.

**Canoeing Kromme Rijn (included in conference fee)**

You will be given a canoe and you will be on your way. There are many options to choose from. You can follow a number of routes. Routes through the city or more ‘green’ routes are possible. You can choose to paddle to the Dom tower and through the idyllic canals, or to the Rhijnauwen Tea House through the green outskirts of Utrecht.

**Rijksmuseum visit (50,- euro)**

We will give you a ride and ticket to the Rijksmuseum. Recently renovated, and opened to the public again last year, the Rijksmuseum offers world renowned art. From Vermeer to Steen and of course Rembrandt’s Night Watch. You will spend approximately 1,5 to 2 hours in the museum, until closing time. This should give you enough time to take the extended highlights tour (a free audio tour that can be downloaded as a smartphone app).

**Farewell dinner (included in conference fee) at 19:00 Fort bij Vechten**

The location is part of the New Dutch Waterline. As an addition to the former Dutch Waterline the New Dutch waterline was build in the 19th century to protect the Netherlands against military attacks. However it has lost its use after the 2nd World War. Nowadays it gives us the opportunity to host a farewell dinner at an unique location in a great atmosphere!
Sport policy and the changing landscape of sport in Europe

The presentation begins with the identification of four main elements of the sport policy landscape: ideological, financial/economic, organisational and demographic. The main features and trends in each are discussed and include: ideological (pressure on welfare states and increased prominence of health concerns), financial/economic (growth in influence of the commercial sector and pressure on public budgets); organisational (weakness of advocacy organisations for community sport and increased influence of non-national policy actors) and demographic (an ageing, poorer and more ethnically diverse population). The presentation moves on to consider the implications of these changes for youth, community and high performance sport and it is argued, inter alia, that the greatest challenges for public policy remain in the areas of community sport and youth sport, both of which suffer from a profusion of objectives (many of which are short term), implementation complexity and weak advocacy. The presentation concludes with a review of the prospects for sport policy in relation to agenda-setting, policy choices and impact.
Sport and the Janus Effect: Gender and the Contradictory Power of Sport

In a frequently cited speech Nelson Mandela stated that:

Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers. It laughs in the face of all kinds of discrimination (Mandela, 2000).

Mandela’s words convey the many contradictions of sport and gender relations; simultaneously we feel affinity and dissonance towards his analysis of the power of sport. The power of sport can be seen as constantly evolving, multifaceted, open to challenge and leading to the development of sport as a force for good. In contrast, sport can also be seen as one of the last great bastions of gender inequality and homophobia with regimes of power that remain immutable. This presentation explores the contradictory nature of the power of sport in relation to gender and sexuality. It examines the production, legitimation, reproduction, contestation and reworking of knowledge, policy and practice in sport. In particular, it assesses the influences and influencers responsible for shaping and reshaping gender dynamics, hybridities and resistance in sport. By drawing on illustrative examples of policy and practice over the last 25 years the presentation charts progress in gender equality and wider social justice in and through sport while also identifying continuing exclusion, injustice and the on-going need to change the gendered landscape of sport.
Grass roots sports: 50 years of social inequality

Today, more people take part in sports than ever before. According to the 2013 Euro barometer, 58% of Europeans are now engaged in sports, of which 41% ‘regularly’. Traditionally, sports used to be an activity for the well-off, for boys that were bored and in need of distraction (and discipline). Women, adults, lower social classes: these all lagged behind or were simply excluded.

Comparisons with data from the 1950s and 1960s teach us that these differences may have gotten smaller, but they have by no means disappeared. Some four decades of Sports for All policies later, we can see that some differences have gotten smaller but that other differences in sport participation are very much alive. New differences have entered the field as well. Still, sport participation is greater among the higher social strata than among the lower social strata, and there is no sign that that influence is diminishing.

In this paper we will further go into these social inequalities in sport. How do we account for these differences, to what degree is sports peculiar in this, why are there worries about these differences and what policies can be envisioned to combat them (if at all)? In the slip stream of this, we will go into the developments that have taken place in grass roots sports (and in sport sociology) over the past 50 years.
Sports, alienation and the spectacle

Although Guy Debord is best known for his phrase "The Society of the Spectacle", it was actually Henri Lefebvre who, not only first used it, but also provided the only clear definition. For the latter, "the Spectacle" is the "media representation of Alienation" in society.

Called a "strange book" with an even "stranger destiny" by its English translator, Michael Trebitsch, Lefebvre decided, during the waning years of World War II, to write a general critique of society's changing mode of life, the new ways information was exchanged, and the changes associated with the new mode of capitalist regulation (Everyday Life in the Modern World). This is clearly the project inspiring Debord's critique, and, uncharacteristically for French Marxists, both he and Lefebvre returned to the early writings of Marx on the Alienation problematic for their focus.

Decades after Lefebvre's books first appeared, the practice of urban planning flourished and constructed many signs of renewal as its material manifestations. From local parks to regional mega-stadiums, places and even more spaces were devoted to sports of all kinds. But, along with this material development, modes of information transmission and retrieval, capitalized to their last elementary particles, interconnected to form a semiotic field--- the signs of sports and recreation. These modes of leisure were, in turn, expropriated by organised media and advertising. In this way, material culture and symbolic culture were twinned under the more universal signs of labour's exploitation, the conflict over profit making in sports and the vast array of consumerism by the general population in the semantic field of "leisure."
Thematic session: Measure-debate: on increasing sport participation and the role of governments

Session Date 08/05/2014  
Time 13:30 – 15:00  
Location Union of Utrecht room  
Organiser Koen Breedveld (Mulier Institute & Radboud University)

Participation in sport is believed to be of importance for stimulating physical activity levels and thereby health, for allowing citizens a chance to participate in civil society, for raising social cohesion in a time of individualization, and for building competitive economies (fostering achievement-orientation, network-opportunities, school-accomplishments and reducing absenteeism from work).

For those reasons, in the 1970s and 1980s, governments all over Europe have invested in ‘Sports-for-all’ policies. As a consequence, sport-participation has risen considerably in most European countries. Recently however, indications have propped up that that increase has come to a stop (see, e.g. the 2013 Eurobarometer). In addition, more people appear to favor to do sports in a commercial context, and not as a member of a sport club.

This raises issues on whether and how sport participation can continue to grow over the next decades, on the significance of such a growth, and finally, on the role of governments of different levels in stimulating further growth in sport participation.

What in that sense would be the role of the EU, what would national governments expect of the EU, and what would local governments expect of national governments? What evidence is there for policies that are effective, what could be realistic goals for each of these levels to aim for, is cooperation with other stakeholders desirable and how should that (most noticeably clubs and federations, sport businesses and schools) cooperation be successfully organised?

Jeroen Scheerder (KU Leuven), on behalf of Measure\(^4\) and EASS, will open en lead the debate. Input to the debate will come from Yves Le Lostecque (Head of the Unit Sport, European Commission), on sport participation and sport policies in the EU. Karen Petry, author of the 2013 book ‘Comparative Sport Development’ will present on sport participation and public policy on the national level. Mariken Leurs (vice-head of sport policies Netherlands), Hans Spigt (elderman sports for city of Utrecht) and Remco Boer, managing director of NISB.

\(^1\) MEASURE (Meeting for European Sport Participation and Sport Culture Research) is an expert group, initiated in 2010 by the Mulier Institute and the University of Leuven, dedicated to researching and understanding differences in sport participation. Measure currently has 68 members from 22 EU Member States, Switzerland and Norway. See http://www.measuresport.eu/.
Thematic session: Gender negotiations and 'belonging' in (professional) sports biographies: new research perspectives

Session Date 08/05/2014
Time 13:30 – 15:00
Location Kannunikenzaal
Organiser Agnes Elling (Mulier Institute)

Research with a focus on gender and sport (participation, identity/physicality, leadership, media portrayal) has been thoroughly integrated within mainstream sociology of sport. Over the years an enormous body of knowledge has emerged, especially that concerned with the (changing) experiences and negotiations of women in sport in general and in traditional men’s sport in particular. Accounts of contemporary research projects are often strongly contextualized, using constructivist and increasingly intersectionalist perspectives (sexuality/ethnicity/class) and mainly qualitative methods.

During this thematic symposium about gendered sports biographies, we will discuss how people do gender in sport in ways that both support and challenges traditional gender constructions and can lead to personal empowerment and gender conflicts. We pay special attention to theoretical and empirical perspectives that go beyond the more traditional approaches. This thematic session also serves therefore as a follow up of Cara Aitchinson’s keynote speech *Sport and the Janus Effect: Gender and the Contradictory Power of Sport*.

After a short introduction by symposium organiser Agnes Elling (Mulier institute), two introductory presentations will be held, followed by a panel discussion.

**Presentation**
*Women’s soccer in the Netherlands from a philosophical perspective* - Martine Prange (Institute for Philosophy, Leiden University)
Prange will shortly outline her research project ‘From football wives to women’s football: an interdisciplinary research into the societal impact of girls’ and women’s football in the Netherlands’. This project investigates the history and professionalisation of women’s football, the role of football in the social integration and emancipation of girls, and the media representation of women’s football. Martine Prange will focus on the use of philosophic methodologies and the influence of art, play, and sports on human development in general and on the transformative power of football for the lives of girls in particular

**Presentation**
‘Women warriors’, inclusive ‘violence’ & power in ‘pastiche’ - Combat sport & theorising gender
Christopher Matthews (Nottingham Trent University) and Alex Channon (University of Greenwich).
Matthews and Channon will explore the theorising of gender that can add to understandings of the social worlds of combat sports. They use Anderson’s (2009) inclusive masculinity, Atkinson’s (2011) pastiche hegemony, and McCaughey’s (1997) physical feminism to argue that such sites, with their traditional and often assumed links to ‘macho’, ‘orthodox’ and ‘hegemonic’ masculinities, offer dramatic and important opportunities to explore the symbolic representation and emotional embodiment of ‘doing gender’ in ways that both support and challenge traditional norms.

**Panel discussion**, chaired by Annelies Knoppers (Utrecht University)
In addition to the three presenters Daniel Guinness (University of Amsterdam; research on gender and sports migration) and Cara Aitchinson (University of St Mark & St John) will participate, together with the symposium participants.
In his closing speech IPC President Sir Philip Craven described London 2012 as ‘the greatest Paralympic Games’ ever. This not only applied to the number of countries and athletes that participated, but also to the amount of media coverage and the massive interest from the general audience. It seems to suggest that the acceptance of athletic bodies has expanded to include a diversity of bodies beyond those of able-bodied athletes. However, the increased coverage does not necessarily mean that hegemonic meanings given to disabled bodies and disability sport have changed. In addition, high level sports is only the tip of the iceberg, and possible for a small percentage of the population. Research in the Netherlands (2008 and 2013) shows that sport participation and club membership of different groups of disabled people lags behind able-bodied people, and changes are not easily made. Two questions of relevance that will be addressed in the thematic session are, therefore:

1. What do we know about perceptions towards disability, disability sport and disabled athletes and what role do these perceptions play in the social position of disabled people in sport and in society at large?
2. What is the role of the Paralympics – as a mediated spectacle - on general perceptions towards people with a disability? A sub-aim is to further discuss the assumptions the media forward surrounding the ‘normal’ and the ‘deviant’ body.

Contributions will come from Dr. Ian Brittan who gives a key note presentation, panelists from Sweden, Switzerland and the Netherlands and a diverse audience. The thematic session will thereby provide a significant opportunity to reflect on the issue of perceptions towards disability sport from a number of different perspectives.
Imagine standing on a city playground or living next to it. Can you hear the ball bouncing? Do you hear youngsters play? Or are you one of them? And if you close your eyes, can you sense what happens between the players? Can you feel what it means to play on these concrete floors? Do you know who’s in and who is out, or would you like to be included?

Although academics may study sensory experiences and use their senses when they do interviews or observations, their use of these within the representation of their research is often limited. Academics generally do not explicitly use sensory experiences when presenting or writing up their research. Yet these experiences are crucial to the ways people create meaning and come to understand social phenomena. What do the focus on cognitive understanding and the marginalisation of sensory experiences and empathic understanding as alternative ways of knowing in academic writings and presentations mean for what can be called scientific research?

This thematic presentation is about playgrounds and about ways in which we can use sensory experiences to problematise what counts as science. This presentation/performance is meant to surprise, to confuse, to annoy... It may be heartening, it may encourage discussion. Let’s just play the game, it is called “Challenging landscapes in sport and science”. It is exciting and you are invited.
Abstracts Thursday May 8th, 10:30 - 12:30

* in cooperation with ESA RN28 / ** = in cooperation with MEASURE / *** = in cooperation with SORN

1 – Gender perspectives, Kannunikenzaal
- H. Jakubowska - When gender does not matter. The non/normative athletes bodies in the discourse of nationality and success.
- R. Williams - Gendered bodies under scrutiny: Women's embodied experiences of aquatic physical activity in the United Kingdom
- M. Barriopedro - Gender differences of the Spanish adult population in cultural barriers to active living
- M. Martín - Gender differences and inequalities in the habits of physical activity of the adult women in Spain
- S. Augsburger - A co-construction of a male territory? Male and female snowboarders in the building of gendered norms
- P. Serra Payeras - The underrepresentation of women in undergraduate sport sciences in Catalonia from a feminist perspective

2 – Sport facilities, Chr. Eijkmankamer
- P. Forsberg - Maximizing utilization of sport halls during peak hours
- A. Lund Tannebek - Sport facilities of the future - New tendencies within sport architecture
- R. Foerg - Changes in sport spaces and new requirements for sport facilities
- J. Deelen - Places for sports? Toward a theory of spatio-temporal, perceptual and affective dimensions of using sports facilities
- N. Lekakis - Urban politics and sports facilities in the EU: Some evidence from UK and Italy
- J. Popelka - Service delivery in municipalities: A case of public sport facilities in the Czech Republic

3 – Sport clubs & volunteering I***, Union of Utrecht room
- M. Waardenburg - For club or community? Narratives of professionalism in a Dutch volleyball club involved in public policy
- J. Van Kalmthout - Social challenges for sport clubs in The Netherlands
- K. Østerlund - Understanding social capital in voluntary sports clubs: Participation, duration and social trust
- T. Nakayama - A study of the influence of social contribution of professional sports club activity on community
- J. Van der Roest - Consumerism vs. traditionalism in voluntary sport clubs: a contrast study
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4 – Physical education, Foyer
- T. Kitamura - Why corporal punishment continues in Japanese youth sports?
- L. Jans - Promoting school-based physical activity
- J. Beth - Adoption of ICT by PE-teachers
- K. Walseth - Girls’ experiences with body and bodily activities in Physical Education
- H. Bax - Physical Education scores at school
- N. Reijgersberg - Increasing motor skills and an active lifestyle among children by improving physical education at primary schools
5 – Sport and (new) media*, Belle van Zuylenzaal
- J. Janssens - Twitter and top sports
- A. Mueller - Between the Internet and the streets. How the learning and the sharing of Street Workout takes place in interspaces
- T. Bjørner - Habitus in electronic sport: An event at the Olympics - Or is it sport?
- Ø. Seippel - Turning the opinion: On Oslo’s application for the winter olympics 2022
- A-L. Ojala - The role of the media in action sports

6 – Sport for development, Opzoomerkamer
- Z. Nols - Sport plus and the city’: metropolitan practices in Europe regarding the use of sport for social objectives
- S. Abadia - Sport for international cooperation: the case of the oxfam intermon trailwalker 2013 in Spain
- T. Doczi - Sport and the social inclusion of marginalized groups: a map of hungary
- D. Moscoso-Sánchez - The role of sport in the development of rural areas
- H. Schaillée - The relationship between contextual factors and perceived developmental experiences across distinct youth sports formats
- D. Smits - Sports for preschoolers: descriptive study on range of sports activities and relation with wellbeing
When gender does not matter. The non-normative athletes' bodies in the discourse of nationality and success.
H. Jakubowska
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The division into male and female in sport means, among others, defining certain sports as appropriate for men, and others as appropriate for women, which is associated with the embodied ideals of femininity and masculinity. Numerous studies have shown that this gender division is strongly established and the embodiment of socio-cultural images is extremely important, particularly in the case of women. There is no full acceptance of women practicing some 'male' sports, such as boxing or weightlifting, as was shown by my own research. Bodies of women athletes practicing these sports are often seen as 'unnatural', 'unsightly' and kind of 'abject' (Kristeva 1982), which poses a threat to traditional gender divisions.

However, the perception of female non-normative body depends on other dimensions. The most important of them, which I would like to focus on during my presentation, is nationality. Gender and embodiment of gender ideals lose their importance, mainly when the attention of sports' fans is focused on nationality (ethnicity). Another factor is success in sport. In the case of very successful athletes, the non-normative corporeality is less important. Both of these factors, nationality and success, affect: (1) the choices made by the audience of sports events, (2) the perception of the appearance of the individual athletes, and (3) the perception of the sport as feminine vs. masculine. On the basis of the results obtained in my own studies, as well as those coming from some secondary data, I would like to present how the perception of non-normative corporeality changes when it intersects with the category of nationality and (lack of) success. The effects of these two factors seem essential when viewing sport in its emancipatory role in relation to acceptable changes in the female body.

Gendered bodies under scrutiny: Women's embodied experiences of aquatic physical activity in the United Kingdom
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Aquatic activity remains the second most popular form of exercise in the UK. Despite the delivery of recent participation-based programmes, however, aquatic activity continues to be dominated by older women, and younger women participating with younger children. Moreover, the embodied experiences and lived meaning of participation in aquatic activity remain under-investigated. This paper presents results from five interview-based studies investigating women's embodiment and aquatic activity. In total, 55 women were interviewed across the research programme. A number of key themes emerged, highlighting the centrality of the gendered, lived body as a key social construct contouring participant perceptions in the swimming pool environment. Feelings of anxiety and angst were reported in relation to women's self-perceived physical deficiencies when wearing revealing swimming costumes, particularly under the critical gaze of 'other' bodies, whether present or imagined. Both younger and older women objectified and contrasted their bodies with those of other participants, often in a negative manner. As a consequence self-exclusion from 'mainstream' (i.e. mixed gender)
aquatic activity was common. The shifting nature of intercorporeality emerged in the findings, with the presence of the ‘dependent’ bodies of infants shifting bodily intentionality away from the self towards others, particularly in view of perceived maternal responsibilities. Both participants’ bodies and the bodies of dependent others were perceived to be at risk of environmental and physical dangers in the swimming pool environment. Perceived risks were corporeally grounded in sensory elements of participation, relating to temperature and the threat of water and ‘dirt’ breaching bodily boundaries. Ongoing research into the implications of such sensory perceptions upon postnatal women and children’s participation in aquatic activity will also be outlined.

**Gender differences of the Spanish adult population in cultural barriers to active living**  
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Bronfenbrenner’s bio-ecological theory postulates that an individual’s behaviour is determined by an interactional, multi-systemic process whereby an individual and multiple levels of his or her culture constantly and bidirectionally influence one another. This investigation was based on Bronfenbrenner’s bio-ecological theory and it analyses the barriers influencing the Spanish adult population’s participation in physical activity. A quantitative methodology was applied. A representative sample of the Spanish adult population (ranging from 30 to 64 years old) completed a questionnaire with items on personal, social, environmental and cultural barriers through a personal interview. The sample was randomly selected using a multi-stage sampling method (n=2,157; 1,088 men, 1,069 women). The results revealed that women from 30 to 45 years old were the group with most barriers. The most important barriers for these women were cultural barriers (“I can’t find time for myself” 2.18±SD, “I have to take care of my children” 1.78±SD and “I have to take care of the household” 1.7±SD). Women from 46 to 64 years old also had cultural barriers (“lack of time for themselves” 2.08±SD, ”housework” 1.35±SD), but they also incorporated individual barriers (“laziness” 1.35±SD). On the other hand, the most important barriers for men were lack of time (1.9±SD from 30 to 45 years old, 1.51±SD from 46 to 64 years old) and employment (1.34±SD from 30 to 45 years old, 1.29±SD from 46 to 64 years old). The barriers related to care task were less important for men (1.02±SD children, 1.04±SD housework) than women from 30 to 45 years old, and the employment was a more important barrier for women of this age group (1.48±SD women, 1.34±SD men).


**Gender differences and inequalities in the habits of physical activity of the adult women in Spain**  
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García Ferrando & Llopis (2011) provide relevant information about gender differences in the sporting habits of the Spanish population. This investigation was based on the Theories of Difference and it analyses the possible inequalities and gender differences in the practice of physical activity of the
Spanish adults. A quantitative methodology was applied. A representative sample of the Spanish adult population (ranging from 30 to 64 years old) full filled a questionnaire through a personal interview. The sample was randomly selected using multistage sampling method (n=3,463; 1,740 men, 1,739 women). The results revealed gender differences within this demographic group (c2(3)=170.08; p<.001; CC=.216). Men practiced (51.2%) more frequently physical activity (not including walking) than women (31%). On the other hand, there were more women (23.9%) than men (18%) who did not practice but they would like to do so. These inequalities could be explained by a series of differences in relation with the physical activities practiced. There were gender differences in the activities practiced (c2(13)=567.8; p<.001; CC=.463); in the space chosen (c2(5)=29.8; p<.001; CC=.119); in the type of organization (c2(5)=68.7; p<.001; CC=.179) as well as in the monthly physical activity expenses (t2.071=2; p=0.45; d=.09). The 82.5% of men would prefer self-organized sports, mainly football (8.5%), and outdoor activities (62.1%) like walking (20.5%), cycling (16.4%) or running (14.5%). In contrast to men, women would rather to walk (45.5%) or to practice fitness/wellness group exercise (26.4%) or to swim (8.3%). 31.5% of women practiced under professional guidance an activity offered by a sport organization (16.2% private, 7.3% public) and 43.2% practiced in an indoor sport facility. Women spent an average of 11.36€±SD in the monthly physical activity (without including walking) while men spent 9.52€±SD. These differences could probably reflect what it might be named as sports feminine culture of the adult women.


A co-construction of a male territory? Male and female snowboarders in the building of gendered norms.

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Snowboarding is a fairly recent alternative sport with a young audience, which could give the illusion of “gender neutrality” and may then be more open to women’s participation than more older sports where men historically dominate (Wheaton, 2000). Nevertheless, processes of hierarchisation exist within snowboarding. Among different factors, we can mention in particular the active role of men in building the masculine image of the practice (strength, aggressiveness, etc.) (Anderson, 1999; Laurendeau & Sharara, 2008), or the fact that women often try to display these masculine “standards” to be accepted as “one of the guys” (Thorpe, 2008; Sisjord, 2009).

This paper proposes an analysis of the construction of gender relations displayed through the interactions. Considering the first data accumulated, freestyle snowboarding seems to be a male territory in its whole environment. Using an inductive approach inspired by the “Grounded Theory” (Glaser & Strauss, 1971), the research is based on life course interviews (Bertaux, 2006) and observations. The sociology of dispositions, the interactionism and symbolic interactionism of Goffman is the main theoretical background used to understand core snowboarders’ experiences.

Snowboarding is observed as a cultural practice, the meaning of which is related to its social history within the sporting field and to the various scenes in which men and women interact while defining and/or challenging the values and norms expressed through the consumption of snowboarding. How do young middle class snowboarders use this sport to put on stage singular type of masculinity?

My contribution argues that even if some women try to challenge the existing gender order, they are often called to order by male snowboarders. Paradoxically, women do not seem to question
the traditional gendered patterns; the suggested hypothesis is that far from being shaped by men, interactions and the gender construction are rather co-structured by both sexes.

The underrepresentation of women in undergraduate sport sciences in Catalonia from a feminist perspective
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In Spain there are different kinds of post-compulsory studies related to the field of Physical Activity, Physical Education and Sport. This communication presents part of the theoretical framework of a large National Study on exploring the position of women within the ‘family’ of Physical Activity, Physical Education and Sport courses (DEP2012-31275/Plan Nacional I+D+i). The aim of this communication is to explain and offer some arguments for understanding the evolution of women in these kinds of studies from a feminist perspective.

The results in Catalonia show a long trend of declining interest for sport education among women. The data leads us to reflect on how our studies continue to convey as a masculine field away from the women’s interest and motivation related to sport and physical activity.

In Spain, equal access for women has long been overcome, and currently a number of policies for sport promotion among women can be found. Since the 1990s women have become involved in sport practice, but not always reproduced the male sport culture. Women have also introduced their own values and tastes developing a “female sport culture” (Puig, 1999). As statistics show most women are more interested in non-competitive sport related to fitness and wellness. Thereby, although women’s participation in sport has increased, this fact does not have an impact on their interest in undertaking undergraduate studies in this field.

In line with these data, in this paper we argue that the studies related to the field of Physical Activity, Physical Education and Sport have not included the women’s sport culture and most of the women do not identify with them. Then, the number of women interested in that field is not increasing, but decreasing, and the few women who are in this field are those with a profile related to competitive sports.

Session 2 – Sport Facilities
Session Date 08/05/2014
Time 10:30 – 12:30
Location Chr. Eijkmankamer

Maximising utilisation of sport halls during peak hours
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During peak hours (4.30pm-8pm) demand for time slots in sport halls in Denmark are high and there are few time slots available. Further, focus on how public resources are spent most efficiently is increasing (Iversen, 2013). This makes it interesting to analyse how utilisation could be increased during peak hours.
Data is collected by observation of activities during two weeks on for example whether halls are used or not; the amount of playing field used; and number of participants (Iversen, 2012). Data on 1,331 activities in 36 sport halls across 4 municipalities have been collected.

The number of participants per activity is higher during peak hours, which is expected when demand is high. However, the usage of sport floor differs only slightly between peak and low hours. Both during peak and low hours on average 80-100 per cent of floor space is used.

A regression analysis (count-data model) with floor space as dependent variable and participants as explanatory shows a significant but very little effect (0.059). An increasing or decreasing number of participants hence have a very limited effect on floor use.

When schools organise activities the number of participants is 7.5 persons higher per activity compared to club activities. This implies that clubs could include more participants during peak hours. Another possibility to increase utilisation is if the management of sport facilities forced sport clubs and other organisers to adapt their activities to a smaller amount of floor space, which would make it possible to have more than one activity on the floor at the same time.

Hence, to achieve better utilisation during prime time, further analysis and research should focus on how activities in sport halls can be adapted to include more participants and how to share floor space together with other activities.

**Sport facilities of the future - New tendencies within sport architecture**

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In spite of the fact that Denmark is placed at a European first place in the supply of sports facilities per capita, the country faces the challenge that many sport facilities are either worn out or in need of maintenance. In the last years an increasing number of stakeholders have started to develop and maintain the Danish sport facilities.

The aim of this two-parted Ph.D.-project is first to identify leading architectural trends in new sport architecture and to analyse the visions, solutions and struggle for ideological supremacy in the field of upcoming sport facilities. Secondly, the aim is to study user involvement and actual use of new sport facilities in Denmark.

The results presented in the first article bring the first part of the project to an end and are based on examples of new sport facilities built in Denmark in the last 10-15 years, reports and studies made in the area and interviews with leading stakeholders in the field.

The study argues that three intertwined architectural trends - multifunctionality, synergy and 'refunctionalisation' - describe how modern sport facilities are perceived and designed and it analyses the different interests and attitudes towards the sport facilities of the future. It turns out that one stakeholder, The Danish Foundation for Culture and Sports Facilities[1], has obtained a dominant position in the field not least by means of its ability to provide projects with an architectural quality stamp that opens doors to other investors. Not least by means of this dominant position, the alternative and new ways of attending sport and concepts of architectural solutions prevail compared to more traditional architectural solutions.

The second parts of the project will be a case study with the basis in 3 ideal typical sports facilities, including a literature study, a survey and qualitative interviews.

**Changes in sport spaces and new requirements for sport facilities**

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Due to changing sport activities - from traditional team sports to individual and endurance sports - the importance of normed sport facilities such as old gymnasiums and normed football grounds is diminishing while alternative sport spaces such as streets or parks and others are getting more and more important. Representative population surveys in the German cities Bocholt (n=4,018), Mönchengladbach (n=4,102) and Aachen (n=2,046) prove that more than half of the municipal sports participation takes place on streets, parks, tracks and lakes. More than two-thirds of sportsmen and sportswomen indicate to use parks/recreational space for sporting activities.

At the same time modern cities are faced with changing requirements for sport facilities. Main reasons for this are higher shares of older people, women and migrants in sports as well as rising comfort and health expectations. In the field of covered sport facilities this evokes modified needs in terms of room size, room atmosphere and room environment (e.g. reachability).

When asked about the importance of specific aspects of sports facilities the respondents surprisingly put an emphasis on clean sanitary equipment of the sport facility - 63% regard this as “very important” whereas e.g. only 43% rate good sport equipment as very important. Beneath the importance of specific aspects decision makers should also consider the current satisfaction of the users of sports facilities. Therefore, an importance-satisfaction matrix has been developed which shows what constructional changes are needed most.

Places for sports? Toward a theory of spatio-temporal, perceptual and affective dimensions of using sports facilities
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Sports facilities account by far for the largest share in public expenditures on sports. Since they are inevitable for participation in sports, they are also the most important tool policy makers can use to promote sports participation. Despite their importance for sports promotion, the effect of quality, characteristics and location of sports facilities on people’s participation in sports has received limited attention. Studies that have been carried out have emphasized the effect of distance and willingness to travel, but neglected the personal circumstances of individuals, their social networks and perceptions of and preferences towards sports facilities as additional important factors.

This presentation reports on the first stage of a research project that investigates the effects of sports facilities on sports participation and sports location decisions in different urban and rural places in the Netherlands. Our approach distinguishes between the importance of distance and accessibility of sports facilities for different target groups, different type of athletes and sports. Not only objectively measured characteristics of sports facilities are taken into account, but also perceptions, motivations and emotions with regard to sports participation and the sports facilities itself are assumed to affect sports location decisions.

A final element in the theoretical framework is the adoption of a time geographical point of view, which depicts sports participation as an activity in individuals’ time-space continuum. A time-geographical approach gives insight in spatio-temporal dimensions of activities, and explains how individuals’ constraints with respect to travel options, obligations towards others and time-pressure may limit possibilities to participate in sports activities.

The presentation will discuss theories that extend the dominant distance-based approach by incorporating insights from time-geography, attitude and lifestyle theory, social network theories and theories of sports motivation and emotion. These theories will be integrated into a comprehensive theory of the effect of sports facilities on sports participation.
Urban politics and sports facilities in the EU: Some evidence from UK and Italy
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This paper examines local initiatives for two new private football stadium construction projects in the EU, within the framework of urban political theories. The aim of the first project was to relocate Everton FC from Liverpool city in the nearby Kirkby town, UK. The second project aimed at demolishing Juventus FC’s old stadium in Turin, Italy and building a new modern one for the club. The Juventus project was successful but Everton’s was not. These outcomes make an important issue as in the US - where stadium research has been extensively carried out - most stadium projects are successful. The Local Growth Coalition (LGC) concept arising from the Logan and Molotch “growth machine” thesis is used as a template, as well as the discourse on agency vs structure, for understanding the politics around these project initiatives. The effectiveness or ineffectiveness of any LGC may result from various structural factors that are unrelated to the coalition’s internal organisational or institutional composition. In the Everton case the growth coalition proved to be ineffective given the prevailing external structure. The key structural factor was a government decision that rejected the scheme for violating local shopping policy. In the Juventus case there was no interception of any sort. Using this evidence the paper draws similarities and differences between EU and US urban politics as well as within the EU.

Service delivery in municipalities: A case of public sport facilities in the Czech Republic
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Sport facilities and services at municipal level have undergone considerable changes over the last twenty years, along with their role in state support for sport. After the fall of the communist regime, sport facilities were returned to the original owners - mainly municipalities and non-profit sport organisations. Later, a large part of the facilities was transferred from these organisations to local authorities with regard to the high operating costs of the facilities. Thus, the role of local governments in the provision of sport services strengthened. Nowadays, municipalities seem to be the main provider of sport facilities in the Czech Republic. In many cases, municipalities have established commercial organisations in order to deliver their sport facilities. However, the reasons and the consequences of those decisions are not clear. Nevertheless, municipalities have more options for management of their facilities and services. Delivering sports services becomes a part of political, economic and social aims of local governments which are relatively autonomous. This raises questions with regard to the efficiency, performance of sport facilities or equal opportunities for participation in sport. Based on the survey of 193 Czech municipalities, this contribution seeks to answer how the municipalities approach the provision and delivering of sport facilities with regard to the above-mentioned concepts.
For club or community? Narratives of professionalism in a Dutch volleyball club involved in public policy
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Voluntary sport clubs (VSCs), in the Netherlands and elsewhere are increasingly requested to fulfill societal tasks formulated by public institutions. This process, through which VSCs become public policy instruments, has been described as a process of instrumentalisation (Boessenkool et al. 2011; Waardenburg & Van Bottenburg 2013). While VSCs are among the most autonomous voluntary organisations in the Netherlands in terms of public finances, there are many VSCs that are involved in the implementation of government policies. Little is known about how and why these VSCs become involved in such programs. The aim of this paper is to explore and understand how voluntary sport clubs relate to this process of instrumentalisation. Through an interpretive lens and a cultural approach to organising this paper addresses how and why one Utrecht based amateur volleyball club becomes involved in such a government funded policy program. The paper draws on material collected during a year-long ethnographic study.

Through a narrative analysis I reveal three narratives of professionalism that club volunteers use to interpret the club’s development. It is through these narratives that the club’s involvement with the government funded social program should be understood. Contributing to this program is largely driven by a desire for professionalism and professionalisation; social concerns are underrepresented in the club. I argue that public policy aimed at steering sport clubs towards a wider social role itself becomes instrumentalised. This suggests that volunteers in VSCs are strategic decision makers, capable of using external resources for internal objectives.

Social challenges for sport clubs in The Netherlands
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The Dutch government promotes sport participation and the organisation of sport (clubs) by several national programs like ‘Sports and physical activity in the neighbourhood’. These programs rarely focus only on the intrinsic benefits of sports. Sport is used as a catalyst to stimulate a variety of societal goals, e.g. social participation, social integration, a healthy lifestyle or a safe neighborhood. Local municipalities run these programs. They promote initiatives and co-operations between several local organisations / sectors (education, health, welfare, entrepreneurs) and sport. In addition, more and more local governments are only prepared to support sport clubs financially, by demanding specific social investments such as offering additional sport activities in the neighbourhood or at school. How do sport clubs correspond to these challenges and will this lead to a changing role in their environment?

Based on the yearly Sport Clubs Monitor - 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. Time-trend analyses were conducted on the data of the Sport Club Monitor - an online questionnaire among a representative sample of 1,200 sports clubs - to provide an overview of
the development of sport clubs in The Netherlands, with regard to their changing role in society and their environment.

The results support the expectation that the role of sports clubs in society has changed from a more internal oriented organisation towards a partly external oriented organisation that cooperates with several local partners, such as schools, neighbourhood workers and professionals in the sport. In this presentation actual data of 2014 will be presented and implications for the changing role of sport clubs will be discussed.

Understanding social capital in voluntary sports clubs: Participation, duration and social trust
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Robert Putnam claims that voluntary organisations generally and sports clubs specifically play an important role in building social capital. The social networks formed within the context of voluntary organisations are themselves an expression of social capital, which benefit members. Furthermore, the networks have positive externalities for society in the sense that they make it more likely that citizens will be able to cooperate for mutual benefit. One of the key concepts in context to the latter claim is social trust.

A vast number of studies on social trust in voluntary organisations have been conducted. The large majority thereof find higher levels of social trust among members of voluntary organisations than among non-members, thus claiming, in line with Putnam, that voluntary organisations foster social trust. These studies overlook a central claim in Putnam’s approach to social capital. For him, only active and involved membership builds social trust.

A few studies have examined whether activity matters for the creation of social trust, and they have not found support for this claim. However, these studies examine voluntary organisations in general, and do not differentiate between various forms of participation. This might be too general an approach.

This study applies a more sophisticated approach, where the contributions to social trust from different modes of participation in sports clubs are examined. More specifically, a large dataset from a Danish survey study among members (N=2.023) is applied. It combines data on social trust with data on participation in training, competitions, democracy, social life, and voluntary work.

Even within this more sophisticated approach, active participation in sports clubs does not seem to foster social trust. This raises a number of questions with regard to the alleged qualities of sports clubs specifically and voluntary organisations in general in relation to the formation of social trust.

A study of the influence of social contribution of professional sports club activity on community
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The purpose of this study was to clarify the influence of the social contribution of a professional sports club on social capital and community identification, in this case of “Soccer Otodoketai”, the original coaching method used for JEF United Ichihara • Chiba, which belongs to the J League. “Soccer otodoketai” activity was initially proposed by the then general manager Mr. Ubagai in 2002, and was intended for infants, kindergartners and pupils. This activity was characterized as educational activity that accompanied football coaching. A questionnaire survey was conducted for elementary school and junior high school students who participated in the “Soccer Otodoketai” class. 789 questionnaires were distributed. The number of responses (%) were 636 (80.6%), among which
634 (80.4%) were valid. We examined a causal hypothesis model derived from the result of a previous qualitative study (presented in Cordoba last year). The hypothesis model was constructed on the basis of team loyalty, social capital, and community identification. As a result of covariance structure analysis, team loyalty was found to be a positive influence on social capital and community identification. And, social capital has been found to be functioning as an intermediary variable between team loyalty and community identification. The result of this study was the quantitatively clarified relations obtained between the social contribution of professional sports club and the formation of a hometown community. Finally, one must examine whether the hypothesis model of the present study is applicable to other professional sports clubs. This point is a future research theme.


**Consumerism vs. traditionalism in voluntary sport clubs: a contrast study**

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Since the early 1980s, voluntary sport clubs are facing increased competition due to the emergence of fitness centres and other commercial sport organisations. During the last three decades voluntary sport clubs have lost market share in the Netherlands, which has resulted in a pressure to become more market-like. Moreover, policy actors within the voluntary sport sector have promoted a ‘consumer logic’ in which voluntary sport clubs are encouraged to develop flexible and short-term membership forms. These new membership forms contradict the traditional membership structures in a voluntary sport club that follow an ‘association logic’ in the sense that they do not have ideals and sporting objectives as point of departure (Ibsen & Seippel, 2010). Rather, individual needs and demands are foregrounded in this new way of thinking. In the Netherlands, these pressures have led to a process of modernisation in some clubs, whilst other clubs have remained ‘traditional’.

However, it is unknown whether the new consumerist membership forms actually meet the demands of members in voluntary sport clubs. Also, the consequences of a consumerist attitude towards voluntary sport clubs for these clubs are unknown. In this contrast study, the attitudes of members in modern and traditional clubs are researched.

Ten clubs from five sports were selected from the Dutch Voluntary Sport Associations Monitor. In every sport, one club had the characteristics of a modern consumerist club, while the other had the characteristics of a traditional club. Online questionnaires concerning questions on consumerist attitudes, organisational commitment and social capital were distributed among the members of the voluntary sport clubs.

The results of this contrast study were not available at the time of abstract submission, however they will be during the EASS Conference.

**Membership fees and volunteering in voluntary sport clubs: a possible trade-off?**

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As many voluntary sport clubs face an expected decrease in their revenues, Wicker and colleagues have argued that increasing membership fees might be an option to compensate these decreased revenues (Wicker, 2009; Wicker, Breuer & Hennigs, 2012). An option that has received less attention so far is to compensate for possible shortages within voluntary sport clubs by increasing the amount of volunteer work that is performed in the organisation (cf. Nagel et al., 2004). The aim of this paper is to establish the willingness of members of voluntary sports clubs to exchange time, that is the amount of volunteer work a club member does, with money, i.e. the membership fee he or she pays. We also want to establish what factors determine the willingness to interchange time and money by looking at socio-economic factors and the engagement and satisfaction in the club. Additionally we will discuss the implications of our findings for the future of voluntary sport clubs.

A questionnaire was constructed with two dependent variables: (i) the willingness to do more volunteer work in exchange for a lower membership fee and (ii) the willingness to pay a higher membership fee in exchange for doing less volunteer work. A dataset (n=4691) was conducted with large subsets of two sports, volleyball and tennis. For each of the two dependent variables we constructed an ordinal logistic regression model.

Of all respondents 30.3% agreed or totally agreed with the statement ‘I would do more volunteer work in order to lower my membership fee’ and 15.9% would pay more membership fee in order to do less volunteer work. Our results suggest that current fee, age and income are important variables to explain the relationship between volunteering and membership fees in voluntary sport clubs.

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**Why corporal punishment continues in Japanese youth sports?**

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In December 2012, one high school student took his life after receiving corporal punishment from the teacher coaching his high school basketball team in Osaka, Japan. In the wake of this tragedy, corporal punishment in Japanese sport surfaced as a major social problem in the country, with the Japanese Ministry of Education, Culture, Sports, Science and Technology reporting in 2013 that over 2,000 teachers in Japan received disciplinary action for corporal punishment in 2012.

Corporal punishment in Japanese sport has a long history, and research has indicated that teachers who received corporal punishment when they were athletes were more likely to tolerate it in their own teaching than those who had not – one of the main reasons for the difficulty in eliminating corporal punishment from youth sports in the country. School sports clubs play a major role in youth sports in Japan, with over sixty percent of junior high school students participating in these sports, and, in most cases, being coached by their school teachers.

This study aimed to examine the attitudes of university physical education majors toward corporal punishment in sport. The results of this study provide data which illustrates each student’s level of tolerance toward corporal punishment in sport; an important indicator of whether or not they would be more likely to use physical punishment in sport when they become instructors in the future. For this study, 126 students in a sports sociology class were instructed to briefly describe their opinions regarding corporal punishment in sport. From the assignment, 327 sentences were
collected as text data and analyzed using the SPSS text mining tool. Among the results of the analysis, some opinions expressed that there was no excuse for corporal punishment in sports, while others recognized corporal punishments as representing “tough-love” from the teacher.

**Promoting school-based physical activity**
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Many Dutch children are not sufficiently physically active. Unfortunately, an inactive lifestyle in youth tends to track into adulthood and physical inactivity is an important risk factor for overweight and obesity. In the Netherlands all children attend school which makes it an ideal context for stimulating a physically active lifestyle. Through expert meetings and based on contemporary literature, six effective school-based physical activity opportunities were identified in an earlier study (Adank & Borghouts, 2010):
- School policy;  
- Parental involvement;  
- Active playgrounds;  
- Active transport;  
- After-school sports;  
- Physical education.

In this presentation we will highlight a number of studies that were aimed at investigating and quantifying the impact on levels of physical activity in children and adolescents of three of these opportunities: active playgrounds, active transport and physical education. For instance, a rope-skipping intervention for girls (10-12 years old) showed an increase in jumping activities and therefore vigorous physical activity levels. The number of inactive girls at the playground decreased significantly. Physical education lessons, being a source of activity, were responsible for about 30% of total daily physical activity in both primary and secondary schools, with adolescent girls being significantly less active than boys. In addition, increasing physical activity during inactive lessons was fairly easy to achieve. Active transport was responsible for 15% of total daily physical activity in a population that actively commuted to school on a daily basis.

Active playground interventions, active transport and physical education are promising means to increase levels of physical activity in children and adolescents. Adolescent girls deserve special attention as they are significantly less active compared to boys.


**Adoption of ICT by PE-teachers**
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The innovation and implementation of ICT in education has increased over the last decade. In the Netherlands physical education lags behind in this development. Research shows that most PE-teachers do not know how to use new technologies, such as serious gaming and digital observation technology, effectively in their everyday lessons. Based on the theoretical framework of innovation adoption categories (innovators-early adopters-early majority-late majority-laggards) different types of adopters and phases of adoption can be distinguished. However the majority still considers gaming a threat for lasting physical activity or they do recognize the added value but do not know how to incorporate it in
their practice, they also seem to be convinced that the use of ICT can make PE-lessons more attractive and fosters participation. The aim of our research is to determine how different adoption type PE-teachers value the use of ICT in PE-lessons. What are characterising differences with respect to age and other socio-demographic characteristics between the different types of adopters? And what does this mean for professional education to present and future PE-teachers. In our ongoing study, interviews are conducted with PE-teachers who are involved and not-involved, before and after experiments on the use of ICT on three different secondary schools. These explorative interviews are analyzed using MAXQDA. The study contributes to the understanding of the key-factors of the adoption of ICT by PE-teachers in the context of fast emerging technological developments in teaching methods in physical education.

Girls’ experiences with body and bodily activities in Physical Education
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Physical Education (PE) is often described as a “naked subject” because the pupils’ bodies and skills are more visible in PE than in other school subjects. As a consequence, pupils seem to feel more vulnerable for other people’s glance in PE. PE seems to be both the most enjoyed and most disliked subject in school. In Norway, researchers argue that the subject is in the middle of a legitimisation crisis, where different discourses compete about influence.

This study is based on fieldwork in PE among 10th grade pupils (15 years old) in one school in Norway. The methods used are participant observation, informal conversations and group interviews with some of the girls. The question asked is: “How do girls experience their bodies and their bodily activities in PE?”

The results indicate that the participants lacked sport capital, and hence disliked the focus on ballgames in PE. The girls would like their PE teachers to act more like personal trainers, and they would love to have PE at a fitness centre. As such, the study revealed that the fitness discourse is gaining increased influence in PE, and this seem to produce “disciplined, and mirroring bodies”(Frank, 1991). The paper discusses how PE can contribute to “communicative” bodies that challenge traditional gender roles.

Physical Education scores at school
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How important do people find Physical Education (PE) in school and which objective areas get the highest rating? To map out the different opinions, three objective areas are distinguished: ‘to introduce sports and exercise’, ‘to contribute to health and an active lifestyle’ and ‘to contribute to personal and social development’.

Qualitative research took place with a representation of various experts, resulting in a short written questionnaire. In 2013 this questionnaire was submitted to five groups during the Open House for potential PE students and their parents. In addition, the questionnaire was completed by Nutrition & Dietetics (N&D) students, Sport, Management & Business (SM & B) students, and PE students of the Amsterdam University of Applied Sciences.

All groups scored high on the importance of PE (84-100%). However, there are differences with regard to the three objective areas. The N&D students and the parents scored ‘contribute to health and an active lifestyle’ the highest. PE students scored the highest on ‘contribute to personal and social development’. SM&B Students scored both cross-curricular areas high. Admittedly, the potential
PE students scored higher on 'to introduce sports and exercise' than the other groups, but the score for 'contribute to health and an active lifestyle' also ranked high in this group. All five groups valued the cross-curricular objective areas higher than the area 'introduce sports and exercise.' It is remarkable that the great majority of the representatives rates PE as important or very important. Experts can take advantage of this finding. It is therefore expected that professionals will be able respond to real expectations that prevail about PE.

**Increasing motor skills and an active lifestyle among children by improving physical education at primary schools**  
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Skills such as running, catching, throwing and balancing are essential physical activities for children. These fundamental movement skills can be seen as the foundation for an active lifestyle (Lubans et al., 2010). A certain level of these fundamental movement skills is more likely to develop during primary school with appropriate instruction, encouragement and feedback. In that way physical education (PE) is the ideal environment for learning motor skills as schools should have the right facilities, teachers and curriculum.

In order to stimulate an active and healthy lifestyle the Dutch government wishes to improve the curriculum for PE in primary school (children aged from 4 to 12). This may be regarded as a challenge, since schools have their own educational freedom to create the curriculum, which they think is best for the children. Moreover, little was known about the amount of time schools spend on physical education and the qualifications for PE teachers. To investigate in which way PE in Dutch primary schools is organised a representative group of 1,087 headmasters completed an online questionnaire.

The results show that in general the large majority of the primary schools offer two PE lessons a week. Twenty percent offer one lesson a week. Furthermore, we found big regional differences in the qualifications of teachers responsible for PE. Four out of five schools in urban areas have a specialist teacher for all PE lessons. Only 7% of the schools in rural areas have a specialist teacher. Moreover, schools with specialist teachers report a better quality PE than schools who use generalist teachers and schools with a specialist teacher are more willing to increase the PE curriculum. What are the possibilities for creating equal opportunities for all children and stimulating an active lifestyle?

**Session 5 - Sport and (new) media**

**Session Date** 08/05/2014  
**Time** 10:30 – 12:30  
**Location** Belle van Zuylenzaal

**Twitter and top sports**  
J.W. Janssens, W. de Graaf, K. Smeekens, Hogeschool van Amsterdam, AMSTERDAM, Netherlands  
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More than 200 million people use Twitter worldwide. About half a billion tweets are posted every day. Twitter offers its users a free and powerful communication tool. Sports, as well, has embraced the medium. Twitter is used by many elite sports people in order to directly communicate with their fans. Objective of the research was to reveal to what extent Twitter is used by elite sports people. In total 691 Dutch elite sports people were the subjects of an investigation to find out whether they had a Twitter account, and if they did, to what extent they made use of it. We analysed the 25 latest postings...
of the athlete and classified their tweets in four categories “sports”, “work”, “private” and “communication”. Research was conducted in April 2013 and was based on a list of elite sports people provided by the Dutch Olympic Committee supplemented by soccer players of the top 3 teams of the Dutch Premier League.

As we already investigated the use of Twitter in 2010 (van Daal), it’s easy to see the growth in use of Twitter by elite sports people. The number of athletes using Twitter significantly increased over the past 3 years. In 2010 about one in eight athletes used the medium. Today almost 70% have a Twitter account. In 2010 there were more male athletes using Twitter, nowadays there is no difference in use between both sexes. It looks like men and women use Twitter in the same way, however women do interact more with their followers than men.

The use of Twitter stabilises. Dutch elite sports people relatively have more Twitter accounts than Dutch citizens. As the majority of Dutch Twitter users is 20 years or younger, we expect the number of elite sports people with an account to increase the coming years.

Between the Internet and the streets. How the learning and the sharing of Street Workout takes place in interspaces

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This paper examines the interrelation between specific bodily techniques and skilled gestures on the one hand, and the use of new media, on the other, within the world of Street Workout. This emerging urban sport, which consists in performing movements and exercises borrowed from bodybuilding and gymnastics that require no specific equipment except a high bar and sometimes parallel bars, is thus practiced “in the streets” - mainly in public parks that display such basic equipment, which gave it its name. While Street Workout originated in New York City in the late 1990s - early 2000s, it has been widely spreading around the globe since then, mainly through the sharing of videos on the Internet, and is nowadays practiced in a quasi-global distribution.

My point, in this paper, is to show and to discuss the crucial role of mediation that new technologies in general, and videos posted on the Internet in particular, play in these processes of diffusion and circulation, and more specifically in the learning, teaching and sharing of Street Workout related movements and techniques. This discussion, which is based on a four-year ethnographic research, and which will be illustrated with various ethnographic examples, aims at questioning Street Workout as an activity that takes place at the interface between the lived-body and its mediated representations, between kinesthetic sensations and their kinesic communication through the Internet. I will show how learning, teaching and sharing Street Workout simultaneously takes place on both actual and virtual sites (1), and through a constantly ongoing circular movement (2) that consists in objectifying the lived body and embodying objectified representations, a process that heavily relies on the use of new media in various ways such as filming, editing, uploading and sharing videos of individual or collective performances.

Habitus in electronic sport: An event at the Olympics - Or is it sport?

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The term sport is very complex and in the literature review there are many different definitions and descriptions of sport which either support or challenge the generally held perception of sport as based on physical athleticism or physical dexterity. The term electronic sport, or simply e-sport, is used as a general term to describe the competitive playing of video games. There is an ongoing debate whether
e-sport can be truly described as sport or not, and even discussions on whether e-sport could be an event at the Olympics. The International e-Sports Federation (IeSF) is working to ensure that e-sport is accredited as any other sport. E-sport is in a process of increasing seriousness and professionalisation and has an increasing numbers of players, sponsors, spectators and fan cultures. The aim of this study is to focus on the complexity contained in the definition of sport by drawing on some of the e-sports players’ habitus to very specific elements which can be either included or excluded from the definition of sport.

The basis for the study are 16 interviews (8 players interviewed twice) and an online survey (n=315). In the findings it appears that players have very similar embodied dispositions, beliefs, values, and ways of practicing e-sport. A common attitude of the players is that e-sport is real sport and to some degree very physical, whereas the persons the players live amongst do not perceive e-sport as sport because of a missing physical element. E-sports might open up new habitus within traditional sport. It might come as a bottom-up process from players’ habitus of e-sport and their surroundings, with some very specific examples of how e.g. the competitions take place within e-sport.

Turning the opinion: On Oslo’s application for the winter olympics 2022

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Should the city of Oslo apply for being host of the Winter Olympics 2022? For peculiar reasons this turned out to be a topic in a referendum for the inhabitants of Oslo at the parliament election in Norway autumn 2013. Some months before the election surveys indicated that there was a clear majority against Oslo applying for this role. However, the election ended with a majority in favor. This paper reports the result from a study of the coverage of the topic in national Norwegian papers (358 articles) the year leading up to the election. We ask how the coverage developed, who took part in the discussions, what arguments they used and which rhetoric strategies they applied. The aim is to try to explain why the public opinion (seemingly) turned from a clear ‘no’ to a weak ‘yes’.

The role of the media in action sports

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The role of the media in the rather new sporting cultures - often called action sports, lifestyle sports, or alternative sports - has increasingly gained attention among scholars. This secondary study builds upon Sarah Thornton’s (1996, 2005 [1995]) views on the media and subculture as it reviews how scholars have previously examined the role of the media in action sports.

Our data included 48 studies. Only four of the studies took internet-assisted media into consideration and other studies paid attention to the mainstream media and niche media. We coded the data with codes concerning a) the forms of media, b) the roles of the media, and c) the influence of the media forms. Our framework, which was built upon Thornton’s (1996) division on the different media forms, guided our examination with the first code. Moreover, her views on subcultural capital (Thornton, 1996; 2005 [1995]) offered us an apt tool for understanding the roles and influences of the media concerning action sports.

Our examination revealed that the mass media can diminish the versatile nature of action sports and present action sports as standardised and easily understandable. Instead, the niche media, and especially, social media allow for showing the sport’s development without norms, which is important in order for versatile action sports to develop and stay vital. Moreover, our study showed
that social media offers challenges for scholars of action sports, although it allows for a stronger merging and mingling of the media and action sports than was previously possible.


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**Session** 6 - Sport for development  
**Session Date** 08/05/2014  
**Time** 10:30 – 12:30  
**Location** Opzoomerkamer

'Sport plus and the city': metropolitan practices in Europe regarding the use of sport for social objectives  
Z. Nols, M. Theeboom  
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Although sport is traditionally associated with fun experience and health, increasingly there are calls to ascribe a greater social value to sport. More and more, policy makers begin to consider sport as a means to achieve broader social objectives. Today, many metropolitan cities in Europe anticipate the social importance of sport in a broader context relating to other areas within leisure (in the context of an integrated leisure policy). Furthermore, sport in increasingly seen as part of a wider social and welfare policy. This is often referred to as "sport plus". Nevertheless, researchers point to the fact that sport plus is not evident. Consequently, there is a clear need to acquire more insights with respect to this surplus value. This concerns both determining what this surplus value could be, as well as gaining insight in the requirements which a sports offer should meet in order to produce this added social value.

The study on which this presentation is based had the following goals:
1° gain more insight in the manifestations (forms) of local practices regarding sport-plus in metropolitan cities in Europe  
2° gain more insight in the critical success factors  
3° formulate policy recommendations with reference to the optimisation of the surplus value of their sports offer

With regard to the methodology, via semi-structured interviews we interviewed 59 respondents of 35 initiatives in Antwerp and 13 respondents of 4 initiatives in Europe. Besides, we investigated another 11 initiatives from different cities in Europe (via document analysis). We also arranged a focus group with 14 respondents of 12 organisations in Antwerp and retrieved valuable data from round tables held at the international conference 'the social value of sport', organised on 23 January 2014 by the Vrije Universiteit Brussel and the City of Antwerp.

**Sport for international cooperation: the case of the oxfam intermon trailwalker 2013 in Spain**  
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The Oxfam Intermón Trailwalker held its third event in Spain in 2013 and it’s actually preparing its fourth edition. This race, which includes a cross-sporting challenge (100 km in less than 32 hours in
teams of four members) and cooperation for solidarity (each team is committed to raising at least 1,500 euros) presents a particular combination: passion for sport and responsibility for the common good.

The aim of this communication is to analyse the role of this race in a particular social context (Spain) and in a very special moment (economic crisis). Sports, cooperation and social solidarity are particularly engaged in a project like the Trailwalker, where people are not running only for traditional sportive values (personal growth, record, victory, competitiveness...) but “to help” others.

The methodology used has been mainly qualitative: ethnographical fieldwork and participant observation, semi-structured open interviews and focus groups, followed by a closed questionnaire passed to all event participants.

Through the research conducted, the main results obtained so far have given us the average profile of such riders. Far from following the pattern of the average athlete, trailwalker participants' ages exceed expectations and they are mainly non-athletic. On the other hand, qualitative information has allowed us access to the experiences that were expressed by participants based on their experience in the race, offering a special symbiosis between social solidarity and a physical strain led to a goal.

Sport and the social inclusion of marginalised groups: a map of Hungary

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In the past decades, sport has become recognised as an important tool for the social inclusion of marginalised groups, including ethnic minorities. There is a general sense of optimism that sporting outcomes, such as skills and knowledge development, produced by organised sport involvement, might eventually lead to personal pro-social development and broader societal inclusion and cohesion.

Recently, sport policy makers in Hungary have also become increasingly interested in the use of the positive role of sport for social purposes in general, and for the integration of socially deprived groups (most importantly the Roma community) in particular. The objective of the paper is to explore the Hungarian situation: (1) to draw a map of challenges related to the field, (2) to see how sport is approached as a potential SI tool by policy makers, and (3) to analyse the programs that take place in the field. The methods applied were analysis of documents and case study analysis, in which the ongoing projects were examined with the help of an evaluation framework that was elaborated by the ‘Creating a Level Playing Field’ project. The results underline that attention to the societal role of sport is indeed increasing, but there are different kinds of narratives in the public discourse about the potential benefits and about the purpose of initiatives in Hungary. According to the six dimensions of the CLPF framework (planning, funding, communication and awareness raising, recruitment and reaching, collaboration, evaluation) there are various solutions to address the challenges faced by SI projects, but it is a commonality that funding, communication and awareness raising, and evaluation seem to be more problematic areas. To address these issues more substantial support from decision makers, and a more critical approach is needed, on the part of field workers and policy makers alike.

The role of sport in the development of rural areas

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This paper presents the results of the doctoral thesis entitled Sport, Land and Rural Development in Andalusia (Moscoso, 2010). The objective aim was to analyse the process of rural restructuring in the Andalusia region. To that end, the research focused on the diffusion of the outdoor sports through rural development policies. A few authors have studied this relationship (Cater & Lowman, 1994; Robert &
Hall, 2001; Costa & Chalip, 2005). This objective is part of a more general problem of the new rural definition areas in Europe. This problem is a result of the declining importance of agriculture in the functionality of the space, the trends in cultural change experienced in recent decades and the weakening of the urban centre in residential and recreational preferences of citizens (Bradley & Lowe, 1984; Cloke, 1987; Lowe et. al, 1986, Marsden et. al, 1990).

The research was based on a case study methodology (three rural areas with different characteristics) and the use of qualitative techniques (focus groups and interviews) among a set of actors with different profiles appropriate to analyse this relationship (athletes, tourists, business and rural development agents, etc.).

The research has been useful in understanding the ways of creation of the different symbolic imaginaries and material uses, between old and new actors in rural settings, through the promotion of outdoor sports. Certainly, the research reveals a complex scenario, as a consequence of the many conceptions and interests that are involved in shaping the images and rules that define the use of the rural space. The thesis has served to better understand, through the sports nature, a process of social and economic change of immense depth and complexity in the rural areas.

**The relationship between contextual factors and perceived developmental experiences across distinct youth sports formats**

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In Flanders slightly more than half of all youth are still actively involved in a sports club, but there is an increasing number of youngsters who choose to participate in a different sports context. These alternative youth sports formats are often characterised by a high accessibility because of limited or low thresholds for potential participants. The elimination of participation barriers in itself is an important issue when considering youth characterised by low sports participation (e.g., girls, socially vulnerable youth). In recent years, an increasing number of low threshold ‘alternative’ initiatives have been set up in Flanders in which sport is employed as a tool to work towards positive developmental goals. However, insights into participants’ developmental experiences remain scarce. In addition, there is a lack of knowledge with regard to the role of contextual factors such as the motivational climate created by predominant social actors (i.e., coaches and peers) across distinct youth sports formats (i.e., conventional sports clubs versus alternative sports initiatives). In order to address these issues, 200 female youth sports participants aged between 10 and 24 (M=15.47; SD=2.15) completed a questionnaire assessing the variables of interest (i.e., coach- and peer motivational climate, developmental experiences) in the study. Through this investigation, it can be expected that a better understanding with regard to the predominant interpersonal interactions occurring in different youth sports formats is developed, and that a better insight into the context-specific relationships between interpersonal interactions and perceived developmental experiences is generated.

**Sports for preschoolers: descriptive study on range of sports activities and relation with wellbeing**

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To promote a lifelong healthy lifestyle, sports participation is encouraged at a younger age. Even at preschool-age (under 6 years old) there seems to be more and more engagement in sports. At present, parents and professionals need appropriate information about which sports activities preschoolers can participate in and how sports participation is related to preschoolers’ well-being.
The main objective of this study was to describe the range of activities currently organised for preschoolers at sports clubs in the Netherlands. An additional objective was to explore the relationship between sports participation and well-being of Dutch preschoolers.

First, internet research was conducted with the terms preschooler(s), sport(s), and club(s). Thus, clubs and activities in the Netherlands were identified, providing an impression of the Dutch landscape in sports for preschoolers. Subsequently, via the identified clubs, 61 parents filled out an online questionnaire about their child’s frequency of sports participation and degree of well-being.

This study identified 169 clubs offering over 14 different sports activities for preschoolers in the Netherlands in 2013. The most frequently offered sports included gymnastics (55%) and soccer (24%), both starting from the age of 2. Further, a positive correlation was found between the preschoolers’ frequency of sports participation and their level of well-being, in particular regarding social behaviour ($r=0.32$, $p<0.01$).

For preschoolers, various sports activities, but particularly gym and soccer, are currently organised at clubs in the Netherlands. This seems to be an emerging phenomenon. A first exploration shows that more sports participation is moderately related to higher degrees of social well-being of preschoolers. Future research is required to reveal causality and critical factors in this relationship: which conditions should be taken into account for which beneficial effects? Ultimately, future research will be aimed to help preschoolers, parents and professionals in experiencing beneficial effects of lifelong sports participation.
Abstracts Thursday May 8th, 15:20 – 17:00

*=in cooperation with ESA RN28 / **= in cooperation with MEASURE / ***=in cooperation with SORN

7 – Sport governance, Kannunikenzaal
- J. Lucassen - Hybridity in sport organisations: challenges for governance and workforce
- D. Genys - The formation and consolidation of basketball club Kaunas ‘Zalgiris’ fans’ interests
- A. Cevaal - Evaluation local sports & society-programme
- A. Hoogendam - Horizontalisation and localisation of sport policy and the rise of collaborative professionalism

8 – Sport promotion, Chr. Eijkmankamer
- S. Bennike - Football Fitness - a new version of football? A concept for adult players in Danish football clubs
- C. Van Tuyckom - We App to Move - A co-created digital platform to support self-organised sporting activities among socially vulnerable youth
- J. Borgers - Sport light, a matter of time? A study on the influence of organisational contexts on the time-investment in sports participation
- S. Vos - Running events: drivers for sensible & sustainable running? A study on event runners’ types in relation to health related services
- H. Vehmas - Sport and health in tourism - the case of Russian visitors in Finland

9 – Sport clubs & volunteering II***, Union of Utrecht room
- B. Ibsen - Education and qualification of volunteers in sport
- M. Splinter - More volunteers in football clubs. An evaluation of a method to increase the number of volunteers
- C. Buelens - Socially vulnerable youth as volunteers in sport clubs: a case study in Brussels
- E. Skille - Norwegian sport clubs: history, present and future

10 – Sport and healthy aging, Foyer
- V. Lenneis - Health discourses, sport and ageing women
- I. Hartmann-Tews - Somatic culture and healthy ageing in print media advertising
- S. Pisot - Perception of sport participation and PA assessment in elderly people
- B. Evans - ‘Unknown by you, they really watch you!’: Experiencing the ageing, physically active body in cardiac rehabilitation

11 – Legacy of sport events I, Belle van Zuylenzaal
- I. Pulles - The European Youth Olympic Festival 2013: the attitudes of the local population towards the event
- P. Hover - Visitors' experiences of the European Youth Olympic Festival 2013
- D. Sterchele - Trans-local non-mega sport events: exploring an hybrid case
- L. Vdovichenko - Big sport events and the situation in the Region of its residence
- A. Willem - Climbing the Mont Ventoux by bike: a challenge that creates active commitment and future exercise intentions
12 – Sport & space, Opzoomerkamer
- S. Merchant - Hybrid spaces of sport tourism: exploring the density of experience and the perception of space
- C. Van den Bogert - Politics of the street: Girls' street soccer, embodiment and the state
- A. Borgogni - Toward active cities: cultural, educational, social, and urban implications of the sport-for-all spatial dimension
- S. Itkonen - Transformations and challenges in the sports culture of Russian Karelia
- D. Ettema - Runnable neighbourhoods: how do novice runners experience their running environment and how is it related to running adherence?
Hybridity in sport organisations: challenges for governance and workforce
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Hybridity is a feature becoming more common in sport organisations on a national and local level as a result of processes of commercialisation and new public management (Billis 2010). Hybridisation of sport organisations has been a subject of a larger investigation into the governance characteristics of national governing bodies of sport. Hybridity was not the main topic of this research, however, from the data some conclusions about hybridity and its consequences can be drawn. We will describe our methodology and theoretical frame of reference. Our main findings will be presented and will be discussed next.

The project aimed at developing a systematic framework for the analysis of hybridity features of organisations. Departing from this framework we analysed what kinds of hybridity of governance can be recognised in national sport organisations. When referring to a hybrid organisation, we mean an organisation containing a mix of sectoral, structural, and/or mission related elements. Core elements studied are resources, goals, governance structures and corporate identity. A survey was made of the governance features of almost 70 national governing bodies of sport. Public datasources were combined with additional interviews. Features surveyed were: board composition, governance policy, organisational goals, resources and partnerships. Furthermore, six case studies were conducted to get a view on the way in which hybridity was experienced and managed by those involved. We analysed in what way boards and management of sport organisations are trying to master the tensions and consequences of hybridity. Hybridity may affect the composition of board and management, lead to mixing of cultures, conflicts of logics (Gammelsaeter 2010)). Hybrid organisations rely on different external resources. This may lead to larger demands for accountability or to changes in board composition. We conclude that the process of hybridisation may deeply affect the internal structure and decision-making culture in the federations involved.

The formation and consolidation of basketball club Kaunas Zalgiris fans' interests
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The article analyses the conflict of interest between the two groups (Kaunas Zalgiris basketball club managers/owners and the club's fans), the division of the club management principles and specific approaches to club governance. The aim of the article is to analyse the structure of relations and explain the tension between the conflicting participants. The managers/owners of Zalgorisclub, the management of the club, linked with the development of individually formed tasks through their chosen criteria, and the adoption of a sudden, specific decision not necessarily informing or involving the club fans in it. Meanwhile, the fans of the club linked with the development of more open and public control policy and discussing tasks for the club in a wider circle of interested persons on the basis of a long-term tradition of the club, rather than making quick decisions.

The analysis of a specific conflict object (management of Zalgorisclub) makes this conflict very unusual. Officially the club is a private property, legally acquired by the former owner. However, fans
are vital to each sport club because their support contributes to the creation of the economic value of the club. The possessiveness of the club becomes two sided: on the one hand it officially belongs to the legal owner, but symbolically it belongs to the fans.

The origin of the conflict (in the analysed case) is very symbolic, that is, the tension points became apparent when fans started to believe that their role was getting smaller and the owner tended to behave too drastically in club management. Such a conflict became possible because of the specific Lithuanian tradition of sport support. Conflict participants chose resisting/rivaling strategies: for each side was more important to prove they were right than to take care of mutual relationships. This strategy remained tight during the entire conflict.

Evaluation local sports & society-programme
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Sports clubs are increasingly asked to take responsibility in investing in broader societal issues, like social inclusion and health (Coalter, 2007; Rhodes, 1996; Boessenkool et al. 2011). I will present a case study of a city in the south part of the Netherlands, that activated elite amateur and professional sports clubs to organise youth projects with role models to promote health, participation and respect. On the basis of an arrangement the clubs were given the opportunity to organise activities in cooperation with schools or welfare organisations. We studied how these arrangements functioned, to what extent results matched the objectives of the projects and in what way the arrangement might get a follow-up. Document analysis was used to get information about the kind of activities, reach of children and subsidy amount. Via interviews with stakeholders information was collected about the process side of the arrangement. Additionally, to get inspired, best practices were inventoried under four comparable cities.

Mid 2013 five of the nine project set-ups were approved and (partly) executed. The vast majority of projects, for instance the Street League, took place under direction of a professional football club. Other project set-ups from volleyball (2012) judo / taekwondo, hockey, cycling and athletics followed in 2013. Almost all projects had a relatively short duration. In total approximately two thousand children between 6 and 18 years old and trainees were involved in these social (sports) activities.

The commitment to social sports projects in this city is growing, but the organisation and coherence of the activities should be made more efficient. The projects that have been implemented are self-contained and independently organised, but they lack coherence and it is unclear whether the projects will endure or not. Further research is necessary into concrete social and behavioural effects of such ‘goodwill’ projects.

Horizontalisation and localisation of sport policy and the rise of collaborative professionalism
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In this study the relation between recent shifts in governance and the rise of a new form of professionalism is explored. This governance shift is characterised by two interrelated developments: localisation, policy must be rooted in the local community, and horizontalisation, policy making and policy delivery are a matter of co-operation between (local) government and (local) actors. Together with the idea of the ‘participative society’ (or ‘Big Society’ in the UK), this marks a dramatic shift in public governance, as seen in many policy areas. This shift has strong implications for the role professionals at the ‘front-line’ play in the policy process. They are no longer merely the ‘implementers’
of top down formulated policy, but have an important role in making policy. Therefore, it seems that with this new governance paradigm a new professional ideal is emerging. The ideal of this new ‘collaborative professionalism’ can be characterised by a) the capability to connect one’s professional conduct to social issues and b) the ability to work together with others and to contribute to the collective task. This demands a professional ‘ethic of contribution’: the will to help others achieve their purposes and to recognise their identity and interests, and the will to solve concrete problems, even if this goes beyond one’s own formal job description.

By means of a multiple case study of local sports policy, the mechanisms and conditions that might lead to this new form of professionalism are investigated. The two local cases show that changes in (local) governance and policy do affect the work of front-line professionals in sport, e.g. that of PE-teachers and that sometimes new connections between local actors are made. But also that this turns out to be very difficult in other situations, even in spite of a ‘joined up’ neighbourhood approach.

Session 8 - Sport promotion
Session Date 08/05/2014
Time 15:20 – 17:00
Location Chr. Eijkmankamer

Football Fitness - a new version of football? A concept for adult players in Danish football clubs.
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Studies reveal a shift in the role of sport in society in general; we are experiencing greater political focus on sport due to the health-related outcomes of participation and the linkage between sport and health is clearer than ever. Relatively new findings conclude that recreational football organised as small-sided games is highly beneficial for enhancing overall fitness (Krustrup et al., 2010). In addition, studies indicate that team sports such as football may have an advantage over individual sports when it comes to personal development (Priest et al., 2008) and the development of social capital (Ottesen et al., 2010).

The aim of this paper is to explore a new Danish football-based activity for health called Football Fitness (FF), with a specific focus on organisational issues. In doing so, we would like to contribute to the discussion of how to organise sports as a means for promoting health within sports organisations. The theoretical framework is based in new institutional theory, whereas this paper uses the theory of “path dependency” (Mahoney, 2000) and explores the theory of “first- and second-order change” (Watzlawick et al., 1974) to discuss organisational changes.

Our research is based on both qualitative and quantitative methods, including 3 individual interviews and 7 focus groups (N:35) with representatives for the Danish Football Association (DFA) and 4 clubs. Moreover questionnaires to chairmen (N:475) and FF-representatives (N:62) were gathered. Our research argues that it can be beneficial to target sports organisations and include the expertise of non-profit sports clubs if the goal is to raise the physical activity level of the local community and make these changes long-lasting. But the organisations need to consider how this is to be done. FF, established by the DFA, and run by the clubs is one example in a Danish context.
We App to Move - A co-created digital platform to support self-organised sporting activities among socially vulnerable youth
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To date, self-organised sporting activities, often characterised by low(er) thresholds for potential users and indicating a looser and more flexible way of setting up activities as opposed to the more routine based and fixed structure of traditional sports clubs, are increasingly making their entry into local sports provision (Scheerder & Vos, 2011). One of the most well-developed alternatives in Flanders (Belgium) is community-based local sports provision in urban areas (called ‘Buurtsport’ or ‘neighbourhood sports’), especially aimed at socially vulnerable youth. As these youngsters often grow up in families having no culture of pre-organised leisure time activities, it is difficult for them to engage in a classical, structured way (as is needed for traditional sports club participation). Although ‘Buurtsport’ is perceived as successful in the city of Bruges, it is still highly dependent on the actions and enthusiasm of the coordinator.

Therefore, together with Howest University College, the project “We app to Move” was launched. Its aim was to develop a facilitating tool/application/platform co-created with and tailored to the needs and environment of socially vulnerable youth (aged 16-22). This digital tool helps youngsters to get in contact with each other (and with the coordinator), to organise themselves, to discover existing initiatives in the neighbourhood, and to support each other to engage in sporting activities.

In this paper, we highlight how social capital and social support theory were adopted in both the set-up and evaluation of the project. In addition, we discuss which lessons can be drawn for other self-organised sporting activities.


Sport light, a matter of time? A study on the influence of organisational contexts on the time-investment in sports participation
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This study aims to investigate and compare the time-investment in sports participation over different organisational contexts. Traditionally, voluntary sports clubs are known as an important context for sports participation in terms of sociability and lifelong participation. However, due to de-institutionalisation other contexts of sports participation have gained popularity over the years. Nevertheless, little research has been conducted on the social and health-related values of sports participation in informal contexts, such as the light sports communities and individual settings. Therefore, the question arises whether there is a relation between the time spent on sports participation and the organisational context in which one is engaged.

Following the theory of social capital (Putnam, 2000), the organisational structure of sports participation is related to the level of social bonding. Therefore, in this study the time-investment of sports participation in terms of frequency and intensity is compared across different social-organisational contexts such as club-organised sport (strong ties), light sports communities (weak ties) and individual settings (no ties). It is hypothesised that in contexts with a stronger level of social bonding a more stable and intense pattern of sports participation can be observed.

Data are used from a large-scale questionnaire on sports participation among youngsters and their parents in Flanders, Belgium (SBV, 2009). The time-investment (frequency and intensity) of
participation in a selection of sports disciplines (solo, duo and team) is compared across club-organised, light community and individual settings. Moreover, the number of sports practiced per person is taken into account.

As part of a broader research project, outcomes of the study will contribute to the understanding of characteristics of the social phenomenon of light communities. Results and implications will be presented at the conference.

**Running events: drivers for sensible & sustainable running? A study on event runners’ types in relation to health related services**

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Running is mostly practiced outside of the traditional voluntary sports club, in diverse contexts, such as running events, light communities or individual settings. In this paper the focus is on running events. They have a mass appeal, attracting a diversity of people of which a considerable number are 'less experienced' runners/sport participants. This raises the question whether running events can be a driver for sensible and sustainable running, and hence, influence public health. The purpose of this study is (1) to identify groups of event runners, based on their motives and characteristics and (2) to investigate whether there is a relation with the perception of health and the use of health-related products and services.

Data are used from online surveys among participants of three different running events in the city of Eindhoven (The Netherlands), each with specific characteristics (N₁ = 438, N₂ = 534, N₃ = 4,057). Cluster analyses on scale scores, which were derived from principal component analyses on opinions and views about running, were used to create typologies of runners. The relation between running (typologies) and the perception of health and the use of health-related products and services was studied using bivariate and regression analyses.

The selected running events attract a heterogeneity of runners in terms of socio-demographics, motives and running experience. Differences in typologies were found between the selected events, related to the characteristics of these events. The results reveal differences in the runners’ perceptions of health and the use of health-related products and services.

It is suggested that substantial efforts, in terms of guidance and the targeted provision of a more differentiated package of services, need to be done by both organisers and government. Hence running events may become drivers for sensible and sustainable running, and hence contribute considerably to public health.

**Sport and health in tourism - the case of Russian visitors in Finland**

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Sport and health activities comprise significant niche markets of contemporary tourism. Global trends together with the growing impact of leisure in people’s life style and identity construction have increased the demand for sport and health products, also in tourism. Trendiness of active and healthy life styles offers possibilities for tourism enterprises. On the other hand, hard competition for customers in economically and structurally unsteady environments sets challenges for the profitability of the tourism activities.
The aim of this study is to examine the significance of sport and health services for the Russian visitors while visiting Finland. Russian visitors comprise by far the biggest and the fastest growing foreign visitor segment in Finland. In 2012, nearly half (47%) of the international visitors came from Russia.

This study is conducted as a case study in the Rehabilitation Centre & Spa Hotel Peurunka in Central Finland. The first round data (n=75) has been collected by using an ethno-survey sampling of the winter visitors of Peurunka in January 2014. The data is comparable with the sample (n=755) collected from the Finnish visitors in 2011-2012. The first round results are expected during the spring of 2014. The data collection continues throughout 2014.

Peurunka offers an interesting case study for sociological analysis. Originally built in 1974 for the rehabilitation of the Finnish war veterans (who fought against Soviet Russia in the second World War), the resort nowadays places great deal of tourism promotion effort particularly on the Russian visitors. This illustrates the changes and challenges of tourism and leisure in Finland.

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**Session 9 - Sport clubs & volunteering II**

**Session Date** 08/05/2014  
**Time** 15:20 – 17:00  
**Location** Union of Utrecht room

**Education and qualification of volunteers in sport**  
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Human Resource Development is developed especially for professional organisations, but it has also gained ground in voluntary organisations. A key part of HRD is the qualification of the employees, and both sports organisations and municipalities offer many courses for volunteers with the aim to qualify them for the volunteer work they do.

The purpose of this presentation is to analyse a) the volunteers’ use of such courses and programs, and b) the importance of participation in the courses for the volunteers in comparison with other qualification forms.

The analysis is based on data from a survey in 2012 of involvement in voluntary work in Denmark. The questionnaire was completed by 2,809 respondents (= 71%) of a representative sample of the adult population.

The survey shows that 35% of the Danish population in 2012 had carried out a form of organised volunteering in the past year, and 11% had done it in sport. Of these, 15 per cent had participated in a course within the last year - and 29% previously - in order to qualify them for the tasks they perform voluntarily. The more informal, internal qualification forms are used to a much greater degree.

A logistic regression analysis shows that volunteers’ participation in courses or training sessions is primarily determined by the type of work the volunteers do and how much time the volunteers spend on volunteer work.

The analysis also shows that the volunteers ascribe experience and qualifications from employment and vocational training, and from practical experience from the voluntary work, much more importance for the performance of their volunteer work than courses related to the voluntary work. However, the analysis shows that the likelihood of the volunteers to continue is slightly higher among the volunteers who participated in a course or training program within the past year.
More volunteers in football clubs. An evaluation of a method to increase the number of volunteers
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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). In order to facilitate volunteer recruitment, sport clubs need a specific strategy to recruit and retain volunteers for both formal positions and ad hoc tasks. Therefore, the intervention “More Volunteers in Football Clubs” was designed and its impact was evaluated in detail. The question this evaluation research wants to address is: Can football clubs recruit and retain volunteers successfully by implementing the intervention “More Volunteers in Football Clubs”?

The designed intervention is based on the different expectations and needs of volunteers, as well as non-profit human resource management and organisational development management, with a strong emphasis on club-specific counseling and support. Task forces of the twelve participating football clubs attended four workshops in which they received tailor made counseling to reach the desired number of volunteers. The intervention has been implemented and its effectiveness tested in cooperation with the Swiss Football Federation with twelve Swiss football clubs following a pretest, intervention, posttest design. Data have been gathered and analysed using a combination of qualitative and quantitative methods. Outcome measurements are: volunteer rate, number of recruited volunteers, number of filled volunteer positions and volunteer satisfaction.

Four months after the intervention all clubs that completed the proposed intervention were successful in recruiting the desired number of volunteers. Further, all participating clubs found the intervention helpful and would recommend other clubs to participate as well. With the development of this practical intervention a solution for football clubs is provided to overcome the difficulties in recruiting and retaining sufficient numbers of volunteers.


Socially vulnerable youth as volunteers in sport clubs: a case study in Brussels
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The impact of volunteering at individual and societal level has been examined in various domains (e.g. Sundeen & Raskoff, 2000). To date however, research on volunteering among disadvantaged youth is scarce. This might be explained by the fact that people with higher human and social capital are more likely to volunteer than others (Smith, 1994). Education, income and social networks seem to be the most consistent predictors of volunteering (Penner, 2002; Wilson, 2000). Despite the low involvement of disadvantaged youth, it is generally believed that volunteering offers developmental opportunities for this group. It promotes, for example, adolescents’ life-satisfaction, self-esteem and social relatedness (e.g. Youniss & Yates, 1999; Wilson, 2000).

Sport, as one of the most popular leisure activities among youth in general, is increasingly regarded as an interesting context for investigating the social surplus value of volunteering. Kay and Bradbury (2009) found that taking up responsibilities in sports (e.g., clubs) can contribute to the development of youngsters. Vanhoutte (2007) illustrated that sport is a highly accessible activity allowing large numbers of youngsters to become involved. Moreover, sports-based practices seem to be more capable in attracting young people independently of their socio-economic background in comparison to other socio-cultural activities (Haudenhuyse et al., 2012).
This study investigated the impact of a youth development program aimed at making young (disadvantaged) football coaches stronger as volunteers and stimulating them to develop their sport related and personality related competences. By means of a qualitative method (in-depth interviews), data were collected among program organisers (n = 3) and youth (n = 9). Results showed that youth indicated both personal and interpersonal processes of development. These findings were endorsed by the program organisers. It is concluded that a systematic support of socially vulnerable youngsters in their volunteering can play an important role in the development of their competences in the role of a coach and as an individual.

Norwegian sport clubs
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This paper is to become a chapter in a book on European sport clubs edited by Remco Hoekman (Mulier Institute), Siegfried Nagel (University of Bern) and Christoph Breuer (German Sport University Cologne). The paper takes its outset in a historical description of Norwegian sports, move on to a presentation of the situation for sport clubs today and the role of sport clubs in present Norwegian society. The most illustrative picture of the development of sport clubs in Norway is the number of memberships in Norwegian sport clubs. There has been an enormous growth during the last 60 years (which will be shown in figures): From being an organisation primarily for young and adult men, to being an organisation also for women and children and youth. Regarding the growth in number of sport clubs, the development shows a similar pattern to the figure of memberships. There is, however, one difference between the two: the growth of clubs stops and even reverses in the late 1990’s, indicating that there are more large clubs now than previously. The growth represented in these figures is basically reflecting the latter part of the modernisation in Norway. It has become a more prosperous nation, a nation with a tradition for sport and outdoor life, a nation with a specific policy toward sports and especially the building of sport facilities, a nation where children have a more central and active place, a more gender equal society, a less elitist society – both a general economic and political level and with regard to sport. In sum, it is a post-modern society with less clear cut border between high-brow and low brow culture, and by time it has developed into a nation of more differentiated structure of physical activity.

Given the “Norwegian Sport Model” with a central role for public policies we will discuss such policies and the question of how they have and will develop in the time to come. Given that the overall aim of sport policies is “sport for all” we will also address the question of social inequality in club sport and how the relationship between the state sport policy and the sport organisations both enable and constrain the implementation of a development of sport and physical activity policies.

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Health discourses, sport and ageing women
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This presentation derives from the results of an interdisciplinary intervention targeting untrained women aged 45-55. They were recruited through an advert placed in a free daily newspaper and participated in a three month training period with team sports. The intervention aimed to improve the health and the well-being of ageing women, either before or after menopause, a phase of life often described as a period of transition.

The objectives of the sociological part of the project were, amongst others, to explore the women’s expectations and reasons for participation in the intervention. The methods employed were a survey, observations and in-depth interviews with 17 participants. Foucault’s (1977, 1978, 1997) concepts of governmentality, bio- and disciplinary power as well as the works of other Foucault-inspired scholars on the topics of healthism and physical activity serve as the theoretical framework for this study.

First results reveal that the women have internalised the messages of healthism and healthy ageing: the women’s initiative to participate in the project and to engage in physical activity is largely governed by the desire for health and the promises of physical activity, as well as a bad conscious caused by their inactivity. Criticising their lack of self-discipline, they regard the chance to be part of a research project as a way to further commit and obligate themselves to an active lifestyle.

A socio-demographic analysis depicts the participants as a rather homogenous group in terms of (a high) socio-economic status and ethnicity which may explain the compliance with healthism messages.


Somatic culture and healthy ageing in print media advertising
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In an ageing society interest in healthy ageing is growing. Empirical studies have shown that the portrayal of older people in the mass media influences the viewer’s or reader’s attitudes, beliefs and activities with regard to old age and older people. Specifically, these images affect how people anticipate their future and how older people evaluate their own potential of active and healthy ageing. Our theoretical orientation puts focus on the social construction of aging. The purpose of our study is to assess the images of older people and their somatic culture in magazine advertisements. The concept of somatic culture refers to body related attitudes, beliefs and activities and has been developed by Luc Boltanski (1976). A central proposition within his work is that people of different social classes are characterised by different styles of somatic culture.

The study is based on a content analysis of advertisements in two weekly magazines which are widely read and refer to different social classes: Der Spiegel (about 6 mio readers, middle/upper class), Auf einen Blick (about 2.5 mio readers, middle/lower class). The sample covers all advertisements with older models of 52 issues (12 months) of the two magazines. There are 2070 advertisements in the two magazines out of which 6.6% included older models (N= 75, i.e. 4.6% of all ads in Spiegel; N= 62, i.e. 14.5% of all ads in Auf einen Blick).

Our central questions for data analysis in this presentation will be how older people are portrayed with reference to their somatic culture and if there are differences between the two magazines.

Perception of sport participation and PA assessment of elderly people
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Given the importance to analyse the lifestyle and health benefits of physical activity (PA) for the elderly population is an issue connected with some limitations which have to be considered. While most researches indicate that GPAQ (General Physical Activity Questionnaire) is a suitable and acceptable instrument for monitoring PA in population health surveillance for adults aged ≤ 65 years, it has some limitations for the elderly (+65 year). Being aware of that, we carried out a mass measurements (MM) in three Slovenian cities (446 elderly; 281 female (63.7%); aged between 60 - 80 years). The research was part of the international project PANGeA- “Physical Activity and Nutrition for Quality Ageing”, CBC Slovenia - Italy 2007-2013. Elderly people who agreed to participate in MM received the Questionnaires of general health status, well-being and lifestyle of the elderly with the GPAQ part included. Responding with the completed questionnaire, was also the “ticket” to enter into the MM. At the end of the MM day tests (anthropometry, dynamometry, endurance, nutrition survey, gait measurement, MOCA test) the revision of understanding the questionnaires with a “face to face interview” was carried out. Researchers checked the questionnaire together with the participants with the three stage model: understanding the intent of the questions, correctness of the data provided and the correction of incorrect data and misunderstandings and adding missing data. Using the revision of participants’ answers as a tool, gave us interesting findings: less than 1/3 of the participants understood and provided data in the correct way, gender and age differences in understanding were shown, a lot of missing data were obtained additionally. This indicates a need for caution while assessing such surveys for the elderly population, to ensure data correctness and avoid missing data which could lead to unreliability and incomparability of the results.

‘Unknown by you, they really watch you!’: Experiencing the ageing, physically active body in cardiac rehabilitation.
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There is a dearth of research on how the physically active body is experienced during rehabilitation from serious illness. This paper presents data obtained through fourteen interviews completed with participants in a cardiac rehabilitation scheme. A figurational approach was utilised which emphasised the need for participants to delineate their own logic of experience from the perspective of their active body during cardiac rehabilitation. Data were thematically analysed and individual experiences were situated in wider power relationships within and beyond the exercise class. Recurring themes emerged including participants’ under-estimation of initial symptoms, shock and dislocation created by diagnosis, and uncertainty created by treatment in unfamiliar circumstances. During rehabilitation, participants negotiated a complex interweaving of identities which centred upon their changing sense of embodiment. Self-images were socially produced and moderated by others in the rehabilitation figuration, including via health and exercise professionals and other participants. Respondents constantly defined and revised their own embodied identity in relation to other rehabilitating bodies and their own changing identity. The extent to which participants were empowered within the exercise setting was highly heterogeneous. Findings suggest that the messages participants receive about cardiac rehabilitation must reflect the heterogeneity of recovery trajectories that could be experienced.
The European Youth Olympic Festival 2013: the attitudes of the local population towards the event
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The literature on the evaluation of major sports events shows that one of the success factors is the attitude of the local population towards the event. Besides the organisers of the event the locals can be considered as ‘host’ of the event as well. To what extent are they involved in the event and how do they experience the economic and social effects of the event? In my paper I will present the attitude of the locals towards the European Youth Olympic Festival (EYOF) 2013 in Utrecht. Also the awareness of EYOF, the involvement in the event, and the evaluation of EYOF by the locals will be discussed. EYOF is an sporting event for young athletes (13-18 years old) from Europe that is organised every two years. 2,271 athletes from 49 different countries participated in EYOF 2013 in nine different sports across seven locations in Utrecht. The data among a representative sample of the 15+ population of Utrecht were collected through web surveys at two moments: shortly before the event (June-July, N=440) and shortly after (August, N=410) EYOF. The post EYOF measurement indicated that 66 percent of the local population were aware of the event (vs. 42% pre-measurement) and 17 percent followed the event (vs. 39% intention). The results furthermore show that the attitude of the locals towards EYOF is twofold. On the one hand they are moderately positive about the (economic) effects for the city of Utrecht and the fact that the local government has invested in the event although they were more positive towards EYOF before than after the event. On the other hand the locals state that they were not well informed about the event, that EYOF did not really create a buzz in their neighbourhood, and that EYOF did not encourage them to participate (more) in sports.

Visitors’ experiences of the European Youth Olympic Festival 2013
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Frequently, public investments in major sport events are justified by policy makers who have a tendency to argue that social benefits arise from those events. In this respect visitors of sporting events are a significant group of stakeholders. On the one hand they influence the degree of success of the event itself (e.g. spending pattern, satisfaction). On the other hand they influence the positive or negative event legacy (e.g. repeat visits, inspired to participate in sports). The case of my presentation is the European Youth Olympic Festival 2013. This is a biennial sporting event for talented young European participants. The 2013 edition was held in Utrecht, The Netherlands.

The aim of my study is threefold. Firstly, to specify to what extent the event has led to a trickle down effect among event visitors, concerning sport participation. Secondly, to elicit the visitor advocacy and satisfaction. Thirdly, to identify the touristic experiences in the host city in general and the intention to come back for a visit in the future. In the analyses the relations with potential influential factors are analysed.

In order to generate a representative sample of event visitors, semi-structured face to face interviews with visitors were held. Additionally an online questionnaire was set up. 1,945 questionnaires were completed.
7 per cent of the visitors who do not participate in sports said they were inspired to become physically active as a result of visiting the event. On a scale of 0 (low) - 10 (high) advocacy and satisfaction were rated with average results of respectively 8.1 and 8.0. 25 per cent of the visitors say they have the intention to come back to the city of Utrecht in the future, for example for a holiday.

Trans-local non-mega sport events: exploring an hybrid case
D. Sterchele
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Non-mega sport events (NMSEs) are generating an increasing scholarly interest to understand if and how they differ from mega sport events (MSEs) with regard to their effect on local communities (Taks 2013). Since NMSEs are not as big as MSEs, they are not (likely to be) disruptive or exploitative towards the hosting communities and are (generally) not imposed over local communities by ‘urban regimes’ and supra-local powers. Therefore they are more likely to generate positive impacts, outcomes and even long-term legacies on local communities, especially in non-monetary and intangible terms. Two main alternatives seem to be envisaged by this conceptualisation: either the benefits of staging a sport event are enjoyed ‘from below’ by the members of the host community, or they are exploited ‘from above’ by those rootless economic elites who organise and sell the event itself.

This paper will contribute to complexify this binary opposition by drawing on the case study of the Mondiali Antirazzisti (Anti-racist World Cup), a particular NMSE whose benefits are enjoyed ‘from below’ by local communities, but not necessarily or primarily by the community where the event is physically staged. Moreover, the paper attempts to partly flip the analysis of the relationship between events and communities by also exploring how different locations and local communities impact on the event.

The paper will consider the relationship between the Mondiali Antirazzisti and its host communities, as well as its ‘non-local’ impact on extra-local communities (transnational networks) and its indirect local impact on the participants’ (non-hosting) communities.

Big sport events and the situation in the Region of its residence
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The presentation is devoted to the Olympic Games and its impact on the situation in the region of its residence. It begins with the summary of changes in the Caucasian region related to the 2014 Winter Olympic Games in Sochi. Sociological analysis helps to give a certain contribution to understanding the impact of this big event on the situation in the Caucasian region. The matter concerns six fields of everyday practice in Sochi: socio-economic changes and the local communities (1), participation of the local communities in organising and carrying out the Games (2), administrative benefits proceeded from the Olympic Games to the local communities (3), changes in life-styles of the local communities (4), role of Olympic values in the improvement of public relations in Sochi and around (5), decrease of tension in the social communications in the context of the Olympic Games (6). The paper considers also the linkage between the Games and some other aspects of everyday practice in the region. Has the Olympic project ensured positive changes in the local decision-making process, cultural and political life or has it provoked negative consequences for people? As usual, sport contains reserved possibilities of cooperation and solidarity. Has carrying out Olympic Games facilitated the situation in the Region? The paper focuses attention on this background of the 2014 Winter Olympic Games in Sochi. Case study was built on media accounts, interviews with officials from the Sochi 2014 Organising Committee, and
data of sociological monitoring of different materials. The paper describes the situation in Sochi in February 2014 and provides a new outlook on the history of Winter Olympic Games.

Climing the Mont Ventoux by bike: a challenge that creates active commitment and future exercise intentions
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The potential health promotion effect of mass participation events is often used as an argument to promote the event among funders, policy-makers and the public. Literature confirms a positive effect of events on sports participation, but relapse levels might be high. The purpose of this research is to study the characteristics and motivation of the participants of a challenging mass cycling event, and participants’ pre and post exercise behaviour intentions and attitudes towards exercise. Data were collected via an on-line survey sent to all participants of the event shortly after the event and again four months later. 474 participants completed the first and follow-up survey. Interviews with the organisers add insight into the efforts taken to leverage the event. Results confirm the literature indicating that those events attract mainly very active bikers who regularly join such events and have a strong autonomous motivation to do sports. Those active bikers were stimulated through the event to further increase their cycling activity. However, 22 percent of the participants did not reach the internationally recognised level of sufficient physical activity six months before the event. Among those less active participants that were activated in preparation and during the event, there is a relapse in exercise. Nonetheless, the event did have an impact on sport participation for a small fraction of the participants that increased their cycling activity in preparation of the event and maintained the cycling intensity at least four months after the event. Leveraging efforts by the organisers to increase sports participation were large before the event but not after the event. To conclude, the event has potential for increasing sports participation but more leveraging efforts are needed to reach that potential.

Session 12 - Sport & space
Session Date 08/05/2014
Time 15:20 – 17:00
Location Opzoomerkamer

Hybrid Spaces of Sport Tourism: exploring the density of experience and the perception of space
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As the evolution of sport and leisure tourism furthers, consumers increasingly seek special, meaningful and site specific, affective encounters with their surroundings. This can be to the extent that sport/leisure forms of embodiment can become the means by which people negotiate space in order to sense and understand foreign or unfamiliar land/seascapes, rather than sport/leisure forms of embodiment being ends in themselves. Consequently greater knowledge of the materiality and politics of sport and leisure spaces is needed in order to understand how these are experienced, and in turn how they can or should be managed economically, ethically, socially and culturally. With this premise in mind, through a cyborg autoethnography, this paper explores a case study SCUBA dive wreck site, SS Thistlegorm. The ship is a four hundred and twenty foot casualty of the Second World War. Resting at
the bottom of the Red Sea, SS Thistlegorm forms arguably the most structurally and content rich wreck dive site in the world. Aligning the research with contemporary debates concerning hybridity I will employ autoethnographic data to illustrate that multiple and overlapping meanings attributed to sport spaces themselves, contribute to what Adorno has called the ‘density of experience’ (Gordon 1997: 240). This density will be elaborated by dismantling two key ‘traditional’ dichotomies which were overtly brought to attention whilst diving the site. Thus I explore: the tension between perception of natural and cultural materialities, and tension between present and absent instigators of affect.

**Politics of the street: Girls’ street soccer, embodiment and the state.**

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In changing European societies nowadays multiculturalism, identities, space and environment continue to be important factors in daily lives of people. People live in their homes, but also move, play and live on the street. Especially young people, children and adolescents move on the street as they walk or bike to school, and play soccer or other sports with their friends at playgrounds after school or work. The street is however not a ‘neutral’ space of movement and play, but influenced by politics of the state and different social organisations, gender norms in society and the politics of playing children themselves. They create their own rules and sporting creativities, and thereby resist, reinforce and recreate norms in society and boundaries between different social groups.

In this paper this space will be central, and I will discuss the concept of the street in relation to sport, gender and the state, in the multicultural context of the Netherlands. Girls’ street soccer is hereby becoming more popular, visible and accepted. But what is the street? Who are the actors involved in the street and what are their different political goals? Which dynamics, hybridities and resistances of the street and of street soccer can we identify among young playing girls? In short: what are the politics of the street? I hereby see the street not only as including street culture and symbolism, but also as an embodied space of sport and movement, where (street)culture, politics, gender and identities meet.

**Toward active cities: cultural, educational, social, and urban implications of the sport-for-all spatial dimension.**

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The demand for opportunities to make people more physically active (PA) is encountering a growing attention within public and private organisations. The body-friendly urban landscape concept is deeply rooted in the parallel history of body and town-planning (Borgogni, 2012) dating back at least to the 19th century when the hygienical problems drove toward massive rehabilitations in European cities (Mumford, 1961). The 20th century’s last decades witnessed a reaction toward the car-oriented planning supremacy. The current challenge is the global sustainability of the city. In this setting, the body undertakes the crucial role as indicator of the city’s liveability. In this light, and systematised by the WHO (Edwards & Tsouros, 2006, 2008), the active city (AC) approach is emerging as a prospective inter-sectorial strategy to deal with a global urban approach and to facilitate the body’s expression. Looking at the public space, the AC planning fosters a clear distinction between tight and loose spaces (Franck & Stevens, 2006), the latter allowing a wider range of PA and, ultimately, sport-for-all behaviours.

A space endorsing a plurality of performances is more likely to become a welcoming place (Vertinsky & Bale, 2000; Eichberg, 1998) transforming the panopticon in poliopticon and dealing with the very sense
of the development of democracy aiming at the reduction of inequalities in the public space (Secchi, 2013).

Examples of town and mobility planning inspired at AC are increasing. The majority starts from a sectorial approach; few of them show an awareness of the potential consequences on PA levels, rarely are those based on an interdisciplinary and participatory model (Rütten, 2011). The key role should, finally, be played by the involvement of citizens and by a wide sight on participation, which is the very central point connecting the involved disciplines, including bottom-up processes and informal appropriation of spaces.

Transformations and challenges in the sports culture of Russian Karelia
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Since the end of the Soviet era, Russian sports culture has seen huge changes. With the collapse of the Soviet Union, the state-led sports administration also crashed, and the economy drifted into crises. In the new political situation, the organisers of sports have adopted new practices.

The purpose of this study is to analyse the contemporary state of affairs in Russian Karelian sports culture. The main research questions are the following: 1) What are the most important societal problems for Russian Karelian sports culture? 2) What are the most positive changes that have taken place in Russian Karelian sports recently? 3) What are the most significant challenges facing Russian Karelian sports culture in the near future?

The research data consist of sports administration statistics, interviews with key persons, newspaper articles, and archive materials. The data are analysed by means of sociological methods.

The results of the study reveal the following main problems in Russian Karelian sports culture: unhealthy lifestyles, polarisation of the population, the low level of responsibility that parents take in educational matters, and common physical passivity. The most positive recent changes in Russian Karelian sports are the starting of building projects for new sports facilities, the increasing interest in sporting activities, and the introduction of new types of sports associated with youth culture (e.g., skateboarding and roller-skating).

The most significant challenges facing Russian Karelian sports culture in the near future will be finding sufficient economic resources and combatting the regional polarisation and people’s common physical passivity in the Republic of Karelia.

Runnable neighbourhoods: how do novice runners experience their running environment and how is it related to running adherence?
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Running is one the most popular types of un-organised sport participation in many countries, and is gaining increasing popularity. Running mostly takes place in the public space, such as on public roads, in parks or in forests. Consequently, the characteristics of these public spaces potentially have a significant impact on how running is experienced, and may influence decisions to engage in and adhere to running. However, the impact of the running environment on running experience has received limited attention to date. This paper investigates this issue based on a large scale questionnaire that was held among 1630 participants of the Dutch Start to Run program, an introduction program for novice runners, offered by the Dutch Athletics Union. Participants provided information about their running habits, running locations and their experience of running.
The results suggest that novice runners most frequently practice on streets in their own neighbourhood and in parks. Women more often run in their own neighbourhood, whereas men more often run outside their town. Inhabitants of larger cities more often run in parks. The most frequently experienced impediments and annoyances are poor lighting, unleashed dogs and encounters with cyclists and cars. Generally, interactions with other road users are more frequently experienced in urban running locations. In addition, the attractiveness and restorative quality of the running routes were investigated. It is found that both qualities are strongly correlated ($r=0.89$) suggesting that a restorative running route is also an attractive running route. Regression analyses reveal that attractiveness and restorative quality are positively influenced by the quality of the walking surface, running in parks, green areas or outside town, and negatively by running in one’s own neighbourhood or other public roads in town, by running in larger cities (>250,000 inhabitants) and by encounters with other road users.
Abstracts Friday May 9th, 10:30 - 12:30

* = in cooperation with ESA RN28 / ** = in cooperation with MEASURE / *** = in cooperation with SORN

13 – Sport policy, Kannunikenzaal
- A. Michelsen la Cour - Capacity building through interventions in sports clubs
- M. Dörtants - The quest for (self)regulation of full contact martial arts
- M. Marlier - The impact of sport on mental health and social capital in disadvantaged communities
- A. Salmikangas - Well-being from services - users’ attitudes to the public sport services
- A. Rodríguez-Díaz - Sports policies in post-Soviet countries: the example of Belarus
- A. Goldys - Social impact of sport animators in Poland - example of community sport policy

14 – School & sport, Chr. Eijkmankamer
- H. Van der Werf - School swimming - looking for a new approach for a vanishing activity
- K. De Martelaer - Encouraging safe swimming among children: sociological and pedagogical dynamics and resistance
- H. Nakamura - Unchanged factors? The reform of school sports policy in England

15 – Labour market, Union of Utrecht room
- M. Szerovay - ‘Glocal’ processes in the peripheral football countries: A figuralional sociological comparison between Finland and Hungary
- F. Studer - Are graduates of sports science courses fit for the labor market? An analysis of job requirements and qualifications
- Packheiser - Quantification of segments in occupational field sport management

16 – Sport & (dis)abled, Foyer
- C. Van Lindert - Monitoring Special Heroes, a national sports promotion program for children in special schools in the Netherlands
- K. Wickman - Within or outside educational spaces? Disabled young adults’ perspectives on physical education and health
- S. Ferez - From the institutionalisation of 'all disabilities' to comprehensive sports integration: the enrolment of France in the Paralympic Movement (1954-2012)
- F. Reich - Outdoor activities and people with disabilities
- E. Van Casteren - Implicit and explicit learning in athletes with cerebral palsy: studying perceptions of coaches and development of a protocol

17 – Media & gender, Belle van Zuylenzaal
- N. Delorme - Examining sex equity in French newspaper photographs: a content analysis of the photographic coverage of 2012 Olympic Games by L’Equipe
- B. Rulofs - Gendered sports photographs? Changes and long-standing conventions in the visual representation of female and male athletes
- C. Dunn - ‘When I play football, I’m a footballer’: elite sportswomen’s responses to their media coverage

18 – Sport fandom*, Opzoomerkamer
- M. Mazurkiewicz - Some observations on the specificity of Polish football fandom
- M. Petersen
- B. Perasovic - Carnival fans and hooligans within the ultras subculture: notes from the field in Croatia
- R. Petersen-Wagner - Fan ownership and cultural citizenship: which fans are we talking about?
- D. Numerato - Supporters' emancipated? An exploration of the implementation of supporter liaison officers in the European Football
- M. De Carvalho - What brings youngsters into the stadium? Predictors of soccer attendance among Belgian and Portuguese fans

19 – Methodology, Chr. Eijkmankamer
- A. Schubring - Mapping critical experiences in athletes’ life: The use of a graphic data collection tool in qualitative research
- F. Prot - The interpretation of discriminant analysis results by analysis of misclassified cases of sport participants and nonparticipants
- S. Lagaert - Exploring the adequacy and validity of sport as a sociological concept

20 – Diversity and intersectionality, Union of Utrecht room
- K. Bosnar - If I were young again - sport interests in late adulthood
- K. Seibert - Where is the culture in intercultural conflicts in sport? - a sociological analysis
- A. Donnelly - Multiculturalism and its discontents: Some suggestions for implementing multiculturalism policies in sport

21 – Legacy of sport events II, Belle van Zuylenzaal
- H. Slender - Social impact and legacy of sport events: a systematic review
- M-L. Klein - Leveraging sport events for sport participation and sport development - The case of 2011 FIFA Women's World Cup in Germany
- K. Mello Figueróa - Rio 2016 games and the sporting legacy: possibilities for the 'sport for all'
Capacity building through interventions in sports clubs
A. Michelsen la Cour
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Between 2006 and 2012, a number of state funded interventions were carried out by local sports clubs in disadvantaged areas across Denmark. The aim was to include disadvantaged children in organised sport through various activities arranged by local sports clubs. The question in this paper is whether the interventions can be seen as “capacity building” or as “damaging” for volunteer based sports organisations. Four interventions were the subject of process evaluations, which used qualitative methods including interviews, focus group interviews, observations and document analysis. This research shows that politically the volunteer based sports clubs were expected to be able to both recruit and retain members of children from families with few resources, very little tradition and little or no knowledge about the “art” of being a member of a sports club. The clubs developed a range of innovative methods, such as cooperation with health professionals and social workers. The cooperation with local community professionals seemed to have an impact on the organisational level of the club as well as on the role of the volunteers. These findings suggest, that sports clubs when carrying out interventions can be divided into 3 different institutional models based on their ability to cooperate across institutional fields and the role given to the volunteer. Given the outcome, the interventions may develop innovations and organisational capacity building in the club that are valuable from a welfare political perspective.

The quest for (self)regulation of full contact martial arts
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The government and martial arts organisations have difficulties to solve long lasting problems in full contact martial arts. It is difficult to point out what exactly the core problem is and why it is not solved by the sport itself. This study gives insight into the frames of reference used to construct the perceptions of this so-called wicked problem and the backgrounds of its persistence. We conducted interviews and observations, and analysed documents and martial arts fora to explore the frames used to construct the problem. The results show an overview of the different perspectives and constructions of issues in martial arts. In analysing these contested constructions in their historical, organisational and political background we conclude that this highly commercialised sport, with its patriarchal culture, a lot of ‘little kingdoms of egos’, and long lasting conflicts, operates too fragmented to be ready for regulation. Within this organisational chaos without authority, different problem definitions persist in so-called ‘dialogues of the deaf’. Within the network of organisations the strategic power game is played. Each player in this arena tries to make their construction of the problem and solution dominant and leading in problem solving. The existing status quo continues because no one has enough confidence and support of others to be able to take the lead in making the sport more safe, fair and socially accepted.
The impact of sport on mental health and social capital in disadvantaged communities
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Sport policies in Europe and western countries all over the world are increasingly conscious of the potential role that sport can play between the physical wellbeing of individuals, the general improvement in their quality of life and the harmonious integration of society (Commission of the European Communities (2007); Coalter (2007)). Especially reaching out to disadvantaged people experiencing higher thresholds to engage in sports is a major topic (Frisby & Millar, 2002). Although it is generally assumed that sport has a positive relation with physical, mental and social wellbeing. Still many questions remain concerning which type or intensity of sport is best to stimulate social capital, which to improve mental wellbeing, are these the same, how do they interact?

The main aim of the present study is therefore to examine the relationship between sports participation, mental health and social capital for adults (18-56 years) living in disadvantaged communities. In Flanders, Belgium, nine disadvantaged urban communities were selected based on similarity of socio-demographic and environmental characteristics. Two hundred adults (aged 18-56 years) per community were randomly selected and visited at home to fill out a questionnaire on socio-demographics, sports participation, physical activity, mental health and social capital. A sample of 414 adults participated in the study.

Results indicate that the more time people spend practicing sports, the better their mental wellbeing. This is not the case for social capital: being engaged in sports does not automatically generate social capital. However, practicing sports with friends, colleagues, family does have a positive effect on social capital.

For EASS 2014 the relationship between sports participation, mental health and social capital will be further elaborated on and clarified, with special focus on the implications for policy makers.

Well-being from services - users’ attitudes to the public sport services
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Strong production of public sport services is based on the idea of welfare society in Finland. Public services are constantly changing because of continuous renewal of practises of governance and challenges of the public economic situation. The expansion of the supply of these public services has highlighted a question about service production of the municipalities. Inhabitants’ and municipal managers’ opinions about the supply, differ from each other. The inhabitants advocate larger public responsibilities than the municipal managers. In this study we describe how the inhabitants of the municipalities experience the supply of public sport services. These experiences were collected by electronic questionnaire (n=675), interviews (n=167) implemented in the town of Jämsä and the data of the Central Statistical Office of Finland.

Physical activity has increased as a hobby during the 2000s. Different background information, such as sex, residence, education, age and the amount of children in a family, influence the use of services and attitudes to the services significantly. The most popular physical activity is walking, which is free and it is easy to do in one’s own time close the home. Education increases hobbies concerning health and well-being. According to 97 % of the respondents, sport services together with cultural services remove social problems and more than 80 % of the respondents see these services as a means to increase pluralism and well-being in the society. Well-being is the most common individual motive to be physically active which is linked to maintaining physical condition and mental health. The most desired developments in the future are 1) sufficient supply of basic public services, 2) equality and
diversity of services and 3) development of influence possibilities concerning the services. These aim to better usability in recognising the different user groups and likes.

**Sports policies in post-Soviet countries: the example of Belarus**
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Post-Soviet countries developed different ways of organising sports in the last twenty years. Some joined the European Union and its sporting systems attempt to assimilate the open market. But in some post-Soviet countries outside the European Union there has been very little change in sports policies in the past two decades. An example is Belarus, Europe's last frontier to the east, where many features of Soviet sport organisation are maintained, even more than in Russia. The sports policies are policies of the central government, which monopolises the supply of facilities and structures for sport throughout the country. The model sports organisation and sports practiced are related to the extreme cold climate, the history since the Second World War and, still in force, the socialist state ideology. The Olympic goal is still present in government plans. As in many new countries, for Belarus is very important to get Olympic medals, and produce individual heroes to inspire the necessary sense of national identity. There is much less participation of women: the concepts of masculinity and femininity are very distant: in general, sport is seen as a male characteristic. Sport is much more encouraged in universities as a way also to select the Olympians. There is a low proportion of private clubs in the cities, where the middle class is a minority. The long working hours and low living standards prevent the mostly industrial working class to do a lot of sport. Sporting in rural localities is rare, also due to the shortage of young people. The main method of research was conducting interviews with various athletes, politicians, managers, students and others. Direct observations and analysis reports, news, surveys and local literature were also performed.

**Social impact of sport animators in Poland - example of community sport policy**
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The paper aims at the preliminary analysis of the social, sporting and managerial role of a new professional group in Poland: animators (special trainers) working on the Orlik pitches. During the preparations for UEFA EURO 2012, the Polish government in the cooperation with local authorities introduced an ambitious program of building small sport infrastructures (called 'Orlik'). The infrastructural program was supplemented by a ministerial program of support for hiring sport animators: as of now, there are circa 4,000 animators working on 2,604 Orlik pitches all around Poland. The paper presents the educational, professional and social portrait of the group; describes the everyday functioning of animators (and the pitches they take care of), focusing on their managerial initiatives undertaken in reaction to the lack of top down strategic design on the part of the Ministry of Sport; and discusses the limits of their resourcefulness and innovative activities resulting from the lack of networking mechanisms that could enhance the processes of knowledge and experience-sharing.
School swimming – looking for a new approach for a vanishing activity
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School swimming can boast a massive societal support. 91 percent of the Dutch people (12-80 years old) agree that children should have swimming lessons at the primary schools. For safety reasons children have to learn how to swim at an early age, since in The Netherlands one is always surrounded by water. Nowadays most children are not dependent on school swimming, since they have learned to swim via special courses provided by swimming clubs and private institutes. However, a significant group of underprivileged (ethnic minority) youth is dependent on swimming lessons at school to become a competent swimmer.

In my presentation I will focus on the development of children’s swimming skills (swim certificates, swimming participation, cases of drowning), the number of municipalities that support school swimming and the number of suppliers of swimming lessons. Data were collected through the Swimming Monitor of 2011-2012 and the National Sport Survey. The first is a survey targeting swimming pools and suppliers of swimming lessons (n= 2,132). The second is an annual population survey (n= 3,500).

The results show that 94% percent of the children (6-15 years old) have at least one swimming certificate, but that the part that follows the whole Swimming-ABC course is dropping. In addition the swimming participation is decreasing and local municipalities skip school swimming. Many fear that children’s safety in and around the water is at stake, especially with ethnic minority groups, of which 85% have at least one swimming certificate.

I furthermore present some alternatives for traditional ways in which school swimming was organised, which look for new ways for co-operation between the actors involved.

Encouraging safe swimming among children: sociological and pedagogical dynamics and resistance
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Although swimming is not compulsory (anymore) in various countries, it is still often a topic of debate concerning content, organisation, guidance of the lessons and the assessment whether or not linked with a certificate or diploma.

In this contribution a critical analysis will be given of the different structures (national and international) having the possibilities to organise or at least support swimming instruction and communicate about water safety with parents and grandparents. Next to the sociological dynamics and resistance in organising swimming courses and assessments, the didactical approach will be discussed.

The physical and cognitive development of children will be compared with the importance of (a) water safety and (b) basic skills for lifelong swimming. Data on the screening of aquatic skills of pupils at the ages of 11-12 or the end of the primary school will be presented. A traditional 50m swimming performance is compared with a combined aquatic test based on water safety skills (Stallman et al., 2008). Didactical advices will be given of relevant aquatic skills in order to work out more valid and
reliable test batteries for school and club swimming. The final aim is that various countries could come to a database of skills in order to compare aquatic skills in different countries.

**Unchanged factors? The reform of school sports policy in England**

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After the change of government in 2010, the school sports system in England has been experiencing the time of change. The Advocacy Coalition Framework still seems to work in this process. Yet, de facto, an abolished policy called “School Sport Partnerships (SSPs)” seems to survive at a certain level. This presentation aims to understand these “unchanged factors” even under the new guiding principle, new delivery system, and new financial stream, by examining the public documents.

The core programme of current school sports policy is School Games, under the initiative of DCMS. Inspired by London 2012, every pupil should have a chance to “compete” at their own level. The newly created position of School Game Organisers (SGOs) is to coordinate the local delivery, but not helping daily school activities. The Department of Education (DoE) has also revealed the renewed National Curriculum focusing on competitive factors of sport.

SSPs was the network of local schools and community, enabling the provision of opportunities for “participation” in the high quality PE and school sports programmes. SSPs’ works were delivered by the School Sports Coordinator (SSCos). DoE abolished SSPs and SSCos, and allocated its budget to the different type of ring-fenced funding (School Sport Premium), the use of which is to be determined at each school. Interestingly, many schools choose to preserve SSPs so that they can keep the network to use their resource more effectively.


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**Session** 15 - Labour market  
**Session Date** 09/05/2014  
**Time** 10:30 – 11:30  
**Location** Union of Utrecht room

"Glocal" processes in the peripheral football countries: A figurational sociological comparison between Finland and Hungary  
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The aim of this presentation is to increase the understanding of the global and local contexts in football by finding out what complex and interdependent social, cultural, and economic dimensions seem to have shaped ‘periphery’ football. More specifically, this paper attempts to outline the global football figurations, discuss the concept of periphery with regard to football, and assess how Finland and Hungary are incorporated within the world order of football.

The theoretical framework employed is formulated around the globalisation of football within the social sciences of sport. A figurational sociological perspective is applied, given that it is applicable
in understanding the evolution of professional sports, the relations between globalisation processes and sport, and the global sport formations.

The research materials used in this study are publications about the history and sociology of international, Finnish and Hungarian football. First, a theoretical framework of the global football figuration is proposed. Second, applying the constructed framework, the concept of a periphery football country is unfolded. It is argued, that a country being peripheral with respect to football is not in a static state but rather characterised by continuous processes of the shifts of power, which is a function of the core-periphery interdependency ties. Third, this presentation looks behind the FIFA and UEFA rankings that clearly suggest that Finland and Hungary are periphery football countries; the diverse development paths of the Finnish and Hungarian football are analysed and compared by considering economic environment, social meanings, and cultural practices. This presentation introduces the first article of the doctoral thesis.

Are graduates of sports science courses fit for the labour market? An analysis of job requirements and qualifications
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The study of sports science at university should aim to give students the appropriate skills and competencies to best qualify for their professional work. Sport structures have increasingly become commercialised and differentiated, which lead - in addition to the traditional occupational field of school - to new occupational fields in sports. This calls for diverse competence profiles in the areas of education. Alongside specific theoretical and practical skills, the management of everyday professional tasks in sport-related fields require additional key qualifications such as communication, teamwork, planning ability, flexibility etc. This study asks the following questions: To what extent are sports science studies connected to professional work? To what degree are the graduates prepared for their professional work aims through their studies?

A constructivist perspective of competence is used for analysis. This approach implies that an absolute meaning of competence is not necessary. Rather, the concept links competences to people’s personal situation and needs. From this point of view, the concept of competence has a large scope and is characterised by various dimensions (Stoof et. al, 2002). Based on this fundamental consideration of the concept of competence, sports science education is reflected in changing and substitutable competency expectations. The basis for empirical analysis is a sample of over 1,500 graduates of all Swiss tertiary institutions, capturing differentiated graduate cohorts through a range of data on professional courses across various sports related occupational fields.

The results show discrepancies between learning of competencies and their importance in occupational practice, above all in the sport related competencies (sport specific know-how, practical sport skills) as well as in scientific methods, although these competencies tend to have less demand in the professional practice. Multidisciplinary competencies that are/can be promoted to a lesser extent at universities are however finding greater demand in professional work.

Due to commercialisation and differentiation in recent years the importance of sports has been increased (Studer, Schlesinger & Nagel, 2012). Accordingly a growing demand on sport scientists is evident in different occupational fields such as sport management (Horch, 2010). Analytically, the occupational field of sport management can be differentiated into activity, product and organisation. Activities include managing, calculating, selling, communicating and budgeting. Organisations can be divided into profit-, non-profit and public institutions. Furthermore, product fields of both active and passive sports, as well as communication and health are separated (Horch, 2010). The aim of the following study is to quantify the activities, product fields and organisations within the sport management.

For proofing Horch´s analytical Modell, job advertisements (n=700) were analysed using qualitative and quantitative content analysis (Creswell & Clark, 2011; Krippendorf, 2013; Mayring 2010). The coding frame was scaled into category, definition and example by independent coders (Mayring, 2010). Afterwards theoretical framework was completed inductively. The results constitute that profit organisations build the largest segment in the labour market. Active sports represents the largest product field.


Session 16 - Sport & (dis)abled
Date 09/05/2014
Time 10:30 – 12:30
Location Foyer

Monitoring Special Heroes, a national sports promotion program for children in special schools in the Netherlands
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The sports participation and club membership of children with disabilities in the Netherlands lags behind their non-disabled peers. To encourage these children to become active in sports three Dutch organisations set up Special Heroes, a national sports promotion program for different groups of disabled students in special schools (6-19 years). A total of 185 special schools are participating in the program. A Special Heroes project starts at the school, with clinic lessons. From there students are encouraged to participate in sports on a structural basis.

The results of an evaluation study focussing on the implementation of Special Heroes at different special schools (2009-2013) will be discussed. The study focussed on the extent to which the objectives of Special Heroes were reached, in terms of implementation of Special Heroes at special
schools and in terms of involvement of students in clinic lessons (in school) and structural participation in sports (outside school).

Two pre-tests and post-tests are carried out among two groups:
- Disabled students of participating special schools (through parents)
- Representatives of participating special schools (PE teachers)

Additional qualitative research was carried out to describe the implementation process.

The results of the post-test among students with physical and/or intellectual disabilities (n=2,867) show that 58% participate in sport (12x per year or more). For students with behavioural problems (n=618) this was true for 67%. Among non-disabled peers at regular schools the percentage of participants in sports is higher (78%). Sports participation of both groups has increased slightly in comparison with the results of the pre-tests. Also club membership has increased slightly. Special schools have implemented the program enthusiastically and are now willing to implement sport and exercise into their school policy on a structural basis. However, there are still obstacles to be overcome.

**Within or outside educational spaces? Disabled young adults’ perspectives on physical education and health**

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In Sweden as in the other Scandinavian countries physical education and health [PEH] is a popular school subject and the majority of students have positive experiences of participation (Karlefors, 2012). In spite of a number of studies of PEH there are only few that problematise disabled children and young people and how they conceive of and understand themselves in relation to physical activity (Vickerman, Hayes, and Wetherley, 2003). The research discussed in this presentation takes it point of departure in poststructuralist-inspired discourse analysis and draws attention to the different ways in which young disabled people constitute themselves in relation to discourses associated with gender, disability and PEH. Qualitative interviews were used to gather data from five young women and five young men with physical impairments. It is based on earlier studies that show the importance of the institutional culture of gender and ability norms that are constructed to support dominant heterosexual masculinities (Butler, 1990) and notions of the non-disabled body as the ideal body (Garland-Thomson, 1997). The findings illustrated that the interviewees in general had good experiences of organised sport but were dissatisfied with the teaching of the school subject of PEH. The question is how the schools can deal with children’s and young people’s differences and thereby bring about goal-directed, long-term and sustainable change management. I argue for a recognition of the importance of critical analysis of the complex relation between gender and ability and the need for power knowledge analysis as a research method to uncover the discourse dynamics that take place in the specific educational setting of PEH.

**From the institutionalisation of ‘all disabilities’ to comprehensive sports integration: the enrolment of France in the Paralympic Movement (1954-2012)**

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This communication presents the institutional implications and ideologies in the organisation of International Sports Movement for the disabled, whether a physical or sensory handicap, and focussing particular attention on its development in France. The emergence and development in France of sports organisations for the disabled is based on a different model from that introduced in England by Guttmann through the Stoke Mandeville games. From the 1960s, both trends, one supported by
physicians the other by individuals concerned with disabilities, structured the International Movement in a contest of negotiations and competition. The objective of rehabilitating paraplegics put in place at Stoke Mandeville gradually gave way to a sports rational and the integration of all types of disability within the Movement. The desire to unite in a single organisation was the driving force of the Movement in its search for dual recognition, on the one hand as the representative of all physical and sensory deficiencies and, on the other, by the able-bodied sports councils and, in particular, the International Olympic Committee. However, this raised a number of issues inherent to any deficiency when taking into account its specific peculiarities.

Outdoor activities and people with disabilities
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The democratization of physical and sport activities intended for people with disabilities includes outdoor activities as well: it is now more and more common to practice skiing, climbing, rafting, diving, paragliding, parachuting, sailing even if you are in wheelchair, blind or partially sighted or with developmental and learning disabilities.

This research realised in a socio-historical perspective proposes to describe and to analyse the development of those outdoors activities. Based on interviews and written data, completed with visual data, it highlights the influence of major factors such as material and technological innovation and human help and assistance. For example, wheelchair users who want to enjoy the outdoors can use an “all terrain wheelchair” to walk in the mountains and a “beach wheelchair” to take a sea bath. For people with spinal cord injuries, access to mountains and forests depends on special wheelchairs guided and pulled by two or three helpers. In France, all those activities composed a wide offer supported by associative organisations which usually takes place in local and specific areas. But they also benefit from the effect of a national policy supported by the French government based on a labelling program of accessible structures, equipment and activities. However, the weakness of this offer is its lack of visibility; it is still very difficult for people with disabilities to find information about accessible outdoors activities. Today, new perspectives come into existence and bring a new perception of accessibility which is no more reduced to an activity but concerns a whole set of connected resources in a precise area (mountain city, valley, mountain, forest, sea coast ...).

Implicit and explicit learning in athletes with cerebral palsy: studying perceptions of coaches and development of a protocol
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In teaching sports skills, two types of strategies are theoretically distinguished. Implicit learning implicates unconscious context-driven processes, whereas explicit learning involves conscious cognition-driven processes. For many athletes with cerebral palsy (CP) and their coaches, this difference matters because of accompanying cognitive impairments. However, coach-perceptions of implicit versus explicit strategies are unknown and protocols for practice are lacking.

The primary aim of this study was to explore perceptions of coaches on implicit and explicit learning in athletes with CP. Based on coach-perceptions, a secondary aim was to develop a protocol for implicit and explicit learning in athletes with CP, including determination of inter-rater reliability of observers and conformity of coaches.
This study had a mixed-methods design. First, perceptions were explored in interviews with 9 coaches of athletes with CP. Through qualitative analyses, items for implicit and explicit learning were identified. These items were then included in a protocol, which was studied by videotaping 12 training situations. Through quantitative analyses, inter-rater reliability (ICCs) and conformity (percentages) were calculated.

The perceptions resulted in a protocol of 28 items: 14 (8 categories) for implicit and 14 (3 categories) for explicit learning. The inter-rater reliability of the protocol was ‘sufficient-to-good’ (ICC=0.41). The conformity of the coaches using the protocol was ‘reasonable’. For implicit learning, 17% of the coaches was able to apply more than 85% of the protocol adequately. For explicit learning, as many as 50% of the coaches was able to do so.

Coaches of athletes with CP identified various items for implicit and explicit learning. Based on coach-perceptions, a promising protocol was developed. This protocol is a basis for future research on the effect of learning strategies (implicit versus explicit) in athletes with CP. It is recommended to improve the reliability and conformity, especially for implicit learning.

**Session** 17 - Media & gender  
**Session Date** 09/05/2014  
**Time** 10:30 – 11:30  
**Location** Belle van Zuylenzaal

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**Examining sex equity in French newspaper photographs: a content analysis of the photographic coverage of 2012 Olympic Games by L’Equipe.**

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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’Equipe, 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 in 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).
Gendered sports photographs? Changes and long-standing conventions in the visual representation of female and male athletes
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The visual representation of athletes in sports photographs is one of the most powerful media for the social construction of gender relations in sport. Duncan (1990) proposed that sport photographs can have a strong impact on creating public images of female otherness and sexual difference in the field of sport. In a study by Klein (1986) it was revealed, that a multitude of photographs of female athletes in the printed media communicate passiveness, whereas pictures of male athletes show them in dynamic activity.

During the last three decades social change has affected the gender order, management of sport events and marketing of athletes. The question to put forward is, whether the representation of sportsmen and -women has changed as well. In order to get an answer to this question, we designed two follow-up studies to the research of Klein (1986), which allow us to compare the early findings of 1979 by Klein with data from 2000 and 2010 by Hartmann-Tews & Rulofs (2003, 2012). Four daily German newspapers and a total number of 852 texts and 352 photographs were examined by a systematic content analysis. One of the main results of this longitudinal study is the long-standing underrepresentation of female athletes: their proportion of coverage has only risen from 6 to 15% in 30 years (1979-2010). As far as the content of the photographs is concerned, an interesting change seems to have taken place: The proportion of photographs showing women in dynamic and sporting action has risen significantly from 22% in the year 2000 to 43% in 2010 (men: 34% in 2000; 39% in 2010). These and further results are going to be discussed in the presentation against the background of theoretical assumptions about change in gender order.

‘When I play football, I’m a footballer’: elite sportswomen’s responses to their media coverage
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Reports and features on women’s sport make up five per cent of media coverage (WSFF, 2011). In a world where media coverage and commercial investment go hand-in-hand, it is unsurprising, then, that only 0.5% of sports sponsorship money goes to women’s sport. Editors and governing bodies alike have argued that the London 2012 Olympics will eventually prove a landmark for women’s sport thanks to the high profile of Team GB stars such as Jessica Ennis-Hill; indeed, the Sports Journalists’ Association’s evidence to the House of Commons culture, media and sport select committee (2013) suggests that they believe that coverage of women’s sports and female athletes is fair and balanced, focusing on achievement rather than appearance.

As such, in this paper, I explore how elite female participants in football and cricket view the media coverage they receive. They discuss the media coverage they have experienced throughout their careers, and report recent improvements, such as their governing bodies and clubs offering them media training to help them deal with journalists.

However, they also note that the type of media coverage they receive is important, criticising the continuing emphasis on presenting them as sexualised or ‘feminine’, and reporting their own experiences of photo shoots and interviews.

The paper demonstrates a difficult negotiation that elite female athletes have to make, combining their personal views with their public-facing roles as spokespeople and public figures: several report a need to combine a pragmatic view of the media attention they command (accepting
that being shown as ‘girly’ might attract a greater audience) along with a more strident view that they should be treated as athletes in the same way that their male equivalents would be.

Session 18 - Sport Fandom*
Session Date 09/05/2014
Time 10:30 – 12:30
Location Opzoomerkamer

Some observations on the specificity of Polish football fandom
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In this paper the author analyses miscellaneous aspects of football fandom in Poland. Although not all sports fans appreciate football, almost everybody will admit the world number-one sport provides constant inspiration. Therefore, it is no wonder it constitutes an important subject of scientific research. Violence in football is still a huge problem, but if one goes deeper into their analysis, one can come to conclusions that there are different facets of fandom too. It is definitely worth exploring the other, better side of the football fandom world. This can help to dispel the stereotypical image of fans as hooligans. The author concentrates here on Poland, where - in some aspects - the situation is undoubtedly unique.

The key part of the paper occupies an analysis of fascinating patriotic and socially directed behaviours of Polish fans, whose attitudes can in many cases be regarded praiseworthy (like frequently commemorating significant events from Polish history or organising help for poor people). This required close observation of a great number of matches in Poland, the actions of Polish fans in and outside the stadiums, examination of articles in newspapers and on the Internet and interviews with the fans. The author also tries to pay attention to the importance of rituals among football fans by examining what it looks like in Poland.

Passionate Fandom and Happiness. Some reflections on football supporters’ culture in Japan
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This paper tries to shed light on the relationship between passionate football fandom and subjective happiness. Football fandom in Japan is a relatively young phenomenon, emerging with the start of the J-League in 1993. Since then, organised fan-groups have formed virtually all over the country. The groups’ members spend a considerable amount of their leisure time and money on supporting their club, through e.g. travelling to away games and organising elaborate choreographies. The research question is what constitutes happiness for the football supporters and thus what their motivations in becoming and being a supporter are. To answer these questions, the paper draws on ethnographic fieldwork of a hard-core supporters’ group of J-League club Kashiwa Reysol.

Apart from the more obvious influences on happiness connected to winning and losing, I identify three distinct characteristics of organised football fandom, which lead to subjective happiness. 1) The support of a local club provides the fans with a means of solid identification and belonging in a globalised society elsewise marked by fluidity. 2) The supporters’ groups provide a site for friendship and comradeship going far beyond football. Members are able to openly discuss personal matters and younger fans seek the advice of elders. In fact, football supporters’ groups are a rare site of true cross-
generational (the group from the case study e.g. ranging from 9 to over 50 years of age) and inter-class interactions. 3) The highly ritualised performance on match days allows football fans to operate beyond or at least at the fringes of what would normally be considered socially acceptable. This kind of deviant behaviour and the supporters’ group as a site of the reproduction of a collective identity link to the overall framing of football fans as a subculture.

Carnival fans and hooligans within the ultras subculture: notes from the field in Croatia
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This paper is based on sociological research on Torcida, football supporters of Hajduk football club from Split, Croatia. We used ethnographic methods (19 months of fieldwork, 91 extensive diary entries, 21 in-depth interviews with hard-core members). The research has been carried out as part of a large international EU funded FP7 project called ‘MYPLACE’.

Although there were some signs of ethnographic and qualitative approaches in the 1970s and through the 1980s (Marsh et al. 1978, Williams, Dunning and Murphy 1989), there have been many more ethnographic and other qualitative insights into the world of football supporters in the last two decades (Giulianotti 1991, 1995, Armstrong 1998, Brown 1993, King 2003, Millward 2006, Spaaij 2006, Stott and Pearson 2007, Testa 2009, Pearson 2012). The notion of subculture, rejected by the ‘post-subculturalists’ in the 1990s, has survived in recent studies on football supporters. For example, Pearson (2012) argues that ‘carnival fans’ are a distinct subculture within the wider body of football fans. Giulianotti (1991, 1995) uses the term ‘carnival’ earlier and in a slightly different way in his description of the behaviour of the Scottish ‘Tartan Army’. The activity of carnival fans was regulated by the system and absolutely excluded violence. However, carnivalesque includes the transgression of norms and could include violence as well. In our study, research has shown that the borders between ‘carnival fans’ and ‘hooligans’ are less strict than in Pearson’s study, and significantly less strict than in Giulianotti’s approach. Thus, it has been argued here that, as a social actor, Torcida is most appropriately understood as an ultras subculture.

Fan ownership and cultural citizenship: which fans are we talking about?
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As argued by Bryan Turner, globalisation paradoxically generates more and more rootless social groups while at the same time promoting localist forms of associations that in conjunction squeeze the nation-state. By football being one of the most illuminating domains of globalisation, as argued by Giulianotti and Robertson, the study of football fans’ political engagement can shed light on how cultural citizenship is conceptualised when football clubs are recognised as pantomimes of the modern nation-state. My concern in this paper is with the contemporary fan ownership movement in English football. To understand this movement I propose that a genealogical approach to the academic discourse on the authentic fan should be employed. Drawing from Beck’s cosmopolitan theory, Foucault’s discourse, Gramsci’s hegemony, Said’s orientalism and following Fairclough’s critical discourse analysis methodology I argue that the genealogy of the discourse on fan otherness to authenticity comprises three phases: first, the other was treated implicitly or explicitly as inferior to the ‘authentic’ fan; second, the other was studied through a stamp collector sociology where exoticness and differences to the British yardstick model were highlighted; and third, a methodological and epistemological shift occurred where the other started to be treated as both equal and different. I conclude this paper by highlighting the importance for a cosmopolitan turn in the sociology of football that seeks to transcend
binaries as authentic-unauthentic and local-international, assuming an ambivalent position that allows for a cosmopolitan understanding of cultural citizenship with reference to football fan engagement.

Supporters’ emancipated? An exploration of the implementation of supporter liaison officers in the European Football
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This paper will provide an analysis of the socio-cultural processes surrounding the introduction of Supporter Liaison Officers (SLOs) by football clubs in Europe. The compulsory introduction of this figure since the 2012/2013 football season, which is defined by the Union of European Football Associations (UEFA) licence regulations and enhanced by the EU policies, should bridge the relationship between the clubs and their supporters. The critical examination of the SLOs implementation will argue that these processes do not conform to the logic of isomorphism and that they develop differently across various contexts. Considering this assumption, the paper will address the questions as follows:
What patterns of SLOs implementation can be explored across various socio-cultural realities?
What are the consequences of SLOs implementation for supporters’ emancipation?
What is the contribution of SLOs implementation to the transformation of contemporary football culture?

The data that underpin the analysis are drawn from a variety of primary and secondary resources. Firstly, semi-structured interviews with SLOs, football associations’ and football clubs’ officials, supporters’ and supporters’ association representatives mainly from Italy, the UK and the Czech Republic have been carried out. The research is, secondly, further informed by a documentary analysis of newspaper articles, e-zines, blogs, internet discussions and websites. The paper is part of the wider FP7 EC project “Football fandom, reflexivity and social change (FANSREF).”

What brings youngsters into the stadium? Predictors of soccer attendance among Belgian and Portuguese fans
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The presence of spectators at the stands is essential to the soccer industry. Still, while some countries across Europe have full stadiums during the games, others, such as Portugal, have to deal with the empty seats in big up-to-date facilities. On the other hand, in Belgium, the construction of new stadiums to substitute very old and outdated facilities is being planned. In both these cases, it is important to understand what takes people into the soccer stadium. The specific motives that take young European soccer fans to the stadiums are still unidentified. In this manner, the main objective of this research is to find out what takes Belgian and Portuguese youngsters (16-19 years old) into the soccer stadium. We explore the role of social interaction on their attendance choices and its relationship with team identification. We also perform a cross-cultural comparison. Belgian (n = 173) and Portuguese (n = 188) fans answered a fandom related survey. SEM in AMOS 21.0 was employed. In both samples, Lifestyle emerged as the strongest predictor of soccer attendance. Team identification was also a significant predictor for Belgian young fans. Distance to the stadium was negatively related to attendance for Belgian young fans. To attract more young fans to the stadium, soccer clubs should put emphasis on activities related to their lifestyle and tradition, such as family activities, group offers, and social activities. Further marketing implications are discussed.
Mapping critical experiences in athletes' lives: The use of a graphic data collection tool in qualitative research
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Narrative interviews constitute the methodological gold standard to research biographies and to gain insights into experiences of critical life events. This is also true for the sport sociological study of athletes' experiences of ill-health. While the strength of this qualitative data collection method remains unquestioned, it however strongly depends on the interviewees’ competence to verbalize and reflect on her/his experiences. Furthermore, notably narrations of crises may follow a “chaotic” structure (Frank, 1995), which makes it difficult to track the biographical process in which the narrator is situated. More generally, traditional interview methods can fall short in grasping the profoundly complex interrelation between social conditions, critical life events, and the development of health and illness. In this presentation we introduce a self-developed graphic research tool, which allows the interviewee to map experiences of health and illness in his/her biographical development. The method was used in a study on adolescent athletes' health and illness experiences in German elite sport (Thiel et al., 2011). Our findings suggest that the two-dimensional grid helped the adolescents considerably to recall past episodes and to produce more detailed data by visualising their development. Besides being a valuable tool to elicit narration, the biographical mapping also allows the interviewees to evaluate their development and to become aware of health-relevant coherences. Furthermore, the visualisation of poly-thematic developmental strands supports the identification of asynchronies, which manifest to be frequent precursor of critical events. As such, the tool may be adapted to other process-oriented research topics, such as professional development or integration processes.


The interpretation of discriminant analysis results by analysis of misclassified cases of sport participants and nonparticipants
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Discriminant analysis success depends on an acceptably low proportion of misclassified entities. Here, further attribute analysis of misclassified cases is proposed. The example of analysis was done on two samples, 955 females and 1006 males, high school pupils of average age 18.3 years. The samples were measured by a questionnaire including a sport achievement scale, 4 items of the Intensity of sport engagement scale (Mraković, 1973), a scale of attitude toward sport (Prot and Bosnar 1995) and the Sport preference scale (Prot, 1996) derived from a list of 52 sports evaluated on a five-point scale. Self reported regular participation in training and competition in a particular sport was registered too (15.8% females and 32.8% males).
In two sample groups separate discriminant analyses regarding actual sport participation were performed on four subscales of the intensity of sport engagement scale with coefficients of discrimination 0.54 for females and 0.51 for males. The subjects in each sample were allocated into one of four groups: 1) correctly classified sport non-participants 2) misclassified non-participants 3) misclassified sport participants and 4) correctly classified participants. More misclassified participants than non-participants in both samples are evident.

Based on arithmetic means on the achievement scale, engagement scale, attitude scale and first principal component of sport preferences scale, groups (2) and (3) were compared with groups (1) and (4), respectively. The groups (2) of misclassified non-participants, in both female and male samples, are recognised as very active non-participants. Their variable means are substantially higher than corresponding results of groups (1) and (3). The group (3) of misclassified sport participants is recognised as less active participants because variable means are substantially lower in the corresponding results of group (2) and (4) in male and female samples. A similar pattern of group arithmetic means on the first principal component of sport preferences is not noted and is less congruent in female and male samples.

**Exploring the adequacy and validity of sport as a sociological concept**
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In this contribution we raise a number of critical issues about how ‘sport’ is used as a sociological concept in the current quantitative literature on sports participation. We argue that if ‘sport’ wants to be an adequate and valid concept in sociology, and in the sociology of culture in particular, two related threats need to be considered and overcome: (1) the adequacy of a conceptual definition should be evaluated also in terms of sports activities as being culturally distinguishing practices, and (2) the validity of its measurement in surveys should be assessed. Too often, definitions of ‘sport’ one-sidedly focus on physical exertion, which neglects the socially distinguishing nature of sportive practices as part of a lifestyle. Survey questions often reflect this physical definition of ‘sport’, limiting possibilities for analysis. Moreover, it is assumed that ‘sport’ has an obviously similar meaning to respondents in questionnaires, cf. “During the last 12 months, did you participate in any sports activity?” in the SPPA (2008). Yet, different types of respondents may interpret ‘sport’ in different ways, undermining the validity of its measurement and hence, its suitability for sound sociological analysis. Using data on sportive and cultural participation in Flanders (Belgium), we focus on some of the undesirable consequences of both threats in sociological research. We show that people with different socio-demographic backgrounds differ in their understanding of ‘sport’, and hence, current measurements of ‘sport’ may lack validity. Suggestions on how to collect survey data on sports participation are presented.

**Session** 20 - Diversity and Intersectionality
**Session Date** 09/05/2014
**Time** 11:30 – 12:30
**Location** Union of Utrecht room

If I were young again - sport interests in late adulthood
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Older adults experience a significant decrease in motor abilities (Whitbourn & Whitbourn, 2011), and consequently, change the pattern of physical activity. However, the reduction of sport-like physical activity does not mean that the elderly forgot their sport preferences and interests. In this research, 445 urban adults aged 65 - 92 years were given the list of 52 sports to be evaluated on a five-point scale, where the highest value 5 denotes activity particularly attractive to the examinee and the lowest value 1 denotes a particularly unattractive sport. Subjects were instructed to ignore their current physical status, to imagine being young again, and then to evaluate sports. The data were collected at different places, including retirement homes, clubs for the elderly and private homes. To reveal the latent structure of interests, a component analysis was done. The results show that the first principal component of the correlation matrix does not reflect general interest toward sports, as is usually obtained in samples of younger generations (Prot, Bosnar & Prot, 2013). The first and the second principal components are both shown as a measure of gender stereotypes, where the first principal component describes the attitude toward 'feminine' sports versus the rest of them, the other main component describes attitude toward 'male' sports versus the rest of them. Obtained structure of sport interests could be partially explained by being more conservative in late adulthood (Campbell & Strate, 1981), but can also be the sign of changes in gender stereotypes toward sports through time.

Where is the culture in intercultural conflicts in sport? - a sociological analysis
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Since its origin sport has been a symbol of international exchange, fair play and companionship. Especially in countries with significant immigration - such as Germany - sport is supposed to be a key player for the social integration of migrants and post-migrants. At the same time there are several reports of highly escalating conflicts in every-day sports between people who do and do not have an immigration background. Usually these conflicts are characterized as being (inter-)cultural or (inter-)ethnic conflicts. This attribution implies two paradigmatic aspects: on the one hand, it categorizes these incidents as a special type of conflict. On the other hand, this attribution is closely linked to the “paradigm of cultural difference” (Sökefeld, 2008) and suggests that this type of conflict necessarily results from cultural, ethnic or religious differences. However, a closer look at sport conflicts reveals that many of these so called intercultural conflicts are about topics that have nothing to do with culture at all. Nevertheless, they are constructed as being culturally or ethnically motivated. Consequently, the presentation raises the question of whether intercultural differences are indeed causal for interculturally categorized conflicts. The presentation aims at critically reflecting popular explanation models that are supposed to be self-evident. Theoretical basis is a system theoretical approach that defines conflicts as being specific applications of social communication. The conflict analysis is illustrated with current results and findings by German migration and integration research.

Multiculturalism and its discontents: Some suggestions for implementing multiculturalism policies in sport
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Multiculturalism is a Canadian concept, introduced as a policy because of a particular set of political and historical circumstances. In many ways, Canada is an ideal country for the implementation of a policy of multiculturalism and, while there have been, and still are problems and 'discontents' with the policy, for the most part implementation of the policy in sport and other areas of cultural life has been relatively successful. This paper outlines some lessons learned, and still being learned, with respect to the implementation of multiculturalism in sport; points out some differences between Canadian and European pluralistic societies that influence attempts to introduce policies of multiculturalism in sport; and offers some suggestions based on research carried out in Canada (mine) and Western Europe (others) that may enable a more successful implementation of multicultural policies in sport.

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Social impact and legacy of sport events: a systematic review
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Over the past 30 years, a growing stream of research has been conducted that explores the consequences of staging sport events. Many of these studies have been made in the interest of politicians who want to justify public funding in these events. Therefore, it is expected that hosting a sport event generates benefits for the local community (Gratton, Shibli, & Coleman, 2005). Although the predominant focus is on short-term economic impact in many papers, the focus shifts more towards a tangible and intangible legacy, that remains longer than the event itself (Preuss, 2007). Preuss (2007) distinguishes (1) sporting legacy; (2) economic legacy; (3) infrastructural legacy; (4) urban legacy; and (5) social legacy. Although there are many differences between the small-scale volunteer-run local sport events and professionally organised, politically driven mega events, in essence all events are temporary communities interacting with each other. These communities may overlap into the world outside the event and influence social relationships after the event. Therefore events have positive or negative social impacts through the development of social networks, national or community pride, inclusion or exclusion, understanding, changing perceptions or attitudes and traditions (Richards, De Brito & Wilks, 2013). In this study empirical literature on various social impacts and social legacies is systematically reviewed. The aim is to understand how various aspects of the social legacy affect local communities, which techniques are used to measure these impacts and how these social impacts are interpreted. Inclusion criteria were publication in a peer reviewed journal in the field of sport sociology, event management and sport management. The identified literature is categorised and analysed to impact topic, theoretic underpinnings, data collection, type of analysis and main findings. In conclusion, the different kinds of social impacts and insights in social legacies are evaluated and discussed.
Leveraging sport events for sport participation and sport development - The case of 2011 FIFA Women’s World Cup in Germany

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The legacy of sport events on sport participation and sport development is a little explored issue in the literature (Girginov & Hills, 2008; Parent, 2008). The aim of this paper is to examine the sport development legacy of the FIFA Women’s World Cup 2011 in Germany. Following the leveraging approach (Chalip 2004, 2006), three research questions guide the study: Did the idea of leveraging for sport development respectively for women’s football legacy exist when the German Football Association (DFB) and the host cities bid for the WC? Which strategies were used to promote the WC and support women’s football development? And does any short- or long-term benefit of the WC exists relating to national or local women’s football development?

As a multi-method case study approach a couple of surveys were conducted. Qualitative interviews with the heads of local organising comitees and football association officers describe the host cities’ and sport organisation’s development programs and their expected benefits from the WC. As a quantitative study, a representative sample of the football clubs (n=556) was asked about the clubs’ prospects for the WC and their plans to promote the event. Finally, documentary sources, such as football development plans as well as hosting cities’ marketing plans to promote the WC were analysed. Not least, the football club membership and team statistics provide a picture of participation trends in women’s and girls’ football before and after the WC.

The example of the Women’s Football WC 2011 indicates, that the specific sport can benefit from hosting a major sport event, especially in the pre-event period. But in the case of club-based sports, a strong cooperation with national and local sports organisations is needed to maximise the participation benefits and to save the sport event’s legacy in the host community.

Rio 2014 games and the sporting legacy: possibilities for the ‘Sport for all’

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Since 2003, when the Sports Ministry was created in Brazil, the sport in this country has been treated differently, entering the priority agenda of the Federal Government. Focusing on the “sport for all”- also called sports participation or recreational activity - at this time, it is worth remembering that the promulgation of the Brazilian Federal Constitution of 1988 was an important political and social framework for the country, since this activity was officially recognised as a social right. The democratisation and access to sport could contribute to change the framework of injustice and social vulnerability that characterises Brazilian society. However, other social issues are almost always prioritised, putting sports in the background. With respect to the legacy of the Olympic and Paralympic Games 2016, it is possible to realise that the comments and studies on the subject are often emphasising other areas. Thus, the objective of this research is to detect the proposals for the “sport for all” contained in the Candidature Dossier, in the Legacy Brochure of the Olympic and Paralympic Games Rio 2016 and in the planning of the Brazilian government during the initial stage of Rio 2016 sporting legacies’ construction. The study is qualitative and uses the documental analyses. The conclusion is that, because of the mega events to be held in Brazil, such as the Olympic Games, sport in general received special attention, laws were formulated and/or reformulated and new programs and projects for sport were created. The Candidature Dossier and the Legacy Brochure of the Olympic and Paralympic Games Rio 2016, as well as the Brazilian government, present proposals, or promises, that could mean good changes and improvements for Brazilian sport.
Abstracts Friday May 9th, 15:30 – 17:30

=* in cooperation with ESA RN28 / **= in cooperation with MEASURE / ***=in cooperation with SORN

22 – Elite sports, Kannunikenzaal
- J. Fry - ‘Friends as enemies’. A sociological analysis of the relationships between touring professional golfers
- A. Adam - Elite sport talent development in the GDR emphasising the relationship between elite sport and school and elite sport and profession
- M. Domingues - Sport trajectories and Involvement of Portuguese Olympic rising stars
- J. Connolly - Civilizing processes and professional cycling in Europe
- J. Mayer - Elite athletes’ willingness to compete hurt: a cluster analysis
- V. Halldorsson - The ‘secret society’ behind successful teamwork in sport: a sociological analysis

23 – Youth sport & lifestyles, Chr. Eykmankamer
- A. Strandbu - Sport in youth culture
- R. Van den Dool - Decreasing youth sport participation figures: sport-specific reasons or competing non-sports activities?
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- O. Arresola - The social contexts of developmental paths in competitive sports
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24 – Ethical aspects, Union of Utrecht room
- S. Günter - Hybrid bodies in cyborg sports? The Case of Oscar Pistorius
- G. Reis Nothen - adorable, powerful, but conquered: the uses of non-human animals as sports mascots in North America
- R. Gauthier - The Olympic Games and human rights: should the IOC be accountable for all the world’s ills?
- S. Gérard - The inclusive management of Paralympic Sports

25 – Combat sports and gender, Foyer
- A. Abarra - Losing ground: exodus of women bodybuilders to women's physique
- J. Rana - Shifting hierarchies at the intersection of global movements: situating the everyday ethos of evangelical fighting ministries
- W. Cynarska - Cultural dialogue of the European Idokan - 65 years of the judo-do organisation

26 – Sport participation I**, Belle van Zuylenzaal
- R. Llopis-Goig - Sport participation and social classes in Spain. The impact of economic and social capital on the sport practice
- J. Scheerder - Who is doing a run with the running boost? The governance of one of Europe’s leading sporting activities
- H. Stamm - Measuring and explaining physical activity and sport participation - new results from Switzerland

27 – Women’s football, Opzoomerkamer
- N. Van den Heuvel - Women’s football in The Lowlands: from history towards 'herstory'
- H. Engh - 'Desirable Migrants': power and resistance in constructions of Nigerian female football players
- D. Romijn - How many girls play football in the Netherlands?
- B. Skogvang - Football and sexualities in Norway
- S. Mintert - Feminisation of football? - the role of women in the European fan community
- A. Nevala - From local to global - Finnish women footballers on the move

28 – Financial aspects of sport, Belle van Zuylenzaal
- E. Thibaut - The cost of sports participation: light sports versus club sports
- J. Straatmeijer - Sport and recession
- M. Khodamoradpour - Comparison of the efficiency of public and private sports clubs regarding Customer Experience Management (CEM)
'Friends as enemies'. A sociological analysis of the relationships between touring professional golfers

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Drawing upon figurational sociology, this paper examines the relationships between touring professional golfers. Based on interviews with 20 professionals, results indicate a workplace culture where players adopt, both consciously and subconsciously, the mannerisms, attitudes and behaviours which foster ‘friendship networks’ between players. The increasingly global nature of professional golf constrains players to develop ties with other players for ‘social’ reasons - such as helping to reduce feelings of loneliness, isolation, and homesickness - and for logistical reasons, such helping to reduce travel costs. Furthermore, players are constrained to maintain a positive attitude, and avoid ‘moaners’, even in light of the often difficult aspects of life as a touring professional. A closer examination of relationships in friendship networks indicates players are friends, characterised by deep bonds of togetherness and association with particular ‘we-groups’ while, at the same, they are also enemies where tensions and conflict often occur given they are ultimately in direct competition for a share of the overall prize money.

Elite sport talent development in the GDR emphasising the relationship between elite sport and school and elite sport and profession

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The elite sport talent development system in the former GDR offered various arrangements of combination with other spheres of activity, such as school, profession and academia, to their most capable athletes. Thus, a whole set of linkages between the elite sport system and the education and economic systems emerged. The opportunities and the limitations of these functional alliances within the GDR society are the subject of this study.

Triangulation was used for data collection and analysis. On the one hand, exhaustive archival materials were sighted and analysed. On the other hand, former protagonists (N=40) were asked about their experiences with the institutionalised elite sport development in the former GDR, by using a semi-structured interview guide. Data analysis of the interview transcripts was performed with the qualitative data analysis software MAXQDA.

The highly formalised and standardised elite sport system in the GDR provided strong developmental facilities in school, academia and profession to the majority of the athletes included. However, limitations were set regarding their individual development. It can be shown that the most successful athletes were able to realise their personal career goals. Less talented athletes were forced to leave the talent development system and were delegated back to the general education system, partly without any academic or physical forms of support in the transition process. As a consequence, considerable cracks in the educational and professional biographies can be observed with some of these athletes (Delow, 1999).

**Sport trajectories and involvement of Portuguese Olympic rising stars**
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Youth involvement in sport has been related to a wide scale of indices of positive development (Rose-Krasnor, 2009). Thus, sport gained a new dimension in modern society due to social concerns about health, economy, pro-social values, and personal and community development. Recent research (Martin, McCaughty, Murphy & Kimberlydawn, 2011) brought evidences that different ecologies of practice produce different personal outcomes for the athletes who engage in competitive settings for long periods of time. Hence, the study of ecological contexts is especially relevant in order to clarify the effects of sport engagement and to highlight the factors that can optimize the positive influences associated with sport participation.

The aim of this study is to explore under 18 Portuguese Olympic athletes from two perspectives. First, analysing the athlete’s personal dispositions; researchers will try to determine their attitudes, beliefs and engagement in their Olympic project. Secondly, how sport trajectories and involvement come together with the ideal values of olympism. The research will try to address the process of exploring pedagogical strategies, through retrospective interviews, that are necessary to or seem to facilitate the development of and the reinforcement of positive values and behaviours. This project addresses issues and concerns with respect to the teaching of four core educational values as being closely related to the concept of Olympism: joy of endeavour in sport, fair play (sportsmanship), social acceptance and being the best that you can be in a goal setting sport context (pursuit of excellence). Therefore, one of the study’s aims is to assess how athletes perceive their sport participation when compared to elite Olympic athletes, i.e. from a developmental perspective, how their prolonged engagement focusing on psycho-social factors converges to the Olympic ideals.

**Civilising processes and professional cycling in Europe**
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This paper examines the sport of professional cycling through the theoretical lens of Norbert Elias’s figurational-sociology. I argue a civilising pattern consistent with Elias’s theory is evident though punctuated by discontinuities. This overall pattern can be discerned from a number of developments characteristic of a civilising process including; an advance in the thresholds of shame and repugnance towards pain and suffering; a shift in the balance between social and self-restraint in favour of the latter; and an advance in the exercise of foresight and rationalisation as momentary affects become subject to greater self-restraint. These changes were manifest in a number of areas such as in the organisation of competitions, rule changes within the sport, in the preparation and training of cyclists, and in the aggressive behaviour exercised by professional cyclists. As noted, these developments have not been linear in direction; reversals, factures and contradictions were also persistent elements interwoven within this overall process. Notwithstanding the blind nature of this process, and spatio-temporal variations, it had both a particular structure and regularity.

I explain these changes within the context of several interconnected social processes at different levels of social integration and competition. As such, while they involve changes in the figuration of professional cycling, the civilising advances described were impelled by changes in the structure of society within several European nation-states.
The data is derived from twenty five autobiographies and biographies of professional cyclists from the early 1900s to the present decade, socio-historical monographs, newspapers and cycling magazines.

Elite athletes’ willingness to compete while being hurt: a cluster analysis
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There are many examples of elite athletes who compete despite being in pain, injured or ill. Based on systems-theoretical considerations on hyperinclusion, we therefore analyse the willingness of elite athletes to compete while being hurt with a focus on three research questions: 1. How prevalent is competing while being hurt? 2. What does the willingness to compete while being hurt look like? 3. Are there different types of athletes who are more or less willing to compete while being hurt and if so, how can they be characterised?

As part of a broader empirical study dealing with different aspects of health in German elite handball and track & field we conducted a survey including a self-developed scale addressing the willingness to compete while being hurt (Thiel, Mayer & Digel, 2010). 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 & field athletes from A-, B-, C- and D- squads). Factor analysis, cluster analysis and binary logistic regression analysis were applied to analyse the data.

Our results show that competing while being hurt is very common in elite handball and track & field. Nevertheless, subtle distinctions are made between different kinds of health problems. In particular, there is a high willingness to compete despite psycho-social complaints. The cluster analysis reveals two clusters: The “athletes conditionally willing to rest” and the “rest averse and pain trivialising athletes”.

Our findings can contribute to the development of target group specific health promoting and injury prevention programs in elite sports.


The ‘secret society’ behind successful teamwork in sport: a sociological analysis
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Although small group research has not been a mainstream subject in sociology a substantive sociological literature exists on small groups in various areas. But the literature on teamwork in small groups is sparse and sociological analysis on teamwork in sport is practically nonexistent. This paper builds on a sociological analysis on successful teamwork in sport. We focus on small group dynamics and build on the work of Goffman who referred to the team as ‘a secret society’. We conducted micro-level analysis on two highly successful and internationally recognised Icelandic sport teams. Iceland’s men’s national handball team and Gerpla, the women’s equal of an Icelandic national team in team gymnastics.

The findings suggest that within these ‘secret societies’ a sports culture exists, which teamwork is built around. This sport culture is highly influenced by the wider social environment and in the case of the two teams consists of a winning tradition, significant values of moral order, skilled agency and collective representation.
Sport in youth culture
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Sport plays a major role in the lives of many young people. Approximately every second a Norwegian teenager is involved in organised sports and more than half of the teenagers exercise on their own. The most popular sports are football, handball and cross country skiing. Despite the popularity of these “old-fashioned” sports, there are few studies involved in the meaning of sports in the lives of young people. Based on 16 group interviews including 85 pupils in lower secondary school, the present paper addresses the following questions: 1) Which roles do sports play in the lives of young people? 2) What is the status of sport in youth culture? The paper is part of the on-going research project known as Knowledge in Motion (2012-2015). The overall aim of the project is to investigate and explore connections between young people’s learning experiences in school and in three out-of-school domains: family, organised sports and media use.

Decreasing youth sport participation figures: sport-specific reasons or competing non-sports activities?
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Young children in the Netherlands are sport minded. Almost every child is participating in weekly sports. But after the age of 11, participation rates are slightly declining as the children are growing more mature. This presentation focuses on two issues: what in the sport is making it less attractive and what in the way of living?

The research framework is based on the fact that time is limited. We will describe sport-specific and more general factors which may influence sport participation and which are characteristic for contemporary youth culture including their use of digital media such as the Internet. We use literature for the sport-specific factors.

Empirical findings will be presented that come from two waves of the Dutch Time Use Survey (tbo 2006 and 2011). A two phase Heckman regression analyses is used to differentiate between doing sport (in general) and the weekly sport frequency and duration. Significant factors are identified which contribute to doing sport (in general) and to the weekly sport frequency and duration. Results show the importance of ‘new’ activities which compete with sport, such as paid work and going out. The perceived health is also an important factor for decreased levels of sport participation while growing up. On the other hand, the data show that sport gradually gets more serious for children after the age of 11. Competition is getting more important, and the less talented are increasingly confronted with their shortcomings.

This subject will be published in the chapter Sport and the competition of other activities in a book entitled “Outside the lines. The personal and social context of sport participation and time consumption on sport” (The Hague, The Netherlands Institute for Social Research, SCP, March 2014). Exact titles and translations will be available in March 2014.
Resistance and authenticity in skateboarding: Remaining 'core' by 'selling-out.'
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This presentation reconceptualizes subcultural resistance and co-option based on ethnographic examinations of skateboarding subcultures in Russia, Canada, and the United States. Skaters and scholars have often understood skateboarding as a form of resistance against corporate bureaucratic forms of sport (Beal 1995). To the skaters large traditional sports brands, such as Nike and Adidas, represent the corporate bureaucracies against which they are rebelling (Beal 1995, Beal and Weidman 2003). Recently, traditional sports brands, through a great deal of social research and marketing, have found commercial success and popularity within skateboarding (Howell 2003, Hampton 2005, Gomez 2012). From a conventional theoretical standpoint, the popularity and commercial success of large traditional sports brands in skateboarding can be read as the corporations’ successful co-option of the activity. However, I argue that Nike’s popularity within skateboarding is not simply a capitalistic invasion of skateboarding’s countercultural social world, but a countercultural act of resistance against the mainstream. The skaters’ acceptance of Nike as has temporarily protected key countercultural aspects of the skateboarding subculture. By consuming products created by traditional sports brands, skaters are resisting the mainstreaming, corporatization, and rationalization that have occurred within the “grass-roots”companies that were once at the center of the skateboarding subculture and the skaters’ identities. Skaters are rejecting the ‘grass-roots’ companies’ post-modern approach to authenticity by rebelling against the subcultural manufacturers that are only “authentic” in image, but not action.

Civilising wild and risky play
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Adults who work with children probably all recognise situations where they have found that children and adolescents have been disruptive, inappropriate or have exposed themselves and others to unnecessary risks. In other words, we don’t want children to play too wildly and too dangerously. Children’s actions must be attuned. With a sociological concept we can say that children in day care centres, schools and sports clubs participate in civilising processes (Elias 1994), where they learn norms of what is appropriate and inappropriate.

The reason for this presentation is an observation of the fact that wildness and the inherent risk in children’s play has changed over time. The overall trend is that the wild and perilous is marginalized from children’s play (Sutton-Smith 1997). At the same time, however, a number of conflicting signals are observed. Wild and risky activities are appearing in new guises. The aim of this presentation is to analyse this marginalisation and reappearance of children’s and adolescents' wild and dangerous play.

The hypothesis is that the marginalisation can be described as a part of the modern society’s civilising process, but in parallel with this adult-dominated process a number of new movement cultures are generated where the wild and dangerous plays a significant role. These new movement cultures, including street cultures or subcultures have arisen away from adults and community-controlled institutions. The reappearance of wild and risky play has not gone unnoticed. Instead, a number of signs indicate that adults attempt to tame and contain the wild and dangerous, for example, as activities in physical education. The question is whether it hereby loses its attraction.
Success and individual development in sport have generally been seen as an outcome of organised sport systems. Also in the study of sport careers the focus has been on the participation in organised sport. Recently, research on different developmental paths has enriched the discussion of sport careers and especially of youth sport. There is still a lack of understanding of the different social contexts in which the development occurs. The perspectives of life course and socialisation offer a tool for adding these social contexts to developmental paths. This study focuses on the young Finnish athletes’ developmental paths and their social contexts.

As our theoretical background, we use the Developmental Model of Sport Participation (DMSP) of Côté et al. (2007) in order to analyse developmental paths. The data consist of a questionnaire answered by 2013 young athletes and interviews with 11 young athletes participating in team sports. The athletes were aged between 14 and 17. The data describes mostly the athletes’ sport history and social factors in it, but also future perspectives.

In this study, the developmental paths followed the paths found in previous studies. Under the age of 12, the athletes most commonly participated in different sports, but starting from age 12, they began to specialise in one sport and invest more time in it. The sport activity did not merely take place in the organised sport system, but also in other social contexts, such as in family, in peer groups and at school. These other contexts had a great impact during childhood, but interestingly also during youth and among young athletes aiming at top level sports. This result challenges the traditional view of a sport career as an outcome of an organised sport system and practical talent development systems.

Sport socialisation in the digital age: from game identity to sport identity
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In the present digital era, playing computer games and participating in sports are often regarded as mutually exclusive activities. However, with the introduction of game computers with body-motion controls (e.g., Wii or Kinect) playing sport games can be hypothesised to contribute to sport participation. This has to do with the question whether a digital environment can serve as a socialising agent for sport participation. In this study, this (theoretical) discussion has been coupled to an empirical study investigating the potential contribution of playing a golf game to the formation of a sport identity.

One-hundred and twenty first year high school students participated in this study. The participants were divided in four groups: Group 1 received eight weeks of golf training on a golf course, group 2 received indoor golf training in a gymnastics hall, group 3 received indoor golf training on Microsoft Kinect computers and group 4 was a control group who received no golf training. The sport identity, game-identity, background characteristics and enjoyment of the lessons were measured using a survey before and after the eight weeks of training. In addition, golf skills were assessed pre and post training.
Preliminary results show that there are no relationships between the type of training and the formation of the sport identity. Furthermore, there are indications of a negative correlation between game identity and sport identity. These data were also analysed in relation to the golf skills, general attitude towards sports and (social) background variables of the participants.

The results of this study give insight in the possible role that sport games can play in sport socialisation.

Session 24 - Ethical aspects  
Session Date 09/05/2014  
Time 15:30 – 17:30  
Location Union of Utrecht room

**Hybrid bodies in cyborg sports? The Case of Oscar Pistorius**  
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The capabilities of postmodern biotechnology inevitably lead to questioning if it is morally acceptable to use all possibilities offered by technology. In sport, this very complex issue is dealt with by drawing clear boundaries between naturalness and artificiality.

Currently, new biotechnology is constantly being produced and with this, boundaries between naturalness and artificiality, between normal and abnormal, human and hybrid are constantly shifting. “Human enhancement” is a fascinating prism that reflects contemporary questions of participation, justice, equality and the autonomy of the subject in all social fields. The area of elite sports is particularly affected by “human enhancement”, according to the principle of exceeding what has come before, of aiming higher, faster and further.

This paper analyses the postulated “naturalness” in the regulative and normalising function in the area of elite sports, in connection with Foucault’s theory of governmentality.

The example of the South African sprinter Oscar Pistorius appears to be particularly suited to illustrate current definition difficulties in the area of disabled and non-disabled people in differentiated competitive sports. His is a vivid example of a multifaceted body-sociological analysis of current sport culture and the construction of reality or naturalness in the framework of the discourse of drafting and negotiating the accreditation for sprint competitions of non-disabled athletes, most recently in the London Olympics 2012.

Using the case study of Oscar Pistorius, the negotiating processes in relation to the argumentation logic, dynamics and resistance in shifting distinctions are presented in detail using the fundamental documents of the IOC, IPC, CAS and IAAF. Represented through the inclusion and exclusion processes are hierarchies of the body that are (re)consolidated and transformed. The central question emerges as to how the worth of equal opportunity and fairness in regard to “naturalness” can be reconsolidated or transformed.

**Adorable, powerful, but conquered: the uses of non-human animals as sports mascots in North America**  
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Over the past fifteen years, a burgeoning body of scholarship has begun to interrogate the historical, political, and cultural meanings embedded in the representation of sports mascots. Some of these studies have focused on the ideological and commercial dimensions associated with the production of Olympic symbols - expressed among other things in the confluence of local and global elements in the making of Olympic mascots. Yet, research on the matter has for the most part concentrated on the stereotyped use of Native American imagery and motifs in the construction of sports mascots - a practice that, in recent years, has given rise to an extensive controversy that reached far beyond the scholarly scope and triggered heated discussions in the media and policy-making circles, particularly in North America. These critical perspectives have helped to bring into scrutiny some of the hegemonic structures - notably whiteness and masculinity - that have for so long helped to shape a romanticized view of Native Americans that many of them would deem disrespectful.

Notwithstanding, despite the emphasis on similar counter-hegemonic efforts that has so far characterized this branch of study, very little attention has been given to the use of non-human animals as sports mascots. Drawing upon many examples extracted from the four major North American professional sports leagues, this paper seeks to analyze how non-human animals have been portrayed whenever conceived as sports mascots. I will conclude by suggesting that non-human animals have either (a) been anthropomorphized and/or caricaturized to the extent that they barely resemble their original form; (b) been depicted as ferocious creatures in a manner that largely mystifies their natural behaviour; or (c) been taken alive to be exposed in crowded stadiums - a tradition that remains a powerful statement of the human colonisation, exploitation and subjugation of the animal world.

Theorising the role of the European Union in international sport: a principal-agent approach
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This paper demonstrates that a Principal-Agent (PA) approach is especially suited to analyse the role of the European Union in international sports: the relation between the EU and sport is, in essence, characterised by a tension between the large autonomy international sport organisations have enjoyed for a very long time and control on these organisations by the EU. We conceptualise football stakeholders and national public authorities as principals, Fédération Internationale de Football Association (FIFA) and Union Européenne de Football Association (UEFA) as agents, and the EU institutions in terms of control, namely as a complex control mechanism.

We assert that principals have two routes they can follow in order to control agency behaviour: the ‘EU law’ route, which has been the most important route since its introduction in 1974, and the ‘EU sports policy’ route, which is still in a developing stage. Analysing both routes on the basis of PA theory, we assess their general limits and opportunities as well as their potential influence on achieving good governance in international sport. The conclusion is drawn that the ‘EU sports policy’ route holds the best prospects for achieving good governance in international sports, provided it can overcome potential restraints, most importantly its questionable effectiveness. We demonstrate that this can be overcome by increasing the ‘shadow of hierarchy’, formed by the fear from FIFA and UEFA of jurisprudence by the Court of Justice of the European Union, regulatory practice by the European Commission and indirect regulation by the EU.

Our contribution to PA literature is that we define and explore the EU as a complex control mechanism for principals with multiple actors and multiple mechanisms. Our PA-inspired analysis also demonstrates that existing attempts in the literature to theorise the role of the EU in sport governance fail to provide a holistic picture.
The Olympic Games and human rights: should the IOC be accountable for all the world's ills?
R.S. Gauthier
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Sochi’s Winter Olympics caught the world’s attention, not because of stunning athletic feats, but because of human rights developments. Sochi became known for the use of forced labour, the displacement of residents, laws banning protests, and laws banning “homosexual propaganda”, all of which brought more attention to Russia leading up to the Winter Games than any athletic agenda. Several commentators have said that the International Olympic Committee was obliged to step in and do something about all, or some, of these issues, whether it was organising a boycott of the Games, moving the Games to another site, or some other action. In other words, many seem to believe that the IOC should be accountable for what is happening in Sochi.

Calls for the IOC to be held to account take for granted that the IOC is the appropriate organisation to be held to account. On the one hand, the IOC holds the rights to, selects the host of, and oversees the execution of the Olympic Games. On the other hand, the IOC is an international organisation focused on sports, and it is not the IOC engaging in the criticized practices, which in some cases have no particular connection to the Olympic Games.

To address the accountability of the IOC, this work will focus on Mark Bovens’ four key accountability questions: who is the actor that should be accountable, for what should the actor be accountable, to whom should the actor be accountable, and why should the actor be accountable. By answering the questions in this framework, not only are clearer answers to the IOC’s scope of accountability offered, but solutions to the lack of accountability that exists around the Olympic Games can be sculpted.

The inclusive management of Paralympic Sports
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We ground our understanding of the disability in the social model (e.g. Barnes, Mercer and Shakespeare, 2010), supporting that the responsibility for the disability lies with the society rather than in the individual (as conceptualized in the medical model). Sport, as a component of the overall society, is not exempt from the growing debate around the idea of social inclusion.

Engaged in a comprehensive approach, this on-going doctoral research focuses on the management-related issues of inclusion in sport for athletes with a disability (e.g. Fay, 1999; Legg, Fay, Hums and Wolff, 2009). The aim of this study is to analyze the change-related patterns linked to the inclusion process of Paralympic sports in their relevant International “Olympic” Sport Federations, which is a key strategic issue for the International Paralympic Committee.

Based on the disability studies and the policy network theory (e.g Koppenjan & Klijn, 2004), we explore two contrasted case studies (e.g. Gerring, 2007) in order to catch the significant historic milestones which have led (or not) to further inclusion in sport of athletes with a disability. Para-cycling (controlled by the Union Cycliste Internationale) and para-athletics (under the umbrella of the International Paralympic Committee) constitute the empirical frameworks. The Process Tracing methodology (e.g. Beach & Pederson, 2013) is mainly used to empirically investigate the causal mechanisms that might causally explain each case.

By doing so, we simultaneously intend to develop a managerial model designed to facilitate the inclusion pattern in sport for athletes with a disability and to contribute to the development of the literature on inclusive management of disability sport (Misener & Darcy, 2014).
Losing ground: exodus of women bodybuilders to women's physique
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In the recent years, women's bodybuilding had been subjected to different changes. One of them is the introduction of the women’s physique category. On the author’s observation, based on different accounts in social media, many former amateur and professional women's bodybuilding competitors are shifting their competition career to the women’s physique category which is, according to the International Federation of Bodybuilders (IFBB) “aimed at women who prefer to develop a less muscular, yet athletic and aesthetically pleasing physique, unlike today’s current bodybuilders.” With this category, competitors are bound to choose a new path and prefer to compete in the women’s physique category, and making contests solely for women bodybuilders dwindle and get less attention as seen with the removal of the 2014 Ms. International competition as well as a reduction of women’s bodybuilding competitions as compared to women’s physique. That’s why the purpose of the study is to identify the reasons why competitors prefer to compete in women’s physique or to stay a female bodybuilder. Through case studies both of women’s bodybuilding and physique competitors which include journal accounts, immersion, and interviews in a contest season, the study will try to find out what their reasons are for staying in or moving to a bodybuilding or physique competition category which may cite personal and/or economic reasons. The research as well will try to assess how market forces in the discipline of bodybuilding affect the career paths of women competitors. This study is of significance as it will help to further understand how women’s bodybuilding is subjected to changes which will enable academics, the bodybuilding community and policy makers to discuss issues for women in the sport as well as further understand the context inside this discipline.

Shifting hierarchies at the intersection of global movements: situating the everyday ethos of evangelical fighting ministries
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My dissertation research concerns how people sense changes in their own self-worth, not only based on economic or social status, but also on how they use their bodies. It focuses on the coalescence of two distinct global social movements, evangelical Christianity and combat sport, as they intersect in Rio de Janeiro. I collected data from interviews with professional and amateur fighters, their church leaders, peer congregants, friends, family members and neighbours. I also personally trained with these fighters and participated in their tournaments, ceremonies and social events. Using scholarship on situated learning and reputation management, I analyse how my informants and I myself became aware of our standings and how we used that information to manage our reputations in person and online, inside and out of various communities of practice. Combining discourse analysis with embodied praxeology, this paper elucidates the discursive and corporeal modes through which men and women individually compete for and/or collectively cope with their positions within the shifting hierarchies of church, combat sport, and social life. Considering hegemonic identity politics, I analyse the displays of legitimacy involved in the emotional and physical competencies developed in evangelical fighting.
communities. For instance, in these communities, a gender hierarchy is emerging in which certain women tend to outrank the majority of men present due to their ability to achieve and maintain what the community recognises as a desirable combination of rationality and machismo in the face of hyper-aggressive masculinity and numerical male dominance. I investigate the practices sustaining this hierarchy among others, uncovering how socially progressive attitudes can transform power relations without appearing to disturb the routines that reproduce dominant traditions.

**Muslim ways of knowing in ladies-only kickboxing**

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In the large cities of the Netherlands, young women are increasingly active in *Ladies Only* kickboxing. These gender segregated training sessions are very popular amongst young Muslim girls, mainly of Moroccan descent. This anthropological study investigates young Muslim women’s engagement in kickboxing as an emergent trend. What drives and enables young Muslim women to practice kickboxing as a leisure activity and what are the effects of these activities on their notions of self and on their position in society? This paper is based on a full year of intensive fieldwork, including participant observation and in-depth interviews, among Muslim female kickboxers in The Hague, The Netherlands. This paper will explore the process of acquiring bodily knowledge (*ways of knowing*) and the acquisition of skills (*enskillment*) as a means of (re)-producing notions of self and senses of belonging. This enskillment is not merely about modeling and copying, but is a form of coordination between a person’s body, perceptions, resources, tools and environment. The investigation of practices, skills and knowledge in this particular kickboxing setting does not only provide insight in the practice of kickboxing and the notion of being a kickboxer, but it also reveals the possible tensions and connections between combat sports, Islam and ethnicity/race as inflected by gender and class. While taking my own body as the main tool of investigation, I will analyse the changes in the practice of kickboxing (via gender segregated spaces, feminising movements and discourse, and slacking) and in notions of self. I will argue that the *practice* is what shapes the notion of *self*.

**Cultural dialogue of the European Idokan - 65 years of the judo-do organisation**

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In this paper the problem of cultural dialogue is discussed. It is implemented in the 65th anniversary of the *judo-do* (*extended road judo*) and a tradition of the Idokan organisation. A theoretical perspective is primarily created by sociology and anthropology of martial arts, including Eliade-Tokarski’s theory of cultural dialogues.

The main method of research is the analysis of the content of literature, both scientific and popularising. Additionally, more than 20 years of participant observation. So in part the described facts are known to the author of direct participation in them.

The author distinguishes the successive stages, manifestations and effects of cultural dialogue. As a result of the scientific research carried out, it can be concluded that in the tradition of Idokan intercultural encounter and dialogue comes running in several stages. In the years 1947-1954 we saw the development of organisational structures in several countries. The next 20 years is already established in the framework of international federations - including *jujutsu* and *judo*. In 1970 and 1980, W. Strauss introduced the concept of *ido* and developed the appropriate structure of Idokan. The achievements of successive ancestors and leaders of Idokan contributed to intercultural dialogue in the triangle of Europe - East Asia - Australia. It affected their organisational activity, creating new ideas,
direct teaching and popularisation. This applies in particular to the quite original, 'flexible', and thus quite universal concept *ido*.

The institutionalisation of teaching advanced, including the certification of a (technical and honorary) master's degree. Divisions within federations and associations of *judo-do* and Idokan hinder organisational development. But, the main idea is still cultivated and developed further, especially in the 'Idokan Poland' Association.

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**Sport participation and social classes in Spain. The impact of economic and social capital on the sport practice**

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During the past thirty years (1980–2010), the percentage of people between 15 and 65 years old who practice a sport in Spain has increased from 25% to 45%. There has been an important growth in the practice of sports that is closely related to the socio-political and economic modernisation process that began after the end of Franco’s dictatorship (1936-1975). This process has brought with it a considerable increase in the number of sport facilities, a widespread development of the availability of leisure activities, and a great plurality of lifestyles among the population. However, in spite of this increase, social differences persist in the access to the sport practice, related to sex, age, educational level and job status. Although the first two variables have been examined in various empirical studies, no study has dealt with the influence of cultural (educational level) and economic capital (job status) on the sport participation of Spaniards. The study of these variables is relevant, taking into account the profound changes in the social class structure of Spanish society during the past twenty years. Hence, the analysis of the influence of cultural and economic capital on the sport participation of Spaniards is the objective of the present communication. The empirical base for this comes from the National Survey of Sport Habits carried out by the CIS in 2010, with a sample of 8,925 people. After performing a bivariate analysis of the social differences in sport practice, the study presents various multivariate analyses that show the way economic and cultural capital stratifies the sport participation of Spaniards. Results are discussed in light of the theoretical contributions of Bourdieu, which show their relevance but also some limitations and paradoxes.

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**Who is doing a run with the running boost? The governance of one of Europe’s leading sporting activities**

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Since its second wave around the turn of the century running might be considered as one of the most popular sporting activities across Europe. Every week millions of Europeans put on their running shoes and go for a run on their own or participate in a running event. As a consequence the running market has largely expanded over the last fifteen years. In the present study data from ten European nations...
will be analysed from a cross-national perspective. First, the analysis will consider time trends as well as demographic differences in patterns of running participation. Second, the organisational context of running will be investigated. As more and more runners engage in so-called light running communities, the question arises which agents govern the running market. It is clear that athletic clubs have lost their monopoly. Nowadays private companies and public authorities have a significant share, for instance with regard to the provision of running events and running facilities. In order not to miss the boat athletic federations and clubs should try to reposition themselves on the running scene, for instance by making more profit out of the health-related and social benefits running generates as a rather simple physical activity. Policy strategies to keep pace with the current running (r)evolution will be proposed.

Measuring and explaining physical activity and sport participation - new results from Switzerland
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Since 1992, the Swiss Health Survey (SHS) has been carried out every five years with up to about 20,000 respondents aged 15 years and older. The 1992 and 1997 editions of the SHS only included a small number of physical activity and sport questions, but in 2002 further questions were added, and in 2012 the International Physical Activity Questionnaire (IPAQ) was added to the earlier questions. Thus, the SHS is not only useful to compare physical activity levels over time but also renders possible a comparison of the results from different question formats for 2012. The contribution starts from a short comparison of activity levels in the Swiss population for the time since 1992. The results suggest that activity levels have decreased during the 1990s but increased continuously ever since. On the basis of the current WHO physical activity recommendations (150 minutes of moderate or 75 minutes of intensive activities per week), 72% of the Swiss population can be classified as 'physically active' (as opposed to 62% in 2002).

However, a closer look at the 2012 data suggests some variation in physical activity levels depending on which questions are used for the assessment (original SHS questions vs. IPAQ). These differences will be discussed in the second section of the contribution.

The final section of the contribution looks at social differences (such as gender, age, education, household income, citizenship and place of residence) with respect to physical activity and sport participation and thus adds new results to the growing body of knowledge concerning the 'social determinants' of physical activity.

Session 27 - Women football
Session Date 09/05/2014
Time 15:30 – 17:30
Location Union of Utrecht room

Women's football in The Lowlands: from history towards 'herstory'
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Women’s football is more popular than ever. In The Netherlands the participation rate increased by 80 percent within the last 10 years and the launch of the Eredivisie and the BeNeLeague effectuated women’s football’s move to professionalisation. How can we explain the increased popularity of a sport
that faced that many struggles throughout its fight for right? What changed with regard to recognition, social acceptance and ideas about female bodies and ‘ideal’ femininity?

In the past, research on women’s football in The Lowlands, mainly analysed the effects of infrastructure development. In this paper, I shift the attention away from infrastructure development to an understanding of football as a collective social experience that is continuously made and remade by the participants themselves. Being sensitive to the dialectics between socially structured possibilities and human agency, I analyse in what way and to what extent female football players in The Lowlands contest, resist and alter dominant football practices and discourses. How did female football players from the ‘70s and ‘80s contribute to gender justice at the football field and what walls and barriers do current female players have to overcome?

I ground my analysis on in-depth interviews I conducted with Dutch and Belgium elite football players from the ‘70s until now. By focusing on qualitative accounts that allow female football players to articulate their own feelings, I aim to give a voice to the women that are under investigation and stress the importance of unraveling the complexities of women’s experiences for understanding the challenges of women’s football in The Lowlands.

‘Desirable Migrants’: power and resistance in constructions of Nigerian female football players
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In recent years, migration into Scandinavian women’s football has increased substantially, and migrants from a variety of different countries are currently employed in Norwegian, Danish, and particularly Swedish clubs. Previous research has shown that friends-of-friends networks as well as agents and other intermediaries are central in these recruitment and migration processes. Research has also shown that as migrants build knowledge and networks in different localities across the world, they are active agents in the construction and maintenance of transnational recruitment and referral networks. Little attention however, has been paid to exploring how culturally constructed ideas of ‘suitable and desirable’ migrants affect clubs’ choices concerning which countries and regions to recruit from. The aim of this paper is to examine how clubs and migrants construct classed, raced and gendered images of African female football migrants, that function both to enable and inhibit women’s football migration out of Africa and into Scandinavia. In this, the paper will explore when and how clubs and Nigerian migrants’ ideas about what constitutes a ‘desirable’ and ‘African’ female football player converge, and when they do not. Through this, the author aims to explore how cultural, racial and gendered stereotypes are produced and maintained, but also when and how resistance to these is articulated.

How many girls play football in the Netherlands?
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Football in the Netherlands is the most popular (largely voluntary organised) club sport. With more than 1.1 million members, the Royal Dutch Football Association (KNVB) is the biggest of the country. However, only nine percent of these members are female (107,000 in 2008). These members are spread over 60,000 teams in the country. Especially in the last decade there was an enormous increase in girls and women playing football. In particular young girls are finding their way to the football clubs more easily. While the number of adult women remained almost at the same level, the participation of girls aged 5-18 in club football has doubled in the last ten years from a small 35,000 to almost 75,000.
But these numbers only represent club related football. In this particular research I will further elaborate on the participation of girls in football within a historical context. Therefore, I will make use of different sources indicating the participation of girls in football over the years. These different types of sources are divided in the demand side - girls active in football, formal (e.g. clubs) and informal (e.g. streets) - and the supply side (numbers of clubs, competitions, tournaments, football camps).

This highly quantitative research is part of the NWO research on the social impact of girls football in the Netherlands. This research focuses on three main issues:
1) historical context of the current professionalisation
2) the football perception of ethnic girls
3) the representation of girls football in Dutch media

My presentation will contain a detailed overview of the most recent data of girls and women participating in football in the Netherlands. In addition, historical, regional, sports-comparative and international contexts will be added to these numbers.

Football and sexualities in Norway
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Throughout history football has been the largest sport for men in Norway, as it is today. But now it is also the largest organised female sport in our country. The purpose of this paper is to present and discuss the results from a study about female and male football players and their coaches’ attitudes towards the football players’ sexualities. The empirical data presented is based on in-depth interviews with 22 players (11 of each sex) and eight coaches (two women and six men) in men’s and women’s elite football in Norway. The concept hegemonic masculinity of Connell and Bourdieu’s terms symbolic power and doxa are used in trying to explain the results. Men and women, and lesbians and gays develop different habitus, because of their different experiences within Norwegian elite football. The study shows that the hetero-normativity still is strong in men’s elite football. When you are a man and play football, it is taken for granted that you are heterosexual. For women it is the opposite, it is assumed that you are a lesbian.

Feminisation of football? - the role of women in the European fan community
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Football is often regarded as a male domain and a celebration of masculinity particularly by the “hardcore” fans. The results of existing fan research in a Danish as well as European context reveal a considerable under-representation of women among football supporters. This paper is based on the feminisation project which is part of the interdisciplinary collaborative conglomerate “Football Research in an Enlarged Europe” (FREE). The overall goal of this conglomerate is to investigate football and football consumption as an important social and cultural phenomenon in contemporary Europe, and is funded by the European Commission’s 7th European Framework Programme for Research (FP7).

The paper raises the question of how the female fans balance their interest in and support of different clubs and how they combine their “Danish fan identities” with an identification with a club of another country. Does the support of their club “at home” differ from their “membership” of a European fan community? Hypotheses put forward in this paper derive from various theoretical concepts which provide insights into and an understanding of the gender differences among fans. The study offers insights into the experiences and practices of female fans in Denmark and reveals that
dedicated female fans may participate in a European supporter scene. First results of this interview study show that female football fans in Denmark expose double or even multiple loyalties.

**From local to global - Finnish women footballers on the move**

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Globalisation is a historical process with economic, social, political, and cultural aspects, whereas sport is a cultural phenomenon that has always had global, national, and local dimensions. That is also true for women’s participation in sports, especially football.

Both internationally and in Finland, the breakthrough of women’s football took place in the early 1970s. In this presentation we shall examine how women’s football in Finland has changed from an amateur sport into an integrated part of the global football system during the last forty years. We shall focus our examination on those female players who played in Finland’s national team between the years 1973 and 2011. We shall find out which domestic or international clubs these players represented before they were capped for Finland. Our main question is what we can learn about the integration of Finnish women’s football into the global system by looking at player movement.

For theoretical background, we rely on the research conducted into globalisation in general (Beck and Robertson) and into the globalisation of sports, especially football, in particular (Bale and Maguire, Robertson and Giulianiotti), football migration (Taylor), and women’s football (Williams). Our primary sources are printed yearbooks and annual reports of the Finnish Football Association and detailed lists of female players capped for Finland. This study is then a historical and sociological analysis carried out by means of both quantitative and qualitative methods.

We describe the changes and the globalisation process of Finnish women’s football in terms of periods. At least four periods can be discerned: (1) the domestic period, (2) the period of Nordic movement, (3) the period of internalisation, and (4) the period of globalisation.

**Session 28 - Financial aspects of sport**

**Session Date** 09/05/2014  
**Time** 16:30 – 17:30  
**Location** Belle van Zuylenzaal

The cost of sports participation: light sports versus club sports

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Over the last decades, the share of sports participants in the total population has increased significantly. Due to the popularity of sport light initiatives (e.g, light communities and individual settings), the sports club can no longer be perceived as the only context for recreational sports participation. From an economic perspective, this study aims to compare total expenditures and expenditure categories of sports participants over contexts of sports participation.

The data are drawn from a representative cross-sectional sample of school-aged children and their parents in Flanders (Scheerder et al., 2013). First, the sports expenses of 4,014 adults were investigated. Second, total and average expenditures were calculated for different sports disciplines in
a club and a light organised setting. Third, based on the theory of Becker (1965) we also looked at the implicit cost (opportunity cost) of spare time, namely the ‘lost income’ while participating in a certain sport.

Significant differences were found in expenditures over organisational contexts in different sports. The results show that light organised sports have a lower total cost, but the cost per hour is higher. When looking at the different cost categories, the same conclusion holds for the expense categories sports apparel, transport and social costs. That is, the total cost is lower for light organised sports, whereas the average cost in light organised sports is higher. On the contrary, both total and average membership fees are higher for club sports, while total and average training expenditures are higher in sport light.

The results of this study are important for public authorities and their subsidising policy on the one hand, and for private companies providing sports goods and services on the other.

**Sport and recession**
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Since 2008, the global economy has been suffering from a recession. Also in Holland, the economic crisis has left its traces in multiple sectors, among which the leisure sector. In 2013 this resulted in questions on the consequences of the recession for the sports sector. Key issues were the financial situation of sport clubs and intended municipal budgetary cuts that might lead to less subsidies for the sports sector and higher rates for sports facilities and -participation. Given the upcoming municipal elections in 2014, the affordability of sports will remain a widely debated topic. In order to ground this discussion, the Mulier Institute has mapped the observed and the expected consequences of the economic crisis for the sports sector.

The research method contains three angles: the consequences of the economic crisis on the sports sector from the angle of: 1) municipalities, 2) civilians and 3) sports providers. Furthermore, insight is provided into the effect of price increases of sports contributions on sports participation, the so-called price elasticity of sport. 380 Dutch municipalities have been asked to fill out a survey. As part of a national survey, 1,071 Dutch civilians filled out a questionnaire on sports and recession. By means of secondary data analyses, insight is provided into recent (financial) developments of sports providers.

The results indicate the sports sector has suffered from the recession and also in the future, more (budgetary) consequences should be expected. However, the sports sector has not been hit harder than other sectors. Until recently, municipalities, civilians, and sports providers have been able to spare the sports sector from budget cuts as much as possible. Given the ongoing recession and intended municipal budgetary cuts, the question rises whether sports participation will remain affordable for everyone.

**Comparison of the efficiency of public and private sports clubs regarding Customer Experience Management (CEM)**
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In order to be successful, organisations must consider the needs of the clients and interact with them, as well. In each interaction, the organisation gains some information about the customer and through analysis of this information it can better manage the individual profitability of the customers. By meeting the needs of customers and proffered services to customers the organisation gains loyalty. So they can manage the profitability of customer and increase the organisation’s income.
The research method was descriptive - correlational. Fifty public and private clubs were studied in terms of efficiency using the two questionnaires of customer experience management (α=0.84) and organisational productivity (α=0.82). The statistical method was T test and Pearson correlation coefficient.

The results showed that there was a correlation between efficiency and customer experience management(r = 0.817). There exists a significant difference between the efficiency of the private sport clubs, compared with the state sport clubs regarding the components of customer satisfaction (p = 0.001), loyalty (p = 0.021) and quality of service (p = 0.001).

Increase in productivity due to strategy changes and investment based on experience management in private clubs is quite evident. According to the research results, there is a correlation between productivity and customer experience management. These results are consistent with results of Starr's(2009). Because of higher interaction with customers and providing a better quality of service, private clubs provide an environment in which there are higher levels of customer satisfaction and loyalty to them. These results are consistent with the results of Hunsaker(2010) research who believes that there is a relationship between customer experience management and relationship with customers.
Abstracts Saturday May 10th, 09:00 - 10:40

*=in cooperation with ESA RN28 / **= in cooperation with MEASURE / ***=in cooperation with SORN

29 – Sport participation II**, Kannunikenzaal
- C. Hayoz - Does culture really matter in sports participation? The impact of socio-cultural factors on sports behaviour in Switzerland
- A. Tiessen-Raaphorst - An explanatory model for sports participation and physical activity. Fact or fiction?
- C. Klosterman - The impact of structural conditions in communes on sports behaviour of adolescents and young adults in Switzerland
- M. Pilgaard - Does the domain of work life affect leisure time sport and exercise?

30 – National identity*, Chr. Eijkmankamer
- M. Mutz - Collective emotions, national identification, and the European Football Championship 2012
- S. Bartoluci - The role of high-performance sport in shaping of national identity: research perspectives from Croatia
- C. Dolan - National and sporting we-identifications in the development of hybrid sport

31 – Sport & social justice, Union of Utrecht room
- J. Hovden - The silent voices. Involvement in physical leisure activities in low income households
- H. Vandermeerschen - Sports from an insider perspective. A qualitative study on the sports experiences of people in poverty
- Y. Yektayar - The Relationship between organisational justice components and organisational commitment in professional coaches

32 – Sport, health & physicality, Foyer
- K. Alberts - An exploratory study on the health promotion orientation of Dutch sports clubs
- S. Fullagar - Governing mental health through active embodiment: The discursive position of sport within promotion and intervention programs
- M. Stuij - Storylines about sport, health and illness of people with type 2 diabetes
- L. Thing - Football Fitness for the sake of one's health? - The perspectives of female players
- R. Williams - Area based initiatives, sport and the inequality paradox: burdening a place with blame?

33 – Session on open access
Presentation and discussion on open access with Saskia Franken, project manager innovation & development. The aim of this session is to increase awareness of Open Access and to encourage the Open Access publication of research results in the field of sport. Franken specialized in Open Access, scholarly communication and digital publishing. She was manager of Igitur, Utrecht Publishing and Archiving Services, the e-publishing department of the library, responsible for the repository of Utrecht University and the Open Access journals and currently works as project manager for Utrecht University Library, especially in the field of Open Access.
This session is made possible by the NWO Incentive Fund Open Access - conference session, NWO funds scientific research at Dutch universities and institutes by means of more than hundred different types of grants.
Does culture really matter in sports participation? The impact of socio-cultural factors on sports behaviour in Switzerland
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The physical activity of the Swiss population differs considerably depending on the linguistic region. German speakers are more often physically active than people living in the French or Italian-speaking part of Switzerland (Stamm & Lamprecht, 2011). This study analyses how socio-cultural factors correlate with sports participation for adolescents and young adults.

In order to analyse this research question, Bourdieu’s concept of habitus (1984) has been adapted and used as a theoretical background. This sport-related concept of habitus considers culturally determined values, the attribution of meaning and patterns of action such as the understanding of sports, the importance of sports, body, health or leisure. On this basis, the sport-related habitus and the practical relevance of sports participation has been empirically reconstructed for adolescents and young adults aged 15 to 25 through a qualitative study including guideline-based interviews with German (n=6) and French (n=4) speaking adolescents and young adults, as well as a quantitative survey in a German (n=106) and a French (n=99) speaking commune of Switzerland.

Initial findings reveal that young German speakers associate sports with self-discipline ($\chi^2(1, N=205)= 8.223, p<.005, V=.200$) and fitness ($\chi^2(1, N=205)= 21.989, p<.005, V=.328$) whereas young French speakers are more likely to relate health ($\chi^2(1, N=205)= 9.455, p<.005, V=.215$), effort and perspiration ($\chi^2(1, N=205)= 18.835, p<.005, V=.303$) to sports. Similarly, the understanding of body and health as well as the attitude towards leisure differs between the German and French speaking parts of Switzerland. This study illustrates that the concept of sports habitus is culturally shaped and therefore may be fruitful in further analyses.


An explanatory model for sports participation and physical activity. Fact or fiction?
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Physical activity and sport are important parts of a healthy lifestyle. Governments and other partners in civil society justify their investments in stimulation of sport and physical activity with this reason. To optimise the stimulation, knowledge is needed about the main correlates and determinants of getting and staying active. For policy it is also essential to know if these factors can be influenced by interventions. The idea is that incentive policy reaches its optimum when it focusses on promising factors that have a strong relationship with sports/physical activity and can be influenced. Is this a real idea or is it fiction?
To gain more information about correlates and determinants of sport and physical activity, we did a systematic literature review. The result of this is being presented to a group of experts, who are able to estimate whether these factors are valuable for the Dutch situation and if they are amendable by policy interventions.

In science many theories and models have been described, that explain a part of participation in sports and physical activity. Most of the times these theories focus at intrapersonal aspects, whereby attention for interpersonal or environmental aspects is limited. Additionally, many studies include a subset of factors (such as attitude or peer influence or socio-economic status) without taking them all into account. Models that pay attention to the interconnection of many variables, the so-called socio-ecological models are discussed in theory, but up until now nobody has been able to quantify the different relations.

Policy wishes a Holy Grail: an explanatory model, in which effect sizes and trend of factors at sport and physical activity are clear. Is this possible or does reality need to much simplification?

The impact of structural conditions in communes on sports behaviour of adolescents and young adults in Switzerland
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Young peoples’ sport activity in Switzerland differs considerably depending on the linguistic region. This appears to be based on cultural as well as on structural differences. The question arises how different structural conditions in communes across different linguistic regions of Switzerland cause variations in sport behaviour.

Based on the theory of social action (Coleman, 1990), it is assumed that individual behaviour is not only determined by individual but also by structural and socio-cultural factors in which a person is socially embedded. In two case studies, multilevel data was gathered analysing possible influences of structural factors on sports behaviour. Using an online survey, 15 to 25 year old inhabitants (N = 205) living in a German and French speaking communes were questioned about their sports participation in and outside of their commune, as well as their perception of sport-related structural characteristics in their commune. To collect information about communes’ sport facilities, the sport providers (N = 23) were interviewed. Sport-related characteristics of the communes were also collected through two interviews with representatives of the municipal administration.

As expected, sport participation is significantly lower in the French speaking commune (Chi² (1, N = 205) = 3.84, p < .05). Adolescents and young adults living in the French speaking commune are less satisfied with the sport infrastructure (F(1,135) = 9.65, p < .01) and evaluate the opportunities to be physically active in their commune significantly worse (F(1,144) = 15.33, p < .01) than their German-speaking counterparts. These first findings show the impact of structural conditions in communes on sport participation of adolescents and young people. However, it must be noted that this study is explorative and further communes would need to be examined in order to generalise the results.


Does the domain of work life affect leisure time sport and exercise?
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Leisure time sports participation has undergone a remarkable development in Denmark over the past decades; however, sports participation is not equally distributed throughout the population. This paper
investigates a possible explanation for the differences in leisure time sport and exercise among adults from an everyday life sociological perspective. The main focus will be on how the domain of work life is related to the tendency to participate in sport and exercise among adults in general, and how work life affects the way the part of the population that is involved with sport tends to be organised in their sporting practice.

The structure of everyday life, and the way it is connected to participation in sport or exercise is not natural, but socially constructed (Maguire, 2011), and sport can be said to mirror society both proactively and reactively in an interwoven process (Horne, Tomlinson, & Whannel, 1999; Breivik, 1998; Elias & Dunning, 1986). From this perspective it is assumed that the structure and content of work life is related to the participation patterns among the working part of the population. In the search for relationships between work life and leisure time sport and exercise some main focus areas are chosen including gender differences, physicality of work life and the level of flexibility/influence available in the work schedule.

A survey sample (n = 3.957) representative of the Danish adult population (aged 16 and older) from 2011 investigates participation in leisure time sport and exercise by asking the question ‘Do you normally participate in sport/exercise?’. Also, the specific ways of organising the participation is revealed by differentiating between club-organised, self-organised and commercially organised sport and exercise.

The result section reveals that work life to some extent acts as a mediating factor partly explaining classic structural differences in the sport and exercise participation.

Session 30 - National identity*
Session Date 10/05/2014
Time 09:00 – 10:40
Location Belle van Zuylenzaal

Collective emotions, national identification, and the European Football Championship 2012
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According to self-categorisation theory individuals tend to identify with a variety of collectives (e.g. family, sport clubs, organisations). The nation state is often considered to be one crucial point of reference for a person’s social identity. National identification, in the form of patriotism or nationalism, is likely to change in the course of major sporting events, for instance, Olympic Games, FIFA World Cups or European Football Championships. During these sporting events, spectators usually sympathise with their own country’s national team. The national team becomes a significant point of reference for identification and - in the event of athletic success - a source of national pride. This paper investigates national identification before, during and after the UEFA EURO 2012. To this end, longitudinal data from a German student sample are analysed. Three questions were at the core of the analyses: 1) Does national identification indeed increase in the course of the tournament? 2) If yes, can we distinguish between patriotism and nationalism, i.e. between a ‘light’, innocuous form of national identification and extremist beliefs in the superiority of one’s one nation over others? 3) Was a person’s sense of belonging to the nation ignited especially by the experience of collective emotions during the football matches? Findings show that viewing the games of the German team is associated with a steep increase in patriotism and a moderate increase in nationalism. This rise results from the experience of strong, positive emotions, the involvement in collective rituals and the adoption of national symbols during the European Cup. These effects, however, were already markedly weaker only a few days after
the end of the tournament. Thus, the European Football Championship has probably not produced a lasting change in patriotic or nationalistic attitudes.

The role of high-performance sport in shaping national identity: research perspectives from Croatia
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The goal of this paper is to research the changing role and importance of high-performance sport as both the symbol and the means of shaping and building national identity in the Republic of Croatia during two socio-political periods - the 1990s and the period after the year 2000. In this context, the greatest achievements in the Olympics Games and world competitions during these two different decades of the Croatian society have been analysed.

Anthony D. Smith’s distinction between civic and ethnic nationalism (1991) has been used as a theoretical frame. The main hypothesis is that in the first decade (1991-1999) due to social processes resulting from state creation, war happenings and strengthening of national identity, ethnic definition of a nation emerged; first giving significance to family descent, bloodline and ancestry, i.e. national identity as an implied category acquired by birth, as such being a fixed and unchanged characteristic of every person. Since in the second decade (2000-2010) social relations normalized it was assumed that the civic definition of a nation was going to dominate and that the focus of interest would be the concept of territory and citizenship as the fundamental category of national issue.

In order to collect data necessary to accomplish the goals and to check the research hypothesis, the case study quality method has been implemented. In order to analyse the five most significant sport cases from the first decade and four from the second decade, different methods have been implemented - 36 semi-structured interviews with persons involved and discourse analysis of media issues and announcements as well as documents. The cases themselves are selected according to the highest sport achievements (gold, silver, bronze medal at the Olympic Games and/or World Championship) as well as public interest in a particular sport in Croatian society.

National and sporting we-identifications in the development of hybrid sport
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Using a figurational approach, we examine the problems and complexities in the development of a new hybrid sport, using the example of International Rules Football, a composite of Gaelic football and Australian Rules football. Early versions of this new hybrid sport initially emerged in the late 1960s, and became more formally established as an occasional series of international games between Ireland and Australia from 1984. The social function of the international series agreed between the sporting organisations responsible for governing the two national codes concerned the provision of playing opportunities for elite players at an international level. Both sports are nationally distinctive in that no other country plays them, and so they function as symbols of national identity. However, players, and others associated with the sports, forgo the feelings of pride of representing the national group in sporting prowess. This requires the establishment of a common sporting code standardised across more than one nation. Problems of developing a hybrid sport are due to the relative power balance between the ruling bodies of the original sports, in terms of the contribution of each sport’s rules towards the new code, and the irregular performance and lack of socialisation opportunities for the hybrid sport. As children do not, so far, learn to play the game, the sporting habitus remains attuned to the original sports. There is scant opportunity to foster a high level of mutual identification towards the
new game, so that it is conceived and represented as an uneven hybrid, more suited to one side or the other. The existing codes act as a conceptual and emotional framework for the interpretation and evaluation of the new code thereby limiting its capacity to generate a distinct sporting identity.

Session 3 - Sport & social justice
Session Date 10/05/2014
Time 09:00 – 10:40
Location Kannunikenzaal

The silent voices. Involvement in physical leisure activities in low income households
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In Norway as in most other Western countries, the research body on involvement in leisure activities such as sports and fitness activities indicates a strong connection between high involvement, good health and social well-being. However, this connection detects an involvement pattern shaped by social class. Families with low economic, cultural and social capital have the lowest involvement in physical leisure activities and sports as well as the biggest health problems.

The paper focuses on how parents of low income households conceive, experience and handle their possibilities and challenges to participate in physical leisure activities and sports in their local communities. The data material consists of qualitative interviews with a strategic sample of parents belonging to low income households. Both Norwegian and non-Western immigrant households are represented in the sample.

The overall findings showed that the involvement in physical leisure activities was strongly restricted by lack of economic capital both for the parents and the children. Most of the informants were single mothers and they had no resources to give priority to their own wishes for participation in fitness- and leisure activities. The children were also deprived of the opportunity to participate in physical activities. Even though all households possessed low economic capital, they differed in cultural and social capital. Those with the highest amount of cultural and social capital were also those who were able to articulate and claim their needs for finance support for leisure activities from the municipal social service.

Sports from an insider perspective. A qualitative study on the sports experiences of people in poverty.
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Although many European countries have conducted Sports for All policies since the 1970s, research has shown sports participation is still influenced by socio-economic status (SES). In this research, the focus lies on a particularly vulnerable group in society, i.e. people living in poverty. The aim of the study is to gain insight in the experiences of people in poverty with regard to sports, and the meaning they attribute to it. The research has been conducted in Flanders (Belgium). The Flemish government has introduced different measures to enhance and facilitate participation in society, including in the field of sports. Local sports policy makers are encouraged by the Flemish government to pay particular attention to diversity, and to make efforts to reach certain socially disadvantaged groups in their
municipality, amongst which underprivileged people. However, local policy responsible often lack experience in this matter, and it is hard to know how sporting opportunities can successfully be improved. The study is designed to contribute to the knowledge in this field. In this research, the view of people in poverty is the focal point. Therefore, we have chosen to adopt a qualitative research approach, interviewing 35 socially vulnerable people, living in poverty, in three different social settings in Flanders. Central topics of the interviews were experiences with sports participation, opinions on current sport provision, and meanings attached to sports. The interviews were transcribed verbatim and coded using NVivo 10. First results indicate that people in poverty often take a positive attitude towards sports and are (potentially) open to participation. However, significant, often invisible barriers remain. For example, for many people it is essential to practice their sport in a flexible, familiar environment, without feeling any kind of obligation or pressure. Policy implications are deducted from the results.

The relationship between organisational justice components and organisational commitment in professional coaches
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This study investigated the relationship of organisational justice with organisational commitment of the professional sports trainers of Iran. A total of 293 professional sports coaches in Iran were selected as the study sample. The research method was correlational, and for assessing organisational justice and organisational commitment, the Organisational Justice Questionnaire (Rego and Cunha, 2006) and the Organisational Commitment Questionnaire (Meyer, Allen 1997) were used respectively. First, to check for normal distribution of the data the Kolmogorov-Smirnov test was used, and then to analyse it Pierson’s correlation coefficient and multiple correlation were utilised. The results showed that organisational justice and its components had a significant and positive correlation with each of the components of organisational commitment. The relationship between the components of organisational justice and organisational commitment has been obtained as the result of this study. Using this relationship helps the managers improving the trainer’s perception of to take significant to organisational justice and organisational commitment.


Session 32 - Sport, health & physicality
Session Date 10/05/2014
Time 09:00 – 10.40
Location Union of Utrecht room

An exploratory study on the health promotion orientation of Dutch sports clubs
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This study explores health promotion activity of Dutch sports clubs by using the Health Promoting Sports Clubs (HPSC) standards, which are developed in Finland and applied here to the Dutch sports context. The standards consist of 23 items which cover different perspectives on health promotion. The standards form an overall HPSC index, which could be divided in four sub-indices: ideology, policy, environment and practice (Kokko et al., 2009). 160 sports clubs that are registered at the municipality of ‘s-Hertogenbosch were invited for an exploratory study, and 17 of these participated. 42 club officials (1-6 per club) evaluated their own club on all HPSC standards by use of a five-point Likert scale. Per club, the average score on each standard was calculated. For all the clubs, the average on the HPSC index was 12.93 ± 1.93 (range 0-23). On the sub-index of ideology the average club score was 1.75 ± 0.18 (range 0-2), on policy 4.09 ± 0.93 (range 0-8), on environment 3.50 ± 0.56 (range 0-6) and on practice 3.60 ± 0.81 (range 0-7). These results suggest that the participating sports clubs are fairly positively oriented to health promotion. However, there is much room for improvement within the clubs, especially on policy, environment and practice. More research is needed to be able to generalise the results to different types of clubs, and to explore practical implications of the results.


Governing mental health through active embodiment: The discursive position of sport within promotion and intervention programs
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With the rise of mental health ‘disorders’, such as depression and anxiety, government policies have begun to broaden their traditional biopolitical reach to recognise the value of sport and physical activity in prevention, promotion and recovery. Non-medical solutions are being sought to reduce the economic burden on health systems and encourage greater individual responsibility. In this paper I examine how sport and physical activity have been discursively positioned within contemporary mental health promotion campaigns in Australia and the UK. While the value accorded to sport related experience does challenge the biomedical assemblage that governs mental health services, there remain critical questions about the way active embodiment is positioned as a ‘remedy’ to a complex social issue. For example, what are the implications of framing participation through discourses of ‘exercise prescription’ and ‘self management techniques’? Without a more critical understanding of how embodied individuals are positioned in relation to the social context of participation, mental health interventions will tend to reiterate a neoliberal individualised responsibility for wellbeing. A more critical, sociocultural understanding of active embodiment can contribute to more nuanced approaches that move beyond mind/body, expert/patient, individual/social dualisms.

Storylines about sport, health and illness of people with type 2 diabetes
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A growing number of medical and epidemiological studies are pointing to the (potential) effectiveness of sport and physical activity in preventing or combating the symptoms of type 2 diabetes. Furthermore, sport and physical activity have become important instrumental promises within current government policy for the (re)capturing of a ‘healthy’ society, amongst others by reducing the prevalence of diabetes. In addition, physical activity is the focus of numerous care and treatment
programmes for people with diabetes. In sum, people with type 2 diabetes ‘need’ - not to say are obliged - to be physically active.

A diagnosis like diabetes, however, may signify a biographical disruption or moment of re-orientation and a confrontation with formerly taken-for-granted life and bodily ability. Consequently, patients need to find a meaning in which they integrate their illness, sport, and physical activity into their identity and life. This is not a solely individual process, but a cultural and socio-political one, in which patients have to accept, negotiate with or resist the most prominent types of success stories, i.e. the ‘restitution narrative’.

Following Sparkes, we are interested in expanding ‘the cultural repertoire of illness stories in sport’ beyond the restitution narrative. Through stories, people make sense of and give meaning to events, actions and choices. Therefore, we collected and analysed ‘sport-illness life histories’ of people with type 2 diabetes, based on narrative inquiry. In this presentation, we will present our first results of different storylines (plots) about sport, physical activity, health and illness that exist among people with type 2 diabetes.

**Football Fitness for the sake of one’s health? - The perspectives of female players**

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The aim of the article is to generate sociological knowledge about a health-promoting initiative based on football, in associative sports clubs from a participant viewpoint, and to analyse the way football as a team sport is able (or not) to generate life style changes.

The empirical material is based on focus group interviews with participants (Kvale, 1997), in a selection of 6 clubs, following approximately 40-50 people from all over Denmark.

International studies have shown that adherence to health interventions is difficult and there is a need for knowledge about adherence to health promoting interventions involving physical activity (Laitakari et al, 1996). Both internationally and nationally politicians as well as researchers question how knowledge about health promoting activities and life style change can be applied (Forebyggelseskommissionen, 2009; Green et al, 2009). There is an increased pressure on the voluntary sector, including the sports clubs, to embrace new segments of users, to meet social and health-related societal challenges.

The manner in which recreational football activity and the ‘Football’ concept is experienced from a participant perspective will be examined, as well as how it succeeds (or fails) in promoting health and instigating lifestyle changes. We investigate how the implementation is actually carried out in the local club and identify barriers and possibilities for life style changes, and how football fitness as an activity and concept can ‘work’ for the participants in their everyday lives. Even though it has been some time since Elias and Dunning wrote (1986: 93), that leisure remains relatively neglected as an area of sociological research, we will try to see football fitness activities as part of a spare-time spectrum.

**Gendered bodies under scrutiny: Women’s embodied experiences of aquatic physical activity in the United Kingdom**

R. K. Williams, J. Allen-Collinson, J. and A. B. Evans

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Aquatic activity remains the second most popular form of exercise in the UK. Despite the delivery recent participation-based programmes, however, aquatic activity continues to be dominated by older women, and younger women participating with younger children. Moreover, the embodied
experiences and lived meaning of participation in aquatic activity remain under-investigated. This paper presents results from five interview-based studies investigating women’s embodiment and aquatic activity. In total, 55 women were interviewed across the research programme. A number of key themes emerged, highlighting the centrality of the gendered, lived body as a key social construct contouring participant perceptions in the swimming pool environment. Feelings of anxiety and angst were reported in relation to women’s self-perceived physical deficiencies when wearing revealing swimming costumes, particularly under the critical gaze of ‘other’ bodies, whether present or imagined. Both younger and older women objectified and contrasted their bodies with those of other participants, often in a negative manner. As a consequence self-exclusion from ‘mainstream’ (i.e. mixed gender) aquatic activity was common. The shifting nature of inter-corporeality emerged in the findings, with the presence of the ‘dependent’ bodies of infants shifting bodily intentionality away from the self towards others, particularly in view of perceived maternal responsibilities. Both participants’ bodies and the bodies of dependent others were perceived to be at risk of environmental and physical dangers in the swimming pool environment. Perceived risks were corporeally grounded in sensory elements of participation, relating to temperature and the threat of water and ‘dirt’ breaching bodily boundaries. Ongoing research into the implications of such sensory perceptions upon postnatal women and children’s participation in aquatic activity will also be outlined.
Abstracts poster presentations

**Inclusion through sport for elderly gipsy women**
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This study is the result of different experiences with gipsy women in a variety of contexts of social exclusion in Spain in which practising physical activity is seen as an element for social integration. In this manner the research is centered on the analysis of physical activity and sports habits, beliefs and motivations, within elderly gipsy women in a situation of social exclusion. The research development stage of this study was based on a set of 9 semi structured interviews with gipsy women over 55 years of age, coming from two disadvantage areas of Madrid and Seville. The results show a low rate of physical practice among elderly gypsies caused, in many cases, by a lack of a formal education in their childhood and also by early household commitments. The results showed that more studies are needed to classify and deeply assess the situation of the physical activity and practice of sports among elderly gipsy women, in order to propose new lines of action adapted to their context and motivations.

**Finding the fun in fighting: Tensions in elite karate athletes experiences of the sport’s ‘mimetic’ fun**
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Karate is a combat sport utilising kicks, punches and throws, oozing action, drama, violence, sweaty body-to-body contact, speed, pain, elegance, companionship, tacit tactics, bruises, and sporting respect. From the outside it might seem hard to understand where the joy comes from in opening the body up to such aggression. Reflective to semistructured interviews with 12 elite Scottish karate athletes (6 men, 6 women) and drawing on Elias and Dunning’s concept of ‘mimetic excitement’ (Elias and Dunning, 1986; Maguire, 1991), this paper seeks to explore 1) how the practice of karate is experienced as fun, mimetic, and exciting, and 2) the emotional tensions which arise for elite level athletes in maintaining a mimetic distance from the sport.

I argue that though both tacit experiences of being hit, and a web of continually, explicitly, reinforced feeling rules (Hochschild, 1979; 1998), the violence of the sport is normalised for karate athletes and transformed into a key source of excitement in the sport. Karate is experienced as a creative game - an outlet for athletes to challenge their bodies in a risky, yet safe, environment, and to discover and express to others their creative capabilities. For elite athletes, their sport became tightly interwoven into their sense of self, which consequently blurred the lines of the sports role in their life - Is it’s practice for fun, or a more fundamental reflection of themselves? - which made competition and training often intensely painful, and confusing, emotional situations. Competitive success was not the most valued sources of happiness, but rather the deep connections with training partners, founded on sharing intense experiences (Collins, 2004) and embedded with careful emotion management. These connections were essential to counter-balance the stresses of athlete’s competitive status’, and acted to remind athletes of the mimetic fun which could be had in the sport.
Is active involvement in sport a hindrance for successful studies?
M. Doupona Topic, S. Rauter
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Top-level sport is becoming more and more a systematic and in-every-detail-planned achievement-oriented activity. Top achievements have not been left to chance for a long time, but are most often the fruits of long-lasting work, sacrifices and, of course, also of an above-average talent of the athlete. Efforts for more efficient professional and organisational work in sports in Slovenia have, among others, yielded some new models for the education of athletes. The concern of the government for the education of athletes shows above all in the adapting of school work and in the organisation of sport departments in parimary schools and grammar schools, which is also laid down in the legislation on education.

In view of the average age of athletes (22,5 years) it does not surprise that 71% of them are still at school. From those who are still at school, half of them are students. Less than 26% of the athletes are educated regularly; all others exercise certain privileges offered by the status of an athlete, or they remain at the same education level for a longer time. The athletes categorised as young and promising athletes are most often educated regularly as their education takes place within the secondary education; the majority of the athletes that are not attending school belong to the world class and also to the international class (older and more successful athletes). The athletes included in regular education have the least problems in education, while the athletes who are included in the regular education system but whose education lasts longer and the athletes who have the status of an athlete are faced with the largest amount of problems.

Choosing Physical Education as a Career: Understanding the Impact of Teacher Socialization
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There has been little research of choosing physical education as a career which has been informed and guided by occupational socialization theory. The purpose of this study was to identify the impact of acculturation on a career choice and to investigate how this impact mediated by PE teachers’ biographies. In addition, this study explored PE teachers’ personal attributes, sport participation, being influenced by significant others on occupational choice, and other occupational factors. Passive participant observation, formal and informal interviewing, and document analysis were employed to gain an understanding of why the participants wanted to become the physical education teacher. Data were analyzed using constant comparison and analytic induction. Results of the present study indicate that the participants had extensive backgrounds in sport with the majority participating in organized sports during high school. The participants’ socialization into physical education was influenced by situational and social factors, such as positive experiences with a teacher/coach, positive support of family, and the participants’ strong beliefs/values for physical education. The information gleaned from the acculturation phase of teacher socialization will be helpful to develop the content of teacher preparation programs.
The European Association for Sociology of Sport is proud to announce the 2014 Eass Young Researcher 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 will be granted to a scholarly paper, single-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 at a plenary session during the annual Conference of the Eass. The winning paper may be considered for publication in the European Journal for Sport and Society.

The winner is Enrico Michelini (Institut für Sport und Sportwissenschaft, Technische Universität Dortmund). His paper is titled Disqualification of Sport in Health-Related Promotion of Physical Activity – A Global Social Phenomenon?

Global health organisations exert homogenising pressure on national discourse concerning the promotion of physical activity (PA). Simultaneously, a main feature of the contemporary health-related promotion of PA is the disqualification of sport as a medium of health (Michelini, 2013).

A theoretical framework based on systems theory (Luhmann, 1985) has been used here to explore the pervasiveness of the disqualification of sport in five countries. The empirical analysis examines and compares the content (Mayring, 2003) of 25 documents on the promotion of PA issued by the ministries of health in the USA, Sweden, Germany, France and Italy. These countries are representative of different welfare state typologies (Esping-Andersen, 1990): liberal, Scandinavian and conservative, respectively.

The results show a similarly sport-hostile discourse in conservative and Scandinavian countries, but not in the liberal case study. American strategies are, at least to some extent, more sport-friendly. This does not contradict the existence of an influential global discourse on the promotion of PA which disqualifies sport as a medium of health. For instance, the case studies share much similar content and a common rhetoric. Nevertheless, the case of the USA shows that national health discourses still display some degree of adaptation and dissimilarities. The mechanisms at the root of the differences in national discourse on the health-related promotion of PA constitute a relevant topic for further analyses.

The honorable mention goes to Ryan Gauthier (Erasmus University Rotterdam) for his paper with the title Preventing a Repeat of Sochi’s Slaves: Holding the IOC Accountable for the Use of Forced Labour at Olympic Venues (see session 24 ethical aspects for the text of his abstract (p.92)).
The 2015 EASS congress will be held in Dublin, Ireland from 10–13 June. The conference will be hosted at an historic building in the very heart of Dublin City centre. Preparations for the conference are already at an advanced stage and our keynote speakers have been confirmed. The theme of the conference is *Sport, Unity and Conflict*. Sport is often presented as both a unifying concept and practice, perhaps even acting as a dictum, a means through which the people of different nations, classes, cultures and perspectives are brought together in unison. Yet, tension and conflict pervade sport. Within nation-states, and between nations, sport, in its many guises, functions to separate people, to generate difference, even a means to celebrate it. Such schisms intermingle with contradictory movements of harmonious celebration and mutual identification in the context of shifting sporting, and wider social, processes and events. Across Europe, and globally, such tensions are omnipresent – manifest in numerous and differentiated ways. In that sense, sport is often the epitome of feelings of unity and discord. We believe this theme offers those interested in the study of sport and society opportunities to address issues within a wide range of classic domains and newly emerging ones.

Keynote speakers:
- Professor Randall Collins, University of Pennsylvania, USA
- Associate Professor Roberta Sassatelli, University of Milan, Italy
- Professor Anthony King, University of Exeter, England
Changing Landscapes in Sport: dynamics, hybridities and resistance.