

11-2013

Constructs of Globalization and Cultural Competencies: Navigating a Changing Global Economy - NASSS Conference Program 2013

North American Society for the Sociology of Sport

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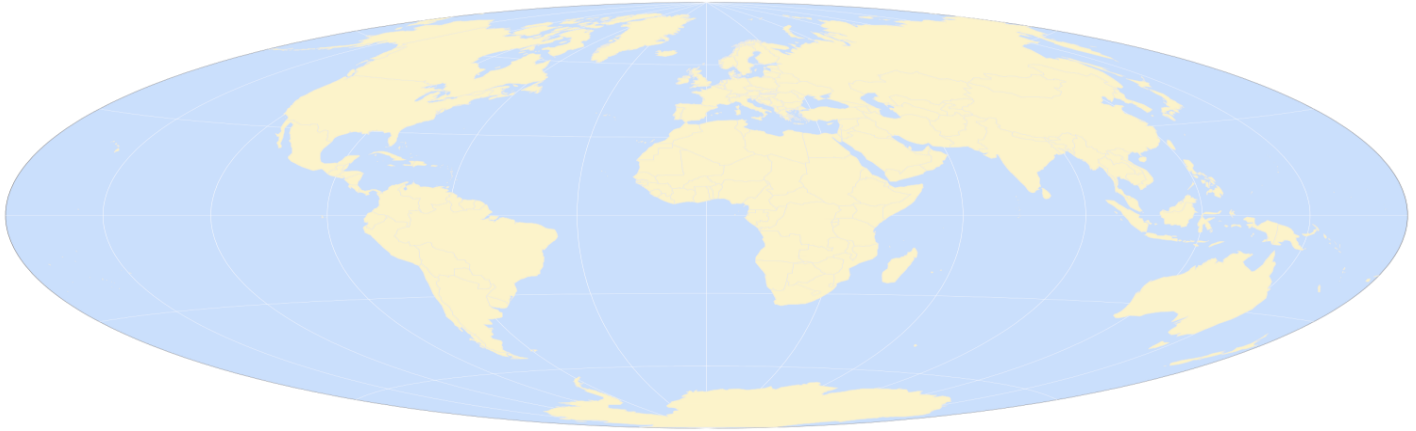
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NASSS



**La Sociedad Norteamericana para la Sociología del Deporte
Société nord-américaine de sociologie du sport
North American Society for the Sociology of Sport**

2013 Annual Meeting
November 6-9, 2013
Conference Hotel - Hilton Quebec
Quebec City, Quebec, Canada

Constructs of Globalization and Cultural Competencies:

Navigating a Changing Global Economy

A Big “Thank You” to all of our Amazing Volunteers

NASSS is very much appreciative of the work done by a number of fabulous volunteers to put together a great conference in Quebec.

Conference Program Committee

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Co-Chair, Nancy Spencer	Bowling Green State University
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Special Acknowledgements

Special thanks to **Nancy Spencer** for her devoted work and positive attitude in assisting with the formulation of this program. She was amazing and we could not have done it without her. Also, **Maureen Smith** for her excellent work in coordinating our onsite conference needs, **Brenda Reimer** for the great job she does counting our pennies and keeping us solvent (IRS), **Joseph Cooper** for his outstanding support of the conference by fielding emails, calls and major support for the conference, **Kathy Jamieson** for her wisdom and advice in our planning stages, **Robert Pitter** for the amazing work he accomplished in creating a system to capture data, monitoring of the web site and fielding multiple communications associated with NASSS, **Victoria Paraschak** for assisting with acquiring the key note speakers and her past contributions, **Billy Hawkins** for his assistance in putting the pieces together, **Michael Malec** for his great support with our list serve and willingness and contagious energy in supporting NASSS, Thomas Caracciola for his devoted time and efforts in formatting and assisting in the production of the program. And for all of those that we did not mention that continue to support NASSS, thanks so much for all you do!

Special Thanks

A special thanks to the following persons for their presence, assistance, gifts-in-kind, and/or financial support: **Gary Sailes** for his sincere financial and spiritual support to the NASSS family, **Peter Donnelly**, **Janice Forsyth** and **Waneek Miller** for your significant contributions to the field and your willingness to support NASSS by sharing your wisdom and scholarship with us, **Toni Bruce** (President) for your leadership and model/mentoring for our organization and upholding the legacy of past NASSS Presidents, the beautiful city of Quebec City, and the **awesome citizens** of a great city for your hospitality and sincere kindness. We are truly blessed to do what we do, with whom we do it, where we do it, when we do it and how we do it! We all should be humbled by the tremendous love that is within NASSS and should never take for granted how wonderful the organization is and the potential we have in front of us.

2013 NASSS Executive Board Members

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Archivist:	Nancy Spencer	Bowling Green State University
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NASSS Informal Session Rules: It is acceptable to session-hop but please do this during/after the question period after each talk. For this reason, it is vital that SESSION PRESIDERS/ORGANIZERS keep presentations in the advertised order.

If a scheduled presenter is unable to attend, please leave this time period open UNLESS advertised in advance.

PLEASE EVERYONE CHECK THE NOTICEBOARD BEFORE EACH SESSION

2013 NASSS Conference General Program

Wednesday, November 6

4:00 pm — 8:00 pm	Registration	Grande Place
8:00 pm	Welcome Reception	Villeray/ De Tourny

Thursday, November 7

7:00 am — 10:00 am	<i>Current NASSS Board Meeting</i>	Lauzon
8:00 am — 6:00 pm	Registration	Grande Place
8:15 am — 9:45 am	Concurrent Sessions I	Courville, Montmorency, Sainte-Foy, Beaumont, Beauport, Belair, Villeray
9:45 am — 10:00 am	Coffee Break	Grande Place
10:00 am — 11:30 am	Concurrent Sessions II	Same as above
11:45 am — 1:15 pm	Concurrent Sessions III	Same as above
1:15 pm — 2:15 pm	Graduate student luncheon	
1:15 pm — 2:30 pm	Lunch on your own	
1:15 pm — 2:30 pm	<i>Sociology of Sport SSJ Editorial Board Meeting</i>	Lauzon
2:45 pm — 4:15 pm	Concurrent Sessions IV	Same as above
4:15 pm — 4:30 pm	Coffee Break	Grande Place
4:30 pm — 6:00 pm	Opening Keynote: Waneek Miller & Janice Forsyth	Palais
6:15 pm — 7:45 pm	Graduate Panel: Professional skills and knowledge for NASSS Grad Students	Courville
7:45 pm	Dinner/Socialize on your own	

Friday, November 8

7:00 am — 8:15 am	<i>Diversity and Conference Climate Committee (DCCC) Committee (DCCC) Breakfast and Meeting</i>	Lauzon
8:00 am — 4:00 pm	Registration	Grande Place
8:15 am — 9:45 am	Concurrent Sessions	Same as above
9:45 am — 10:00 am	Coffee Break	Grande Place
10:00 am — 11:30 am	Presidential Address: Toni Bruce	Palais
11:45 am — 1:15 pm	Concurrent Sessions	Same as above
1:15 pm — 2:30 pm	Take a Student to Lunch	
2:45 pm — 4:15 pm	Concurrent Sessions	Same as above
4:15 pm — 4:30 pm	Coffee Break	Grande Place
4:30 pm — 6:00 pm	NASSS Business Meeting & Awards/ Presentations Followed by Presidential Reception	Palais Villeray/ De Tourny

Saturday, November 9

7:00 am — 10:00 am	<i>New NASSS Board Meeting</i>	Lauzon
8:00 am — 4:00 pm	Registration	Grande Place
8:15 am — 9:45 am	Concurrent Sessions	Same as above
9:45 am — 10:00 am	Coffee Break	Grande Place
10:00 am — 11:30 am	Alan Ingham Keynote: Peter Donnelly	Palais
11:45 am — 1:15 pm	Concurrent Sessions	Same as above
1:15 pm — 2:30 pm	Lunch on your own	
2:45 pm — 4:15 pm	Concurrent Sessions	Same as above
End of Conference	Travel Home Safely	

WEDNESDAY NOVEMBER 6, 2013

4 pm – 8 pm Registration
 8 pm onwards Welcome Reception (*Villeray/De Tourny*)

THURSDAY NOVEMBER 7, 2013

7 am – 10 am Current NASSS Board Meeting (*Lauzon*)
 8 am – 6 pm Registration

8:15 - 9:45 SESSION 1					
Courville	Montmorency	Sainte-Foy	Beaumont	Beauport	Belair
From Pixelated Praxis to Intellectual Activism I (Organizers and Presiders: Ryan King-White and Amber Wiest)	Community-Centered Approaches to Research: Honoring Ourselves as Research Instrument (Organizer: Victoria Paraschak)	Globalization or Americanization? An Exploratory Case Study of European Men's Professional Basketball (Presiders: B. Nalani Butler and Lars Dzikus)	He Did It, the 'Fallen Heroes' of Nike: Tiger Woods, Oscar Pistorious, and Lance Armstrong (Organizers: Stephanie J. Cork and Rob Beamish)	The National Football League and Cultural Neoliberalism (Presider: Thomas P. Oates)	Ethnic Representations of Athletes (Rebecca Allen)
Sam Bernstein	PANEL: Victoria Paraschak, Audrey Giles, Dan Henhawk, Courtney Mason, Brenda Rossow-Kimball, and Joannie Halas	B. Nalani Butler, and Lars Dzikus	Rob Beamish	Thomas P. Oates	Munene F. Mwaniki
Amber Wiest		Cole G. Armstrong	Stephanie J. Cork	Jeffrey Montez de Oca	Nathan Kalman-Lamb
Kyle Bunds		Jamel E. Lavine and R. Pierre Rodgers	Steven R. Thomsen and Harper Anderson	Kimberly S. Schimmel	Wenyan (Kelly) Xu and Ketra Armstrong
William Dyer & Ryan King-White				Adam Rugg	Ellen J. Staurowsky

9:45 am – 10 am Coffee Break (*Grande Place*)

10 - 11:30 SESSION 2						
Courville	Montmorency	Sainte-Foy	Beaumont	Beauport	Belair	Villeray
Accounts of African American Male Student-Athletes (Organizers: Wardell Johnson and Charles Crowley)	Media's Role in Constructing the Global Sports Hero (Presider: Robin Hardin)	Experiences of Nature and Outdoor Sports (Presider: Claire Williams)	Critical Discourses on Sport (Presider: Rebecca Allen)	Internalization and Coaching Diversity in U.S. Athletics (Presider: Billy Hawkins)	Generating Student Understanding beyond Binaries and Calcified Identities	On Endurance and Socio-Cultural Aspects of Running (Organizers and Presiders: William Bridel, Jim Denison, and Pirkko Markula)
Wardell Johnson and Charles Crowley	PANEL: Robin Hardin, Timothy Mirabito, and Joshua Pate	Josey L. Field	Bogdan Ciomaga	Kipchumba Byron and Jepkorir Rose Chepyator-Thomson	WORKSHOP Organizers and Presiders: DeAnne Davis Brooks and Katherine Jamieson	P. David Howe
Charles Crowley, Algerian Hart and Vince Wilson		Kyle A. Clarke	Dunja Antunovic	Ryan J. Turcott		Maylon Hanold
Jeremy M. Cheeks and Akilah Carter-Francique		Andrew R. Meyer & Kelli McMahan	Kristi Tredway	Jepkorir Rose Chepyator-Thomson		Fred Mason
		Li-Shiue Gau, Yu-Mei Wei, Shiou Rung Chang, and Yung Dong	Kass Gibson			Theresa Walton

11:45 – 1:15 SESSION 3				
Courville	Montmorency	Sainte-Foy	Beaumont	Beauport
Feminist Cultural Studies: Uncertainties and Possibilities (Presider: Vicky Paraschak)	Between Perception and Reality Lies Someone's Truth: Research on U.S. College Sport Issues (Presider: Michael Malec)	Sports Fans and Fanatic Behaviors I (Presider: Meghan Ferriter)	Crippling Cultures of Capacity: Disability Movement(s) in the Ableist World (Presider: Jason Laurendeau)	Justifying Sport Sociology Courses in a Business Oriented World
ROUNDTABLE: Mary Louise Adams, Judy Davidson, Michelle Helstein, Katherine Jamieson, Kyoung-yim Kim, Samantha King, Mary G. McDonald, Geneviève Rail	Richard Southall	Allison J. Musser and Jacqueline McDowell	Danielle Peers	ROUNDTABLE Organizer and Presider: Justin C. Harmon
	Jason Lanter	Kiernan O. Gordon	Lindsay Eales	
	Joel Cormier and Samrya Rose Safraoui	Andrew McKinney	P. David Howe	
	Ellen Staurowsky & Michael Proska	Lawrence W. Judge and Emese Ivan	Blake MacMillan & Chantal Fowler	

1:15 pm – 2:30 pm *Sociology of Sport Journal* Editorial Board (Lauzon)

1:15 pm – 2:15 pm **Graduate Student Lunch Meeting (and elections)**

1:15-2:30 Lunch on your own – newcomers meet in the foyer

2:45 – 4:15 SESSION 4						
Courville	Montmorency	Sainte-Foy	Beaumont	Beauport	Belair	Villeray
Play and the Politics of Life (Organizer and Presider: Caroline Fusco)	Risky Business? Discourses of Health and the Body in Sport (Presider: Mary G. McDonald)	Sport and Religion (Organizer and Presider: Lars Dzikus)	Sports Fandom and Inequality (Presider: Katie Esmonde)	Foucauldian-Inspired Physical Activity (Organizer and Presider: Jim Denison)	Sport, Culture, & Education at Historically Black Colleges and Universities (HBCUs) (Organizers/Presiders: Joseph N. Cooper and Billy Hawkins)	Tools and Techniques for Teaching Sociology of Sport
Stephanie Alexander and Katherine Frohlich	Geneviève Rail, Fiona Moola, Shannon Jette, Moss E. Norman and Haifa Tlili	Lars Dzikus and Steven Waller	Katie Esmonde, Cheryl Cooky, and David L. Andrews	PANEL: Jim Denison, Brian Gearity, and Pirkko Markula	Gary Sailes	WORKSHOP Organizer and Presider: Justin C. Harmon
Caroline Fusco, Katherine Frohlich, Danielle Di Carlo, Paloma Holmes, and Stephanie Alexander	Nancy Theberge	LeQuez Spearman	Dunja Antunovic and Michelle Rodino-Colocino		J. Kenyatta Cavil	
Elizabeth S. Cavalier	Mary G. McDonald	Charles H. Wilson, Jr. and Cheryl R. Rode	Katharine Jones		Joseph N. Cooper and Billy Hawkins	
Patrick Jachyra		Andrew Meyer, Christopher Wynveen & Andrew Gallucci	Vicky L. Grygar		Demetrius Pearson & Eddie Lam	

4:15 pm – 4:30 pm Coffee Break (*Grande Place*)

4:30-6 pm	OPENING KEYNOTE	Palais
Janice Forsyth and Waneek Miller		
“SOMETIMES it feels like we’re trying to move clouds: Perspectives on activism and Aboriginal sport”		
Introduction by Victoria Paraschak		
<p>Some of the most important moments in our journeys through Aboriginal sport have not been the attention-grabbing, resume-building activities that we have sometimes been involved in. This is because it's hard to see the tangible changes, hopefully good, that come from our involvement in and around those spaces: the committees, advisory groups, boards of directors, and such. To us, this work can feel very much like trying to move clouds: all that happens is that the matter gets disrupted and the shape changed a bit. This keynote, shared between two friends and colleagues, will focus on what we have learned from our involvement in Aboriginal sport, as athletes, coaches, administrators, researchers, teachers, students, media commentators and organizers. Through telling our personal stories, and relating our hands on experiences and the realities of the indigenous communities that we have witnessed, we will show how activism became a part of our lives, what it means to us, and how we use it to advocate for change.</p>		

6:15 pm – 7:45 pm Graduate Panel: Professional Skills and Knowledge for NASSS Grad Students	Courville
Presider: Letisha Brown PANEL: Letisha Brown, Cheryl Cooky, Peter Donnelly, Ryan King-White	
<p>This year's Panel focuses on professional and academic issues facing graduate students. Panellists share their knowledge and expertise on topics including: making the most of the conference experience, networking, building your CV, finding a post-doc, the academic job search, and research collaboration. This panel offers the chance ask questions and learn in a relaxed, student-focused environment.</p>	

FRIDAY NOVEMBER 8

7 – 8.15 am Diversity and Conference Climate Committee (DCCC) (Lauzon)

8 – 4 pm Registration (Grande Place)

8:15 – 9:45 SESSION 5						
Courville	Montmorency	Sainte-Foy	Beaumont	Beauport	Belair	Villeray
Why are all the ___ Athletes Sitting Together at Practice? (Organizer and Presider: Jenny Lind Withycombe)	From Pixellated Praxis to Intellectual Activism II (Organizers and Presiders: Ryan King-White and Amber Wiest)	Gender and Embodiment (Presider: Karima Dorney)	Sport for Development I (Presider: B. Nalani Butler)	Ethnographic Discourses in Sport I (Presider: Robert Lake)	Albeism and Paralympics (Presider: TBA)	(Bio)Pedagogical Struggles: Exploring the Negotiation of Body Size and Health (Presider: Shannon Jette)
WORKSHOP: Why are all the ___ Athletes Sitting Together at Practice? The Importance of Developing Cultural Humility in our Professional Practice	PANEL: Ryan King-White, Amber Wiest, Cathy van Ingen, and Callie Batts Maddox	Jennifer C. Wigglesworth	Abigail C. Hill, Cheri Bradish, and Lucie Thibault	John M. Paul and Sharla Blank	Eli A. Wolff, David Legg, Mary Hums, Ted Fay, and Cathy Macdonald	Annelies Knoppers, Noortje van Amsterdam and Daphne van der Hoogte,
		Christine Carey	Rob Millington	Michele K. Donnelly	Shane Kerr and P. David Howe	Claire Carter and Krista Baliko
		Katja Pettinen	Jon Welty Peachey and Adam Cohen	Matthew Hawkins	Joshua R. Pate, Timothy Mirabito, and Robin Hardin	Shannon Jette and Erica Doxzen
		Trisha M.K. Xing	Yosuke Washiya	Meghan M. Ferriter	Sarah E. Stokowski and Robin Hardin	

9:45 am – 10 am Coffee Break (Grande Place)

10-11:30	PRESIDENTIAL ADDRESS	Palais
Toni Bruce		
Marking/Making the Normal: Interrogating the discursive fluidity of sports media		
Introduction by Nancy Spencer		
<p>In this address, I weave together more than 25 years of researching the opportunities, limits, and entanglements created by discourses that flow through, and constitute, the sports media field. I am interested in both the continuities and the spaces in which those continuities are (usually temporarily) disrupted; the moments when those who are usually marginalized or Othered cross the boundary into forms of public visibility that illuminate existing power relations. I frame the discussion around Stuart Hall’s notion of articulation (see Grossberg, 1986) and explore some of the myriad ways in which the sports media functions as a potent and conservative cultural force that continually marks/makes and re-marks/re-makes the boundaries of Normality (Us-ness) and Otherness (Them-ness). Through case studies of media coverage of disability, race/ethnicity, gender and nationalism, I hope to demonstrate the relative ‘power’ of multiple discourses that traverse the sports media field and the complex ways they interact to create conditions that may dramatize, reinforce or occasionally weaken (but not disrupt entirely) the dominant discourses of sport.</p>		

11:45 – 1:15 SESSION 6						
Courville	Montmorency	Sainte-Foy	Beaumont	Beauport	Belair	Villeray
Media Coverage of Mega-Events II (Presider: Guilherme Reis Nothen)	The Scholar’s Corner: NASSS Promoted Scholarship Activities (Presiders: Demetrius Pearson and Letisha Brown)	Technologies of the Body (Presider: Pirkko Markula)	Sport for Development II (Presider: Suzanne Laberge)	Politics of LGBT Activism (Presider: Jeffrey Montez de Oca)	Sexism in Sports Journalism (Presider: Rebecca Allen)	Meanings of Pain and Injury (Presider: Maylon Hanold)
Claudia Samuel Kessler	PANEL: Cheryl Cooky, (Book Award) Mary Louise Adams (Article Award) Theresa Walton, (Barbara Brown Student Paper Award) Letisha Brown, (Grad Student Rep) Mark Norman, (Grad Student Rep) Demetrius Pearson, (DCCC), Michael Atkinson, (SSJ Award)	Bahar Tajrobehkar	Jared D. Kope and Alexandra Arellano	Shaun Edmonds	Steve L. Bien-Aime	Deana E. Simonetto
		Jesse L. Couture	Sophie Gartner-Manzon and Audrey R. Giles	Erica Rand	Sada J. Reed	Jason Laurendeau and Dan Konecny
		Kristine Newhall	Craig D. Cameron	Jules Boykoff	Simon A. McEnnis	Jacqueline Yeldon and Robert Pitter
		Sarah C. Barnes	Velina B. Brackebusch and Billy Hawkins		Annemarie Farrell	

1:15-2:30 TAKE A STUDENT TO LUNCH

2:45 – 4:15 SESSION 7						
Courville	Montmorency	Sainte-Foy	Beaumont	Beauport	Belair	Villeray
Representations of Female Athletes (Presider: Pirkko Markula)	The Politics of Research: Evidence, Knowledge, and Praxis (Presider: Jason Laurendeau)	Gender, Race, and Sport Discourses (Presider: Jeffery Montez de Oca)	College Athletics in the U.S. (Presider: Rebecca Allen)	Embodiment and Health Issues (Presider: Karima Dorney)	Assemblage, Media Analysis, and Place (Presider: TBA)	Olympics and Globalization (Presider: B. Nalani Butler)
Letisha E. Brown	PANEL: Michael Atkinson, Michael D. Giardina, Joshua I. Newman, Michele K. Donnelly, and Jason Laurendeau	Dain H.W. TePoel	Adam Love and Matthew W. Hughey	Scott Carey	Oliver J. C. Rick	Terrence G. Teixeira
Steven L. Bien-Aime		Malia Allen, Kyoung-yim Kim, and Michael Malec	Charles D. Macaulay	Julie Maier and Shannon Jette	Michael T. Friedman	Linda K. Fuller
Nancy E. Spencer		Robert J. Lake	DeAnne Davis Brooks	Haifa Tlili		
Judy Liao			Jonathan W. Evans and Jeffrey C. Petersen	Yuchi Chang		

4:15 pm – 4:30 pm Coffee Break (*Grande Place*)

4:30 – 6	NASSS Business Meeting and Awards/Presentations FOLLOWED BY PRESIDENTIAL RECEPTION (<i>Villeray/De Tourny</i>)	Palais
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SATURDAY NOVEMBER 9

7 – 10 am New NASSS Board Meeting (*Lauzon*)

8 – 4 pm Registration (*Grande Place*)

8:15 – 9:45 SESSION 8						
Courville	Montmorency	Sainte-Foy	Beaumont	Beauport	Belair	Villeray
Wellness Discourses and Institutions (Presider: TBA)	Sport Experiences of Asians and Asian Americans (Presider: TBA)	Women in Leadership in Sport (Presider: TBA)	Media Coverage of Mega-Events (Presider: Maura Rosenthal)	Marginalizing Aboriginal/Indigenous Peoples in Physical Activity (Presider: B. Nalani Butler)	Institutionalizing Youth Sport (Presider: TBA)	Representations of LGBT Youth (Presider: TBA)
Rebecca M. Allen and Gary Sailes	Ik Young Chang	Esther Lee and Billy Hawkins	Liv Yoon	Courtney Mason and Josh Koehli	Bethan C. Kingsley and Nancy Spencer-Cavaliere	Evan Brody
Sarah K. Gray and Courtney Szto	Yomee Lee	Megumi Seki	Yuka Nakamura	Tricia D. McGuire-Adams	Michael Atkinson	Anima Adjepong
Matt Ventresca and Jennifer Brady	Caiyan W. Chen	Todd W. Crosset, Janet Fink, and Nefertiti Walker	Maura B. Rosenthal and Jennifer K. Mead	Lauren A. Brooks	Christine Dallaire and Jean Harvey	Trisha M. K. Xing, Dawn Trussell, and Austin Oswald
Yeomi Choi	Chia Hui Cheng and Dong-Jhy Hwang					

9:45 am – 10 am Coffee Break (*Grande Place*)

10:30-11:30**ALAN INGHAM KEYNOTE****Palais****Peter Donnelly****Introduced by Bruce Kidd****Who Owns Sport?: Some implications of considering sport as a cultural common**

There has been a resurgence of scholarship on 'the commons', but that research has barely touched on sport and other forms of physical culture, and where it has it is only in marginal ways. This paper will argue for consideration of all forms of sport and other forms of physical culture as a cultural commons; consider issues of ownership and enclosure; and suggest some of the implications that emerge from considering sport and other forms of physical culture as a cultural commons.

S**11:45 – 1:15 SESSION 9**

Courville	Montmorency	Sainte-Foy	Beaumont	Beauport	Belair	Villeray
Pedagogy, Pinkwashing, Revolution: De/Militarizing Masculinity and Sexuality in Colonized/ing Sport (Organizer and Presider: Heather Sykes)	Socioeconomic Inequalities and Sport (Presider: Diana Cohen)	Rethinking Violence in Sport (Presider: Jane Stangl)	Assessing and Developing Coaches and P.E. Teachers (Presider: TBA)	Female Identity Development in Sport (Presider: Suzanne Laberge)	Social Inclusion through Recreation (Presider: TBA)	Putting Dance into Cultural Studies (Presider: Jim Denison)
Satoko Itani	Jay Scherer, Jordan Koch, and Nicholas L. Holt	Tracy A. Supruniuk	Lara Killick	Carly Adams and Stacey Leavitt	Kyle A. Rich and Laura Misener	Marianne Clark
Tyler Carson and Heather Sykes	Mark A. DiDonato and Joshua Newman	Chris M. McLeod and Mike E. Armstrong	Sandra Peláez	Erin L. Morris, Jacqueline McDowell, and Jeremy Robinett	Michelle Gilbert	Kate Davies
Manal Hamzeh and Heather Sykes	Lisa Swanson, Jacob Bustad, and David Andrews		Vincent A. Wilson and Algerian Hart	Katrina Krawec		Pirkko Markula
Brenda A. Riemer and Leigh Ann Danzey Bussell			Hector Mackie	Jennifer L. Fiset		

1:15-2:30 Lunch on Your Own**2:45 – 4:15 SESSION 10**

Courville	Montmorency	Sainte-Foy	Beaumont
Issues in American Football (Presider: TBA)	Emerging Sports and Constructed Identities (Suzanne Laberge)	Sports Fans and Fanatic Behaviors II (Presider: TBA)	Olympic Narratives of the Nation (Presider: Barbara Ravel)
Kent L. Kaiser and Caleb Glass	Tyler Dupont	Gertrud Pfister and Verena Lenneis	Caroline Piquette, Michèle Lajeunesse, and Barbara Ravel
Sarah A. Lazzeroni	John Vlahos	Joseph M. Bradley	Daniel C. Burdsey
Matt Hawzen	Audrey R. Giles, Gwenyth Stadig, Francine Darroch, Meghan Lynch, Michelle Doucette, and Shaelyn Strachan	Ken Sumida, Ben Wooliscroft, and Mike Sam	Haozhou Pu and Michael D. Giardina
Cedric K. Utley and Algerian Hart	Xavier G.A. Clement		

Conference ends – Travel home safely

ABSTRACTS By SESSION

THURSDAY 8:15 - 9:45 SESSION 1

Boulevard of Broken Dreams: The Perils of Public Intellectualism

Courville

Sam Bernstein, Towson University

Over the course of the past year I became involved in a working relationship with my neighbor in an effort to benefit my community by providing academic resources and support for various community concerns and desires. At first, our work and growing friendship was exciting and productive. Each project emerged from our direct communication and friendship. One project, sought to create a 'public' memorial for individuals and communities affected by urban decline, most notably through cycles of violence. Another project worked on creating a community basketball court and after-school program for the area. The possibilities in the relationship were seemingly endless. However, the fissures that existed between my privileged academic self and my neighbor's hardscrabble upbringing were ultimately untenable. My neighbor's brother-in-law was shot dead in front of his two children days after our first academic presentation, while later that evening I received congratulatory emails regarding the presentation. This presentation will offer a "real" problem with Denzin and Giardina's (2013) and King-White's (2013) argument that we need to be public intellectuals engaged with the communities we research.

"Where Have all the (Public) Intellectuals Gone?" Contemplating Praxis and Intervention in (and through?) Academia

Amber L. Wiest, Florida State University

Grant Jarvie asserts that "in the age of the knowledge economy we have somehow managed to combine the widest ever participation in higher education with a reduced participation of the intellectual in public life" (2009, p. 13). This is troubling in a moment when corporate precedence perpetually substitutes for public interests and academics are continually nudged into narrowing spaces of specialized niches' often fleeing from public engagement. Importantly, and not necessarily due to lack of interest or compassion, this plight can be repeatedly ascribed to the demands placed on tenure track faculty (and graduate students!) to secure positions as grant-producing service providers (McClennan, 2010). Thus, with these concerns, the purpose of this paper is to explore how we "as students, as mentors, as faculty, as administrators, as critical pedagogues, as sensitive collaborators" can (re)connect higher education to projects that encourage the role of the academic in public life. Specifically, I share my experiences working with a non-profit youth development organization, Girls on the Run, and analyze the often messy (and conflicting) ways we enter, participate in, and position ourselves (with)in our research "sites" not to overlook how and when we leave these organizations and communities. This is not just a question of how we "do research", but more importantly, what the purpose is of our research: How do we work towards (re)imagining ways to go about performing praxis committed to involving our (embodied and reflective) selves in various 'context' and in careful 'ways' to enact meaningful social change?

On the Messiness of Activism from the Inside: Global Water Charities, Organizational Ethnography, and the Politics of Change

Kyle Bunds, Florida State University

This presentation is part of a larger project on global water charities that spans multiple countries, constituencies, and subjectivities, a project in which I examine and critique water charities that exist for the purpose of raising funds to provide clean drinking water to those in developing countries, and who do so in many cases through the use of sport. Initially, I planned on aggressively critiquing these water charities, which per their promotional documents supposedly act on behalf of those who have been failed by governmental and corporate negligence from the outside. Goodall (1988) reminds us, however, that such organizational analyses cannot be done from the outside; rather, they must be done from the inside, as one of "them", in order to levy both honest critique and propose realistic solutions. As such, I traverse the messiness of doing something, finding myself not merely as an observer of four international water agencies in three different countries, but as an active fundraiser, co-conspirator, and employee for them. In so doing, I offer an argument for the importance of activism from the inside, heeding the call of Goodall (1988), Giardina and Newman (2011) and Carrington (2012) for critical scholars to get their hands dirty, to get out from behind our desks and do something about that which we are critiquing.

King's Dream, Goodell's Legacy: The Vision and Reality of the Rooney Rule

Cedric K. Utley, Western Illinois University and Algerian Hart, Western Illinois University

The National Football League's annual hiring period for new head coaches concluded in a surprising manner. Of the eight open positions no qualified black coaches were hired or arguably, even taken into serious consideration. The Rooney Rule, which was originally created to assist qualified African Americans gain exposure and recognition in the hopes of securing a NFL head coaching position is once again under heavy scrutiny from media outlets. Seemingly, "The Rooney Rule" has produced more controversy than positive results. While the NFL's placement of the Rooney Rule is well intended, arguably the execution is flawed. The intentionality, accountability, and identification of those who must abide by the rule will be the focus of this research and discussion. Collins research in 2007 identified barriers minority head coaching candidates face are recycling, tokenism, unconscious bias, and old boy networking. Economic and statistical information will be incorporated to illustrate the effects of the rule while historical accounts will be used to compare the NFL's policies toward embracing minority coaching hires pre and post implementation of the Rooney Rule (Madden, 2011). Sections from Martin Luther King Jr.'s "I Have A Dream Speech" will serve as a reflection tool to foster the discussion of access in the NFL.

Tell the Captain the Boat's Not Safe and We're Drowning (turns out he's the one making waves): The Curious Case of Towson University Baseball

William Dyer, St. Mary's College and Ryan King-White, Towson University

PCS scholars have long called for progressive intervention within the field (cf. Andrews & Giardina, 2008; Denzin & Giardina, 2013). As I (Ryan) have outlined elsewhere (2012) though this has taken place in the broad Sociology of Sport field those espousing this argument within PCS have been a little slow in the activist uptake. As such, this presentation will hopefully serve

both as an empirical call-to-arms, and a prime example of how such activism "looks" by delineating exactly how a PCS scholar, with the help of other committed activists, have tenuously helped save Towson University baseball throughout the course of the 2012-2013 academic year. More specifically, we will discuss how difficult such activism is to partake in as non-tenured faculty and family members, and the careful choices that were made to realize this relatively unprecedented achievement. We also aim to outline that although the pathway toward 'saving' the baseball team seems bright there is still much work to be done. Finally, this presentation endeavors to encourage others within PCS to do the same within their theoretical and empirical foci.

PANEL: Community-Centered Approaches to Research: Honing Ourselves as the Research Instrument

Montmorency

Organizer: Victoria Paraschak, University of Windsor

Participants: Audrey Giles, University of Ottawa; Dan Henhawk, University of Waterloo; Courtney Mason, University of Ottawa; Brenda Rossow-Kimball, University of Regina; Joannie Halas, University of Manitoba; Victoria Paraschak, University of Windsor

Researchers are the research instrument; they socially construct the problems tackled, theoretical frameworks employed, methods used and analyses provided. In this panel session, a group of scholars who have explored Aboriginal engagement in physical activity discuss themselves as researchers. This reflection is guided by a strengths perspective and the practices of hope. We will each reflect on our lives as academics doing our research, by identifying what are 1) our strengths, 2) the resources we have been able to draw upon, and in keeping with the practices of hope, 3) the ways that we have been co-transformed in our relationships through our research process, and 4) how our research process has been clarified/alterd to better fit the ways we have been coming to know ourselves and those we work with. As preparation, we will explore tentative answers to these questions with each other to enhance our individual insights. After a brief introduction on key ideas tied to a strengths and hope analysis, each panelist will speak for about 10 minutes on the 4 questions listed above. We will then open up discussion to include the audience concerning our overall goal: adopting a reflective, creative and meaningful process for "doing" research that is community-centered.

Globalization or Americanization? An Exploratory Case Study of European Men's Professional Basketball

Sainte-Foy

B. Nalani Butler, University of Tennessee and Lars Dzikus, University of Tennessee

This presentation will be on a study that examined the migration of American men's basketball players to European professional club teams and how the migration of American basketball players has impacted European men's professional basketball. An exploratory case study methodology was employed in which a purposive sample of both American and European professional basketball players from one team were interviewed about their experiences playing professional basketball in Europe. A total of 12 (six American and six European) professional basketball players who played in the 2012-2013 basketball season participated in this study on sport labor migration. This qualitative study employed a multi-layered approach in which semi-structured interviews, observations, and document analyses were used to understand the impact of American basketball players on European men's professional basketball. Both American and European players answered questions pertaining to their experiences playing in a culturally diverse setting, view of national identity, and view of sporting identity. Maguire's (1999) typology of sport labor migration was used as a framework for understanding recent trends in sport labor migration.

The NHL's New Economic Reality? Labor Migration, the KHL, and Ilya Kovalchuk

Cole G. Armstrong, Florida State University

In this presentation, I examine the migratory labor patterns and practices of the Kontinental Hockey League (KHL) as read through a case study of former New Jersey Devils hockey star Ilya Kovalchuk. Briefly stated, Kovalchuk, a Russian player who was the face of the Devils franchise, retired at 30-years-of-age from the National Hockey League (NHL) on July 11, 2013, only three years into his ten-year, \$100-million contract with the Devils. Almost immediately thereafter, however, he signed a 4-year, \$60 million contract with SKA St. Petersburg of the KHL. North American media reports condemned Kovalchuk's decision while also drawing into question the labor practices of the KHL. Drawing from the work of Joe Maguire, Toby Miller and Richard Elliot, I will examine the mediated backlash to Kovalchuk's move and the (potential) existential "threat" the KHL poses to future NHL labor/contract negotiations. At the same time, I confront the personal biases I seem to hold against 'Russian' players myself. Having grown up in Saskatchewan, Canada during the halcyon days of international hockey competitions (i.e., 1980s/1990s), I self-reflexively interrogate how my hockey thinking/viewing has for much of my life been fostered with a mix of Canadian nationalism and Don Cherry-istic anti-European sentiment.

The Woeful Wizards: Examining the Cultural Values of Winning and Losing for the NBA's Washington Wizards

Jamel E. Lavine, George Mason University and R. Pierre Rodgers, George Mason University

The Washington Wizards are one of multiple franchises to have won a championship in the National Basketball Association (NBA). This happened in 1978. Since then, the franchise has been recognized more for its penchant to lose, falter, and underperform. The Wizards have compiled seasons of losing records with the occasional glimmer of hope that the upcoming season will be markedly different from previous one. In this preliminary analysis, we offer possible explanations as to why the franchise has been among the worst performing in the NBA when there are ample opportunities to improve via the NBA Draft, free agency, or off season player development. Employing rhetorical ideological criticism, we analyze sportswriters' discourse from the *Baltimore Sun* and *Washington Post* newspapers to discern recurring value-based themes that highlight the franchise's missed opportunities. Borrowing from the work of Trujillo and Ekdorn (1985), we hope to examine cultural and sociological aspects of themes as reflected in the articles written by local sportswriters of the Wizards in selected columns.

Rob Beamish Department of Sociology Queen's University Kingston, ON

No body better embodies the contradictions which Foucault identifies between legitimized power based on sovereignty, right, and juridical rule versus that of the disciplinary society, than Lance Armstrong. This paper begins by drawing upon Foucault's work, developed most overtly in *Society Must Be Defended*, to outline the discourse of sovereignty, right, and juridical rule and how that discourse serves to legitimate certain centralized, international sport organizations' discourse on truth and right in sport. The paper then examines how the practices and technologies of power within the discourse of disciplinary society generate discourses and knowledges at the local level that conform to and conflict with the dominant sport discourse, are marginalized and suppressed by that discourse and the predominant international sport organizations but flourish nonetheless and continually challenge the dominant sport discourse. Keywords: sport, Foucault, Lance Armstrong, power.

Dig Dat Oke (Love That Guy): Transgressions and Boundaries

Stephanie J. Cork, University of Maryland, College Park

Under fire in a trial by media the "Greek Tragedy" of Oscar Pistorius exemplifies the fallen hero trope. Once the poster boy of South Africa showcasing vindication through the realm of sport, Pistorius' contested body is now demonstrative of a conflicted and violent culture in South Africa. There is no shortage of coverage on this good boy gone bad, and the scrutiny paid to the events that took place earlier this year showcase the fascination the public has with his tribulations. Nike quickly responded though pulling Pistorius from their campaigns and distancing themselves from the now tarnished image of the athlete, "I am the bullet in the chamber." This in no way however, diminishes what this body has done to transgress the boundaries between able-bodied and disability sport, and though character is seen as central to the sporting body, this space should be deconstructed, to reveal the societal stressors that are placed on the sporting hero. Further, willful blindness/suspension of disbelief was required by the Nike brand, whitewashing over an individual who had a history of domestic violence and participated willingly in the gun culture in SA. Overall, this presentation looks to not diminish the "Paralympic hero" but instead confront the Sporting Industrial Complex that leads to such extraordinary expectations and the fallout and media outrage that occurs when unattainable ideals are not met.

Using the Rhetoric of Atonement to Analyze Lance Armstrong's Failed Attempt at Redeeming His Public Image

Steven R. Thomsen, Brigham Young University and Harper Anderson, Brigham Young University

In October 2012, former seven-time Tour de France champion Lance Armstrong was stripped of his victories and banned from professional cycling after the United States Anti-Doping Agency (USADA) reported that he had lied about secretly using performance-enhancing drugs throughout his career. This essay analyzes the apologetic and atonement strategies employed by Armstrong during a two-part television interview with Oprah Winfrey in January 2013. Our analysis uses the framework of Benoit's (1995) Theory of Image Restoration Discourse, Koesten and Rowland's (2004) discussion on atonement rhetoric, and Shepard's (2009) Theory of Simulated Atonement. In this essay, we argue that Armstrong's attempts at mortification were undermined by his continued evasion of responsibility and his failure to outline a corrective course of action. Throughout the interview, Armstrong refused to describe his behavior as cheating and repeated past claims that he was merely a victim of the doping culture in professional cycling. We conclude that this failure to provide an authentic rhetorical atonement prevented him from redeeming himself among media and fans, as indicated by an examination of post-interview media antapologia. This paper raises issues about the ethics of self-defense strategies used by professional athletes caught in highly publicized controversies.

Taking Charge: NFL Coaches and Self Help Literature

Thomas P. Oates, University of Iowa

A key strategy of neoliberal governance has been to place a special emphasis on personal self-improvement in ways that connect to broader programs for population management (Rimke, 2010). This paper explores how these strategies work through sport, focusing attention on self-help works authored by National Football League coaches. These texts, targeted at a male audience, seek to extend football's "life lessons" to the spheres of business, the family, and spiritual leadership, reasserting the value of patriarchal leadership for each. In this paper, I examine works written or co-written by current or former NFL coaches Tony Dungy, Rex Ryan, Bill Walsh, and Pete Carroll to illustrate how these texts connect ideas about race, gender and hierarchy to neoliberal regimes of governance.

Reaching the Kids: NFL Youth Marketing Strategies

Jeffery Montez de Oca, University of Colorado, Colorado Springs

This paper looks at how the National Football League (NFL) markets its products to youth in the United States (and around the world). At a time when youth have far more leisure activities to choose from (soccer, skateboarding, video games, social media, etc.) and there are increasing concerns about American football's health risks, we see the NFL engaging in increasingly sophisticated marketing campaigns directed at youth and their parents. The NFL has expanded its messaging in a variety of ways: youth oriented social media, such as NFL Rush Zone; online video games, such as Rush Zone Megacore; and funding for public schools, such as PLAY 60 Super School Contest. Additionally, the NFL has developed channels to disseminate health and safety oriented messaging through web sites such as NFL Evolution. This paper views the NFL's marketing as technologies of governance that simultaneously work to construct NFL fan subjectivities and construct the NFL as a responsible manager of youth health.

The Long Arm of the Law: Extending the Reach of US Security Policy through the NFL's Super Bowl

Kimberly S. Schimmel, Kent State University

The "grim alignment" (Giroux, 2004, p. 45) of the state with corporate power, transnational corporations, and military force is one of the hallmarks of neoliberalism. In the US, the inclusion of sports stadiums into national security policy has created a

unique and unprecedented institutional relationship between the US Department of Homeland Security, sports league owners, facility managers, and individual citizens. US security strategies now extend through sport in ways not seen, and not possible, in a pre-9/11 context. The extra security demands of hosting a Super Bowl, for example, have been leveraged by all levels of US government and police to forge linkages across various agencies and expand capabilities of tracking and surveillance. In addition, legal structures now appear to equate sport spectators with soldiers at war. These security strategies connect sport entrepreneurs (in this case, the NFL) and the US government in mutually beneficial ways that help secure sport events profits and help implement and secure consensus for the US's counter-terrorism policies. In this panel discussion, I extend my own work (Schimmel, 2012, 2012) and Jon Coaffee's (2009, p. 9) recent work on urban resilience that contends that in the present historical moment, "security is becoming more civic, urban, domestic, and personal."

America's Game: The NFL's "Salute to Service" Campaign and Corporate Citizenship

Adam Rugg, University of Iowa

This paper examines the National Football League's (NFL) construction of itself as an American public institution through the "Salute to Service" campaign that was launched in 2012 to celebrate the United States military. During the campaign, each NFL team picks one game in the month of November to honor a branch (or branches) of the military. These games then become extravagant spectacles of patriotic display, filled with special opening and halftime ceremonies, massive card stunts performed by the crowd, and the adorning of NFL-branded camouflaged ribbons on everything from the game football to the end zone pylons. While military imagery and nationalistic symbolism are common in American sports, the "Salute to Service" campaign operates within a larger sphere of goodwill activities performed by the NFL, such as the "Crucial Catch" campaign against breast cancer, the "Play 60" campaign against childhood obesity, and the variety of charitable giving and game day gestures in the wake of tragedies such as the Sandy Hook shooting and Hurricane Sandy. These campaigns all work together to construct the league as not just a compassionate corporate citizen passively embodying "American values," but as an ideologically active and authoritative American public institution.

Black African Immigrant Athletes: Representation, Blackness, and Diaspora

Belair

Munene F. Mwaniki, University of Illinois at Urbana-Champaign

In this paper I use archival sports media data and preliminary interview data collected in the US and combine it with previous research done in the US and Europe to paint a picture of how black immigrant athletes have been used and interpreted by local/national media outlets to the detriment of both the 'native' and immigrant black populations in Europe and the US. Specifically, the discourse surrounding black immigrant athletes routinely constructs them as hard working and humble, values in line with the white dominated neoliberal political structure. These constructions play off of popular negative stereotypes of native black athletes as 'divas' and remarginalizes native black communities in Western countries. Concurrently, black immigrant athletes remain an exotic attraction with little real influence over media constructions of themselves or places of origin. In short, sports media uses highly visible black athletic migrants against blackness as a whole in order to maintain white supremacy. I argue that, while this specific discursive usage of black immigrant athletes is often hinted at in previous research, we can be more explicit and theorize further, beyond the nation, and make transnational, or global, links that highlight processes of global anti-black racism in sport and sports media.

Deconstructing Lin-sanity: Is Jeremy Lin a Model Minority Subject?

Nathan Kalman-Lamb, Social and Political Thought, York University

In this presentation, discourse analysis will be used to explore the ways in which National Basketball Association player Jeremy Lin has been represented. As an elite athlete, Lin defies stereotypes associated with East Asians as a model minority writ large, belying assumed norms of passivity and hyper-intellectualism. Though Lin's narrative seems to stand as a counter-story to the hegemonic myth, such a reading is overly simplistic. The representation of Jeremy Lin, in fact, serves to reproduce the myth of the model minority and disseminate it through one of the most popular forms of contemporary culture in America: sport. While Lin participates in a non-traditional occupation, he still comes to embody precisely the sort of attributes associated with the model minority: hard work, discipline, intelligence, and a general acceptance of the prevailing norms of whiteness and capitalism. As such, he comes to serve a particularly useful disciplinary function for both hegemonic and subordinated groups in American society. For the white majority, Lin becomes an unthreatening face for non-white labour, making it easier to palate the pivotal role this labour plays in the US political economy. For other non-white subjects, Lin models the mode of behaviour required to achieve acceptance in US society.

Sport Team-Market Ethnic Congruence: Excavations of the Ethnic Preferences for Hispanic MLB Players

Wenyao (Kelly) Xu, University of Michigan and Ketra Armstrong, University of Michigan

US Major League Baseball (MLB) is comprised of players from all over the world; a third of them are born in 14 countries outside of the US. Some teams (i.e., New York Yankees, the New York Mets, the Boston Red Sox, and the Los Angeles Dodgers) have a disproportionately large number of Hispanic players. Interestingly, these teams are also located in multicultural/multinational cities with a sizeable Hispanic population. Is this phenomenon regarding team-market ethnic congruence a matter of random selection or a function of athletes' ethnic preferences? This investigation explored this dynamic through the lenses of ethnocentricity (as undergirded with the premises of social support, ethnic identity, and acculturation). Variables investigated as predictors of the composition of Hispanics on MLB teams included: the total market population, markets' per capita income, markets' Hispanic composition, teams' payroll, and teams' winning percentage. The results revealed that these factors explained 30% of the variance in the representation of Hispanic free agents' on MLB teams, and the composition of the market's Hispanic community was the strongest predictor. The results inferred an underlying salience of ethnocentricity to free agent Hispanic MLB players, and they evidenced a bi-dimensional model of acculturation in their market selection pattern. The findings attest to the need for cultural competencies in multicultural marketing (notably community relations) to navigate the globalization of US sports.

How Did a Question Regarding an American Indian Sport Nickname Get Into a U.S. Presidential Election Survey?

Ellen J. Staurowsky, Drexel University

On September 24, 2004, the University of Pennsylvania's National Annenberg Election Survey (NAES) reported that 90% of American Indians were not bothered by the fact that the Professional Football Inc. team in Washington, D.C. was referred to by the "redskins." Since the announcement of that finding, it has been referenced frequently in news accounts as a counter argument to repeated attempts by American Indians and their allies for the franchise to cease using the term because it is a racial pejorative (Graziano, 2013; Maass, 2013; Smith, 2013). How did it come to pass that an issue that had not been identified in any political party platform in 2004 was included in a survey whose sole focus was on voter preferences for presidential and vice-presidential candidates, factors that influenced voter behavior, and voter attitudes towards campaign issues? This presentation examines the phrasing of the question regarding the Washington franchise in the NAES 2004 in relationship to other questions; situate the timing of the announcement of the finding within the timeline for the Harjo v. Pro-Football Inc. case (2005); and the implications of understanding the context out of which the NAES survey finding was presented to the American public.

THURSDAY 10 - 11:30 SESSION 2

Accounts of African American Male Student-Athletes Attending Historically Black Colleges and Universities Courville

Wardell Johnson, Eastern Kentucky University and Charles Crowley, California University of PA

As more predominantly white schools searched for talented blacks to bolster their athletic programs, historically black schools lost their monopoly on black athletic talent. The best black athletes found it advantageous to play at predominantly white schools because of greater visibility, especially on television. This visibility meant, for the best athletes, a better chance to become professional athletes. The purpose of this study was to explore experiences of African American male student-athletes attending a HBCU and why they attend an HBCU. The result of this trend was a depleted athletic program at black schools forcing some to drop their athletic programs and some previously black leagues to disband. Based on the literature, this study suggests that variation in an environment may create a lack of congruency between the athlete and the university and thereby influence their ability to engage in an educational experience conducive to retention (completing their education at the institution). The subjects for this study included ten members of selected NCAA Division I-A athletic team; five from a historically black university. The qualitative methodology was used as it was felt that this method provided the means for accessing the social perceptions of these student-athletes. The results of the study include factors influencing Choice of HBCU, this includes a list of the top ranked reasons for choosing an HBCU. The College Experience give live account college experiences, similarities and differences were identified. Another account would be the Classroom Experience that they had at HBCUs. Final address Personal and Social Relationships issues that they had while attending HBCU.

African American Perceptions of the Value of Experiential Learning in Sport Management

Charles Crowley, California University of PA; Algerian Hart & Vince Wilson, Western Illinois University

The purpose of this study was to explore the skills that were improved as a result of completing an experiential learning experience and to examine the use of the Coverdell World Wise Instrument to document African American student learning. Service activities are becoming equally as prevalent and are not just the focus of faith based institutions but prevalent at all kinds of higher educational institutions incorporate service learning activities (Gunaratna, Johnson, & Stevens, 2007), in addition to the experiential learning activities typical in business and sport management programs. The Corporation for National and Community Service (2009) reported that about 61.8 million Americans volunteered through organizations, providing 81 billion hours of service valued at approximately \$162 billion to America's communities. More and more, students seek opportunities to be of service and to gain valuable experience which enhance their skills. Sport management coursework provides academic concepts yet the addition of experiential learning, professors can direct theory into practice for the benefit of the student and also to the community. Additionally, student course evaluations and program surveys invariably ask for more "hands on" experience. According to Jameson (2007), competition today has increased so employers are looking for individuals with the best skill and experience. Many disciplines focus on experiential learning due to the competitive work force. Some scholars believe that experiential learning has been around for centuries beginning with Confucius "I hear, I know. I see, I remember. I do, I understand." Further, service learning activities are used to fulfill the notion that "learning is best used in service to others."

Perception Versus Reality: Black College Athletes' Perceptions and Stereotypes of HBCU Athletic Programs

Jeremy M. Cheeks, Texas A&M University and Akilah Carter-Francique, Texas A&M University

The purpose of this exploratory pilot study is to understand the perceptions and stereotypes associated with Historically Black College and University (HBCU) athletics. Understanding recruitment is vital to any intercollegiate program, knowing the deterrents or motivational factors that contribute to the college choice of student-athletes is a distinct advantage and can have a direct impact on the financial well-being and stability of an intercollegiate athletic program. Previous literature cites a distinct disparity between the financial backing of HBCUs and their predominantly White counterparts which subsequently creates a barrier for equitable institutional growth and opportunity (Albritton, 2012; Gasman, Baez, & Turner, 2008; Gasman & Bowman III, 2012; Gasman & Tudico, 2008; Jenkins, 1991; Redd, 1998). Thus, the recruitment of competitive and top-tier athletic talent is integral to the progression and financial support of HBCU athletic programs and the institutions which they represent. Using an adapted version of the Student-Athlete College Choice Profile (Gabert, Hale, & Montalvo, 1999), Black student-athletes from PWIHEs and HBCUs perceptions and stereotypes on HBCUs were obtained and analyzed using a multivariate analysis of variance (MANOVA). The results presented may provide insight on and promote the progression of dialogue surrounding HBCU athletics and their present day conceptions.

Organizers: Robin Hardin, University of Tennessee; Timothy Mirabito, Marist College & Joshua Pate, James Madison University.

President: Robin Hardin, University of Tennessee

Social accountability is often seen as problematic for professional, college, and Olympic athletes, yet they are the individuals receiving the most prominent media coverage. Athletes have a social responsibility to be accountable for their actions and realize the fast accession to heroic status can be followed by a quick descent to someone who has betrayed fans and society with their actions. The advent of social media, in particular Twitter, has made athletes accessible on a global scale as well through the athletes' own social media use and that of the fans and media. Media have the ability to construct the images and perceptions of athletes thus they have the ability to construct heroes of sports figures. This panel examines through framing analysis how the media constructs heroes and how the cultural understanding of heroes is developed. The panel explores how media have covered Paralympic athletes and perhaps tabbed them as heroes not for their athletic ability but simply for competing. The panel also examines how the *New York Times* sports coverage during the months following 9/11 shifted the idea of a hero from an athlete and personified it as those first responders reacting to the tragedy.

Coast, Countryside and the National Trust: Exploring Young Adults' Experiences of Nature Through Sport

Sainte-Foy

Josey L. Field, Cassandra Phoenix and Tim Coles, University of Exeter

Motivated by an interest in human becoming and belonging and enlivened through an exploration of embodied habitation and movement, this presentation seeks to consider the notion of "escapism" as expressed by participants involved in active outdoor physical cultures (mountain biking, climbing, trail running and surfing). As part of a wider project orientated towards investigating and questioning current ideals and en-actions of [human and environmental] well-being, it hopes to mobilize theoretically informed, empirical research to explore the associations between humans and the natural environment in an attempt to illuminate different ways of being. Drawing upon interviews with 18 active adults (18-30 years) and the researchers own experience of trail running and climbing, participant's expressions of temporality, embodied emotionality and playfulness will be explored under the rubric of "escapism". It is argued that through movement in synchronization with an environment [unbound by a deterministic human hand], participants of outdoor physical cultures experience a mode of being which enables them, for a time, to encounter themselves [and the world] in a way not mundanely known. The potential implications of such a relationship will be explored in relation to participant's personal expressions of well-being and their interaction with others

Journeys into the Winter Wilderness: Exploring the Traditional Winter Camping Experience

Kyle A. Clarke, Queen's University

Traditional winter camping, as a specific form of wilderness camping and travel, has emerged as a distinct recreational activity in North America within the last twenty years. It is a unique outdoor pursuit with practices and philosophies that differ in significant ways from those of accepted contemporary wilderness camping models. Traditional winter campers reject many modern materials and ideas while choosing to embrace others, utilizing techniques and equipment that are an eclectic mash-up of North American Indigenous, nineteenth-century European and modern technologies. Members of this community believe that participation in this activity develops self-reliance, self-confidence and individual resilience, while providing an authentic, physical and natural means of reconnecting with nature. Traditional winter campers, like other alternative leisure groups, are opposed or resistant to many of the methods and meanings endorsed by their dominant parent culture. To practice traditional winter camping means to accept and embody a very specific set of values and beliefs dress, knowledge, experience, skill and performance are critical elements used to identify and form the identity of the camper. Through this paper I will explore this unique leisure subculture, its embedded contradictions, gate-keeping procedures and potential future impact on typical wilderness camping practices.

Sport Related Spiritual Experiences: Understanding the Role of Solitude and Teamwork in a 14-Hour Endurance Relay Race

Andrew R. Meyer, Baylor University and Kelli McMahan, Baylor University

This original research addresses Watson's (2013) call for empirical studies in the areas of sport, religion and spirituality. Our proposed presentation explores the spiritual dimensions of an extreme sport experience within an extracurricular university program: The Great Brazos Relay (a 24-hour relay-running event). Our findings demonstrate that meaningful life experiences can occur during extreme sporting events. The researchers developed a survey, collected data, and analyzed race participant experiences relating to spirituality. Items were developed based on existing spirituality literature and similar screening measures. Surveys were completed online (n=31) followed by in-depth interviews (n=8). Multivariate relationships between survey and interview constructs were then determined and examined using NVivo v.10. This presentation identified two emergent themes related to spiritual experiences among participants. (1) The role of space, centering on ideas related to introspection, solitude and physical environment. (2) Outcomes concerning group dynamics, such as the reliance on team, sense of accomplishment and a sense of community. Results indicate that profound life mentality changes occurred during the 2012 Great Brazos Relay. These results indicate that whether the participants used spiritual language or not, a metaphysical experience was expressed. Future research should cross-validate these measures at other challenge oriented and adventure related activities.

Comparisons of Two Rural Communities in Life Capital, Sport Capital, and Life Quality

Li-Shiue Gau, Yu-Mei Wei, Shiou-Rung Chang and Yung Dong, Asia University, Taiwan

This study adopted residents' perspective to measure their life capital, perceived sport capital of green exercise in their communities, and their life quality. It is hypothesized that if a community has higher life capital and community sport capital, the community is more likely to have higher life quality, because the community with more capital have more resources to pursue quality of life. Educational level and income were used as indexes to measure life capital. The scale of community sport capital had five dimensions: natural environments (natural resources), facilities (built equipments and fields), organizations (formal and informal sport groups), social support (shared culture to encourage doing exercise), and environmental consciousness (to what extent that residents love green exercise). Each dimension had 3 items. Six items were used to measure the quality of life. Data were collected in Luo-Tsuo community (n=200) and Da-lian community (n=200). One-way ANOVA showed that the Da-lian

community had higher educational background in average, and had higher community sport capital in dimensions of natural environments, organizations, and social support than the Luo-Tsuo community. In average, residents in the Da-lian community perceived more meaningful life than those in the Luo-Tsuo community. Keywords: Green sport, rural area, rural community

Exploring Themes and Trends in Sociology of Sport Literature: An Institutional Theory Perspective

Beaumont

Bogdan Ciomaga, Brock University

The sociology of sport literature has grown to an extent that allows a systematic approach to the themes and trends that drive research in this area. In order to identify these vectors of growth, sources cited in articles published in *Sociology of Sport Journal* and *Journal of Sport and Social Issues* between 2003 and 2011 were examined in terms of sources referenced. Identifying highly cited sources that are often used together in the same articles allows the creation of clusters of similar influential publications, which together can be used to map the field as a whole. The software Sitkis was used to obtain the citation data, to which a dense network sub-grouping algorithm was applied. The resulting clusters show that the field is driven by research in embodiment, technologies of self, power, discourse, spatiality, injury, risk taking, globalization, racism, gender, homosexuality, nationalism, and colonialism. One interesting pattern in these clusters is the preeminent role played by authors like M. Foucault, P. Bourdieu, and R. Connell, a phenomenon that can be explained with the help of institutional theory as an effort of an "applied" field to find legitimacy by developing research from reference disciplines that concerns sport or is closely linked to it (e.g., through the concept of corporeality). This attempt to achieve legitimacy has the paradoxical effect of de-legitimizing sport sociology as an independent discipline and reinforcing its dependency on its reference disciplines.

Rewriting the Feminist Tale: Shifting Discourses around Title IX

Dunja Antunovic, Pennsylvania State University

Since the implementation of Title IX, a law that prohibits discrimination based on sex at educational institutions in the United States, women's sports have seen a tremendous growth. In a recent essay, Michael Messner (2011) observed that the "feminist fable," which tells the story of women's progress in sports, did not completely transform gender hierarchies, but instead contributed to the emergence of a gender ideology he calls "soft essentialism." According to soft essentialist narratives girls learn that they have the freedom to choose to participate, while boys are taught that they naturally belong to the competitive domain of sports. In this essay, I employ feminist standpoint theory (Wylie, 2011) and, particularly, the concept of "willful ignorance" (Tuana, 2006) to expose one factor that may have led to the emergence of soft essentialism as the dominant gender ideology in sport. To provide empirical evidence to the theoretical assertions, this paper relies upon examples from media coverage to illustrate how authorities concerned with the shifting gender relations in sport responded to the changes that have occurred in the US sports landscape since the 1970s. Most significantly, the paper argues that the persistent positioning of Title IX as a "battleground" by (some) male coaches and administrators, accelerated by media coverage, is one way in which "soft essentialism" continues to ascend. As such, this paper suggests that the rewriting of the "feminist fable" must incorporate a shift in discourses around Title IX.

Toward a Feminist Physical Cultural Studies: Reflections from an "Outsider Within"

Kristi Tredway, University of Maryland

The term "feminist physical cultural studies" was first used by Holly Thorpe, Karen Barbour and Toni Bruce (2011) in the special issue of *SSJ* dedicated to Physical Cultural Studies. This brought the term into being as a distinct concept, not as an add-feminism-and-stir concept. Because I am both an insider (as a PhD student in PCS) and an outsider (a feminist and a lesbian whose work does not mesh with the current core of PCS), I have been compelled to work towards building a "feminist physical cultural studies." On paper, it seems like a seamless fit. In action, though, there seems to be a large disconnect. Can PCS be feminist? What needs to be included and/or excluded from PCS to make it feminist? Using the critiques of PCS from Belinda Wheaton's presentation at NASSS 2012 along with the subsequent audience discussion, the feminist underpinnings within British Cultural Studies, and using Alison Jaggar, Patricia Hill Collins and others to outline specific components of feminist theory that are in (almost) all feminist work, I will offer answers to these questions.

The Impact of the Concept of Kinesiology on the Concept of Physical Culture

Kass Gibson, University of Toronto

This presentation presents preliminary analyses from an ongoing ethnographic investigation of the Human Physiology Research Unit at the University of Toronto. More specifically, the project investigates how research focusing on physiological mechanisms and markers of cardiovascular performance are enhanced, curtailed, shaped and ultimately deployed, by broader ethical, social, and cultural trajectories. This presentation addresses the place of biological and physiological research in the emergence and transmission of cultural logics and societal values. In doing so special attention is paid to theorizing the recursive relationship between biological and sociology in order to understand how the physical body and its political, social, and moral potentialities are interwoven into historical trajectories of cultural production and societal organization via sport science research.

Scholar-Athletes and Coaches in NCAA Division I Athletics: A focus on Track and Field

Beaumont

Kipchumba Byron and Jepkorir Rose Chepyator-Thomson, University of Georgia

The United States' National Intercollegiate Athletics Association (NCAA) is a unique global institution. Intercollegiate track and field competitions have become a global spectacle in NCAA national championships. Over the last 30 years international recruitment of skilled athletes worldwide has increased. The purpose of this study was to examine international and national diversity in terms of coaches and athletes in Track and Field in NCAA Division I Athletics. The findings center on the following themes: (a) Coaches follow an interstate recruitment model, where scholar-athletes become constant participants in the U.S. athletic landscape; (b) coaches also follow an international recruitment model, where foreign scholar-athletes feature in national intercollegiate athletic competitions, and they represent primarily SEC schools; (c) majority of coaches are Caucasian and male. The findings of the study will be discussed along the following concepts: (a) inter-school rivalry within states to try and

understand the dominance in national championships among the selected schools and conferences, (b) coach survival syndrome, where coaches resort to tactical recruitment in order to improve performances to remain in the coaching roster, (c) the impact of scholarships and foreign athletes on track and field competitions, and (d) the perception "superiority" in track and field.

The Internationalization of NCAA Men's Division I "Mid-Major" Basketball Teams

Ryan J. Turcott, University of Georgia

International Student-Athletes have long been associated with NCAA Division I athletics, particularly in sports like tennis and women's golf. In the past decade a considerable growth has occurred on one of the NCAA's most prominent stages in Men's Division I Basketball. With top US recruits primarily landing at BCS Conference schools ("high majors"), non-BCS conference schools ("mid majors") have attempted to level the playing field through recruitment of foreign players. The purpose of the study was to examine the successes of mid major basketball teams in relation to the number of international players on its basketball roster. Data collection method included a compilation of a database of each international player's country of origin and player position from the conference champion and runner up from the 26 "mid-major" NCAA Division I conferences for the 2000-2012 seasons. The findings of the study are centered on the following themes: 1) "Stacking" of players from English native vs. non-native speaking countries 2) "Stacking" based off native country 3) Geographic location of the recipient universities. The possible implications of the study include changes in recruiting patterns for international student athletes in collegiate athletics and the role of the NCAA in the global basketball complex.

Speed Gene, Genetic Testing, and the Question of Fairness in Sport Competition

Jepkorir Rose Chepyator-Thomson, University of Georgia

The general public and perhaps some scholars are of the opinion that there is a sport gene to explain human sport performance, with specific groups, primarily blacks such as the Kalenjin runners of Kenya, being considered the prime suspects. If there is a sport gene, can it be categorized according to each sport, as for example swimming or figure-skating gene? How can genetic testing categorically indicate who has and who doesn't have the sports gene? The activities galore on the quest for a sport gene, begs the question: who is involved in these activities, and in whose interest is this crusade on sport specific gene? The purpose of this presentation is to explore the literature on the question of sports gene, testing athletes for genetic pre-disposition, and delineating on whether fairness in sport is a possibility in future decades.

WORKSHOP: *Generating Student Understanding beyond Binaries and Calcified Identities*

Belair

Organizers/ Presiders: DeAnne Davis Brooks, Greensboro College & Katherine M. Jamieson, University of North Carolina at Greensboro

This workshop aims to facilitate sharing of ideas around teaching and learning about "race" and "gender" in sport studies courses. The organizers will share ideas for a more complicated reading of race and gender in sport and will invite attendees to share teaching strategies and learning outcomes around this topic. Of specific interest are examples of teaching race and gender without relying on colonizer/colonized tropes, but rather offering research-informed illuminations of the ways that race and gender come into articulation in varied sporting spaces and in particular political contexts. We will be intentional about not allowing conversations about race to be reduced to "black male athlete" or conversations about gender to be reduced to "white female athlete". We wish to encounter a variety of teaching methodologies for understanding how race, for instance, operates through sport and through sporting bodies that may be situated diversely around gender, sexuality, ability, and social class. This workshop is open to all and will feature a potential, collaborative book project for use in undergraduate courses in sport studies. Participants are invited to bring a 1-page, paper or digital, handout that may be shared through an approved online site.

Hitting a Purple Patch: Building High Performance Runners at Runtleborough University

Villeray

P. David Howe, Loughborough University

This paper uses phenomenological ethnographic methods to elucidate the embodied habitus that surrounds the middle distance squad at Runtleborough University. Having worked as a member of the cross country and middle distance coaching team the author has amassed detailed field notes of the culture surround this successful team that illuminates how, year in- year out, the student athletes at Runtleborough Students Athletics Club (RSAC) successfully develop into elite runners. Some come to RSAC as junior 'stars' but what is distinctive about this club is that many who hardly understand the sport, upon joining the club, also excel and often exceed the performances of talented juniors. The pull of the culture is such that many club members stay in Runtleborough, long after their student days, in pursuit of the fastest times their mortal engines can muster. The relationship between the physical and social environment fostered over several generations by the charismatic head coach is a distinctive balance of tried and tested science of running with the flair of humanism, which emphasizes the value and agency is key to the success of RSAC runners.

How Do You Know if You're an Ultrarunner? Negotiating Meanings, Practices and Risk

Maylon Hanold, Seattle University

With the dramatic growth in ultrarunning over the past five years, multiple avenues of "being" an ultrarunner are increasingly apparent. Grounded in Giddens' (1990, 1991) structuration theory, I explore the various ways in which ultrarunners position themselves within this lifestyle sport. Accordingly, I engage the areas of "difference" to illustrate the tensions between the "institution" of ultrarunning and individual agency within that context. Specifically, I examine discourses and practices regarding the role of pacers, "rules" in races, and emergent forms such as non-traditional distances, fastest known times (FKTs) and non-traditional formats such as "Fat Ass" races. Such an examination reveals the subtleties of meaning that ultrarunning takes on for participants. Additionally, I show how ultrarunning embodies micro-level managing of risk, a key concern in the post-modern world (Giddens, 1999). Employing a critical view, I look at how access to this type of risk is limited to those who adhere to the "rules" and have access to the resources of ultrarunning.

Career Stages, Comrades, Karnazes, and Acquaintances: Entry Paths into Ultrarunning

Fred Mason, University of New Brunswick

Based on ethnographic research and qualitative interviews, this paper considers "entry paths" of runners into ultrarunning distances. Ultrarunning has experienced phenomenal recent growth, with Ultrarunning magazine (2011) reporting that the number of finishers of ultra-length trail races in the US increased from 15,500 in 1998 to 52,000 in 2011. With and part of this growth is increased media coverage and commercialization. Prior to the mid-2000s boom in ultrarunning, most runners got into the sport as a form of "career stage" (Stebbins, 2003), generally moving into ultrarunning after several years of competing at shorter distances, and completing a number of marathons. More recent ultrarunners have often followed different, much quicker paths, with some getting into ultras soon after starting running. Some hear of iconic races such as Comrades, the Western States 100, or the Canadian Death Race. Others encounter ultrarunning through media exposure of star ultrarunners like Dean Karnazes and Scott Jurek, or through reading the burgeoning number of ultrarunning memoirs and guides. More are brought into the "ultrarunning community" through people they know who participate and proselytize. The different entry paths and the rapid growth in ultrarunning has brought sub-cultural changes, and vigorous debates around them.

Lopez Lomong: Enduring Life

Theresa Walton, Kent State University

The Republic of the Sudan, with more than 600 tribal groups divided by skin color, language, religion and geography, has endured civil war almost continuously since becoming a nation, independent of Egypt and Great Britain in 1956. One chapter of this traumatic history created a group of refugees who have gained global media attention starting from the late 1980s into the early 2000s, daubed the 'Lost Boys of Sudan.' Of the Buya people, Lopepe Lomong, born in 1985 to Awei Lomong and Rita Namana, in the small village of Kimotong, became one of those 'Lost Boys.' At 16 years old, through the Catholic Charities, Lomong, now known by his nickname, Lopez, became one of about 4,000 boys and men who were allowed to relocate to the United States where he became a highly successful high school and collegiate runner. In 2007 Lomong became an US citizen, then making the 2008 and 2012 US Olympic teams. He was the US flag-bearer Beijing Games. In this paper I explicate Lomong's story and experiences using Judith Butler's (1993, 1999) performativity theory. Most especially I am interested in understanding identities as embodied processes by examining the central role of the body in Lomong's subjectivity.

THURSDAY 11:45 – 1:15 SESSION 3

ROUNDTABLE *Feminist Cultural Studies: Uncertainties and Possibilities*

Courville

Presider: Victoria Paraschak, University of Windsor

Participants: Mary Louise Adams, Queen's University; Judy Davidson, University of Alberta; Michelle Helstein, University of Lethbridge; Katherine M. Jamieson, University of North Carolina at Greensboro; Kyoung-Yim Kim, Boston College; Samantha King, Queen's University; Mary McDonald, Georgia Institute of Technology; Genevieve Rail, Concordia University/University Concordia

Drawing on varied feminist legacies, this roundtable aims to foster dialogues that will help to strengthen a politically vibrant and ethical sport studies. Panelists' brief contributions will focus on the generative possibilities of an unbounded, eclectic scholarship that refuses to be over-disciplined, or over-determined by institutionally privileged authorizing moves. The panelists situate sport studies in the center of a feminist cultural knowledge project that cultivates skills for resisting identitarian politics and for promoting expansive, collaborative, anti-canonical and politically timely analyses of varied sporting commons and the larger contexts that make them possible.

A House Divided Cannot Stand: A Historical Interrogation of the NCAA's Collegiate Model of Athletics *Montmorency*

Richard Southall, University of South Carolina

Throughout most of the 20th Century the National Collegiate Athletic Association (NCAA) was the unchallenged arbiter of college sport, viewed as a beneficent hegemon, relying on a moral authority exerted through the creation and perpetuation of legitimating symbols and the adoption of a dominant institutional logic. This logic, which has only recently been identified as the Collegiate Model of Athletics, has enjoyed hegemony among both supporters and critics, achieved through an institutionalized enforcement apparatus, as well as example setting, persuasion, and coercion. Most notably, the NCAA's hegemony has been rooted in -- and dependent upon -- a created "folklore" (i.e. student-athlete, amateurism, collegiate model), which has reinforced and maintained an entire system of beliefs, superstitions, opinions, and ways of seeing and acting. For most of the 20th century a good deal of college-sport research and critique existed within an NCAA mythology, in which college sport's ills were viewed as simply the result of the commercialized college-sport industry having "lost its way" -- abandoning its "pure" amateur roots. However, there has also existed a contradictory consciousness, which has questioned the NCAA's created mythology. Building from this historic backdrop, this presentation will first examine recent interrogations of NCAA college-sport hegemony, including those of critical theorists, as well as college-sport "insiders" (e.g. conference commissioners, athletic directors). Consistent with Gramsci such contradictory examinations reflect schisms within the NCAA hegemon, have united subordinate social groups (e.g. college athletes, athletes' rights advocates, critical theorists), and have been the impetus for recent federal litigation (i.e. O'Bannon v. NCAA)."

Penn State Fallout: Sport Fan Perceptions of Intercollegiate Athletics

Jason Lanter, Kutztown University

The conversations about Penn State (PSU) and intercollegiate athletics appeared to be impacted by each individual's connection to the university. This investigation examined sport fans' perceptions of intercollegiate athletics after the release of the Freeh Report. Participants completed an online survey that assessed their social association with PSU, psychological identification with the PSU football team, and perceptions about intercollegiate athletics. The main hypothesis was that individuals who had a social association with PSU via graduation (or had high identification with the football team) would be more supportive and positive

about intercollegiate athletics compared to individuals without this affiliation (or those with low identification). The high-identified participants reported that football coaches hold less power on their college campuses compared to the low-identified participants. High-identified participants also perceived intercollegiate athletics as being less commercialized than low-identified participants. In contrast to the hypothesis, those participants with a social association to the university perceived intercollegiate athletics as being more commercialized than participants without that association. For those participants with a social association, the low-identified individuals viewed intercollegiate athletics as more negatively impacting academics compared to those high in identification, whereas no difference was reported for those without a social association.

Athlete Aggression at the Collegiate level: Gaining the Competitive Advantage

Joel Cormier and Samyra Rose Safraoui, Eastern Kentucky University

As part of the performance ethic, athlete over conformity to aggression has gained much recent attention in the popular news and sport media in how it impacts issues surrounding concussions, performance enhancement drugs (PEDs), and on and off the field violence. When it comes to these issues, what role does aggression play in college sports? This paper and presentation investigates attitudes and behavior involving athlete aggression utilizing survey research of athletes at NCAA Division I-III institutions in Florida and Kentucky. The purpose of this study is to determine if certain sports at the collegiate level are linked with particular types of aggression. A comparative analysis utilizing means, medians, modes, standard deviations, and multiple t-tests will be used to assess the data with results from this study to potentially identify the most common aggressive tactics in college sport. The evidence and discussion will be centered on how to educate players, coaches, administrators, and officials with the intention of reducing the amount of player violence. Further research may expand upon the present study by investigating motives, prevention strategies, and the overall culture of college sport.

Armand Armstead v. USC: Exploring the College Athlete Health Care System

Ellen J. Staurowsky, Drexel University and Michael Proska, Drexel University

In the fall of 2010, University of Southern California (USC) football player Armand Armstead suffered a heart attack which he later alleged was the result of the administration of the painkiller Toradol by USC personnel. Seeking damages due to the threat to his long term health and diminishment of his value as a football player, Armstead sued the university and doctor claiming that he was not told about the potential side effects of the drug that players believed made them "supermen." Within the framework of a college athlete's rights model, this case will serve as a springboard to explore issues associated with athlete health care in the college sport system as manifest in the approach colleges and universities in the Pac-12 and Southeastern (SEC) conferences take to medical coverage policies. Attention will be paid to the types of medical coverage offered; how long medical coverage is offered after athlete eligibility expires; the degree to which athletes are afforded informed consent; and athlete access to second opinions from independent health care providers. The implications of these policies will be discussed along with recommendations to ensure that the rights of college athletes to health and safety protections are in place.

"When You Put On the Orange Wig, It's Time to Ball": A Collegiate Men's Basketball Support Group's Motivations and Experiences

Sainte-Foy

Allison J. Musser and Jacqueline McDowell, University of Illinois at Urbana-Champaign

Face painting, strange outfits, and people screaming and jumping. This may sound like a circus or carnival, but attendees of professional and collegiate sporting events enter an unusual environment where sports fans turn into fanatics. What drives fanatical behavior? This presentation highlights research that explored the motivations and experiences of a collegiate men's basketball support group. An ethnographic study was conducted in which the primary researcher sat with a student fan group at two men's home basketball games at a large Midwestern university. The researcher also interviewed five members about their motivations and experiences in the group. The findings included several motivations found previously in the literature such as entertainment and escape, but included a new one: Insider Access. Other apparent themes included a perception of game impact, sense of community, and the importance of sport rituals. Implications of this research include understanding the emotional connection between fans and their team and adding to the literature regarding fan motivations. Additionally, this study and presentation attempt to advance knowledge regarding human behavior in group settings.

Stadiums and 'Emotional Energy': An Examination of Fans' Connections to Ohio Stadium through the Interaction Ritual Lens

Kiernan O. Gordon, Miami University (OH)

Sport fans often choose to attend stadiums because of some degree of emotional attachment to a team or participant involved in a contest, if not to experience the stadium itself. Sport stadiums consist of many elements that facilitate an emotionally loaded experience for those who attend them, of which memory is an important component. This interaction between emotion, memory, and sport place facilitates a nostalgic spectator experience (Gordon, forthcoming) and is a key element of this research. This project examined the nexus between emotion, memory, and sport place through interviews with three 'big' fans of Ohio State football, each of whom attended over one hundred games throughout their respective lifetimes and considered themselves to be avid followers of the team. A unique qualitative methodology, called 'photo-elicitation interviewing' (Collier & Collier, 1986 [1967]), was utilized to ascertain the experience of attending a game at Ohio Stadium. These responses were interpreted through an emergent microsociological perspective, called 'interaction ritual theory' (Collins, 2004), to provide insight into the activities that reinforce fans' connections to sport teams and their respective stadiums, as well as the extent to which emotion and memory influence the decision to attend a sporting event and/or follow a particular team.

The Most Valuable Fans in the World: Bleacher Report and the Fan Production of Value

Andrew McKinney, City University of New York Graduate Center

This presentation is an examination of the role of the sports fan in a globalized, networked economy. Through a case study of the popular sports blog network Bleacher Report, this presentation is an attempt to flesh out how sports fans aid the production of value in what David Rowe and Brett Hutchins have referred to as "networked media sport." From its origins, Bleacher Report has

relied almost entirely on the unpaid labor of fan writers to fill out the site. Utilizing this large army of fans who they claim to "empower" and "amplify," constant production of new content is produced cheaply. This content produces value by drawing the page views that web analytics covert into advertising rates. Fans are also readers and spectators: clicking, commenting, and providing the eyeballs that constitute what the web analytics are measuring. Utilizing theoretical insights from a long running debate in audience studies that characterizes the audience as laborers selling their surplus-watching time, I argue for a re-evaluation of what can be understood as surplus labor or surplus time when fans occupy both the producer and consumer parts of the political economic equation.

The Youth Olympic Games: To Educate, To Build Cultural Competencies, or to Manage Power Relations?

Lawrence W. Judge, Ball State University, and Emese Ivan, St. Johns University

By establishing the Youth Olympic Games (YOG) in 2010, the International Olympic Committee (IOC) further manifested its increasing interest in the physical and moral education of our nation's youth. However, the introduction of the YOG raised skepticism regarding the true intent of the IOC. Skeptics questions whether the YOG was established to address the physical and moral education of our youth or in response to Foucault's hypothesis on power techniques and forms of knowledge as a means to establish technologies of power and domination. Building upon previous research of Green and Houlihan (2006), Chatziefsthathiou and Henry (2010), Judge et al. (2011, 2012) and Ivan and Fay (2012) the purpose of this paper is to analyze the perspectives of National and International sports leaders regarding the promotion of the YOG and its goals to their shareholders: athletes, members, and fans. The intention is to investigate whether the promotion of modernized values to young people through the YOG is viewed as a manifestation of a growing interest in youth as being active citizens—or as an avenue to further reinforce the 'disciplinary' model: building responsible young citizens while reaching out to them with sponsorships, advertisement, and different technologies of power.

From Inspirational Paralympian to Revolting Gimp: The Personal Costs and Political Possibilities of Failing Magnificently

Beaumont

Danielle Peers, University of Alberta

The supercrip, to date, has been largely understood by critical disability scholars as an ideological media trope that misrepresents 'inspirational' hyper-athletic disabled people, and has negative impacts upon disabled people who do not demonstrate adequate capacities. What I offer, here, is a more intimate, complex and historically-specific Foucauldian analysis of inspirationalization processes within a Canadian sporting context. I engage these processes at the micro-level: using poststructuralist auto-ethnography to excavate my own subjectivation as an inspirational Paralympian supercrip. I then follow an ascending analysis of power to trace genealogically some key forces and effects of inspirationalization at more institutional levels. Lastly, I contemplate the potential personal costs and political effects of failing at inspiration: of becoming, what I call, the revolting gimp. The revolting gimp, I argue, can often be as affectively and politically upsetting as the double meaning of "revolting" implies. In this paper I hope to multiply and complicate our critiques and political strategies in relation to the pervasive cultural phenomenon of inspiration. I want to move audience members to trouble the celebratory claim "supercrips are inspiring," at the same time as moving them to recognize the wondrously troubling potential of the claim "gimps are revolting!"

"Come on People, Do Something!" Social Justice and Integrated Dance Performance

Lindsay Eales, University of Alberta

In the summer of 2012, twelve integrated dancers from iDANCE Edmonton created and performed a collaborative performance ethnography. Through this collective knowledge-making and meaning-making research process, we creatively and agentially examined how to build more socially just communities within and through integrated dance. Dancers shared widely varying experiences of (mental) illness, impairment, disability, and ableism. We also shared experiences of other, often interlocking, forms of structural oppression based on: immigration status; racialization; poverty; and normative gender and body shape expectations. The vulnerable artistic and intellectual exchanges within this pluralistic group resulted in an integrated dance performance entitled (Dis) quiet in the Peanut Gallery. This paper explores this performance in order to examine the ways that we encounter and perform social injustice, and social justice, in our dance practice and our everyday lives. This paper explores how we use integrated dance as a form of collective critique, a strategy for survival, a site of activism, and a way to enact complex utopias. Furthermore, it explores how we use integrated dance performance as a larger call to action: evocatively inciting audiences to recognize and act on social injustice by creating more open, inclusive and creative communities.

Running Crip: From Ashamed Spaz to Accepted Athlete and Toward Activism on the Politic Margin

P. David Howe, Loughborough University, UK

In this paper I will explore through a phenomenological ethnographic lens how the act of running in the abnormal fashion of a spaz can shape perception of an athlete's ability regardless of performance. Drawing upon the practice theory of Pierre Bourdieu (1977, 1990) and the phenomenological position of 'being in the world' triumphed by Maurice Merleau-Ponty (1962, 1965) that together help us understand embodied difference this paper highlights how an abnormal imperfect sensuous running body can be a vessel for gathering ethnographic data on the queerness of the social world. Starting with a vignette the paper questions both compulsory able-bodiedness (McRuer, 2006) and the discipline of normality (Wendell, 1996) that in harmony facilitate reflection upon the position of subaltern moving bodies of a spaz in the context of running specifically but sport more generally. The hope is that the discussion generated will go some way towards helping us celebrate difference in movement practices as well as policies.

Crippling Sport with Red Bull

Blake MacMillan, Carleton University and Chantal Fowler, Independent Scholar

Red Bull's marketing strategy centers on the promotion of extreme sports and athletes. The brand is synonymous with practices and people that are remapping the terrain of possibilities in and of sport. Consequently, the company's branding activities are

producing more than a market for sugary drinks but also a conceptual shift regarding sport. Following Red Bull, sport is less a test of physical ability, a rule-based competition, and highly rehearsed performance and more a mash-up of various technical and somatic forms of expertise, an open-ended experiment and a curatorial production. In our view, Red Bull and parasport are pushing sport in similar directions. They both underscore innovation in sport rather than athletic propensity. Drawing on theories and methods from disability and feminist science studies, this paper weaves together sociological and ethnographic accounts of both Red Bull and parasport, identifying their congruencies, connections and divergences.

WORKSHOP: *Justifying Sport Sociology Courses in a Business Oriented World*

Beauport

Organizer/Presider: Justin C. Harmon, Northwood University - Florida Campus

The session would talk about ideas and arguments to support including and/or saving sociology of sport courses from either elimination or moving to elective status. As administrators and students ask more questions about what tangible benefits/outcomes do sociology courses (generally) and sociology of sport courses (specifically) provide, a frank discussion is needed on countering and answering these questions. The session will be more of a round table format where presenters and attendees can discuss successful strategies as well as generate new ideas on protecting sociology courses.

THURSDAY 2:45 – 4:15 SESSION 4

"You have to do 60 Minutes of Physical Activity per Day: I saw it on TV." Children's Play, Public Health and Biopedagogies . Courville

Stephanie Alexander, Université de Montréal, Caroline Fusco, University of Toronto, and Katherine Frohlich, Université de Montréal

Public health institutions in many industrialized countries have been launching calls to address childhood obesity. As part of these efforts, Canadian physical activity campaigns have recently introduced children's play as a critical component of obesity prevention strategies. We consider this approach problematic as it may reshape the meanings and affective experiences of play for children. Drawing on the analytical concept of bio pedagogies, we place Canadian public health discourse on play in dialogue with children's constructions of play to examine first, how play is promoted within obesity prevention strategies and second, whether children take up this public health discourse. Our findings suggest that: 1) the public health discourse around 'active play' is taken up and reproduced by some children. However, other children highlight sedentary play as important for social and emotional well-being; 2) while 'active play' is deemed a solution to the risk of obesity, it also embodies contradictions regarding risk in play, which children have to negotiate. We argue that the 'active play' discourse, which enables some representations of play (i.e., active) while obscuring others (i.e., sedentary), is reshaping meanings of play for children, and that this may have unintended consequences for children's well-being.

Navigating the Cultural Space(s) of the Body at Play: Power, Discourse, Negotiation and Pleasure

Caroline Fusco, University of Toronto; Katherine Frohlich, Université de Montréal; Danielle Di Carlo, University of Toronto; Paloma Holmes, University of Toronto; and Stephanie Alexander, Université de Montréal

We all play. But what would happen if play was no longer defined as such, but rather, viewed as goal-oriented only, a means to a specific end, or necessary to make us active and healthy or high performance athletes? Or, what if play was viewed as risky, irresponsible, frivolous or even dangerous? These ideas about play seem to be embedding themselves in social and institutional discourses in North America. Play discourses appear to be infused with prescriptions for "how to be healthy", "how to get ahead in schooling" and "how to be a future Canadian athlete", which align nicely with the political rationalities of late modernity, competitiveness and the "capitalization of life" (Gordon, 1991, p. 44). By advancing "play" as a utilitarian and productive method for a desired citizenry, social institutions may be complicit in bio-political agendas that unwittingly strip play of precisely those elements- pleasure, freedom, spontaneity- which have been viewed as critical for children's well-being. Yet, within these contexts, children are playing! Drawing from interviews with parents and children, we examine how they construct themselves and negotiate play practices within dominant discourses, and what, if any, experiences of pleasure remain in contemporary children's socio-cultural landscapes of play.

Challenging the Obesity Model: Examining the Appeal and Efficacy of a Community Fitness Program for Adolescents

Elizabeth S. Cavalier, Georgia Gwinnett College

The complex public discourse on childhood obesity and health has spawned numerous community efforts improve the health of contemporary youth. In this paper, we examine the efficacy of one such program, the non-profit organization FunSport*. This paper analyzes assessment data of past and current FunSport programs in order to evaluate the efficacy of the FunSport mission: to empower young people to live healthy, successful lives. We seek to explain patterns of successful program completion, and suggest explanations for the attrition rate. Throughout the history of FunSport, approximately 95% of the participants have been female, 88% have been African-American or Hispanic, and 87% receive free or reduced lunch. While some of these characteristics characterize the environments of the urban schools, others represent a self-selection into the program. These populations are also most "at-risk" for negative health outcomes related to obesity and lack of physical activity (CDC, 2012). We suggest that the demographic makeup of participants in the FunSport programs speaks to a more complex understanding of adolescent health. Moving beyond simplistic models of victim-blaming or lack of agency, the program participants struggle to both to overcome stereotypes and to maintain a new perspective on fitness in a frequently unsupportive environment.

"Boys will be Boys:" Sport, Physical Education and Masculinity

Patrick Jachyra, University of Toronto

Increasing global bio-medical discussion about childhood physical inactivity and an apparent childhood obesity 'pandemic', continue to garner significant attention across a variety of health disciplines. Meanwhile school based Health and Physical Education curricula (HPE), through the implementation of classroom sport in schools, has been identified as the space and place

to tackle these 'diseases of modernity'. While burgeoning quantitative and qualitative research on what motivates youth to either persist with, or drop out of, physical activity cultures (Kehler & Atkinson, 2010) dominates our understanding of physical (in)activity among children and youth, I elucidate the need to explore meaning making processes through an interpretivist lens from elementary school students, to bridge the gap between school practices and the social construction of the HPE experience. The research is driven conceptually with a Bourdieusian approach examining the recursive relationship of habitus and body capital in the HPE classroom, providing cultural meaning between sport, physical culture, masculinity and participation. Here, ethnographic data from an independent elementary school in Ontario (Canada), challenges traditional reproduced HPE structures, bio-pedagogical criteria/activities and normalized expected masculinity from boys.

The Weight of Words: Health Professionals, Obesity Discourse and the Sport Environment

Montmorency

Geneviève Rail, Concordia University; Fiona Moola, University of Manitoba; Shannon Jette, University of Maryland; Moss E. Norman, University of Manitoba; Haifa Thili, Université Paris Descartes

In this presentation, we discuss the medicalization of fatness and the recuperation of the rhetorical strategy of the "obesity epidemic" in our sport and physical activity environment. From a feminist poststructuralist perspective, we explore the connections between the obesity discourse and the ways in which health is discursively constructed by 45 health professionals in Canada. Based on the results of a qualitative analysis of conversations with doctors, nurses, dieticians and kinesiologists, we comment on the bio pedagogical mechanics at play in their interventions and the ways in which obesity discourse interpellates them as subjects and intersects with dominant discourses of gender, sexuality, race, ability, productivity, individual responsibility for health, and neoliberalism. We offer a few reflections on the unexpected finding that those further away from the medical field (i.e., kinesiologists) circulate the most medical discourses while those who are the closest (physicians) recite the most "socio-cultural" of discourses around obesity. I comment on the sport and physical activity environment, the discursive effects of dominant discourses within it, and the consequences for fat individuals in terms of available subject positions.

Gender, Injury Reduction and Screening for Risk Factors: The Case of ACL Injuries

Nancy Theberge, University of Waterloo

In recent years there has been increasing attention in sport medicine to the negative health outcomes of sport participation and within this, to the prevention of sport related injuries. This presentation offers a critical analysis of injury reduction strategies in the context of a specific injury that has become the focus of considerable research interest: ruptures or "tears" to the Anterior Cruciate Ligament (ACL), which stabilizes the knee. A notable feature of this injury is higher rates among women, a pattern that has been termed the "gender bias". Research has been directed to identifying risk factors at an individual level: which features of anatomy and movement patterns predispose an athlete to ACL tears? There are two rationales for this effort: to enable the design of intervention programs to address these factors and to enable identification of populations at risk through screening procedures. Intervention programs have been designed that have been successful in controlled circumstances but there has been little decline in incidence, a result generally understood to indicate the challenges of implementing injury prevention programs. This failure may pave the way for greater attention to screening. In view of the gendered rates of ACL tears, screening to identify populations at risk suggests an alarming parallel to an earlier era when medical pronouncements that women were unfit for vigorous physical activity provided the basis for their near total exclusion from sport. The presentation concludes with observations on the clinical and social implications of screening as an approach to reduce the incidence of negative health outcomes associated with sport participation, with particular attention to conditions that exhibit a gender bias in the form of higher rates among women.

The Ultimate Test? Bio-politics and Screening Athletes for Sickle Cell Trait

Mary G. McDonald, Georgia Institute of Technology

Recently, the NCAA began testing all athletes for sickle cell trait. Once commonly characterized as a "black disease" this paper engages with the history of biomedicine as a site for the production of racial and gender difference to help illuminate what is at stake in this process. Specifically, I briefly explore three issues: 1) the ways in which the screening procedures rely upon and affirm commonsense classification systems related to race. 2) the broader commodified contexts of NCAA sport and genetic testing through which the screenings take place and communicate meanings 3) The subsequent bio politics of screening practices, particularly the ways in which the NCAA athletes might be thought of "bio subjects" (Gerlach, 2011) as well as the broader implications of this new subject position both within and beyond the NCAA. In doing so this analysis also interrogates the precarious use of genetic screening within sport spaces while helping to trouble commonsense notions of (dis)ability, health and risk.

Reflections on Studying Collegiate Sport Chaplaincy: A Professional and Personal Dialogue

Sainte-Foy

Lars Dzikus and Steven Waller, University of Tennessee

In July 2013, journalist Lauren Green questioned the motivation and qualification of religious study scholar Reza Aslan to write a book about Jesus of Nazareth. The key question that was posed was why a Muslim would write a book about the founder of Christianity. The brief interview created considerable public discourse and the opportunity to critically examine the notion of objectivity in research (Rosenberg, 2013). In this paper, we offer a reflection on our collaborative research on sport chaplains (see for example, Dzikus, Waller, & Hardin, 2012, 2011) as individual and collective practice. This includes the working relationship of the authors, the role each author plays in the research activity, and the personal and professional growth through this process. Related to the issues raised in the Green/Aslan interview, we examine issues of positionality and religious privilege in the generation of knowledge regarding the relationship between sport and religion. We probed these issues with the help of interactive interviewing (Ellis, Kiesinger, & Tillman-Healy, 1997), journaling, and reflective writing. According to Ghaye (2000) such "reflective practices might be seen as quite threatening because they invite us to address and resolve some potentially difficult personal, professional and organizational issues" (p. 6).

Saviors of Their Race: A Comparative Analysis of Hank Greenberg and Jackie Robinson

LeQuez Spearman, Gordon College

The purpose of this paper is to render a comparative analysis of Hank Greenberg and Jackie Robinson, two iconic figures in baseball, based on primary and secondary sources. Greenberg is perhaps the most revered Jew in baseball and Robinson is credited with the integration of the game in 1947. The stories of both players offer a unique entry point into not only their historic plights but also their respective religions. Following his deep religious convictions, Robinson was non-resistant during integration. Although he was assaulted on the baseball diamond because of the color of his skin, Robinson followed the call of Jesus by turning the other cheek. Greenberg, on the other hand, chose not to play baseball during a pennant race because the game conflicted with Yom Kippur, a Jewish holy day. Greenberg, too, was subjugated to anti-Semitic vitriol as fans and opposing fans of the Detroit Tigers often called him Christ-Killer. This paper will not only discuss the various incidents where religion interfaced with sport in the lives of these two players, but also how the religiosity of both players was similar and dissimilar.

*A Cinematic Cross to Bear: Depictions of Coaches and Christian Prayer in American Sports Films***Charles H. Wilson, Jr. and Cheryl R. Rode, University of Tennessee**

This paper examines the depiction of sports coaches and Christian prayer in American sports films. Significant insight into American culture is provided by the overlap of three influential aspects of modern society: cinema, religion, and sports. The genre of sports movies has been popular since the medium's genesis due to sports' physicality and dramatic storylines (Edginton, Erksine, & Welsh, 2011). One way sports movies dramatize the power and influence of coaches is through scenes featuring Christian prayer. The rise of modern competitive sports at the end of the 19th century created a need for specialized coaches. This coincided with the advent of "Muscular Christianity," the idea that sports could help shape Christian values and character (Watson, Weir, & Friend, 2005). Coaches were perceived as natural leaders of this movement, which led to their depictions as such on film. For this qualitative content analysis, our sample was the top-grossing sports films from three decades (1982-2012). We coded the depictions of coaches and Christian prayer by genre and tone, finding that the depictions were used for both drama and comedy. In addition, the tone of these depictions was both positive, by highlighting the humanity of the coaches, and negative, by accentuating hypocrisy.

*Muscular Christian Themes in Contemporary American Sport: A Scale Development***Andrew R. Meyer, Christopher J. Wynveen and Andrew R. Gallucci, Baylor University**

Addressing calls for empirical studies in the area of sport, religion and spirituality this presentation describes the development of the Contemporary Muscular Christian Scale (CMCS). Premised on the writings of Thomas Hughes and the doctoral dissertation of Meyer (2010), 23 items were generated through a literature review. Items were organized by coded themes—have strong and well-exercise bodies, a body is given to be trained and brought into subjection, a body used for the protection of the weak, a body for the advancement of all righteous causes, a body to subdue the earth. In order to identify the dimensions represented by our muscular Christianity scale, we subjected our data to a principle components analysis (PCA) utilizing an Oblimin rotation to allow for correlation among the dimensions. We calculated a Cronbach's alpha for each of the resulting dimension as an indicator of internal consistency. The PCA revealed that our items comprised five dimensions, each representing unique, but related, aspects of muscular Christianity: 1) protect, 2) control, 3) created, 4) influence, 5) and exercise. The CMCS is a valid, internally consistent, and practically useful instrument to measure muscular Christian values in contemporary sport settings. Confirmatory factor analysis is recommended to validate factor structure.

*Towards a Third Wave Feminist Analysis of Sports Fandom**Beaumont***Katie Esmonde, Purdue University, West Lafayette; Cheryl Cooky, Purdue University, West Lafayette; and David L. Andrews, University of Maryland, College Park**

The purpose of this project is to examine and explore the gendered meanings and definitions of sports fandom. Using semi-structured interviews with eleven women who identified as fans of sport at the institutional center (Messner, 2002), we found that the narratives of sports fandom illustrate the complex ways women fans define themselves in or define themselves out of conventional and dominant discourses of sports fandom. Very few participants challenged the masculinization of sports fandom, while some engaged in the reproduction of those discourses and gendered stereotypes that exclude women. We recommend that researchers conceptualize sports fandom as contested activities (Coakley, 2009) in order to challenge the degradation of femininity in sports fan communities.

*A Shrine to Your Team: The Construction of Sport Fandom in DIY's Man Caves***Dunja Antunovic and Michelle Rodino-Colocino, Pennsylvania State University**

The panic around the "crisis in masculinity" has reawakened during the Great Recession in the US, when news media, pointing to the rising unemployment of men and the feminist victories of women's superficially apparent economic progress, has declared the "end of men." As a response to this crisis emerged the cultural phenomenon of man caves - a process through which men reclaim a space in the domestic sphere and re-appropriate it for their own purposes. In the man cave, men escape from their wife and kids in order to rejuvenate nostalgic sentiments, reunite with their male friends, and perform activities that build up their masculine capital. Sports fandom provides a central site where masculinity is produced and re-enacted, but with women's increased presence in sports participation and fandom, the "bro bunker," men's "natural habitat" has come under siege (Tschorn, 2012). This paper examines the cultural phenomenon of man caves as packaged by DIY Network's home improvement show Man Caves. Led by former NFL player, Tony Siragusa, Man Caves offers viewers a toolbox on how to be "real men" and thereby provides a guide to men's relationship to sport.

*"Unacceptable" Words: Are Attitudes Towards Homophobic and Sexist Abuse in English Football Changing?***Katharine Jones, Philadelphia University**

Liverpool Football Club recently announced a new program to educate their employees who interact with the public about unacceptable words. Photos of the document on the web show that it covers negative ideas about race/religion, gender, sexual orientation, and disability. "Don't be a woman," "play like a girl," "fairy" and "queer" are some of the words that appear on the list that were heard at games by the 100 English soccer fans I interviewed from 2001-2011. Interestingly, many interviewees, gay as well as straight, female as well as male, did not think these words were offensive in a football context. Recent research and media coverage of homophobia in football suggests that times are changing in terms of attitudes towards sexuality (Bush, Anderson & Carr, 2012; Cashmore & Cleland, 2012; Magrath, Anderson & Roberts, 2013); however, other research suggests that homophobia remains an integral part of the English game (Caudwell, 2011; Hughson & Marcus, 2011). My research examines how traditional ideas about gender and sexuality (particularly hegemonic masculinity [Connell, 1987]) combine to marginalize some fans, while other fans worry that campaigns to eradicate sexist and homophobic abuse challenge the ways they conceive of and perform fandom.

Power in the Canadian Hockey League (CHL): From the Players' Perspective

Vicky L. Grygar, University of Toronto

The Canadian Hockey League (CHL) is the world's leading developmental junior ice hockey league. Comprised of 1,400 hockey players, aged 15-21 years old on 60 teams in three divisions, the CHL is a primary supplier of talent for the National Hockey League. In recent years, several issues surrounding unjust practices within the CHL have been brought to the forefront, and the issue of player treatment has become the subject of much public scrutiny. Positioned to shed light on this controversial topic, this presentation examines the vulnerability of players in the CHL. Based on a series of interviews with former and current CHL players, as well as investigative documents, the study situates their lived experiences within specific power relations. The research is theoretically grounded in the writings of Michel Foucault, by utilizing his respective interpretations of the workings of power in order to understand the interplay between CHL players and authoritative hockey figures (e.g., coaches, general managers, owners), and a more deeply ingrained sense of the effects of power on individuals in the major junior hockey system. Ultimately, this study aims to contribute to discourses of social justice within youth high-performance sport.

PANEL: Foucauldian-Inspired Physical Activity Practices

Beauport

Organizer: Jim Denison, University of Alberta

Participants: Jim Denison, University of Alberta; Brian Gearity, University of Southern Mississippi; Pirkko Markula, University of Alberta

For many physical activity practitioners such as coaches and fitness instructors, effective coaching/instruction means designing and implementing a systematic plan in order to bring about the desired training/conditioning responses. However, coaching and fitness scholars working from a Foucauldian perspective (e.g., Denison, 2007; Gearity & Mills, 2013; Markula, 2011) have demonstrated that too strong a reliance on systematic and controlling planning practices can make individuals into docile bodies. In this panel, we (Jim Denison, Brian Gearity and Pirkko Markula) draw on Foucault's (1995) analysis of discipline in order to discuss how coaches and fitness instructors can begin to destabilize problematic power relations and plan their athletes/clients' training in less disciplinary and docile-making ways. Through this panel we aim to illustrate how sport sociologists can disrupt problematic physical activity practices and effect positive change through Foucault.

David vs. Goliath: A Comparison of Administrative & Fiscal Operations at Predominantly White Institution (PWI) and Historically Black College/University (HBCU) Athletic Departments

Belair

Gary Sailes, Indiana University

This case study sought to explore the differences in administrative, operational and fiscal management strategies between Historically Black Colleges & Universities (HBCU) and Predominantly White Institutions (PWI). A professional African American male who served as athletic director at one HBCU and multiple PWIs was provided responses to open ended questions on his experiences and observations as an athletic department head at PWI's and an HBCU. The subject's unique objective/subjective responses provided confirmation of obvious circumstances but also provided insight into the internal operations, management styles, expertise and opportunities within each institution. Consequently, operations within any institution is determined by the special circumstances within that particular institution. Our subject provided insights that also included personal interactions, self-produced barriers, management styles and race based outcomes that are specific to HBCU's and PWI's.

Athletic Directors' Perceptions on Leadership Competencies Based on Social Learning Theory to Determine the Effectiveness of Administering HBCU Athletic Programs

J. Kenyatta Cavil, Texas Southern University

NCAA Division I FCS Historically Black Colleges and Universities (HBCU) athletic programs' effectiveness based on APR and win-loss ratio indicators are relatively poor, however, their attendance at HBCU sport events is noteworthy. This study was designed to identify variables that athletic directors perceived would determine the athletic program's potential, through their leadership competencies, for effectiveness in the current NCAA Division I FCS structure based on a social cognitive theory framework. The purpose of the study was to identify possible leadership competencies that athletic directors could use that would enhance an HBCU athletic program's potential to survive and thrive at the NCAA Division I FCS level. Employing a concurrent mixed design, a questionnaire and phone interviews were used to collect data from athletic directors at HBCUs with Division I programs. Data were analyzed through descriptive and nonparametric inferential statistics to describe and report findings. Descriptive statistics revealed that the athletic director's perception on leadership competencies in managing change and expertise in understanding their organization were the most influential in impacting the success of their athletic programs. These results may be useful to athletic directors and others engaged in planning for the sustainability of athletics at HBCUs.

Joseph N. Cooper, University of Connecticut and Billy Hawkins, University of Georgia

Since their inception, Historically Black Colleges and Universities (HBCUs) in the United States (U.S.) have served as sites of cultural empowerment for Blacks and sites of resistance against dominant European American values. At these institutions, culturally relevant institutional practices were designed and established to empower Black students and enable them to develop holistically. More specifically, intercollegiate athletic programs at HBCUs were established as extensions of the educational mission. These programs were designed to use athletic participation as a tool for personal development, cultural expression, racial uplift, and social mobility through educational attainment. Using an institutional theory and anti-deficit framework, the purpose of this paper was to identify key institutional characteristics at Historically Black University (HBU) in the southeastern U.S. that enhanced Black male student athletes' college experiences. Data collection methods included a Student Athlete College Experiences Questionnaire (SACEQ) and two focus group interviews. Key findings revealed the cultural congruence between the institutional environment at a HBU and Black male student athletes' sociocultural backgrounds enhanced their holistic experiences (academic, athletic, and social) in college.

Ethnic Diversity and Basketball: Purveyors of an American Sport Form

Demetrius Pearson, University of Houston and Eddie T. C. Lam, Cleveland State University

Basketball is an American sport form and cultural staple that has been internationally exported for over a century. Currently it is played on six continents, and has begun to rival soccer as the world's most popular athletic pastime (Abbott, 2010; Kim, 2010; Sparga, 2008). Evolving from a Springfield College gym class in 1891, the game's unique features (e.g., nominal costs associated with equipment, facilities, and training) have facilitated its national and international appeal. Sundry individuals and groups share responsibility for basketball's popularity. This archival socio-cultural and historical analysis highlights some of the influential purveyors of the sport, and their salient contributions. Results of the study indicate that in addition to its creator, Dr. James Naismith, the following individuals and organizations were instrumental in the dissemination of the game: Robert Gailey, Chuck Taylor, John McClendon, independent professional touring teams (e.g., Harlem Renaissance), Colored Intercollegiate Athletic Association (CIAA), Harlem Globetrotters, U. S. Armed Forces, International Basketball Federation (a.k.a. FIBA), the National Basketball Association (NBA), and the American Dream Team. Research data also revealed that basketball's urban genesis contributed to it being one of the most ethnically diverse American sports (Brooks & Althouse, 2013; Isaacs, 1984; Kyle & Stark, 1990; Mechikoff, 2010).

WORKSHOP: Tools and Techniques for Teaching Sociology of Sport

Villeray

Organizer/Presider: Justin C. Harmon, Northwood University - Florida Campus

The session will focus on techniques designed to encourage student engagement. The tools will be focused on sociology of sport courses, but could also be applied to many different types of collegiate classrooms. Attendees will also be encouraged to submit "best practices" so as to elevate our collective pedagogical skills. The primary organizer will bring tools that have been effective in the past and afforded recognition as well as those that may be developed for the future.

FRIDAY 8:15 – 9:45	SESSION 5
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WORKSHOP: Why are all the ___ Athletes Sitting Together at Practice?

Courville

The Importance of Developing Cultural Humility in our Professional Practice

Organizer/Presider: Jenny Lind Withycombe, University of Colorado-Boulder

Take the space noted in the title of this workshop and fill it in with any number of diversity related characteristics and you will create the culture found within most an academic, sport, and even business environments. Because many minorities face marginalization within their institutions, peer groups, and even teams they surround themselves with "people like them" in order to create havens in which to safely express their values. In order to "promote, stimulate, and encourage the sociological study of play, games, sport, and contemporary physical culture" there is much to explore and learn about being a culturally competent researcher, educator, and practitioner. Taking lessons learned through education, research, and as a diversity consultant working with sport organizations all over the US, this workshop will focus on developing the cultural competency necessary to be the most effective professor, consultant, researcher and/or colleague possible. Participants will be led through exercises that will help them understand the origin and power of sport stereotypes and oppressions. The critical objective of this workshop is to ensure that all participants walk away with a stronger sense of cultural humility and the tools necessary to inspire and enact practical change in a variety of sport related settings.

PANEL: From Pixellated Praxis to Intellectual Activism

Montmorency

Organizers and Presiders: Ryan King-White, Towson University and Amber Wiest, Florida State University

Participants: Cathy van Ingen, Brock University, Ryan King-White, Towson University, Jaime DeLuca, Towson University & Callie Batts Maddox, Independent Scholar

This session asks the broad question to Physical Cultural Studies practitioners to demonstrate how they have taken up the statement how do/have/will "you be the change you want to see in the world?" Put simply, and following Carrington's (2012) critique of PCS we write papers that "drip with revolutionary character," but those of us writing in this vein rarely get our hands dirty, bleed, symbolically and physically, with others and actually effectuate social justice. This research (and our continual critique of it) can further help our activist selves become more precise and impactful to the communities we are working with, the lives we hope to better understand, and, thus, the people we claim to care for in and through our work. In so doing, we welcome those contributions committed to engaging in productive conversation and collective critique to take us somewhere new and "somewhere better" (Grossberg, 1997, p. 341).

Jennifer C. Wigglesworth, Queen's University

Sport sociologists have addressed stand-up board surfing; however, bodysurfing appears to have received little attention within the field of sport sociology. In this paper I examine the sport of bodysurfing, paying particular attention to questions of embodiment within the sport. Discourses about surfing produce different subject-positions for body surfers and board surfers. Common discourses surrounding bodysurfing conceptualize the activity as more intimate and more "natural" but less legitimate than riding a surf board. In this paper I consider the embodied effects of the discursive opposition between bodysurfing and board surfing. I draw upon my own bodysurfing experiences in attempt to complicate narratives of the bodysurfer and I offer a complex image of her as a powerful and creative performing body in surfing culture. The lived body is a storied body and how bodysurfers talk about their sport is partly responsible for how bodysurfers come to understand their bodies, their experiences, and their identities. The bodysurfer is also an emotional body, where emotions are products of social inscriptions that are in turn the product of surfing practices. An embodied analysis of the bodysurfer is necessary as it offers a way to think about all bodies as lived and experienced through doing, not solely through representation.

*Gender, Embodiment and Self-Regulation: Surveillance in Female Distance Running Subcultures***Christine Carey, McMaster University**

This thesis draws on data collected through semi-structured interviews with cross country and track athletes to investigate how female distance runners experience their sport in relation to gender and embodiment. The runners identified gender as affecting their sport by way of shorter distances for women's races, heightened involvement of coaches in corporeal matters such as diet and weight, as well as sex verification policies. Distance running was also specifically identified as a sport that intensifies societal pressures for women to be thin. Grounded in Foucault's concept of 'docile bodies', this thesis explores how dominant discourses on gender and the body are reproduced within the subculture of distance running through surveillance practices.

*Global Flows and Bodily Skill: The Case of Taijutsu in North America***Katja Pettinen, Mount Royal University**

Given that somatic traditions like dance, sports or martial arts tend to foreground assumptions about bodily movement that vary across cultural and social contexts, such assumptions often collide in the globalized context of body practices. Cartesian assumptions about mind/body relations, seemingly ubiquitous in the west, for example, contrast in telling ways with differing conceptions of somaticity in contexts like Japan. This paper is based on a detailed, eight year long case study of a non-competitive Japanese martial art as it is practiced and taught in North America (Canada and the U.S.). Taijutsu is a relatively "new" martial art, given that it was formalized into a global organization by a single teacher, Masaaki Hatsumi in the 1970s. Since Hatsumi is the sole originator and the main teacher of the art, but, since 2000, teaches only in Japan, most of the Western advanced practitioners travel to Japan to study with Hatsumi, often repeatedly. Based on ethnographic and textual analysis, I outline the ways in which Taijutsu at times challenges more Cartesian based approaches to teaching and learning, not because Taijutsu is somehow more "effective" at somatic learning but rather because it follows a differing path toward embodiment, for example, emphasizing the role of the senses. By examining Taijutsu in the context of cross-cultural global flows, I am able to index some of the Cartesian based conceptions of skill acquisition prevalent in North America and to foreground issues of cultural particularity and cultural competency in relation to bodily practices.

*Embodied Experiences through Yoga Practice: Exploring the Potential for Promoting Empowerment and Agency with Homeless Youth***Trisha M. K. Xing, Brock University**

The body and embodiment have a significant presence within the sociology of sport scholarship (Hockey & Collinson, 2007). However, one area which necessitates an exploration of embodiment is yoga. Yoga practice is fundamentally rooted in the mindful control of the body by connecting breath work (pranayama), poses (asanas) and meditation (pratyahara). These practices cultivate a critical awareness of and responsiveness to bodily sensations which in turn foster power and control through the body and mind. Guided by sociological theories of the body (Grosz, 1994; Shilling, 2003), the purpose of this conceptual paper is to explore the potential of yoga as a site of empowerment and agency with homeless youth who face a plethora of challenges that infringe upon their ability to experience empowerment and agency in their lives. Three research questions guide this inquiry: (a) What is the potential of yoga as an embodied practice for fostering critical awareness of mind and body experiences? (b) What do sociological theories of the body say about mind and body experiences for cultivating empowerment and agency? and (c) How might better understanding how homeless bodies are implicated in being empowered or unempowered lead to developing cultural competence for working with homeless youth?

*An Examination of Carroll's Four Categories of Social Responsibility in Relation to Stakeholder Relationships***Abigail C. Hill, Cheri Bradish and Lucie Thibault, Brock University**

Sport for Development (SFD) uses the power of sport to support international development initiatives that affect social change and empower under-resourced communities (Levermore, 2008a). Currently, there are more than 1,000 SFD organizations globally (Doyle, Payne, & Wolff, 2011) working to enact change and development initiatives in the least developed regions of the world. Stakeholders are key components of the long-term sustainability, development, and success of these SFD organizations. The purpose of this presentation is to address the relationships between SFD organizations and their stakeholders through the lens of social responsibility (SR). Through the analysis of interviews conducted with SFD leaders and their stakeholders, this presentation offers a modified version of Carroll's (1979) four categories of SR. This modified version addresses the differences that exist with SFD stakeholder relationships from the perspectives of the organizations and their stakeholders. Further, future directions and research will be discussed in relation to SR's role in SFD organizations.

Rob Millington, Queens University

As a major proponent of sport for development and peace (SDP), the United Nations has actively incorporated sport into development policy through such things as Poverty Reduction Strategy Papers and the Millennium Development Goals. Despite the contention that sport has an inherent ability to transcend national, cultural, and socio-economic boundaries "in virtually any community in the world", much of the research in support of SDP is focused on "best practices" and rest on a priori assumptions regarding the epistemological and material implications of sport for development. In this paper I explore how the furthering reach of development measures and markers into the realm of sport and health may expand governmental apparatuses and means of surveillance within the development context. To this end I argue that sport articulates with long-standing development practices and "awareness raising" endeavours that are undergirded by dominant paradigms of modernization and neoliberalism. Ultimately I consider how SDP acts as a technology of power through a discursive repackaging of quantifiable measures and symbolic images of "development" that further entrench ideological, corporeal, and political-economic divisions between the global North and South.

Sport-for-Development Monitor and Evaluation: Challenges, Barriers, and Strategies for Overcoming

Jon Welty Peachey, University of Illinois and Adam Cohen, Texas Tech University

The purpose of this study is to examine challenges faced by scholars when conducting monitor and evaluation with sport-for-development (SFD) programs, and to uncover strategies used to overcome these challenges. While monitor and evaluation have increased in recent years, many scholars have noted difficulties in conducting research with SFD organizations. We are interviewing eight prominent international SFD scholars to provide a foundation for other researchers to address challenges in various cultural contexts. This study is in progress. Preliminary data suggest challenges encountered include lack of understanding of the research process by SFD organizations, accompanied by the stigma that academics are just "using" practitioners to further their own ends; the difficulty in measuring long-term impact and in isolating the impact of sport within a broader development mandate; and the academic tenure timeline which can discourage new scholars from initiating long-term projects. Strategies for overcoming these challenges revolve around involving SFD organizations in design of the research; holding informational meetings with participants; providing timely deliverables in the proper format; and taking time to form key partnerships with community agencies. Implications and recommendations will be drawn forth for scholars wishing to engage in monitor and evaluation efforts globally and with cultural sensitivity.

Objectivizing the Researcher's Eyes- Rethinking Approaches Toward Sport and 'Peace'- Building

Yosuke Washiya, University of Toronto

Firstly, this paper briefly touches on the author's seven days in Srebrenica, Bosnia and Herzegovina where the author encountered difficulties to situate himself as a researcher within the post-conflict context and the sport practice of the people. Secondly, this paper reviews studies on the topic, especially focusing on the researchers' perspective toward the notion of 'peace'-building. 'Peace'-building is mostly examined within the space of sport-based intervention programs, and the studies tend to focus on a functional analysis of sport intervention and discussion of ways to measure the success/failure of the programs. However, it is still unclear how 'peace' examined from the space of intervention is situated within the entirety of the people's lives. Similarly, the notion of 'peace' itself remains in a highly generalized form. Through the analysis, this paper highlights the researcher's perspective as one of the causes of framing 'peace'-building in a limited form. Bourdieu's notion of 'reflexivity' is discussed here to objectivize the researcher's perspective. Finally, the importance of seeing sport practice itself rather than discussing sport framed within 'peace'- building a priori, is emphasized. Contact zone theory by anthropologists Pratt is suggested for consideration.

The Power of Roller Derby: Sport, Gender, Sexuality, and Transformation

Beauport

John M. Paul and Sharla Blank, Washburn University

This paper explores the ways in which gender, sexuality and athleticism are constructed and expressed by participants of a women's flat track roller derby team. As an ethnographic study, we document the motivations for participation and the cultural and symbolic meanings embedded in the play of the sport itself. In this manner, we also include an analysis of the symbolic presentation of the body, including the display of fashion, tattoos, cosmetic makeup and the self-naming choices that represent the players' sense of identity. Lastly, we correspondingly examine the broader transformative aspects of derby, detailing specifically the ways by which female participants grow personal confidence and gain social power, positively convert images and understandings of women's bodies, and work to make over roller derby into a broadly accepted sport.

"There are no Balls in Roller Derby:" Roller Derby and the Production of a Women Onlyness Gender Regime

Michele K. Donnelly, University of Southern California

In this presentation, I discuss my ethnographic research of a women's flat track roller derby league—Anon City Roller Girls—as a case study of "women onlyness." Women's flat track roller derby is a useful site through which to explore my research problem: problematizing contemporary women onlyness; a research problem developed in direct contrast to the dominant (naturalized, essentialized, assumed) approach to women onlyness. Taking a fresh look at women-only social formations by problematizing women onlyness, through exploring women's experiences of and meaning making about women onlyness, calls critical attention to women onlyness. I found that roller derby skaters are active in the production of a particular women onlyness gender regime. Specifically, women's flat track roller derby skaters consistently and constantly negotiate essentialized stereotypes of gender as they "win space" for themselves in traditionally male-dominated and masculine defined activities and settings, and make meaning of their involvement. Skaters produce women onlyness gender regimes in the ways they make time and space for and gender mark these activities, and in social interactions with each other, men, and other women.

"They say We are All Crazy" - Singing and the Collective Interconnections on the Soccer Terraces of Buenos Aires

Matthew Hawkins, Carleton University

Organized singing is one of the defining characteristics of Argentinian soccer supporter culture. The lyrics written over popular melodies often describe the supporter's passion for their club, the intensity of their rivalries, a state of intoxication, and desires for championships. The creativity of the lyrics is often a source of pride for supporters. The lyrics also reveal underlying collectively communicated concepts of loyalty, masculinity, and supporter ideologies. Learning the songs not only requires remembering words and melodies but also the shared bodily practices. Fists pumping, the co-ordinated clapping, and thousands jumping are influenced by the musicality of the songs and produce a bodily and emotional dialogue with the unfolding soccer match. Outside the stadium at a national scale, the songs share their musical form with popular expressions made during the annual carnival and political manifestations. Through the use of internet media, international recognition of Argentinian soccer culture has led to translations of many Argentinian stadium practices such as singing interconnecting local supporter cultures. This paper explores these general themes through specific examples based on ethnographic field research that was completed with supporters of **Club Atlético San Lorenzo de Almagro** from Buenos Aires.

"You must be new:" Becoming Fans and Communicating Values While Defining International Sport Online

Meghan M. Ferriter, Smithsonian Institution Archives/Center for the Study of Sport & Leisure in Society (GMU)

Though excellent analyses of sport fans online have been conducted – for example in listservs and chat rooms, fantasy sports culture, and social media such as Twitter – the activity of micro-blogging platforms remains under-explored in relation to the ways fans develop cultural competencies through discussing international women's football and discourse work. Tumblr offers a unique space through which United States Women's National soccer Team (USWNT) fans affirm a collective identity, while refining (trans)national representations for a broader imagined community. Social networking sites like Tumblr allow fans to gather and share resources - opening multimodal communication across spatial and temporal boundaries. Exploring this space through ethnography and discourse analysis, this paper unpacks the ways in which fans express their beliefs; using mediated discourse and user-generated content to learn, debate, and define athletes, nationalities, sexualities, gendered behavior, and social relationships. By appealing to an interpretive community with a constantly re-articulated cultural framework, fans mark group boundaries while defining global flows of professional women's football. Finally, a discursive space is established through a combination of asynchronous communication and liveblogging; one in which processes of acculturation to technology and to the values of the fandom pin down social relationships in specific sporting moments.

Ableism/Internalized Ableism and the Olympic and Paralympic Movements

Belair

Eli A. Wolff, Brown University; David Legg, Mt. Royal University; Mary Hums, University of Louisville; Ted Fay and Cathy Macdonald, SUNY-Cortland

Why would the Paralympic Movement not want to fully integrate with the language, symbols, ideals and values of the Olympic Movement? Why would Paralympians want to have separate language, symbols, ideals and values from Olympians? Also, why would Olympians and the Olympic Movement not want to embrace athletes with disabilities as part of the Olympic Movement? Perhaps it is possible to analyze the situation through the lens of ableism and internalized ableism. What are the parallels with sexism, racism and homophobia within the Olympic Movement? From the civil rights and human rights movement, the principle of "separate is not equal" has emerged and has created a framework for "within, not beside" that also has implications for the relationship between the Olympic and Paralympic Movements. This paper will discuss and analyze the ways in which other realms of diversity and inclusion (race, gender, LGBT) have become organized and are ongoing and consistent in their efforts, education and advocacy. The authors will discuss and contextualize the limited yet emerging activity taking place with respect to the Paralympics and athletes with disabilities. This paper builds on previous work of scholars (Bailey, 2008; Brittain, 2010; Fay & Wolff, 2009; Howe, 2008; Hums, Wolff, Fay, 2005; Legg, Burchell, Jarvis & Sainsbury, 2009; Legg, Fay, Hums & Wolff, 2009; Legg & Steadward, 1996, 2011) examining the relationship between the Olympic and Paralympic Movements and provides a specific analysis through the lens of ableism and internalized ableism. This paper is intended to stimulate further dialogue, debate and research as it relates to the intersection of the Olympic and Paralympic Movements, and more broadly on the topic of inclusion and diversity in the Olympic Movement.

Making Sense of Paralympic Legacy through the London 2012 Olympic and Paralympic Games

Shane Kerr and P. David Howe, Loughborough University

Underpinned by the practice theory of Pierre Bourdieu, this paper presents our on-going research into legacy and the London 2012 Olympic and Paralympic Games, specifically in relation to disability and disability sport. The distinctiveness of London and the UK as recent hosts to the Paralympic Games, a celebrated yet problematic modern symbol of disability empowerment, is proposed by paying homage to historically and contemporarily significant events, such as the historical origins of the Paralympic Games in Stoke Mandeville to the UK's 2010 Equality Act. Such a concatenation of events convened to produce a sociologically rich area of research. Our research began as an exploration of Paralympic legacy, its meaning, potential value and risks. Of historical importance are the insertion of legacy into the Olympic Charter in 2003, and the signing of the Paralympic hosting agreement in 2001. Methods included a discourse analysis of bidding and planning documentation related to the Paralympic Games and semi-structured interviewing key actors from the corporate (including media), government, disability and disability sport fields. The study of this interrelation of fields highlights the realpolitik construction of Paralympic legacy from the London 2012 Olympic and Paralympic Games.

"The Other Games:" Coverage of the 2012 Paralympic Games in the Top 20 U.S. Newspapers

Joshua R. Pate, James Madison University; Timothy Mirabito, Marist College & Robin Hardin, University of Tennessee

The 2012 Paralympic Games in London were celebrated as the greatest international disability sport contest, and media coverage within the host country reflected as much with special print and online sections. In the United States, however, there was little media coverage. The purpose of this study was to explore the media coverage of the 2012 Paralympic Games among the top 20 U.S. newspapers. An advanced LexisNexis search from August 22, 2012, to September 16, 2012, revealed just 12 of the 20

newspapers published articles on the Paralympic Games, leaving 39 articles for examination. Using framing analysis as a guide, findings showed that media covered the Paralympic Games by giving athletes a lower baseline for success (e.g., low expectations), over-celebrating athletic accomplishments (e.g., supercrip), or by covering a local participant (e.g., local hero). This study suggests that among the little U.S. media coverage dedicated to the 2012 Paralympic Games, much of it focused on topics other than athletic accomplishment. Such treatment of Paralympic sport in the United States reinforces a perceived detachment between disability and sport, and the discrepancies in media coverage in the United States further highlight the inability to meet the global standards of covering athletes with disabilities.

The Cultural Meaning of Collegiate Student-Athletes Diagnosed with Learning Disabilities and/or ADHD

Sarah E. Stokowski, Eastern Illinois University and Dr. Robin Hardin, University of Tennessee

Society as a whole often lacks understanding of invisible disabilities, or those disabilities that are not visually apparent. Thus, due to the lack of societal awareness of invisible disabilities, such as learning disabilities and ADHD, those with such disabilities find it difficult to fully understand their disability. The purpose of this study was to (a) understand how collegiate student-athletes perceive themselves as individuals with learning disabilities and/or ADHD, and (b) to understand how the participants feel those within their social world (i.e. family, peers, teachers, and coaches) perceive them as individuals with learning disabilities and/or ADHD. NCAA Division I football student-athletes with diagnosed learning disabilities and/or ADHD participated in semi-structured interviews. This study was guided by Intergroup Contact Theory, in which behaviors and attitudes are interconnected and human interaction can potentially promote understanding (Allport, 1954). The results showed that the majority of the participants did not know or understand what their disability was. Many participants chose not to acknowledge their disability and some did not even accept they had a disability out of fear of being labeled as dumb by their peers. These findings can assist in establishing a globalized effort to promote a greater understanding of invisible disabilities.

Youth Negotiating Health and Sociability: Competing Discourses about Food, Fat, Fit and Fun

Villeray

Annelies Knoppers, Noortje van Amsterdam and Daphne van der Hoogte, Utrecht School of Governance, U. Utrecht, the Netherlands

The purpose of this paper is to examine how Dutch adolescents resist, contextualize and reproduce health and peer imperatives. Various scholars have looked critically at discourses that are associated with healthism and how these discourses about the body, health and sport are negotiated by children, by teenagers (often girls), and adults and how these negotiations vary by social relations such as gender and class. The results suggest that these discourses are not reproduced in their totality nor taken up in uniform ways. Health discourses are not the sole source of disciplinary power that shape subjectivities however. We draw on feminist poststructuralist perspectives to explore the results of several studies in which we looked at how Dutch teenagers respond to biopedagogies. We found that although these adolescents were disciplined by healthist discourses, especially as they pertained to body appearance, their daily practices were also informed by discourses about sociability that constituted their peer cultures. We draw on the global and Dutch critical literature about health, sociability and adolescence to reflect on these results.

Being Queer, Being Healthy? The Impact of Heteronormative Body Ideals for Queer Women

Claire Carter, University of Regina and Krista Baliko, University of Regina

Based upon interviews with more than thirty queer women aged 25-45 from Toronto, Vancouver and Regina, this paper examines queer women's exercise routines and their body image/s in relation to heteronormative body ideals. Preliminary analysis of the interviews reveals complex and contradictory negotiations of gender and bodily appearance. The women trouble gender in terms of having muscular and androgynous appearing bodies, but also draw upon dominant health discourses to reinforce the thin ideal. Community spaces, specifically queer women's sports teams, are found to be sites of body and gender policing as well as resistance to dominant norms. This paper addresses the impact of current anxiety around women's body size and feminine appearance for queer women to provide insight into theorizing on gender and social belonging.

Being Healthy, 'Looking Good': Urban American Indian Female Youths' Constructions and Lived Experiences of Health and the Body

Shannon Jette, University of Maryland and Erica Doxzen, University of Maryland

Drawing upon data collected through in-depth interviews, in this paper we explore how urban American Indian (AI) females (aged 11-17) living on the East coast of the United States negotiate biomedical messages about health and the body that are often at odds with (and discredit) traditional Native worldviews (Deloria, 1999) at the same time that they construct this group as 'at risk' of a number of negative health outcomes, including overweight and obesity (UIHC, 2007). Discussing the findings through a feminist poststructuralist lens, we outline how the majority of the youth took up what scholars have called the dominant obesity discourse in which health is equated with body size (i.e., healthy bodies have a 'normal' body size), with indigenous ways of knowing having little to no apparent influence on their understandings of the body and health. We further examine how ideas around health, attractiveness/beauty and body size were conflated and appear to be translated into social pressure to be thin within the school environment, sometimes in the form of bullying. Moments of resistance will also be discussed. Findings contribute to the limited qualitative research examining the health and body practices of urban AI females, as well as critical obesity scholarship.

FRIDAY

11:45 – 1:15

SESSION 6

Women who Play Soccer in Brazil: A Cultural Matter?

Courville

Claudia Samuel Kessler, Federal University of Rio Grande do Sul, Brasil

This paper will present a landscape of Brazilian policy as it relates to women's futebol (soccer). Futebol in Brazil operates as "male preserve"(Dunning and Maguire, 1997). This presentation outlines the development of women's futebol from the prohibition of women's futebol in Brazilian law (1941), the repeal (1979), and through the thirty years since the law was

repealed. The paper concludes with a discussion of current conditions. Presently, few sportive structures have been developed to support female futebol. The sport lacks sponsorship. Brazilian women players don't have a national championship similar to men. Athletes continue to struggle with stigma related to their sexuality.

You Won the Bid for the World Cup, Why are you Mad? The Brazilian Protests' Impact on Foreign Perceptions

Thomas J. Aicher, University of Cincinnati and B. Nalani Butler, University of Tennessee

Mega-events engender positive and negative impacts for the host communities, including economic, social/cultural, and environmental (Getz, 2008). While the economic impacts are questioned, a broader consensus argues intangible factors occur from hosting events (Szymanski, 2002). For instance, the 'free promotion' from hosting mega-events has been used as a form of justification for large investments because it increases awareness and enhances image of the host community (Deccio & Baloglu, 2002). Alternatively, host community residents of these mega-events have grown weary of the financial investments and have demonstrated concerns of increased taxation and cost of living (Konstantaki & Wickens, 2010). These two impacts are juxtaposed as Brazil prepares to host the 2014 FIFA World Cup and the 2016 Summer Olympics. Concerns about the mismanagement of funds and increase in taxes has led to numerous protests, several including violent clashes between protestors and officials, which have flooded international media. Following the methods of previous research (Preuss & Alfs, 2011), we will review international media coverage of the protests to develop a fuller understanding on the impact of global media coverage on international perceptions of Brazil and the mega-events it plans to host. A full discussion of results will be provided in the presentation.

PANEL: The Scholar's Corner: NASSS Promoted Scholarship Activities

Montmorency

Organizer/Presider: Demetrius Pearson, University of Houston. Presider: Letisha Brown, University of Texas

Panelists: Cheryl Cooky, Mary Louise Adams, Theresa Walton, Letisha Brown, Mark Norman, Demetrius Pearson, Michael Atkinson

This roundtable session has been designed to highlight the on-going efforts by NASSS to cultivate, facilitate, and disseminate academic scholarship within the organization. A panel comprised of NASSS Executive Board/Committee Members, involved in the generation and dissemination of scholarship activities, will address various organizational programs. Representatives from the following committees will be available: *SSJ* Editorial, Graduate Student, Outstanding Article Award, Outstanding Book Award, Barbara Brown Outstanding Student Paper Award, and Graduate Diversity Scholarship Award (DCCC). Special emphasis will be placed on the identification of young scholars and their professional development.

Subverting the Ideal: Canadian Female Bodybuilders' Resistance of Idealized Femininity

Sainte-Foy

Bahar Tajrobehkar, York University

Women's bodybuilding, and the muscular physique cultivated within the sport, radically confronts hegemonic sex/gender binaries by challenging the social construction of the female body as frail, fragile or limited (Bunsell, 2013). In the context of competitive bodybuilding, however, women's colonization of the muscular body is policed through competition judging criteria that, to date, monitor and manage women's extreme muscularity in order to stay within certain ranges of acceptable gender and sexuality (Heywood, 1998). Female competitors are required to display femininity and implied heterosexuality on stage through their attitude, gestures, posing, make-up, hairstyle, and adornments (Lowe, 1998). Thus, competitive bodybuilding provides a paradoxical context within which female muscle is both nurtured and simultaneously disciplined. How then do female bodybuilders respond to and negotiate this paradox? The objective of this proposed project is to examine the experiences of these athletes to understand the ways in which they negotiate, and in particular resist, the imposition and policing of idealized femininity within competitive bodybuilding. Key research questions include: 1) how do Canadian female bodybuilders negotiate the restrictive judging criteria of the current bodybuilding federations?; and 2) how do these guidelines and judging criteria limit women's bodybuilding in Canada and lead to the exclusion/marginalization of some women from competition?

Triathlon Magazine Canada and the (Re-)Construction of Female Sporting Bodies

Jesse L. Couture, University of Lethbridge

This paper provides a critical look at the ways in which the female sporting body is represented within *Triathlon Magazine Canada*, Canada's only triathlon-exclusive magazine. The analysis focuses on the visual and narrative representations of the athletic, muscular, female body in the magazine and argues that the sport of triathlon and also the bodies of triathletes work to destabilize existing, socially-constructed, gender binaries. Despite the relative infancy of triathlon within Canadian sport, the histories of the three sports contained therein have each been well-documented and extensively theorized within Canadian sport literature. By placing some of these historical moments and these shared fragments of Canadian sport history in conversation with one another, and also with the sport of triathlon, I argue that the sport of triathlon and the bodies of triathletes can be considered among the first examples of acceptably androgynous sporting bodies within Canadian sport. Further, I argue *Triathlon Magazine Canada* can be read as a largely progressive 'text' with respect to its representations of athletic or sporting femininities, challenging and disrupting the traditional dichotomization of what female and male athletic bodies should and can look like.

Gym Cyborgs? The Natural/Technological Negotiation in Fitness

Kristine Newhall

In this presentation, I focus on the boundaries between bodies and machines, and the natural and the technological binary as it manifests in the space of the multi-purpose gym. I examine the discursive construction of fitness as natural amid the growing visibility and discussions of fitness technologies keeping in mind the individual mandate for fitness and health that circulates in western neoliberal culture. This presentation draws on the philosophical writing about technologies of the body alongside my research, based on participant observation at three multi-purpose gyms, of how gym equipment and trends complicate both the

natural/technological and inside/outside binary, how women's bodies in particular are implicated in these binaries, and the blurring of the naturally/artificially created body. Though body consciousness remains heightened during time spent in the gym, I argue that how gym bodies interact with fitness technologies remains unexamined. The compulsory achievement of aesthetics and health results in an individual focus on how the body is being perceived based on what it can or cannot do. The technologies of fitness exercisers choose are modes of production. The bodies produced influence what the body can accomplish 'and what it is perceived to be able to do' both in and outside the gym.

Affective Economies of Sport:

Sarah C. Barnes, Queen's University

In this paper I consider the way that emotions circulate in elite women's sport contexts. I adopt Sara Ahmed's (2004) concept of "affective economies" and analyze a training session from my own high performance career where my investments in gender and sexuality were challenged. In her account of emotion, Ahmed (2004) decenters the subject and she positions emotions as sets cultural practices that have material effects. Ahmed (2004) carves out space to explore the collective and historical dimensions of embodied emotion. By rereading my own experiences through an affective frame I press the logic of progress that permeates women's sport by focusing on the ways that homophobia is reproduced through emotion. Ahmed's (2004) theoretical insights help me to consider how emotions work to surface the material boundaries of bodies in ways that contribute to ongoing marginalization in women's elite sport settings. Ahmed's (2004) work also provides insights on the role of emotion in social change and a unique perspective from which to examine women in sport.

Exploring Aboriginal Youth Practices through the Promoting Life-skills in Aboriginal Youth (PLAY) Program Beaumont

Jared D. Kope and Alexandra Arellano, University of Ottawa

Post-colonial and critical approaches studying sport for development and peace (SDP) initiatives have questioned its practices and effectiveness, scrutinized its goals and the interests they ultimately serve, and examined its significance as a tool to reproduce but also resist hegemonic forces. Building on critical approaches and decolonizing methodologies, this work proposes a postcolonial indigenous research framework using participatory action research to explore the local voices on a SDP experience for Aboriginal youth. Celebrating local voices intends to subsume the deficit theorizing that typically nourishes indigenous research, which tends to reproduce stereotypes of hopelessness and a lack of agency. In this study, local voices on the Promoting Life Skills in Aboriginal Youth program are explored, using photovoice research method with a participating community. The PLAY program was initiated in 2010 and partly funded by the Ministry of Aboriginal Affairs of Ontario; it is implemented and managed by Right To Play Canada in 55 First Nation communities of Ontario and Manitoba. This study is part of a SSHRC funded research that is based on a partnership with some of the partner First Nation communities and Right To Play. This paper contextualizes the research within the aforementioned working collaboration; it presents the role of the Aboriginal advisory committee that was created to orient the research design, to serve local interests and to further Aboriginal nation-building. 32 days of fieldwork were undertaken in May 2013 and results from the data collection will be presented.

Alberta's Future Leaders Program: Long-Term Impacts

Sophie Gartner-Manzon and Audrey R. Giles, University of Ottawa

Alberta's Future Leaders (AFL) Program is an Aboriginal youth development through sport, recreation, and arts program that has been operating in Alberta, Canada since 1996 (Galipeau, 2012). Every year, the Program hires seasonal youth workers and arts mentors, predominantly post-secondary education students who are EuroCanadian and from urban centres, who are tasked with helping Aboriginal youth who live on First Nations reserves and Métis settlements to become future leaders. Sport for development programs are assumed to foster social change; however, this change is rarely measured and it is not always clear who exactly reaps the benefits. Indeed, there is a lack of research about the long-term impacts of participation on those who provide and receive sport for development programs. In this presentation, we use a postcolonial lens to explore the long-term impacts, as reported through semi-structured interviews, that program participation had on youth workers and arts mentors who worked for AFL between 1996 and 2008.

Are We Asking the Wrong Question? A Case Study of Development Partnership in Sport for Development and Peace

Craig D. Cameron, University of Regina

As sport for development and peace (SDP) matures, it has a responsibility to be both self-critical and to contribute to 'mainstream' development. The presentation focuses on the latter. Since the late 1990s, partnership has become the de facto development relationship. During this time, it has promised a new development paradigm and delivered, arguably, little. This dilemma has motivated practitioners and academics to ask 'what is partnership?' But is this right question? The Trinidad and Tobago Alliance for Sport and Physical Activity (TTASPE) was recognized as a SDP leader. TTASPE contributes a part of its success to the strength of its partnerships. A case study of TTASPE and 13 of its partners (international, national and local), identified 16 essential partnership characteristics. Attempting to move away from restrictive normative or prescriptive partnership models, these characteristics were recognized as items for reflection within and discussion between partner organizations. As such, partnership was experienced as, though not always expressed as, a process of individual and collective identity formation. Furthermore, the misunderstanding between partnership ideals and practices was complicated when organizations failed to openly acknowledge that their actual measure of good partnership differs from their espoused measure. In summary, this case study of SDP partnership suggests that development partnerships are better served when organizations stop asking 'what is partnership?' and start asking 'who are we as partners?'

Evaluation of a Sport for Development Youth Program in Eastern Europe

Velina B. Brackebusch and Billy Hawkins, University of Georgia

Evaluation of sport for development programs has been a widely discussed topic in the sport sociology field due to increased funding of programs by state departments and world organizations. However, there are still no concrete ways of how to assess

the successful implementation of such projects. This uncertainty is due to the wide variety of programs that use sport in aiding community development around the globe. This paper evaluates a project in Eastern Europe that involves participants from five different countries. The goals of the program were to contribute in creating an active attitude in youth about healthy lifestyles and skills of intercultural understanding through the practice of sports. Participants were 50 young people from different cultural, religious and social status. This research takes into account the participants' views about the project and how they felt the activities helped them overcome cultural barriers and achieved the goals of the program. Furthermore, the paper makes a comparison between the sport-related and non-sport-related activities to see whether sport was more helpful in achieving program goals. Ultimately, the purpose of this research is to highlight the successful practices in order to improve the future performance of similar programs.

Hail Mary: Masculinity and the Courting of the Gay Dollar

Beauport

Shaun Edmonds, University of Maryland College Park

The gay niche market currently has the highest per capita buying power of any minority group in the United States (Oakenfull & Greenlee, 2005). Therefore, it is small wonder that as more liberal attitudes towards gays and lesbians have become popular in the United States, capitalist marketing engines have begun to focus on the gay population. The neoliberally infused NIKE campaign to #BeTrue, the inclusion of "Gay Days" in several sport arenas, the "It Gets Better" athlete videos, and various other strategies have created a dialogue between the traditionally heteronormative world of sport and the sexual minority population. Part of these strategies has involved the repackaging and rebranding of masculinity to target gay males. However, sport marketing has traditionally used gendered and homophobic "othering" as key methods of differentiation between an athlete and a non-athlete, between a man and not a man. Additionally, the gay community has used athletics as both a fetish and a trapping of masculinity. The interaction between the gay community and the sports industrial complex is fraught with deeper tensions of masculinity and lost privilege. This presentation will unpack the power relations at play in the courting of the gay dollar and problematize the often simplified dialectical relationship between gay men and sport.

Swishing to the Swoosh: Reflections on LGBT Activism under Big-Money Sponsorship

Erica Rand, Bates College

In June, 2013, as a result of my work to develop transgender inclusion policies for Bates College Athletics, I attended the Nike LGBT Sports Summit. Organized by the biggest movers for LGBT access and equity in sports, the Summit brought together, by invitation only, activists from diverse sports, schools, athletic groups, and LGBT organizations to strategize about concrete next steps. This talk begins in that summit to study the politics of LGBT sports activism under big-money sponsorship in the era of the NHL's partnership with "You Can Play," the GLSEN (Gay, Lesbian, and Straight Education Network) Sports Project, and the Nike # BE TRUE Collection that "celebrates universality of sport." I came to the summit prepared to face a conflict between my commitment to the summit's activist purpose and my strong disinclination to participate in what has come to be called "pinkwashing": the use of publicized LGBT support to camouflage dubious corporate or government politics on the same or other fronts. But the intensity of living that conflict – where we were asked to demonstrate respect in the "house of Nike" both by recognizing systemic, multi-issue oppression and by refraining from wearing competing brands – transformed my understanding of the compromises and bedfellows of funded activism. I argue that the complicated costs to the queer merit study against the assimilationist pulls of "marriage equality" but play out differently, or perhaps especially more vividly, in a realm of activity characterized by entrenched gender segregation and the gendering of athleticism itself.

Politics and the 2014 Sochi Winter Olympics in Russia

Jules Boykoff, Pacific University in Oregon

In July 2013, controversy burst onto the scene as Russia prepared to host the 2014 Winter Olympics in Sochi. Russian lawmakers had passed anti-gay legislation signed by President Vladimir Putin" outlawing "homosexual propaganda," with violations punishable by sizable fines. The law made it "illegal to spread information about non-traditional sexual behavior" to minors; foreign tourists deemed "pro-gay" could be expelled from the country. In this paper I examine the imbroglio in the context of other political disputes that received less attention in the mass media. Such controversies include: the funding structure of the Games, slated to be the most expensive ever at \$51 billion; human-rights abuses aimed at workers building Olympic venues; corruption and fraud vis-à-vis Olympic construction; environmental degradation; the passage of an array of laws designed to squelch political dissent; armed dissident groups threatening to disrupt the Games, which will sit amidst a longstanding conflict zone; and the history of the diasporic Circassian people who until the mid-1800s lived in the area where the Games will be held. I analyze the politics that have emerged as Sochi 2014 approaches, comparing developments with political dissension that surfaced astride previous Olympic Games.

Invisible or Not? Representations of Women in the Associated Press Stylebook

Belair

Steve L. Bien-Aime, Pennsylvania State University

While women are able to participate in sports at the highest levels, sport itself is viewed as masculine (Burstyn, 1999; Cahn, 1994). In the United States, the major male sport leagues have television contracts worth hundreds of millions to billions of dollars annually. Therefore, it is apropos to examine how the sports media landscape contributes to the masculine depiction of sport, more specifically journalism. Lapchick et al. (2011) has found that sports newsrooms fail in terms of gender diversity. A logical extension of the overabundance of men in sport journalism could be that the manuals dictating sport journalism style reflect a very masculine view of sport. Rather this behavior is more likely due to what Swim, Mallett, and Stangor (2004) call subtle sexism or "unequal and unfair treatment of women that is not recognized by many people because it is perceived to be normative, and therefore does not appear unusual" (p. 117). Therefore, a quantitative content analysis of the "Sports guidelines and style" portion of 2012 edition of The Associated Press Stylebook will be able to help gauge whether subtle sexism exists in terms of invisibility of women in the stylebook consistent with sports being perceived as a male domain.

Who is Steering this Ship? The Diverse Origins and Objectives of Sports Journalism Associations

Sada J. Reed, University of North Carolina at Chapel Hill

The following paper is an analysis of 11 American sports journalism professional associations' codes of ethics, as well as three versions of Society of Professional Journalists' code of ethics. This analysis was done in order to better understand sports professional associations' ethical objectives and how these objectives differ from SPJ's codes, or the codes often used in newsrooms. Results suggest that sports journalism professional associations historically have diverse objectives when it comes to addressing ethics: Four of the 11 associations have codes of ethics, though four other associations do not have codes per se, but rules that communicate associations' expectations for professional behavior. Three associations heavily reference SPJ, while two specifically defer to members' employers' codes. Older associations, founded pre-1960s, reference ethics—in some fashion—more frequently than younger associations, which focus primarily on improving working conditions, like better press box conditions and less expensive transportation and hotel rates. In conclusion, this paper argues that sports journalism professional associations historically had diverse purposes, most of which did not include leading industry-wide dialogue about ethical behavior. Instead, associations were created as a way to establish power as a collective in order to improve sports journalists' working conditions and to give them influence within the sports world in which they worked.

Raising Our Game: What Citizen Journalism on Twitter Means for the Professional Identity and Working Practices of British Sports Journalist

Simon A. McEnnis, University of Brighton

This paper analyzes what citizen journalism on Twitter has meant for the professional identity and working practices of British sports journalists using data from a series of in-depth, semi-structured interviews. Sports journalists recognise the need to strive for higher professional standards to ensure their output is of greater cultural significance than those of citizen journalists. Trust—achieved through the occupational ideologies of truth, reliability and insight—is seen as essential to this elevation. The democratisation of breaking news has meant red-top tabloid and 24-hour rolling news organisations must re-position themselves in the market by being more diverse in their use of other journalistic practices such as investigative reporting.

Shhhhhh: Sport, Culture and the Secrets We Share

Annamarie Farrell, Ithaca College

Since its inception in January 2005, PostSecret has become one of the most popular websites on the Internet and has launched successful books and college speaking tours. The site features anonymous submissions in the form of decorated postcards depicting and revealing secrets the authors have never shared; they are posted to the Internet every Sunday. The secrets' themes are diverse and reflect the complexities of life. Yet, throughout its 7-plus years in existence, topics related to sport have become commonplace. How do aspects of lives lived in sporting contexts and in a sport-rich culture form the secrets we keep? When do the identities of being fans, coaches, and athletes manifest themselves as things we hide from others in the form of a "secret?" This presentation will explore the different themes of PostSecret submissions spanning the history of the project, as well as provide an opportunity to discuss the intersections of identity and sport showcased by these anonymous contributions.

Getting Injured: Experiencing an Injury in the Context of Family Life

Villeray

Deana E. Simonetto, McMaster University

The sociological literature on sports-related injuries has examined the ways athletes understand and experience becoming injured, managing injuries, and recovering from injuries (Young et al. 1994; Sparkes 1996, 1999; Pike 2000; Charlesworth 2004). This paper addresses the ways in which families, specifically spouses, of professional football players experience the athlete's injury. Drawing on interviews with 22 football players and 13 spouses from the Canadian Football League (CFL), I describe how families experience (1) the immediate situation of an injury, (2) the recovery period; and (3) the athlete's return to football. The findings indicate that football families are deeply affected by injuries and we need to understand elite-sporting injuries in the context of family life. I conclude by arguing that professional sporting-injuries are not just experienced by the athlete but that research needs to consider injuries in the context of family life.

"... Prepare and Protect [our] Children:" Outdoor Recreation, Youth Vulnerability, and "Social responsibility" among Search and Rescue Volunteers

Jason Laurendeau and Dan Konecny, University of Lethbridge

In this paper, we employ data from semi-structured interviews to interrogate the discourses of risk upon which search and rescue volunteers draw in their narratives about "lost subjects," particularly children and adolescents. Drawing on Donnelly's (2004) consideration of the "culture of risk" and Lupton's (e.g., 1999, 2011, 2012) discussions of the imperative that we "protect" our children from harm, we explore the complexities and contradictions of contemporary risk discourses, and the ways in which these are connected to the (re)production of children and youth as vulnerable subjects.

Expected and Accepted: Social Factors that Impact the Meaning of Pain in Boys' Hockey

Jacqueline Yeldon and Robert Pitter, Acadia University

For many athletes pain is the body's natural mechanism of defense against injuries and overuse. However, its important signaling and diagnostic features are often overshadowed by social factors such as the desire to conform to the sport ethic (Hughes & Coakley, 1991; Nixon, 1992). Emerging literature in the area of youth sport has identified that children, like adults, react to pain by both expecting and accepting it as a normal or even ideal outcome of sport (Malcolm, 2006; Nemeth, 2009; Stafford, 2013). This paper discusses preliminary results from a study of boys' pain experiences in competitive and recreational hockey. We surveyed boys 9 to 14 years of age and then interviewed them in focus groups about how they define and make sense of pain related to hockey. We identify the developmental and social factors that influence these perceptions and reactions to pain by accounting for the athletes' ages, athletic abilities, commitment levels, and teams' caliber as competitive or recreational. Through our findings we seek to address the harmful yet widespread trend of young athletes playing through exhaustion and injury. We

argue that an inclusive and psychosocial understanding of sport-related pain is the first step in promoting a sporting environment centered on the safety and health of each young athlete.

FRIDAY 2:45 – 4:15 SESSION 7

Beauties, Beasts and Beyond: Controlling Images and Black Female Sporting Bodies

Courville

Letisha E. Brown, University of Texas at Austin

Discourse on controlling images and black women, tends to focus on the discussion of music videos and lyrics within hip-hop culture (Collins, 2005; Emerson, 2002; Reid-Brinkley). Nevertheless, this arena is not the only place in which stereotypical representations of black women's bodies reigns supreme. To that end, this paper will engage with a critical analysis of controlling images of black women in society at large, focusing specifically on the ways in which these images have been co-opted and (re)produced within the context of sport. Specifically, this paper will engage with in-depth discussions of the representation of Florence "Flo" Jo Griffith Joyner, Caster Semenya and Brittney Griner as examples of three dominating images of black women in sport. From there, this paper will discuss the ways in which Audre Lorde's conceptualization of the erotic "as a resource within each of us that lies in a deeply female spiritual plane, firmly rooted in the power of our unexpressed or unrecognized feelings" (1984, p. 53), can help us to redefine the contours of femininity in general and black femininity in particular.

Hair Apparent Legacy: Mainstream Media Framing of Gabby Douglas's Hair

Steve L. Bien-Aime, Pennsylvania State University

In the 2012 London Olympics, Gabrielle "Gabby" Douglas made history as the first African-American woman to win "gold in the individual all-around gymnastics competition" (Calder, 2012). What should have been a shining moment for Douglas and perhaps for black Americans quickly turned into an episode of self-loathing. Douglas' moment was not spoiled by a Don Imus-like joke. Instead, Douglas's critics were essentially anonymous individuals on the micro-blogging site Twitter and whose voices were later amplified by mainstream media. Through quantitative content analysis, this paper examined the types of coverage Douglas received about her hair from mainstream print news outlets and whether the journalists cited black people as the source for the outrage regarding Douglas's hair, essentially framing it as a black issue instead of a larger societal problem. Perhaps the most glaring takeaway from this study is the invisibility of whiteness, not from the position that it is ignored, but there is little discussion of dismantling or critiquing the larger systems that contribute to insecurities over "black" hair, i.e., the belief that American society embraces only the white standard of beauty. This myopic viewpoint also contributed to the framing of the furor regarding Douglas's hair as solely a black issue.

"You Want the American to Win? Which One?" Articulating National Identities in the Serena Williams vs. Maria Sharapova Rivalry

Nancy E. Spencer, Bowling Green State University

During the 2013 French Open WS final, tennis writer/commentator Jon Wertheim shared a tweet suggesting that fans cannot distinguish between national identities of Serena Williams (American) and Maria Sharapova (Russian). While Wertheim found humor in the tweet, it reminded me of something U.S. broadcaster Mary Carillo had said nine years earlier. In the 2004 Wimbledon Women's Singles final between Sharapova and Williams, Carillo had marveled at the Russian-born teen-ager, offering that the U.S. would gladly adopt her. The commentator explained her enthusiasm by saying that Sharapova was as "American" as any teen-ager – as evidenced by her love of shopping malls. The significance of Carillo's appropriation of Sharapova must be understood in relationship to the belief by 'American experts' "that tennis needs U.S. superstars to survive" (Scott, 2004, p. 10). Obscured by Carillo's enthusiasm for Sharapova was how 'race' enters into narratives about who qualifies as 'American;' as Toni Morrison (1991) has written, being "American means white" (p. 47). In this paper I ask how 'American' national identity(ies) are articulated through Serena Williams and Maria Sharapova. Furthermore, I explore how these narratives reveal meanings about intersections between national identities, race, and gender (Collins, 2006).

"Only Thing That I'm Guilty Of Is Taking Too Many Jump Shots:" Assemblage Media Analysis of Diana Taurasi's Doping Charge

Judy Liao, University of Alberta

In November, 2010, during FIBA's EuroLeague season, the US media reported that American basketball player, Diana Taurasi, tested positive for a banned substance in Turkey. Besides being suspended and, later on, cut by Fenerbahçe Istanbul, Taurasi also faced a potential Olympics ban. Denying any drug use, she appealed her case with the Court of Arbitration for Sport based on flaws in the testing process and was eventually exonerated in February, 2011. Through an analysis of this (almost) scandal, I hope to explore normalization of female athletic bodies in the media. Borrowing a Deleuzian concept, I analyze the US media coverage of Taurasi's positive drug test as assemblage, a collection of elements configured into a whole to produce effects in a given context (Deleuze & Guattari, 1987; Goodchild, 1996; Malins, 2004; Markula, 2004; Wise, 2011). This concept of assemblage allows me to analyze elements and relations that are drawn in and arranged to articulate Taurasi's drug using body, and to explore complex and contingent forces (Colebrook, 2002; Patton, 2006; Olkowski, 1999) intersecting in the media. My analysis shows a shifting narrative about doping bodies as informational profiles. It also highlights the sense of 'professionalism' underlying a separation of Taurasi's public/private body.

ROUNDTABLE: The Politics of Research: Evidence, Knowledge, and Praxis

Montmorency

Organizers: Michael D. Giardina and Joshua I. Newman, Florida State University and Michele K. Donnelly, University of Southern California.

President: Jason Laurendeau, University of Lethbridge

Participants: Michael Atkinson, University of Toronto; Michele K. Donnelly, University of Southern California; Michael D. Giardina, Florida State University; Jason Laurendeau, University of Lethbridge; Joshua I. Newman, Florida State University

Borne out of conversations related to the recent Special Issue of the *Sociology of Sport Journal* guest edited by Michael Giardina and Jason Laurendeau, this roundtable discussion will both reflect on and move toward productive dialogue about “evidence” (e.g., “What do we mean by evidence?” “What constitutes ‘good’ evidence?” “What kinds of ideological work might the very phrase ‘evidence-based research’ do?”), “knowledge” (e.g., “How is knowledge generated, constructed, and disseminated?” “In what ways might the notion of ‘knowledge production/translation’ serve to narrow, rather than broaden, our discussions of contemporary social issues?”), and “research practice(s)” (e.g., “How and to what extent do the cultural and political priorities of the free-marketed, corporate university impact/direct/confound the conduct of research?” “How and to what extent does politics situated methodologies?” “How and where do we as academics fit into this new research climate?” and “How do we move forward, beyond critique, to that of transformational praxis?”). In this vein, we invite and encourage discussion, challenge, community, disagreement, and, most importantly, a way forward for the sociology of sport and physical culture in the midst of very challenging times for academics—times characterized by shrinking university budgets, decreasing tenure-track positions, increased importance placed on bibliometrics and external funding, and the continued primacy of ‘gold standard’ research design.

White Boys Will Be Men: Revitalizing Masculinity and Restoring the Nuclear Family in Early 1990s Hollywood Baseball Films Sainte-Foy

Dain H. W. TePoel, University of Iowa

In the United States, the 1980s through late 1990s was a tumultuous period of intense cultural and political debate on the proper ways to raise children and the well-being of the nation's youth. These anxieties were linked with concurrent fears of the “threat” posed to White heteronormative masculinity by the women's movement, the increasing visibility of alternative sexualities, and affirmative action policies that sought equal opportunity in the workplace for women and racial minorities. In this paper, I conduct a textual analysis of a series of baseball films produced for family audiences between 1993 and 1994: *The Sandlot*, *Rookie of the Year*, and *Little Big League*. Their overarching narrative features a vulnerable White boy's need for belonging, stability, and self-esteem, and ultimately emphasizes his rejuvenated confidence and newfound self-reliance. These films play a significant pedagogical role. They suggest that sport is an exclusively male space where boys become men, strive to win, gain independence, and take responsibility for their families over flawed adults. The films' omission of complex, wider social and cultural issues—and amplification of boys' triumphs and wisdom—allays concerns for particular audiences about the alleged decline of the White patriarchal nuclear family.

Go, Fight, Win! Performative Masculinity in Cheerleading: A Case Study

Malia Allen, Boston College; Kyoung-yim Kim, Boston College and Michael Malec, Boston College

This paper explores how cheerleading may become a context where concepts of hegemonic masculinity can be negotiated. We argue that cheerleading is a feminized terrain where one can recognize the performance of both masculinity and femininity. At the interactional level, male cheerleaders may reform and produce different concepts of hegemonic masculinity while utilizing their race and class statuses to legitimize their gender performance. Because society has labeled attributed stereotypes and connotations to cheerleading, male cheerleaders may often feel the need to reaffirm their masculinity and heterosexuality through their actions. By asserting their role as cheerleaders to align with concepts of hegemonic masculinity, male cheerleaders maintain their dominant status and therefore avoid being labeled as deviant. Particularly at the institutional level, possibilities for ‘undoing gender’ and moving towards gender equality in cheerleading exist, and male cheerleaders can perform different variations of hegemonic masculinity. In conclusion, collegiate cheerleading provides an arena for male cheerleaders to reflect, reform (in part), and negotiate hegemonic masculinities in complex, multifaceted ways.

The “Bad Boys” of Tennis: Shifting Gender and Social Class Relations in the Era of Nastase, Connors and McEnroe

Robert J. Lake, Wilfrid Laurier University

The early-70s to mid-80s represents a unique era in elite-level tennis, when there emerged a new breed of player, more competitive, brash, hot-tempered and willing to subvert written rules and established ideals of sportsmanship, tradition and behavioural etiquette. Ilie Nastase, Jimmy Connors and John McEnroe embodied this new style and achieved notoriety and on-court success partly as a result. Considering this the outcome of more than individual personality traits, however, this paper positions the developments in this particular period in the broader context of shifting gender and class relations. It aims to investigate the circumstances of how and why this new style emerged. Advances for female players in the context of the broader second-wave feminist movement and the incidence of several scandals that challenged the traditional and unfettered image of femininity in women's tennis are argued to have impacted on the ways in which men transmitted their masculinity both on and off court. Combined with shifting class relations and a general relaxation of behavioural codes as an outcome of liberalising movements in the late-60s and 70s, this paper argues that the emergence of this new style was part of a much larger process of men attempting to redefine masculinity.

Out of Bounds? Racial Discourse on College Basketball Message Boards

Beaumont

Adam Love, Mississippi State University and Matthew W. Hughey, University of Connecticut

While the frequency of overt racism has decreased in most public spaces, being replaced by more subtly racialized narratives, the Internet appears to be an exception where explicit racism continues to proliferate. Online message boards dedicated to US collegiate basketball are sites where groups dominated by white male users discuss the lives and performances of young, primarily black student-athletes. Against this backdrop, the current study specifically investigates the racialized nature of discourse on college basketball message boards in cases where players are involved in disciplinary incidents. We find that, although overt mention of race is rare in these spaces, racialized assumptions and expectations often still shape the ways in which players' actions are interpreted. The reasons for the presence of such ‘color-blind’ discourse will be discussed.

Playing for Privilege: How College Athletics Attract White Males to Universities

Charles D. Macaulay, University of British Columbia

This study examines how a university's interest within college athletics affects the demographic make-up of the student population. I focus particularly on the percentage of white males attending universities as white males are the largest consumers of sports media in North America. Using National Collegiate Athletic Association's Division I universities (N=314) I examine expenses and conference to represent interest within college athletics. The research shows that a university's interest with college athletics as represented in expenses was not a significant factor in predicting the percentage of white males attending a university. However it was found that subdivision, Football Bowl Series, Football Championship Series, and Non-Football playing universities are important predictors of the percentage of the student body being made up of white males.

The Mis-Education of the Athlete: Elite Sports Training as a Contradiction to Messages about Life-long Health-Related Physical Activity

DeAnne Davis Brooks, Greensboro College

An exploratory study using focus groups was used to investigate the question, "What do Black women who were Division I elite track and field athletes describe as influencing post-competitive physical activity?" This study was under-girded with a womanist epistemology and sought to deeply contextualize the physical activity experiences and choices of these women through explanations of their intersecting social understandings. Findings indicate that physical activity decisions were influenced by participants' social networks, socially-influenced self-presentation concerns, and experiences in the track and field arena. Results suggest that messages promoted in the athletic environment over-ride health-focused messages regarding physical activity, including messages touting the value of moderate or non-competitive physical activity. Sociocultural analyses may benefit coaches as they prepare athletes for competition and as they prepare individuals for engagement in life-long, health-related physical activity. This study also resulted in a diverse representation of experience and behaviors of Black women, suggesting that kinesiologists ought to lead the way in reducing the reliance on universal categories of difference. An acknowledgement of the intersecting social understandings and conditions that shape "Black women's" lives and their physical activity may provide additional information regarding PA knowledge, choice, and influences.

Religiosity in Faith-Based and Non-Faith-Based Colleges: An Analysis of Student-Athletes and Non-Student-Athletes at the Division I FBS Level

Jonathan W. Evans, Baylor University and Jeffrey C. Petersen, Baylor University

The connection between sport and religion can be traced to 776 BC and the ancient Olympic Games (Obare, 2000). Currently, this connection has been magnified by the rise of various sports ministries, countless religious references made by athletes of every sport and level of competition, and the notoriety of outspoken religious athletes like Tim Tebow. Prior research identified differences between the religiosity of student-athletes and non-student-athletes (Bell, Johnson, & Petersen, 2009; Storch, Kolsky, Silvestri, & Storch, 2001). At public Division I institutions, student-athletes demonstrated a higher degree of religiosity compared to their non-student-athlete counterparts (Storch, et al., 2001). Conversely, student-athletes at a private, faith-based, Division III, institution, were less religious than the non-student-athletes (Bell, et al., 2009). This paper seeks to address this discrepancy by exploring student-athletes' and non-student-athletes' religiosity at private, Division I, FBS level institutions. Over 300 student-athletes and 250 non-student-athletes from two private institutions (one faith-based, one non-faith-based) were surveyed using the Santa Clara Strength of Religious Faith Questionnaire. A 2x2x2 ANOVA was used to examine the effect and interaction of the athlete status, institutional type, and gender on religiosity. Significant findings could assist college administrators and athletic personnel in both athletic recruitment and student-athlete services development.

Sporting Acne: Embodied Negotiations of Health and Self through Abject Skin in Sport

Beauport

Scott Carey, Queen's University

In this paper I explore the relationship between acne, health and sport. Skin, as Cavanagh, Failler and Alpha Johnston Hurst (2013) write, has a "biological life, a social life, a fantasy life, a somatic life, a political life, an esthetic life, a life in the "lived body" and a cultural life—all of which inform one another to shape what it means and how it feels to inhabit skin" (p. 3). Departing from this train of thought, I pay close attention to the politics of skin—specifically, the medicalization of acne, dermatological regimes and the healthist sport landscape to contextualize the different ways "unhealthy" or "pimpled" skin becomes lived in sport. Paradoxically, medicalized knowledges produce sport as a health "risk" to acne-prone skin (e.g. sweat, equipment/helmets, etc.) at the same time healthist discourses construct the athlete body as "healthy body." Thus, I argue that acne and sport converge to produce a cultural context whereupon ideas pertaining to "health" materialize as unstable, contested and contradictory through the athlete's embodied experience of skin. This paper, then, is concerned with the (inter)subjective negotiations and corporeal tensions that are lived on and through the symbolic, psychological, phenomenological and bacterial surface of the athlete's skin.

"I Quit Because I was Worried about Germs:" The Exercise Experiences of Women with OCD

Julie Maier and Shannon Jette University of Maryland

In recent decades, there has been an increase in scholarship focused on the mental health benefits associated with physical activity, with researchers from a variety of disciplines promoting physical activity as a natural way to manage the symptoms related to numerous mental health issues. With increasing frequency, and in step with the American College of Sports Medicine and American Medical Association's recent initiative, "Exercise is Medicine," there is a call for exercise to be prescribed as an alternative or complement to psychotropic medications, psychotherapy, or other Western approaches to mental health care. While physical activity is undoubtedly beneficial to many, its incorporation into mental health treatment plans is in need of the same critical analysis other therapies and medicines have received. Indeed, there is a lack of qualitative work that looks at individuals' experiences living with mental illnesses and their relationship to physical activity as a potential treatment strategy. In order to help fill this gap, we draw on in-depth interviews with women living with Obsessive-Compulsive and Related Disorders (OCD) in order to explore the complex relationship between physical activity and particular mental illnesses that emerge from their life history narratives.

How Maghrebian Women Speak about Health, Body and Obesity in Montreal, France and Tunisia?

Haifa Tlili, Paris Descartes University

The study is based on participant-centred conversations with women from the Maghreb who live in different intercultural context, between 2009 and 2012. Fifteen women were interviewed in Montreal completed by 22 exploratory interviews in Paris and Tunis. The participants were French-speaking women between 18 and 45. I used a poststructuralist discourse analysis to investigate the recorded narratives. The analysis focused on how these women construct and experience the body and health, the role obesity discourse plays therein, and the ways in which young women's meanings and experiences about the body and health are constructed in specific cultural circumstances. In Montreal, most participants reproduced dominant Canadian discourses on obesity and individual responsibility for health. They also constructed themselves as hybrid subjects, modern women living in Canada but keeping strong Maghreb references around the body, food, as well as cultural and religious practices. In France and in Tunisia, discourses are less abundant and less paradoxical. Less worried, the participants also expressed themselves with criticism when they spoke about health institutions. Cultural and religious discourses are less used. But in Tunisia, some frustrations were observed, between what they knew about health or obesity and what they could do concretely.

Dancing for a Slimmer Body, Competing for International Diplomacy: The Representation of Globalized Belly Dance in Taiwan

Yuchi Chang, Waseda University, Japan

Belly dance, which is adapted from Middle Eastern dance, has grown markedly as a women's leisure exercise in East Asia. In Taiwan, the fusion with other dances or cultural elements is commonly seen in belly dancing choreographies and costumes, although the dance is primarily promoted as a Middle Eastern tradition. According to data collected through in-depth interviews with 20 belly dancers and two organizers of belly dance associations, this study finds people who do belly dance in Taiwan are generally attracted by its benefits as a body-slimming exercise and its exoticism, rather than identifying themselves with Middle Eastern culture. Data also show that being inspired by the government's propagation of Sport Diplomacy, dancers are encouraged to integrate Taiwanese cultural elements into their performance when competing in international competitions, since it is thought of as a chance for Taiwan to receive worldwide recognition. This study argues that the marketing strategies adopted by the pioneering promoters of belly dance and government sport policies play important roles in shaping the cultural landscape of Taiwanese belly dance. While nationalism and consumerism have contributed to the diverse and hybrid representation of this Middle Eastern dance, its connection with the Middle East is even more tenuous.

Physical Culture in the Urban Assemblage: Discussing Cycling through the Baltimore Bike Party

Belair

Oliver J.C. Rick, University of Maryland

The city of Baltimore is an extremely complex assemblage of actants, across a wide range of agencies, impacting upon cycling as part of the city. Some of the actions within this complex urban formation adhere to and are expressive of common tropes that have surrounded Baltimore—specifically in Marxist grounded work from David Harvey—and cling to the obdurate structures of the city (Hommels, 2010). However, what is also clear is that there is not a simple story to be told about Baltimore and cycling as part of the city. Unintended and unexpected associations and formations abound, and through my time spent in the city interviewing and observing I hope to expand upon several of these common, and surprising stories through the Baltimore Bike Party (BBP). As such this paper looks to take up Farias' (2010) encouragement to analyze the city, through cycling, "beyond the strong structuralist programme" (p. 1); where, instead, I will attempt to flatten the city, understanding it as an assemblage, following the associations that are Baltimore city.

They are All Different in the Same Way: Place and Placelessness in Postmodern Baseball Stadiums

Michael T. Friedman, University of Maryland

Since 1989, 24 Major League Baseball (MLB) teams have opened new stadiums. In developing facility designs, architects, public officials and team officials attempted to emphasize local culture and baseball history. As a result, many stadiums feature design elements reminiscent of local architecture or historic baseball facilities, offer views of the surrounding urban and/or natural contexts, promote local businesses, and are decorated with relics and artwork commemorating athletes and important moments from the team's, region's and/or baseball's past. However, as designers have followed a common template of revenue-oriented programmatic elements and many have been involved with multiple facilities, displays of local distinctiveness are superficial and have been replicated broadly throughout the sport. For example, Baltimore's Orioles Park at Camden Yards features a local food specialty, pit barbeque, offered by 1960s Orioles star first baseman Boog Powell. Similarly, although Pittsburgh's PNC Park, San Francisco's AT&T Park, Chicago's Cellular One Field, and Milwaukee's Miller Field do not offer pit barbeque, each features a distinctive food item offered by a long-retired player. This presentation explores the tensions between place-making efforts of designers and the ways in which their mimicry paradoxically has generated placelessness.

The Impact of Sport on City Branding: The Role that Hosting the Olympic Games has on a City's Brand Equity

Villeray

Terrence G. Teixeira, International Olympic Academy

How did the tiny town of Lillehammer manage to gain worldwide recognition? When did Korean technology become synonymous with quality? Which well-known event did Sydney associate itself with to boost the appeal of the city? And what led to the dramatic increase in international tourism in Barcelona? The answers to all of these questions are related to the hosting of the Olympic Games. The Olympics are a unique opportunity where the eyes of the entire world are focused on one particular city, providing it with unparalleled global exposure. Drawing upon the concept of brand equity developed by Aaker (1991), this presentation will demonstrate that the Olympic Games are a powerful tool that can influence public opinion and transform a city's brand. By incorporating examples from various Games, the four elements of brand equity – brand awareness, perceived quality, brand association and brand loyalty, will be examined to determine how they each contribute to creating, re-positioning or promoting a city's brand at the international level. Although the importance of branding has long been understood with regard to traditional goods and services, research into the field of branding cities is a more recent trend. This shift in discourse is of

growing interest, especially in today's global environment where cities need to differentiate themselves through a positive, distinct and memorable brand image if they wish to attract the world's consumers, tourists, investors and mega-sports events. Thus, the findings from this presentation will contribute to the existing research in this budding field by adapting the theory of brand equity to a city context.

Sex Verification for the Olympic Games: History, Hysteria, and Hyperandrogenism

Linda K. Fuller, Worcester State University

Following the disclosure, at the 1932 Los Angeles summer Olympics, that Gold medalist track runner Stanislaw (aka Stella) Walsh was really a man, followed by other examples, the IOC decided to embark on gender verification methods that were considered questionable at best. For 2012 London, in a supposed attempt at fairness, its policy including banning female athletes with hyperandrogenism – a condition wherein they have naturally high testosterone levels. With these new restrictions, many eyes were on Caster Semenya, a highly successful South African runner whose gender identity was in question – especially my eyes, as I was in South Africa at the time, reviewing local media and talking to many people about her. This presentation reports on the topic, then, at both meta- and person levels, providing a classic case of gendered politics.

SATURDAY	8:15 – 9:45	SESSION 8
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An Analysis of NCAA CHAMPS/Life Skills Wellness Program Objectives among BIG Schools

Courville

Rebecca M. Allen and Gary Sailes, Indiana University–Bloomington

There are a growing number of individuals pushing for the implementation of collegiate wellness courses for incoming student-athletes, as well as the reform of programming that is already in place. The goals of such programs are primarily the same; help student-athletes integrate and transition into collegiate life. Athletes have been shown to earn fewer bachelor's degrees and have a lower retention rate than their peers. Student-athletes take longer earning their degree, earn lower grades and take less demanding courses (Adelman, 1990). As the competitive nature of collegiate sports rises, so do the problems for student-athletes (Dudley, Johnson & Johnson, 2001). Student-athletes report more difficulty in taking leadership roles, learning from mistakes, discussing personal problems and articulating thoughts than their peers (Dudley, Johnson & Johnson, 2001). Wellness courses aim to help student-athletes succeed and overcome obstacles. The implementation of the NCAA's CHAMPS/Life Skills Program has created an outlet for universities to align with the academic goals of the NCAA in order to ensure overall wellness for student-athletes (Street, 2008). This program can help to deter stress, encourage time management, boost nutritional knowledge and maintain overall levels of health and wellness, as well as aid in acclimation to collegiate life and culture. This presentation reviews the programs and assistance offered at BIG Universities and the positive effects these programs have on the student-athlete.

Are you not 'Thinspired?' Bio-citizenship and Surveillance of Obesity through Twitter and Facebook

Sarah K. Gray, University of Toronto and Courtney Szto, Simon Fraser University

The reality television show, *The Biggest Loser*, assists 'obese' individuals by 'transforming' their lives through drastic weight loss. The show is predicated on the idea that Western countries are in the midst of an 'obesity epidemic' that requires immediate action by all citizens. Using Rail's (2012) obesity clinic as an entry point into the obesity discourse, the authors used the social media platforms of Twitter and Facebook to observe how television viewers make sense of and engage with the information (re)produced by season 14 of *The Biggest Loser*. Twitter was observed to act as a confessional for viewers while Facebook presented a platform for the reproduction of biopedagogical discourses. Although resistance was observed in both arenas, findings suggest that social media facilitates active surveillance with viewers/consumers, who in turn become multipliers of surveillance. The authors recommend increases and enhancements in media literacy to challenge the politicized information (re)produced through popular media such as television and social media.

Food for Thought: Thinking about Food, Sport and the Athletic Body

Matt Ventresca and Jennifer Brady, Queen's University

This paper emerges from a curiosity about food's role as a technology to improve athletic performance. Relatively little scholarly attention has been given to the theoretical and epistemological assumptions through which food and eating are implicated as vehicles to reproduce the athletic body. Our argument builds upon past work that considered the media panic following National Football League running back Arian Foster's decision to "go vegan" in advance of the 2012 season (Brady & Ventresca, 2013). While tied to broader issues related to masculinity, race and regional identities, much of the anxiety surrounding Foster's food practices was fueled by concerns about how a plant-based diet would affect Foster's strength, endurance and overall performance. This paper broadens the scope of our analysis and explores the theoretical considerations that underlie how food is understood as putatively different from other substances ingested, injected and absorbed by athletes preparing for competition. Considering the food practices of athletes in this light can work to blur the boundaries between natural and synthetic, healthy and unhealthy, legitimate and banned substances. Given that any athlete is located within an entanglement of financial and commercial interests, however, we also interrogate how these boundaries materialize in the context of global media and advertising economies.

Korean Sporting Masculinities: Park, Ji-Sung and the Mass Mediated Body in Television Advertising

Yeomi Choi, University of North Carolina at Greensboro

Analyses of gender within post-modern feminist perspectives, including the notion that "gender is relational" have enhanced question-setting about men and masculinities (Messner & Sabo, 1990; Taga, 2005). Still, non-western/East Asian masculinities have been trivialized and largely unknown in Western-centered academia which exercises a sort of imperial power in producing and dispersing normalized culture in the contemporary media age (Taga, 2005). Given that television advertising (re)produces

and solidifies dominant ideologies in society, it may also be observed as a crucial sphere from which to understand preferred masculinities as representative cultural texts in any particular historical moment (Park, 2006). This study examines the cultural production of Korean masculinities by reviewing television advertising of Park, Ji-Sung, one of the popular commercial icons in South Korea as a successful transnational soccer player. Informed by feminist cultural lenses, this analysis aims to deconstruct falsely simplified "Asian" masculinities and offers one more sporting cultural space from which to ponder "plural" masculinities.

Transnational Migration and Identity Negotiation: The Role of Sport for 1.5 Generation South Koreans in New Zealand Montmorency

Ik Young Chang, University of Otago

To date, the majority of research on migrant identity negotiation has focused primarily on the 1st generation migration decision makers. However, identity issues linked with transnational migration are "not only related to those who have recently arrived, but are also relevant for subsequent descendants" (Ali & Sonn, 2010, 417). Consequently, there is increasing recognition by sociologists that as a particular group, the "1.5 generation deserves more attention in migration and transnationalism studies" (Bartley & Spoonley, 2008, 63). General speaking, the 1.5 generation can be understood as bilingual, bicultural and hyphenated immigrants who are born between the first and second generation (Park, 1999; Rumbaut & Ima, 1988). What makes the 1.5 generation unique is their combined transnational migration and intergenerational location which creates tensions of living 'in-between' two different languages, two different cultures and two different 'national' identities. Therefore, this study examines the process and experience of how the S. Korean 1.5 generation in NZ negotiates their identity in two different spaces: home and school. In particular, it focuses on the role of sport as a significant cultural site and practice where the 1.5 generation negotiates their identities within these two spaces. A key finding is how sport in the both school and home contexts serves as an important site where social networks and integration can be established but also where the 1.5 generation S. Koreans can assert their ethnic identity.

Asian American Men and Women in Sports

Yomee Lee, State University of New York, Cortland

While Asian Americans continue to be the fastest growing minority in the U.S., relatively little have been written on their experiences in sports. Drawing on Critical Race Theory, particularly by centralizing their marginalized voice, this research attempts to reveal the intricate realities of Asian American men and women in sports. Asian American men and women encounter particular sets of ideas about their identities. Asian American males are subject to experiencing specific 'ideological assaults' that categorize them as feminized, emasculated and desexualized men. On the other hand, Asian American women face the ideas that they are submissive, subordinate and passive. These racial ideologies stand in stark contrast with sports, as sports often work as a primary cultural site for hegemonic masculinity. Therefore, when Asian American men and women participate in sports, they are likely to face two polarizing concepts that further complicate their realities. By employing qualitative research method, this study seeks to reveal how Asian American men and women's sporting experiences intersect with complex racial and gender dynamics.

The Reason of Athletes Naturalized and Identity: Some Respective from Asia

Chia Hui Cheng, and Dong-Jhy Hwang, National Sport University, ROC

Olympic Games are the quadrennial sporting event and the focus of world. It is not only excellent performance from the athletes in the Olympic competition, but also country fans show motherland's identity from the excellent performance of players and showing national feelings and imagination Community. Therefore, sport and the construction of identity is closely related. In recent years the Olympic Games and other sporting events were found, representing the same country athletes appear different face. Indirectly illustrates athletes from different places, but represent the same country. Under the influence of globalization migration of athletes from Asia is increasingly commonplace, but the situation is different from the naturalized. Review of the literature found that in Taiwan most of the articles talked about athletes migration reasons and identity. However, the reasons of athletes naturalized and how to influence the identity will be the focus of this study. Hence, this study was to investigate athletes naturalization causes and impact on identity from Asia. These athletes got medals from Olympic Games or international competition for naturalized country already. Through by historical research method to collect literature and news to analysis the question. As the results showed that, the reason for the athletes naturalized were marriage, political factors, career planning, however identity was not dichotomy, the process of identity is accompanied by different naturalization reasons.

Tracing Leadership Functions Critical to the Advancement and Accomplishment of LPGA in Korea: A Qualitative Inquiry Sainte-Foy

Esther Lee and Dr. Billy Hawkins, University of Georgia

In recent years, there have been several prominent developments in the golf industry in Korea, including the establishment and expansion of the Korea Golf Association (KGA), the Korean Ladies Professional Golf Association (KLPGA), and the successes of Korean female golfers on the U.S. Ladies Professional Golf Association (LPGA). The purpose of this study was to examine the relevance and impact of various leadership roles, functions, and activities on the golf industry's growth and achievement in Korea, in general, and with Korean women golfers. A snowball sampling method was used to recruit the participants. Five leaders from the Korean women's golf industry were interviewed using a semi-structured, an open-ended interview questionnaire. A thematic analysis was used to interpret qualitative data for key themes related to the phenomena. Findings of the study indicated that Se Ri Pak's success, parents' dedication, players' hard work, and the leadership roles of KLPGA contributed to the development of Korean golf industry. The findings of the study can help the future sport management researchers and practitioners learn about how to formulate a balanced culture of mass sport participation and elite sport competition. Keywords: women's golf in Korea, Korean women's golf, leadership in Korean women's golf.

Megumi Seki, Osaka Prefecture University

The purpose of this study is to show how the role of women working as "Joshi managers" (girl managers) for all-male college football teams in Japan has evolved. The higher the ratio of these "girl managers" to male football players, the more menial the tasks the women are required to perform. The methods of data collection employed included participant observations, interviews and content analysis. Results obtained by comparing two college football teams (all-male) indicate that the duties and responsibilities of "girl managers" increased when the percentage of "girl managers" to male players remained above 30%. In the past, socializing between men and women members of the club was prohibited. However, as the number of "girl managers" increased, pressure to socialize with the male players also increased. In fact, pressure to perform menial tasks and to socialize with male players led several "girl managers" to quit working for their team. Therefore, despite the growing number of females within the club, socializing between these women and the male players has in fact strengthened and maintained the dominant power of the male players.

Finding a Way to Make that Work: Age Heterogamy and Employment Homogamy among Married Female Sport Managers with Children

Todd W. Crosset, Janet Fink and Nefertiti Walker, University of Massachusetts

This presentation is a slice from an on-going 10-year longitudinal multi-method study exploring the impact of gender on the career trajectory men and women holding sport management degrees. The focus of this presentation is the family formations of sport managers. Although women's participation in sport has expanded dramatically, sport remains a male dominated profession (Carpenter & Acosta, 2010) and the jobs "gendered" (Aker, 1990). We anticipated that women in the sport industry would create a variety of family forms in order to accommodate the long irregular hours, relatively low pay and jobs that assume employees are either single or have a spouse to provide child care and domestic labor (Gerson, 1997). The findings are based on a survey distributed to 300 sport management degree holders and fifteen life histories of women sport managers. All the respondents graduated from one institution between 1988 and 1999. The survey sample is comprised of equal numbers of men and women. The life histories are recorded and transcribed semi-structured phone interviews. Results suggest that male sport management degree holders tend to form neo-traditional families. Female sport managers families are more varied than men's. Heterosexual female sport managers, married with children, tend to combine older male partners employed in the industry (employment homogamy and age heterogamy) with small families. The results supports Pyke and Adam's (2010) contention that the motivations of women for marry up in age cannot be easily characterized and complicates our understanding of age double standard in the marriage market (England & McClintock, 2009).

Nice Korea, Naughty Korea: Media Framings of North Korea and the Inter-Korean Relationship in the 2012 London Olympics and Paralympics

Beaumont

Liv Yoon, University of British Columbia

In this presentation, I report findings from an analysis of mainstream news-media framings of North Korea and the inter-Korean relationship in the London 2012 Summer Olympics. The research was guided by the following questions: 1) How was North Korea's involvement in the Olympics portrayed within different news-media? 2) How did mainstream news-media in South Korea and in a selection of other national contexts frame the inter-Korean relationship in the London 2012 Olympic Games? and 3) What differences were there, if any, between the South Korean coverage of these topics and other international news-media coverage, and what are their implications? I aim to explain and contextualize my findings with existing literature on news media coverage of conflict, sport, and nationalism with particular attention to the interrelated concepts of ideology, hegemony, and Orientalism (Said, 2003). The analysis is guided by Norman Fairclough's (1995) Critical Discourse Analysis approach to examining how language operates in framing events and topics in a manner that may make some points or perspectives more visible than others. The overarching goal of the study is to provoke thinking about the role of sport media producers in peace promotion and in the perpetuation of conflict and cultural violence, the potential impacts of mass media on audiences, and possibilities for developing more critically-informed approaches to creating media messages.

A Space to Play: Evaluating Neighbourhoods Adjacent to Proposed Pan Am Facilities and the Potential to Promote Sport Participation

Yuka Nakamura, York University

Three goals of the 2015 Pan/Parapan American Games is to inspire children to play sport, engage local communities to embrace the Games, and to celebrate and involve Toronto's multicultural community. To frame the event in this way is not surprising, particularly the desire to catalyze sport participation, and the connection to multiculturalism, a dominant ideology of how Canada's national identity is constructed. Nevertheless, there is little evidence that suggests that mass participation increases after hosting a major sporting event, and ethnoracial groups continue to face barriers to participation that cannot be addressed simply by hosting the Games. Indeed, engaging local communities to connect with the Games becomes untenable, especially since this goal is grounded in the assumption that opportunities, spaces, facilities and programming exist in the first place. This paper discusses findings from a preliminary study examining the potential impact on sport participation in the communities surrounding the facilities that will be built for the upcoming Toronto 2015 Pan/Parapan American Games. Specifically, the paper assesses the neighbourhoods adjacent to the Pan Am complexes being built on the University of Toronto Scarborough Campus and York University grounds, as well as the refurbishment of Ivor Wynne Stadium in Hamilton, Ontario. This assessment includes demographic data about community residents; an inventory of sport and recreation providers, programming and facilities in the area; and key informant interviews with sport and recreation providers in these neighbourhoods. The paper also proposes a potential framework for evaluating spaces for their potential to promote sport participation.

"I Streamed the Women's Gold Medal Soccer Match on my Phone:" NBC Universal's Coverage of the 2012 London Olympic Games

Maura B. Rosenthal and Jennifer K. Mead, Bridgewater State University

The 2012 London Olympic Games were the most widely disseminated games in history. Focusing on NBCUniversal's live televised and live-streamed web coverage, we sought to determine whether and how commentators used powerful language to describe female athletes in basketball, soccer and beach volleyball. Play-by-play commentators overwhelmingly described female athletes as exciting and powerful. Female athletes were compared to male athletes, and much of the coverage focused on the dominance of the U.S. women. NBCUniversal paired veteran, male color commentators with female analysts who were former Olympians in the live coverage of soccer and basketball. Implications of this broadcasting decision and specific ways nationality, sport, and gender intersect in the coverage will be focal points in this paper. Given Comcast Corporation's recent acquisition of 100% of NBCUniversal, the paper will end with a brief discussion of how the Sochi games are being marketed.

Marginalization and Barriers to Participation in Physical Activity and Gardening Programs for Urban Aboriginal Youth

Beauport

Courtney Mason, University of Ottawa and Josh Koehli, University of Alberta

This presentation investigates barriers to physical activity, sport and exercise for Aboriginal youth in urban Edmonton, Alberta and Ottawa, Ontario. Focusing on the experiences of inner city Aboriginal youth, this analysis considers the common structural, institutional, intrapersonal and cultural constraints that are regularly encountered. Studies that comprehensively assess the complex factors that impact participation in physical activity for urban Aboriginal peoples are very limited. This study privileges Aboriginal perspectives by drawing on semi-structured interviews with youth over a four-year period. In addition, observation of youth participation in physical activity outreach programs and community garden initiatives contribute to the evidence attained. We assert that any measures directed at improving policy related to the physical activity experiences of Aboriginal youth must directly consider the multiple socio-economic, political and cultural issues that affect their lives.

Exploring the Marginalization of Indigenous Women in Physical Activity

Tricia D. McGuire-Adams, University of Ottawa

Through concerted discussion and critique I consider how one can implement decolonized physicality with the aim to examine personal regenerative change through physical activity. My research will look physical activity programs and theories such as the transtheoretical model (Prochaska & DiClemente, 1983) to identify how they may be used to mobilize Indigenous women to regenerate their physicality. Colonization and oppression have had detrimental effects upon the physicality of Indigenous peoples and it is important to examine how current physical activity research may assist with regenerating physicality (Adams, 2008). My presentation examines Indigenous women's approach to physical activity and the nascent marginalization complexities regarding participation in physical activity. More specifically, I explore how Indigenous women engage and disengage in physical activity. Current research seeks to understand why marginalized women are faced with barriers and, at the same time, create barriers to participation in physical activity (Ponic et. al., 2011). I offer a perspective to further understand the complications of Indigenous women's participation in, or lack of participation in, physical activity.

Elders in Motion: Physical Activity Programming for Aboriginal Older Adults

Lauren A. Brooks, University of Ottawa

The 2006 Canadian Census found that the Aboriginal population aged 65 and over has increased 43.0% since 2001 (Statistics Canada, 2010). Despite this dramatic increase in older Aboriginal peoples, there is a dearth of research concerning this cohort, especially regarding their engagement with physical activity. Using a postcolonial lens, I sought to understand if and how the NWT Recreation and Parks Association's (NWTRPA) Elders in Motion (EIM) program is adapted for NWT communities and to understand the challenges that program leaders and communities have faced regarding the implementation of the program and how they have dealt with these challenges. Findings from seven semi-structured interviews show that EIM is most successful when run by program leaders who have a close relationship to the Elders, the NWTRPA needs to improve communication between communities and with health departments and governing bodies in order to increase support for the program, the most beneficial part of the program for Elders is the increased social inclusion, and the most challenging part of EIM for program leaders is having the resources to run it, including financial, personnel, and training.

If you Invest: The Conditional Sport Engagement of Youth Living with Lower Incomes

Belair

Bethan C. Kingsley and Nancy Spencer-Cavaliere, University of Alberta

As the global economy continues to shift, the cost of sport participation in Canada continues to rise. Sport has become increasingly less accessible for people without the disposable income to pay for membership fees, equipment and/or transportation. Our response to this trend as researchers and practitioners has been to examine and attempt to remove the barriers that prevent participation. Despite these efforts, participation remains low for people living with lower incomes, particularly for youth. In this presentation, we draw on qualitative interviews with young people and parents living with lower incomes to explore youth sport engagement. Through a class lens, we discuss the drive for high performance that creates conditions of engagement in youth sport. In particular, young people identified the need to "invest" their time and bodies in order to engage in sport. The need to invest reflected the presence of cultural conditions that most youth could not or did not want to adhere to. We suggest that 'access' extends beyond the demand for financial resources, recognizing the equally prominent cultural conditions that exist in youth sport and the ways they impact (and limit) the engagement of young people.

Les Misérables: Humiliation, Shame and Biopedagogies of the Oppressed

Michael Atkinson, University of Toronto

Spotted studies of humiliation rituals in youth and adult sport contexts point to a disturbing cultural and institutional trend. Indeed, studies of youth involvement in competitive sport and other physical cultures point to the use of humiliation (particularly in training and hazing contexts) as an institutionally supported, and oft times culturally unchallenged, mode of youth biopedagogy, mentoring, motivation, and peer-group modeling. In this paper, I draw on six years of ethnographic research

collected through two separate, but concatenated, studies of amateur sport (namely, soccer, rugby and ice hockey) in the United Kingdom and Canada in the process of unpacking how humiliation is deeply embedded and lauded in suffering rituals in sport. Drawing largely on the theoretical works of Harold Garfinkel, Erving Goffman and Norbert Elias, I illustrate the complex social conditions and climates involved in youth sport that lead to both the institutionalization of humiliation as standard physical cultural fare, and the degree to which sporting institutions are able to effectively legitimize multiple forms of athlete degradation.

Young Athletes' Perspectives on the Benefits of their Participation in the Finale des Jeux du Québec

Christine Dallaire and Jean Harvey, Research Centre for Sport in Canadian Society, University of Ottawa

Established in 1971 by the Quebec Government, the Finale des Jeux du Québec is an annual multisport competition developing competitive sporting talents in a friendly environment. Financed through the Quebec leisure and sport policy, the event is also meant to foster a distinct identity among Quebecers (Harvey, 1999). This paper focuses on the young athletes' perspectives on the impact of the games both on their sporting development and on their sense of belonging to the only Francophone province in Canada. The results of a survey administered to 441 teenage athletes during the 2010 edition of the Finale as well as interviews with another 82 participants show that these games succeeded in supporting their competitive talents and sport commitment, more so than other Francophone games in Canada (Dallaire, 2003, 2004). A greater number of participants are focused on sport and wish to remain involved in various ways. While participants made friends within their delegation or their sport discipline, meeting other Quebec youth in a French environment, the event did not discernibly rally athletes to the Québécois identity as a distinct Francophone sense of belonging. If anything, their experience at the Games fostered a regional attachment to their delegation.

Imagining Gay Athletes: Discourse, Representation, and Television's Fictional LGBT Athlete

Villeray

Evan Brody, University of Southern California

Beginning with NBC's first regular television broadcast in 1946, televisual imagery has often served as a guide to, and reflection of, American culture (Thompson 2007, p. 137). Far from a simple producer of entertainment, the electronic landscape developed into an arbiter of taste, a measure of approval, and a source of acceptance. As Angela McRobbie adds, "The media have become the key site for defining codes of sexual conduct. They cast judgment and establish the rules of play" (2007, p. 31). This project maps and unpacks fictional televisual portrayals of gay athletes in order to understand how this relationship is discursively produced and represented. While this juncture has garnered increases in representations over the past year, as seen on popular shows such as "Necessary Roughness" and "Drop Dead Diva", among others, television, in fact, has a long and contradictory relationship to portrayals of gay athletes. This project presents both a genealogy of representational practices as well as a theoretical engagement with these portrayals in order to illuminate how they establish normative understandings of athletics and the LGBT experience. Using an intersectional analysis, it also interrogates how discourses of race, masculinity, and sexuality are either engaged or omitted in order to produce the fictional televisual LGBT athlete.

Investing in Systems of Privilege: Gender, Race and Sexuality on and off the Rugby Pitch

Anima Adjepong, University of Texas at Austin

Using poststructuralist feminist theory and intersectionality, this paper centers heterosexuality and whiteness in analyzing women's sport experiences. My interviews with women rugby players examine how women who play a sport characterized by masculinity describe their experiences as rugby players. I argue that reflecting on how race and sexuality constitute these athletes' experiences illuminates the different ways in which the categories of masculinity and femininity are racially constructed, constantly in flux, and contested. My analyses suggest that women's investment in the privileges accrued to them as white and heterosexual women detracts from the full range of "empowerment" available to them through their participation in sports. I argue that the processes through which whiteness and heterosexuality maintain each other as systems of privilege are reproduced within the context of sports and have implications off the playing field as well.

"I just Wanted to be Me"—Perceptions of GLB Youth and Navigating Youth Sport Involvement

Trisha M.K. Xing, Dawn Trussell and Austin Oswald, Brock University

Organized sport has a long history of a culture of homophobia that prevents "gay men, lesbians, and transgendered people from fully participating in sport" (Davison & Frank, 2007, p. 178). The purpose of this paper is to build on some of the existing LGBTQ research by sport scholars (see King, 2008) to better understand how organized youth sport experiences are connected to and affected by the coming out process of young adults who openly self-identified as gay, lesbian and/or bisexual (GLB) during their adolescent years. Interviews with nine, now young adults, illuminated three primary themes: (a) finding an accepting culture/environment; (b) managing and leaving sexuality at the door; and (c) excelling as an athlete as a means for social inclusion. The subjective descriptions of their lived-experiences enhance existing scholarship by providing insight around the contextual factors that shaped how they maintained, dropped or chose their sport involvement, how they managed their gender performance and disclosure of their sexuality, and the potential of youth sport to legitimize their identity and sexuality. The significance of 'cultural competence' (Johnson & Waldron, 2011) for practitioners and educators to reduce stigmas, oppression, and heterosexism in organized youth sport is also emphasized.

SATURDAY

11:45 – 1:15

SESSION 9

Who is Afraid of the Octagon? The UFC and the Militarized Pedagogy of Queer Citizenship

Courville

Satoko Itani, OISE, University of Toronto

Scholars have argued that sports as a popular culture has been used to spread and reaffirm neoliberal ideology and militarization within the US and around the world (Andrew & Silk, 2012; Giroux, 2004). However, the question of how neoliberalism and militarism permeate the society despite its violence and damages requires detailed investigation of the local site in which the multiple ways in which neoliberal ideologies and militarism are lived and affirmed. In this study, I conceptualize the Ultimate

Fighting Championship (UFC) as a powerful pedagogical site that instills and embodies the value of neoliberalism and militarism, and investigate how the UFC helps producing a subject expedient for the US Empire. I argue that the UFC's expansion and success is constituted by three interrelated ideologies of neoliberalism, nationalism, and orientalism and materialized through militarization and commodification of body and diversity that are embodied not only by male fighters but also by the openly lesbian fighters in the Octagon. Thus, the UFC is a site of militarized pedagogy of neoliberal citizenship emerged at the nexus of life-style industry and "military-entertainment" complex that assemblages a kind of subject secured by the disciplined body, consumption, desire for and acceptance of violence and pain.

The Pride Run at the Tel Aviv Marathon: Settler Colonialism, Pinkwashing, and Sporting Activisms in Palestine/Israel

Tyler Carson, University of Toronto and Heather Sykes, OISE, University of Toronto

In 2013, a Pride Run was hosted as part of the Tel Aviv Marathon in Palestine/Israel. The paper discusses a) how the Tel Aviv Pride run produced new homonational sporting subjects in the context of Israeli settler colonialism; b) the links between the Tel Aviv Pride run and the 'Brand Israel' campaign; and c) the ethics of 'pinkwashing' by western researchers/activists. The Pride run was designed to attract athletes to 'gay-friendly' and cosmopolitan Tel-Aviv in Israel. This is an example of 'homonational' gay politics in sport aligning with neoliberalism and settler colonialism. We then critically examine how Tel-Aviv Pride Run illustrates the use sport to 'pinkwash' the military occupation of Palestinian land and people by the Israeli state. The gay pride marathon was part of the 'Brand Israel' campaign which aims to portray Israel as an advanced Western democracy. 'Brand Israel' aims to 'pinkwash', or deflect public attention away from, the military occupation and racist apartheid system that the Israeli state is premised on. We close by critically reflecting on the risks of 'pinkwashing' which requires athletes, activists and scholars to confront their own positions toward settler colonialism in their local contexts (in our case, Canada).

'My Address is Tahrir': 'Egyptian Ultras' Revolutionary Masculinities and Gender Relations

Manal Hamzeh, University of New Mexico, and Heather Sykes, OISE, University of Toronto

This paper examines the masculinities and gender relations of Ultras soccer fans during the January 25th Egyptian revolution. Ultras' resistance masculinities were constituted in relation to three regimes' "Mubarak, SCAF and Mursi/Muslim Brotherhood" which relied upon corporatism, neoliberalism, militarism and Islamism. The Ultras forged anti-corporate and anti-police masculinities through protests against satellite TV and the Egyptian Football Association. Ultras then protested the neoliberal-military nexus of the business elite, SCAF, Central Security Forces and US military-financial 'aid'. During SCAF's regime, the Ultras' were traumatized by the massacre at Port Said and took on martyrdom masculinity leading to demands for retribution which continued during the one-year Islamist regime of Mursi and the Muslim Brotherhood. The Ultras resistance masculinities were mostly formed in relation to patriarchal forms of power; however, there were moments when their collective masculinity was produced in relation to women – mothers of Ultras martyrs, and young feminists who challenged the Ultras' exclusion of women from a sit-in protest. The Ultras seem to be locked into melancholic, resistance masculinities traps them within the patriarchal logic of the corporate, militarist and Islamist regimes, even as they oppose the brutal violence of those regimes.

Institutional Control, Puppets, and Students

Brenda A. Riemer, Eastern Michigan University and Leigh Ann Danzey Bussell, University of West Georgia

University Presidents appoint a faculty member to the role of the Faculty Athletic Representative (FAR). The role of the FAR is to advocate for the NCAA rules on campus, be aware of student-athlete perspectives, and to be more active in enforcement. "The National Collegiate Athletic Association (NCAA) requires each of its member institutions to appoint an FAR who must be on the faculty or administrative staff and may not hold a position in the athletics department" (Miranda & Paskus, 2013, 10). Most FARs have been in higher education for over 20 years, and they tend to be tenured. Additionally, approximately 24% of FARs were student-athletes (Miranda & Paskus). Although the NCAA survey about FARs is highly positive, there is also a question of ethics. Are FARs appointed in a way that promotes ethics in higher education and athletics? This presentation will examine the role of the FAR from two ethical will discuss how depending on the ethics of the institution, the FAR can be a puppet for additional institutional control of the student athlete.

I'm Not Down: Negotiating Labour and Leisure in the Downtown Core of a Divided Western Canadian City Montmorency

Jay Scherer, Jordan Koch and Nicholas L. Holt, University of Alberta

In 2011, we began 'hanging out' (Willis, 1978) with less affluent and often homeless young men at various inner-city recreational centres in Edmonton, Alberta—a city with amongst the highest levels of social and economic inequality in Canada. Over the course of this three year ethnography, we regularly observed how these facilities and recreational programs provided these men with a brief respite from life on the street, in addition to pleasurable opportunities to form meaningful relationships with social workers and peers. However, these settings also provided a crucial backdrop for many of the young men to rationally discuss a host of economic issues in their lives, including the circumstances under which they were willing to 'freely' sell their labour power in the era of precarious labour in the neoliberal city. In this presentation, then, we examine the networks of labouring subjectivities that cooperate and communicate as the multitude of the poor—most of whom embody a range of visible and 'hidden injuries of class' (Sennett & Cobb, 1973)—invent "strategies of survival, finding shelter and producing forms of social life, constantly discovering and creating resources of the common through expansive circuits of encounter" (Hardt & Negri, 2009, p. 254).

Respatialization of Play in the Neoliberal City

Mark A. DiDonato and Joshua Newman, Florida State University

This project examines the transformations and modifications of publicly managed play spaces in the state capital of Florida, Tallahassee. First, we examine demographic changes in Tallahassee and Leon County. Second, we investigate new and closed public spaces of play and the implications these changes could have in the local community. To further enhance our findings, we uniquely position public play spaces within city demographic maps. The use of GIS mapping creates and fosters discussion for

an analysis of the potential effects these policies have on the local community. GIS has been used in social science research in regards to sociodemographic characteristics, assessment of services, map census data, map boundaries, and to forecast additional services for policy decision making (Knowles, 2000; Queralt & Witte, 1998). We consider, based on the visual examination, who benefits from these decisions and who detrimentally suffers. Lastly, we explore potential relationships between the influence public-private partnerships have on the policies and decisions made in regards to public play spaces and how these influences affect the local community.

Training to Win: Parenting, Privilege and 'Elite' Youth Sport Performance Training

Lisa Swanson, Towson University; Jacob Bustad and David Andrews, University of Maryland College Park

This paper examines the relationships between socioeconomic status, social, cultural and economic advantage and privilege and the training and development of young athletes. As evidenced by the continuing increase in organizations focused on the advanced training of youth athletes, the merging of exercise sciences and the demand for these services has particular implications for the realities of physical activity experiences and participation. Our research therefore investigates the links between parenting, guidance and improved athletic performance by exploring the motivations, expectations and practices of youth sport development. As such, we utilized ethnographic fieldwork involving the observation and analysis of training sessions at one particular organization and field site ("Elite Training") in the Baltimore metro area, as well as interviewed parents and guardians whose children are enrolled in advanced training courses. As a study of how familial socioeconomic resources and conceptions of sport and physical activity impact the development of youth athletes and athletics, this research contributes to sociological understandings of (youth) sport and physical activity, socioeconomic status, and the exercising of social advantage within youth athletics.

Rethinking Sports Violence: Comparing American and Canadian Labour Law and Practices of Enforcement

Sainte-Foy

Tracy A. Supruniuk, York University

Much of the discussion around violence and professional sports in Canada and the U.S. has centered on the legality of sports violence as it relates to criminal law, or on the relationship between sports violence and gender. This paper considers violence within the context of workers' rights and the responsibility of employers to ensure safe working conditions for professional athletes. Comparing labour law and its enforcement in Canada and the United States, I look at the ways in which the work spaces of professional athletes often constitute what Agamben calls a 'state of exception' whereby athlete-workers are denied the same rights and protections afforded to other workers. The exclusion of athlete-workers from these basic protections makes for unsafe working conditions. This has allowed for the exploitation of both amateur and professional athletes, as well as injury rates often much higher than other high-risk work sectors

Reality TV and Violent Profit: The Spectacular Construction of Front-Row Fighters

Chris M. McLeod, Florida State University and Mike E. Armstrong, Independent Scholar

In this paper we explore the role of reality television as a pedagogical apparatus reproducing the conditions of the neoliberal laborer in spectacular society. Taking the Ultimate Fighting Championship reality TV show as our case study, we posit that the show's success can be attributed to more than its ability to generate profit and popularity but its potential to increase profits through minimizing labor costs. As Couldry (2008) asserts, reality television acts as a "secret theater of neoliberalism," teaching the viewership how to become good employees in the advanced global capitalist labor force. Utilizing a theoretical framework informed by Bourdieu and Debord we suggest the mediation of the labor process (seen in the growing number of sport-based reality shows) holds the potential to act as a spectacle pedagogy, teaching the audience of potential laborers the monetary and social value in violence and the individual characteristics required for success.

Assessment and Development of PE teachers' Intercultural Competence using the Intercultural Development Inventory® (IDI®)

Beaumont

Lara Killick, University of the Pacific

USA's changing demographics are having a profound effect on the skills needed to be in an effective PE teacher. The emergence of a more culturally diverse student population results in a multiplicity of knowledge forms, epistemic systems, 'appropriate' communication, non-verbal behaviors and preferred styles of teaching and learning. However, there has been limited evaluation of the strategies Physical Education Teacher Education (PETE) programs can use to develop future practitioners' ability to identify, accept and adapt to these differences in the learning environment. Drawing on a developmental framework (Bennett, 1993; Hammer, 1999), this presentation employs the Intercultural Development Continuum (IDC) and Intercultural Development Inventory® v3 (IDI®) to evaluate the effectiveness of an eight-week capstone experiential learning program (ELP) in advancing participants' intercultural competence. The presentation introduces preliminary findings, evaluates the assessment model employed and concludes with recommendations for future research and programmatic/curricula interventions.

Potential contributions of coaches' moral education: The participants' perspectives

Sandra Peláez, McGill University

The present intervention study aimed at assessing coaches' perspective of moral issues after participating in a two-hour workshop. Exploring this relationship is important as research indicates that, in general, coaches devote more effort to teach sport-related issues (e.g., sport strategies) rather than moral-related issues (e.g., cheating) that may arise in the sport setting. Fourteen elite male hockey coaches aged 26-59 ($M = 37.5$; $SD = 8.87$) years old involved in the same provincial league volunteered. The study consisted of a 2-hour workshop intervention built upon the *Inquiry Learning* approach (Kuhlthau, Maniotes, & Caspari, 2007) and a 12-month individual follow-up interview. Interviews were qualitatively analysed following Braun and Clark's (2006) guidelines. Findings were organised around two core themes. The first theme, *coaches' understanding of morality*, revolved around values that guided coaches' behaviours, as well as, coaches' moral knowledge, awareness, and

challenges they faced. The second theme, *coaches' preferences for moral education* discussed participants' appreciation of the workshop, as well as, participants' suggestions for future interventions. Coaches' viewpoints shed light on both coaches' educational/informational limitations and practical issues coaches dealt with. This is important to understand coaches' educational needs at the time of designing an educational intervention aiming at enhancing coaches' moral awareness.

School Sport and the Making of Policy in the UK - Some Preliminary Observations

Hector G. Mackie, University of Toronto

This study draws upon a three-month investigation undertaken as undergraduate research for my dissertation. It emphasizes the complexity and reality involved in the making of school sport and physical education policy in the UK. It draws upon qualitative interview data from two different groups of people (i) UK Ministers and (ii) School Teachers. It suggests that policy change can occur anywhere in the implementation process and that the impact of any policy can only really be recognized once it is implemented. It argues and evidences the fact that the end result might be something different from that which was originally intended. The study had access to UK cabinet ministers under the previous Labour administration. The study supports the evidence and exemplifies that policies within schools are manipulated by those implementing policy so that (in their opinion) the policy 'suits' a specific environment. This study suggests that schools with a good sporting culture manipulate policy to fit it in to their already thriving sports culture. This study reveals that poorer performing schools were not as active in the policy manipulation process and therefore the outcomes of certain policies did not necessarily create any advantages: inequality gaps were maintained and the outcome was often undesirable.

Educating College Coaches: Recruiting the Modern Student-Athlete

Vincent A. Wilson, Western Illinois University and Algerian Hart, Western Illinois University

Choosing what college to attend is a seminal moment for student-athletes who have positioned themselves to compete at the collegiate level both in the classroom, and in the field of play. As important is the decision of the guide who leads them in their journey. The term coach best exemplifies the guide who will mold the student-athlete for the duration of his or her collegiate athletic experience. However, it can be argued that in order to be a successful collegiate coach one has to understand a student-athletes reason for choosing a college. The college choice process involves a wide variety of tactical decisions; the probability that a student will make an informed and personally logical choice is low (Abell, 2003). Factors that can impact a student-athletes selection include the prestige of an athletics program, coaches pedigree, the institutions brand image, and the visibility for professional career exposure. Killio, (1995), Poock, Marick and Hossler (1996), The purpose of this study was to identify important college choice factors for student athletes at the division-I Intercollegiate Athletic level. The study focused on areas such as overall choice factors of student athletes by, institution type, conferences, gender, scholarship versus non-scholarship, and amount of scholarship funding awarded.

Growing (Pains in) the Game: A Case Study of Girls' Hockey Governance in Alberta, Canada

Beauport

Carly Adams and Stacey Leavitt, University of Lethbridge

In the last two decades we have witnessed extraordinary changes and growth in girls' and women's hockey in Canada and around the world. Most notable is the continual growth at the grassroots level. Yet, across Canada, the growth and transformations in the girls' and women's game vary from region to region and, we argue, is often shaped and influenced by the governance structures that organize girls' and women's involvement in the sport. Building on the work of Stevens and Adams (forthcoming) and Adams and Stevens (2007), in this paper we explore girls' hockey governance in Alberta, Canada. Drawing on data from semi-structured interviews, organizational documents, meeting minutes and, in some cases, field observations, we examine developments, changes, and challenges over the past two decades faced by girls' hockey organizers and the impact particular governance models have had on the growth of the game to explore the nuances and complexities of grassroots girls' hockey in the Alberta context.

A Liberal Feminist Analysis of the Effects of Gendered Rules on Ice Hockey Players Perceptions of Female Players and Coaches

Erin L. Morris, Jacqueline McDowell and Jeremy Robinett, University of Illinois at Urbana-Champaign

Girls and women are increasingly participating in ice hockey; however, gendered rules prohibit body checking, an integral practice in hockey, at all levels of women's competition, but not in the men's games. Due to low participation numbers, girls often participate on boys' teams until checking is introduced at the bantam level. The purpose of this presentation is to discuss research that examined youth hockey players' perspectives on female players' abilities, as well as the impact of the checking rule on players' views of female coaches. A liberal feminist framework was used to approach this research. Twelve semi-structured interviews were conducted with Peewee (U-12) and Bantam (U-14) hockey players. Findings revealed that most of the players believed that if girls are given equitable opportunity, they could be as skilled as boys and that women could be good coaches if they had the appropriate knowledge of skills being taught. The participants did understand why girls should play by different rules than boys since society strives for equity and they would be competing against equally skilled girls. This study has implications for hockey association's inclusion of female players within predominantly male and for potential reconsideration of the necessity of the checking ban.

Women Shaping and Being Shaped by Tackle Football Participation in Canada

Katrina Krawec, University of Windsor

The establishment of the International Federation of American Football's Women's World Championship in 2010 acknowledged women's increased participation in tackle football, a traditionally male-dominated and 'masculine' sport. My study examines how Canadian female football players are shaping and being shaped by their participation in the sport. My approach reflects a duality of structure framework, which posits that individuals are constantly shaping and being shaped by the social world around them. Through six semi-structured interviews with administrators and players involved in the Western Women's Canadian Football League (WWCFL) I examined the league's structure and factors that have shaped its development, and participants' experiences playing football and being involved in the league. Results indicated that men's tackle football greatly shaped the WWCFL in its

rules, policies, access to resources, including facilities, equipment, and coaches, and how the participants described their sport and themselves as football players. Interviewees believed that they were broadening the sport participation possibilities for females by creating opportunities for girls and women to play football. My research aims to enhance current knowledge about the sport participation experiences of females, which may be used to develop strategies to allow for the full, positive participation of females in sport.

The Marathon Journey of My Body-Self and Performing Identity

Jennifer L. Fisette, Kent State University

In this autoethnography, I provide voice to the wounded storyteller (Frank, 1995) in my journey to address issues of embodiment, 'the body,' and illness in relation to my performing identity, with a particular focus on how I was able to overcome a spinal injury, partial paralysis, and lower back surgeries to cross the finish line as a 'runner.' I explore how my embodied identity(ies) was initially centered on my athletic and physical successes early on in my life to how my sense of body-self has been translated due to an unexpected 'illness' and deteriorated physical conditions I have encountered over the past decade, causing me to question, challenge, and critique my perceptions of my performing identity in my altered and new 'body.' Specifically, I will situate my performing identity and embodiment among 'problems' of control, body-relatedness, other-relatedness, and desire as well as position my body-self across a continuum of resolutions within the disciplined, mirroring, dominating, and communicative bodies (Frank, 1995).

Examining the Integrative Potential a Participatory Sport Event for Newcomers to Canada

Belair

Kyle A. Rich and Laura Misener, Western University

The purpose of this paper is to examine how recreational participatory sporting events can offer the integrative potential to enhance adaptation/acclimation processes of newcomers to Canada both within and outside of the sporting milieu. Specifically, in this paper we examine the Community Cup program, which originated in Ottawa, Ontario, Canada. Data collected through document analysis and focus group interviews is used to examine various characteristics of the Community Cup program and as well as participants' experiences in the program. By examining this program through the lens of social inclusion, we discuss the potential for participatory sporting events to impact and improve newcomers' transition to Canada. Furthermore, based on our discussion, we offer suggestions for sport event managers to improve the design and implementation of programming offered for diverse/newcomer populations.

Volunteer Sports Organizations: An Athlete's Perspective

Michelle Gilbert, McMaster University

This paper explores volunteer sports organizations from the perspectives of athletes. The youth equestrian sport known as 'pony club' is commonly considered the most affordable way to participate in equestrian sport in Canada. Current and former pony clubbers explain the challenges and benefits to involvement in a volunteer sport organization. Participants outline how volunteer roles and personalities shaped their sport experiences. Applying Bourdieu's theory of cultural and social capital this paper examines how changes in the equestrian industry in Canada have challenged the pony club's ability to produce elite equestrians. Although the organization still fosters the development of cultural capital through education its ability to improve social capital has declined. This paper argues that challenges faced by the volunteer organization, the pony club, are a reflection of a changing equine industry in Canada.

Foucault at the Barre and Other Surprises: Reading the Ballet Studio

Villeray

Marianne Clark, University of Alberta

Ballet is often cited as a favored physical activity among adolescent (Clark, Spence, & Holt, 2011; Dowda, 2006; Kuo, 2009). However, much of the dance research literature focuses on elite dancers in academy settings (Fortin et al., 2009; Green, 1991, 2001; Pickard, 2012). The purpose of this paper is to provide a detailed, contextualized analysis of the bodily practices in a commercial dance studio. I use Foucault's (1975) techniques of discipline to analyze the organization of time, space, and bodies in this unique setting. Drawing upon six months of participant observation with one ballet class, I discuss how the commercial dance studio is at once a disciplinary space and a place of respite for the adolescent girls who inhabit it. The organization of studio space and the design of progressive dance classes enable the efficient training and surveillance of dancers' high-performing bodies. Yet within this disciplinary space dancers form meaningful and important relationships with each other, the instructor, and with their bodies. The studio space also offers a sense of belonging and safety. The discourses through which dancing bodies are produced will be discussed and the complexity of the dance studio as a space that is both/and will be explored.

Reading the Dancing Body in Children's Sport Fiction

Kate Davies, University of Alberta

While adult sport fiction has received some interest by sport sociologists (Markula, 2000), children's sport fiction remains unexamined. Given that both sport and literature are sites where meanings about the body are produced (Hunt, 1985; Kirk & Tinning, 1994; Markula & Silk, 2011; Prout, 2005; Rogers, 1999; Rogers, 2008; Saric, 2005; Stallcup, 2004), children's sport literature is an appropriate site to map the power relations that operate to produce meanings about the active body. This talk is part of a larger story about how the active body is produced in 30 sport picture books. Six of these books focused exclusively on ballet. I demonstrate how these ballet books function as a truth game (Foucault, 1977) to produce certain knowledge of the dancing body. Inspired by Foucault's archaeological and genealogical methods I linked concepts to generalizable statements within, and then across books and analyzed the visuals according to Foucault's disciplinary concepts of space, movement, and time in addition to bodily appearance. I identified six discursive regularities, but in this paper I will discuss: (1) Ballet is practiced in the dance studio, a space primarily reserved for girls; and (2) Ballet dancers are happiest when dancing outside the studio.

Pirkko Markula, University of Alberta

Recently, dance has gained considerable visibility through several popular reality TV shows. Following its higher popular profile, it is timely to investigate dance as a popular cultural, mediated practice. In this paper, I examine the popular dance program, *So You Think You Can Dance* (SYTYCD), as a physical cultural practice within specific historical and cultural condition. Theoretically, my project draws on Lawrence Grossberg's (1996, 2000) Deleuzian inspired cultural studies model of analyzing social formations through a 'differentiating machine' and a 'territorializing machine.' The differentiating machine produces systems of social difference and identities and has been the most common target of analysis for cultural studies scholars. Territorializing machines "operate distributively to spatialize time and temporalize space" (Grossberg, 1996, p. 104) to produce systems of circulation. The differentiation can be further understood by focusing on the mechanism of the power apparatus of the territorializing machine. In this paper, my focus is on the animation of the territorializing machine that produces dance as cultural practice through a televised reality show of SYTYCD.

SATURDAY 2:45 – 4:15 SESSION 10

Black or White: A Study on Expectations and Assumptions about the Leadership (Quarterback) Position in American Football Courville

Kent L. Kaiser and Caleb Glass, University of Northwestern-Saint Paul

Relying on Cultivation Theory and related concepts, this paper uses an innovative method to illustrate how media consumers' expectations and assumptions about black and white athletes are shaped by the media. A survey was administered to test the hypothesis that subjects would associate the leadership position of quarterback in American football with being Caucasian. The survey instruments included a packet of anonymous collegiate football player picture cut-outs – half black and half white – and a mock football field with slots to paste the cut-outs into the appropriate positions on the field. The cut-and-paste responses about which race of player should hold the leadership (quarterback) position showed a significant divergence from equality but no significant difference from the reality of the National Football League, thus demonstrating the power of the media (likely the place where subjects would have gained preconceptions and biases about which race of players would have leadership potential) in perpetuating stereotypes. In addition, subjects were given the opportunity to say why they chose the cut-out they did for the quarterback position; these narrative answers give insight into the subjects' expectations and assumptions and are discussed, as well.

The NFL and Concussions: A White Collar Crime Perspective on the Current Concussion Litigation

Sarah A. Lazzeroni, Portland State University

The controversy over concussions and violence in the NFL was crystallized in the Master Administrative Complaint filed on behalf of thousands of former NFL players in 2012. The players allege that the NFL engaged in negligence and fraud by misrepresenting information about concussions at the expense of the players, while simultaneously promoting and glorifying the violence of professional football for financial gain. The NFL has responded to the lawsuit with a motion to dismiss based on the grounds that Section 301 of the Labor Management Relations Act (LMRA) should preempt the case from going forward in court. They argue that the collective bargaining agreements (CBAs) created by the league and the NFL Players' Association (NFLPA) should be used to resolve this dispute. Whatever the outcome of the case, it will have serious implications for the future of football, inevitably altering the responsibilities of the NFL, its teams, doctors, and players. It is important to place these events within the larger context of criminological literature on white collar crime and law. An argument will be made that the NFL's actions reflect many aspects of crimes typically defined as white collar, including (but not limited to) the fact that financial gain seems to be the motivation. Additionally, these events will be considered alongside the history of the LMRA and collective bargaining agreements in order to understand how such things may have created a climate more amenable to corporate abuses of power, including the NFL's alleged conduct.

Reading Tebow as a Neolib-Role Model: The Cultural Politics of Charity and the (Re)Production of Class Dynamics and White Power in the NFL

Matt Hawzen, Queen's University

King (2006) argues neoliberal governmentality has been concretized in charitable practices, which "points to the ways in which participation in giving, of time or money, is viewed not simply as a preferable way to fund public services, but as a vehicle for instilling civic and self-responsibility in the American people" (King, p. xxvi). In 2011 when Tebow Mania gripped the North American soul NFL quarterback Tim Tebow emerged as a perplexing cultural icon whose legacy was largely defined by his involvement in charity organizations and humanitarian efforts. As the Chairman of the Tim Tebow Foundation, Tebow's "good" morals and quintessential leadership became highly publicized constructing him into a role model for charitable practice. How does Tebow as a role model propel the NFL-corporate philanthropy nexus and how do class and race intersect within this context? In this critical analysis I argue that mainstream media perpetuated upper class dynamics and white power embedded in the neoliberal conjuncture by constructing Tebow as a "neolib-role" model through discussions centered on capitalist production, leadership, and charitable practices. Tebow's version of good citizenship was defined by projections against deviant bodies and was considered paragon for how individuals in American society should act.

Hegemonic Skateboarding: Shifting Ideologies and Performances in a Global Subculture

Montmorency

Tyler Dupont, State University of New York at Buffalo

My presentation focuses on the shifting of the dominant hegemonic ideology and performance of self within the skateboarding subculture. Based on ethnographic research conducted in Canada, Russia, and the United States, along with contextual data, I argue that the dominant ideology and value system behind the subculture of skateboarding may be shifting away from the co-

operative, non-conformist, creative, anti-corporate ideology that Beal (1996), Borden (2001), and Howell (2004) documented in their studies of skateboarders and the skateboard industry. Currently, due to various internal and external influences on the culture, the activity's dominant ideology has begun to emphasize competition, standardization, and corporatism, all of which have drastically affected the hegemonic performance of "skateboarder."

Waist Deep in Mud: A Qualitative Investigation of Tough Mudder

John Vlahos, York University

The Tough Mudder (TM) competition can be described as a non-stop, multidiscipline, individual and team endurance obstacle race that has been attracting participants since its inception in 2010. Its growing popularity has paralleled that of other adventure type races that have provided alternatives to mainstream sports and their values (Kay & Laberge, 2002). This paper centres on my master's study that examines how TM participants identify with and understand TM and how, in turn, TM contributes to their self-understanding as endurance race participants and risk-takers in sport. It also seeks to identify whether these participants are part of a specific social group whose preference for such a sport practice is linked to their location in social space. This study employs qualitative research methods including fieldwork/participant- observation of four TM events (including the World Toughest Mudder competition), content analysis of the official TM website and promotional materials as well as 12 to 15 semi structured interviews with TM participants. A goal of this proposed research is to further contribute to knowledge surrounding social identity amongst endurance race participants.

Sport on the Edge (of the Ice Floe): Swimming Snowmobiles in Nunavut

Audrey R. Giles, University of Ottawa; Gwenth Stadig, University of New Brunswick; Francine Darroch, University of Ottawa; Meghan Lynch, University of Toronto; Michelle Doucette, University of Ottawa; Shaelyn Strachan, University of Manitoba, Municipality of Pangnirtung

In this presentation, we examine the phenomenon of the "sport" of "skipping" a snowmobile—that is, accelerating a snowmobile to speeds that allow the snowmobile and driver to "skip" across open bodies of water found between sheets of ice or ice and the shore. Though common in many northern communities, there is a paucity of research that examines this risky activity. Given the high rate of unintentional injury amongst Inuit, it is particularly important to better understand the reasons why some Inuit engage in this behaviour. Using focus groups and semi-structured interviews with residents of Pangnirtung, Nunavut, Canada, we sought to understand who was skipping snowmobiles and why. Our results suggest that there are two forms of skipping: instrumental (i.e., necessary for travel on the land in order to avoid greater risks) and recreational (i.e., seeking out situations in which to skip for fun and excitement). Further, we found that it is mainly adult male hunters who engage in instrumental skipping, while male adolescents and young adults are most likely to participate in skipping for recreational purposes. These findings can help to inform strategies that seek to reduce unintentional injuries and fatalities in northern communities, especially amongst Inuit.

When Bourdieu Meeting Connell: A Reciprocal Contribution to the Study of Men and Masculinities in Sports

Xavier G.A. Clement

The concept of "hegemonic masculinity" developed by Connell is widely used in the English literature studying the relationship between men, masculinities and sport. This concept is very useful for understanding the relationships and hierarchies between men and between different forms of masculinities in a given context. However, some critics noted the lack of theoretical tools for assessing the plasticity of the hegemonic form, the negotiation enacted by men with regards to hegemonic masculinity, and the interdependence between structure et agency. In this paper, we discuss how the concepts of habitus, field and capital developed by Bourdieu can be useful in the study of men and masculinities in sport. The work of Bourdieu, namely its androcentrism, has been widely criticized by English and French speaking feminist sociologists. However, many of them acknowledged the relevance of some Bourdieuan concepts, and use them to study the gendered construction of women in sport. We propose here an examination of some epistemological relationships between the concepts of these two authors, to see not only their epistemological complementarity, but also their complementarity.

Gender Constructions and Negotiations of Female Soccer Fans: A Case Study in Denmark

Sainte-Foy

Gertrud Pfister and Verena Lenneis, University of Copenhagen

While both the media and the academic literature focus primarily on male fans, in particular on violence and the prevention of hooliganism, little is known about female football supporters. This is also true in Denmark, a country that is known for its high degree of gender equality. This article aims to give insight into gender constructions and negotiations of female football fans in the stands. Drawing on a social constructivist perspective to gender and Bourdieu's (1984) approaches to field, capital and habitus, we explored the experiences and opinions of female fans. The methods employed were stadium observations as well as qualitative, guideline-based interviews with female supporters of three different clubs. The observations and interviews reveal that traditional gender norms, prejudices and sexism are widely spread in the fan stands, and are often accepted and trivialized by the female fans themselves. Female fans have to comply with specific rules of conduct in the stadium, where "masculine" behaviour is regarded both for male and female supporters as ideal fan behaviour. However, there is also space for gender negotiations, as long as female supporters neither display "hypermasculinity" nor "emphasized femininity" in their gender performances. Female fans do not only comply with and reproduce the rules of conduct in the stadium, but also apply different forms of resistance against sexism and the use of football as game and a space of and for men. The founding of a women's fan group can be interpreted as means of opposition to the dominance of men.

Historical Legacies and Living Identities: Recalling Ireland and British Colonialism in Scottish Football Today

Joseph M. Bradley, University of Stirling

This presentation reflects on aspects of British colonialism, the historical cleavage and conflict within and between the islands of Ireland and Great Britain and how this has impacted on football in Scotland. It looks at how these histories have influenced and

shaped national, political and communal attitudes and identities and how these can sometimes be expressed in the traditions of football institutions, but especially through respective fandoms. This work concludes that it is only by using a measure of historical enquiry that we can begin to understand the world famous football rivalry between Rangers and Celtic Football Clubs, sometimes branded as the 'Old Firm.'

Individual and Collective Psychological Ownership of Sports Fans in the Japanese Professional Football League

Ken Sumida, Ben Wooliscroft and Mike Sam, University of Otago

When investigating fans, sports marketing studies has used the organisational identification perspective, considering fans as belonging to the team. Using a fan centric perspective, where fans are considered to own a team, we quantitatively investigate the degree of psychological ownership exhibited by fans. The study focuses on the validity of psychological ownership scales in the sports fan situation, and the difference between psychological ownership, organisational commitment and team identification. A questionnaire with measures of individual psychological ownership, collective psychological ownership, organisational commitment and organisational identification from extant literatures was administered to 395 subjects—attendees at a Japanese professional football league (J-League) game—resulting in 310 usable responses. Confirmatory factor analysis was conducted to test reliability and validity of the scales. Reliability and convergent validity were found, for psychological ownership. The analysis shows that psychological ownership is distinct from the other psychological concepts measured. Subjects were categorised into four levels of fan: super fans, committed fans, ordinary fans and spectators. The relationship between psychological ownership, organisational commitment and team identification will be discussed during the presentation.

The Biggest Story of the Olympic Games for Canada? Examining the Construction of Christine Sinclair as a Canadian Hero Beaumont

Caroline Piquette, Michele Lajeunesse, and Barbara Ravel, Laurentian University

At the 2012 London Olympic Games, Team Canada won bronze in the women's soccer tournament. The team was led by Captain Christine Sinclair who after scoring a hat trick in the semi-finals and capturing the tournament's top scorer title became the flag bearer for the Olympic closing ceremony. Using a textual analysis of Canadian electronic media sources, we investigate the media construction of Christine Sinclair as a Canadian hero following the Olympic tournament. In this paper, we highlight several factors that contributed to Sinclair becoming a Canadian hero: her outstanding individual performance, the dramatic and controversial semi-final loss, the rivalry against the US Team as well as the win in the game for third place. We discuss Sinclair's role in directing the nation's attention to a (relatively minor) summer team sport in Canada, her relevance for and place in (women's) sport in Canada as well as the importance placed on Team Canada's bronze medal performance.

One Guy Named Mo: Race, Nation and the London 2012 Olympic Games

Daniel C. Burdsey, University of Brighton, UK

The triumphal track and field performances of British athlete Mo Farah at the London 2012 Olympics—gold medalist in the men's 5000m and 10000m events—were lauded not only for their athletic endeavour, but also for their perceived validation of the rhetoric of diversity and inclusion in which the Games were ensconced. However, this paper presents a more complicated and critical reading of the relationship between Britishness, multiculturalism, the politics of inclusion and the London Games. It demonstrates how dominant narratives utilised in coverage of Farah—a black, Somali-born, Muslim man and the son of a refugee—by politicians and the media reflect complex, contradictory and exclusionary attitudes towards Islam, Britishness, race and nation in twenty-first century Britain, and reinforce the current government's agenda on multiculturalism and immigration. The analysis argues that the celebration of minority ethnic sport stars is fragile and contingent; their successes and identifications with Britishness do not prevent experiences of discrimination and exclusion, either for them or their wider communities. One year after the 2012 Games, record levels of support for the anti-immigration UK Independence Party and rising levels of Islamophobia suggest that the putative multicultural legacy of Farah's achievement is far from realisation.

Ye Shiwen, Collective Memory & the 2012 London Olympic Games: Notes on the Production & Consumption of National Victimhood

Haozhou Pu and Michael D. Giardina, Florida State University

The idea of 'collective victimhood', as a cultural and political identity, has long been cultivated within the active construction of Chinese nationalism. Through a case study analysis of Ye Shiwen, the Chinese swimmer who was widely alleged to be involved in doping by Western media during the 2012 London Olympic Games, this study examines the cultural pedagogy behind the national production and active consumption of such 'victimhood'. Read over and against the anti-China protests in the global torch-relay before the 2008 Beijing Olympic games, the allegations of Ye Shiwen's alleged doping animate a deeper sense of victim mentality in the public against the backdrop of China's avid revival from "century of humiliation". Here the Olympic stage is no longer limited to performing an image of the "victor" for national pride; rather, it also functions to ironically perpetuate an autonomous "victim" profile and contribute to the legitimization of the Communist regime. This study therefore explores the pedagogical normalization of victim identity in Chinese society exercised through the "victimization" efforts oriented around Ye Shiwen (and other Chinese athletes). It also examines the function of collective memory in re(shaping) and transforming such victimhood into a delicately nuanced and productive collective victimhood, and how such victim narratives intersect with China's future political dynamics as a rising power.

NASSS Awards

Barbara A. Brown Outstanding Student Paper Award

- 2012 Masters: Shawn Forde (University of British Columbia)
Look at Yourself! A Critical Discourse Analysis of Right to Play's HIV/AIDS Prevention Manual
Doctoral: Jennifer Hardes (University of Alberta)
Toward a sporting common: Spectacle, biopolitical production and multitudinal becomings
Doctoral Honorable Mention: Munene Mwaniki (University of Illinois at Urbana-Champaign)
Biological Fandom
- 2011 Masters: Letisha Engracia Cardoso Brown (University of Texas at Austin)
The Spectacle of Blackness: Race, Representations and the Black Body
Doctoral: Mark Norman (University of Toronto)
The Consumption and Production of Hockey Day in Canada on Twitter: Cultural Citizenship, Collective Discussion, and the Implications of New Media Communication
- 2010 Masters: Brittney Boliba (California State University, East Bay)
Accessibility of an Action Sport: Examining Social Inclusion/Exclusion in Kiteboarding
Doctoral: Koji Kobayashi (University of Otago)
Corporate Nationalism and Glocalization of Nike Advertising in Asia
- 2009 Sean Smith (European Graduate School of Media and Communications)
From Panoptic to Panhaptic? High Performance Running and the Societies of Control
- 2008 Masters: Lindsey Pilver (University of Massachusetts-Amherst)
"I am Naturally Competitive, but I am O.K. with Being in the Middle." Identity Negotiation and the Conflicting Discourses of Female College Athletes
Doctoral: Michael Friedman (University of Maryland)
"The Transparency of Democracy": Spectacle and Symbolism in the Design of Washington National Park
- 2007 Masters: Jennifer J. Hardes (Ohio State University)
More than Merely "Me"?: "Identity Politics" and the Paradigmatic Assumptions of Sport Sociologists
Doctoral: Simon C. Darnell (University of Toronto)
Post-hegemony? Investigating the Utility of Sport within International Development
- 2006 Barbara Ravel (University de Montreal)
"I Play Hockey and I'm Gay But Don't Call me Butch!": Discursive Constructions of Gender and Sexuality in Quebec Women's Sport
- 2005 Holly Thorpe (University of Waikato)
Beyond 'Decorative Sociology': Contextualizing Female Surf, Skate and Snow Boarding
- 2004 Jamie Schultz (University of Iowa)
"Staff of Which Legends are Made": Jack Trice Stadium and the Politics of Memory
- 2003 Benita Heiskanen (University of Texas)
Boxing Womanhood: Spatio-Bodily Dialogue in Texas
- 2002 Parissa Safai (University of Toronto)
Healing the Body in the 'Culture of Risk': Examining the Negotiation of Treatment between Medicine Clinicians and Injured Athletes in Canadian Intercollegiate Sport

- 2001 Jeanne Kay (University de Montreal)
The Corporate Habitus in Adventure Racing
- 2000 Christine Provvidenza (University of Toronto)
A Feminist Discourse Analysis of "Heart Smart Women: Your Guide to Your Health"
- 1999 Jay Scherer (University of Windsor)
Globalization and the Construction of Local Particularities: A Case Study of the Winnipeg Jets
- 1997 Michael Atkinson (University of Calgary)
Controlling the (FAN)Fare: The Role of Ticket Scalpers in Determining Access to Sporting Events
- 1996 Briare Wilson (McMaster University)
The Black Athlete in Canada: Race, Representation and the Toronto Raptors
- 1995 Shari Dworkin (University of Southern California)
A Woman's Place is in the ... Cardiovascular Room?: Gender Relations, the Body and the Gym
- 1994 Faye Linda Wachs (University of Southern California)
A Structural Analysis of College Basketball: The Negotiation of Capital
- 1993 Jennifer Joslin (University of Iowa)
Out of the Vacuum, Onto the Playing Field: Hoover-Bali and the Resurrection of an American President
- 1992 Samatha King (Queen's University)
The Politics of the Body and the Body Politic: Magic Johnson and the Ideology of AIDS
- 1991 David Andrews (University of Illinois)
All Consumed Bodies: Baudrillard, Hyperreality and the Cybematic Construction of Michael Jordan
- 1990 Lisa McDermott (Queen's University)
Towards an Integrative Critique of Modern Sport
- 1989 Laurel Davis (University of Iowa)
Racism and the Articulation of Differences: White Athletes
- 1982 Cathy Bray (University of Alberta)
Gender and Political Economy of Canadian Sport
- 1981 Jacqueline Gillis (University of North Carolina-Greensboro)
American Civil Religion and Sport

Distinguished Service Award

- 2012 Merrill Melnick
Peter Donnelly
- 2011 Don Sabo (D'Youville College)
Gary Sailes (Indiana University)
- 2010 Joseph Maguire (Loughborough University)
- 2009 Susan Birrell (University of Iowa)

- Harry Edwards (University of California, Berkeley)
- 2008 Jennifer Hargreaves (Universities of Surrey and Brighton, UK)
Richard Lapchick (University of Central Florida)
- 2007 Mike Malec (Boston College)
Michael Messner (University of Southern California)
- 2006 Vicky Paraschak (University of Windsor)
- 2005 Nancy Theberge (University of Waterloo)
- 2004 Jim Frey (University of Nevada - Las Vegas)
- 2003 John Loy (Universities of Illinois and Otago)
- 2002 Andrew Yiannakis (University of Connecticut)
Susan Greendorfer (University of Illinois at Urbana-Champaign)
- 2001 George Sage (University of Northern Colorado)
D. Stanley Eitzen (Colorado State University)
- 1996 Jay Coakley (University of Colorado - Colorado Springs)
Gunther Lueschen (University of Alabama)
Lee Vander Velden (University of Maryland)
- 1993 Gerald Kenyon (Universities of Wisconsin and Waterloo)

Outstanding Book Award

- 2012 Joshua I. Newman and Michael Giardina
Sport, spectacle, and NASCAR nation: Consumption and the cultural politics of neoliberalism
- 2011 Emily Chivers Yochim (Allegheny College)
Skate Life: Re-Imagining White Masculinity
- 2010 Shari L. Dworkin (UCSF) and Faye Linda Wachs (Cal Poly Pomona)
Body Panic: Gender, Health and the Selling of Fitness
- 2009 Thomas F. Carter (University of Brighton)
The Quality of Home Runs
- 2008 Earl Smith (Wake Forest University)
Race, Sport and the American Dream
- 2007 Pirkko Markula (University of Alberta) and Richard Pringle (University of Waikato)
Foucault, Sport and Exercise: Power Knowledge and Transforming the Self
- 2006 Michael D. Giardina (University of Illinois at Urbana-Champaign)
Sporting Pedagogies: Performing Culture & Identity in the Global Arena
- 2005 Sherri Grasmuck (Temple University)
Protecting Home: Class, Race, and Masculinity in Boys' Baseball
- 2004 Michael Messner (University of Southern California)
Taking the Field- Women, Men and Sport

- 2003 Dan Nathan (Skidmore College)
Saying It's So: A Cultural History of the Black Sox Scandal
- 2002 Michael Robidoux (University of Ottawa)
Men at Play: A Working Understanding of Professional Hockey
- 2001 Nancy Theberge (University of Waterloo)
Higher Goals: Women's Ice Hockey and the Politics of Gender
- 2000 Varda Burstyn (Independent writer)
The Rites of Men: Manhood, Politics, and the Culture of Sport
- 1999 Eric Dunning (University of Leicester)
Sport Matters: Sociological Studies of Sport, Violence, and Civilization
- 1998 John Sugden (University of Brighton)
Boxing and Society: An International Analysis
- 1997 Alan Klein (Northeastern University)
Baseball on the Border
- 1996 Jennifer Hargreaves (University of Surrey Roehampton)
Sporting Females: Critical Issues in the History and Sociology of Women's Sports
- 1995 Todd Crosset (University of Massachusetts)
Outsiders in the Clubhouse: Class and Gender on the Women's Professional Golf Tour
- 1993 Michael Messner (University of Southern California)
Power at Play: Sport and the Problems of Masculinity

Outstanding SSJ Article Award

- 2012 Michael A. Messner
Gender ideologies, youth sports and the production of soft essentialism
- 2011 Ryan King-White (Towson University)
Danny Almonte: Discursive Construction(s) of (Im)migrant Citizenship in Neoliberal America
- 2010 Thomas Patrick Oates (Penn State University)
New Media and the Repackaging of NFL Fandom
- 2009 Samantha King (Queen's University)
What's Queer About (Queer) Sport Sociology Now?
- 2008 Lisa McDermott (University of Alberta)
A Governmental Analysis of Children "at Risk" in a World of Physical Inactivity and Obesity Epidemics
- 2007 Laura Frances Chase (California State Polytechnic University, Pomona)
(Un)Disciplined Bodies: A Foucauldian Analysis of Women's Rugby
- 2006 Cynthia Fabrizio Pelak (University of Memphis)
Athletes as Agents of Change: An Examination of Shifting Race Relations Within Women's Netball in Post-Apartheid South Africa
- 2005 Jay Scherer (University of Alberta) and Steven J. Jackson (University of Otago)
From Corporate Welfare to National Interest: Newspaper Analysis of the Public Subsidization of NHL Hockey Debate in Canada

- 2004 Ted Butryn (San Jose State University)
Posthuman Podiums: Cyborg Narratives of Elite Track and Field Athletes
- 2003 Joanne Kay and Suzanne Laberge (University de Montreal)
Mapping the Field of "AR": Adventure Racing and Bourdieu's Concept of Field
- 2002 Michael Silk (University of Maryland)
Together We're One? The Place of the Nation in Media Representations of the 1998 Kuala Lumpur Commonwealth Games
- 2001 Alan G. Ingham, Bryan J. Blissmer, and Kristen Wells Davidson (Miami University)
The Expendable Prolympic Self: Going Beyond the Boundaries of the Sociology of Sport
- 1999 Heather Sykes (University of Wisconsin)
Turning the Closets Inside/Out: Towards a Queer-Feminist Theory in Women's Physical Education
- 1997 Margaret MacNeill (University of Toronto)
Network: Producing Olympic Ice Hockey for a National Television Audience
- 1995 Naomi Fejgin (Wingate Institute)
Participation in High School Competitive Sports: A Subversion of School Mission or Contribution to Academic Goals?
- 1993 Tim Curry (Ohio State University)
Fraternal Bonding in the Locker Room: A Profeminist Analysis of Talk About Competition and Women

Graduate Diversity Scholarship

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- 2011 Albert Y. Bimper, Jr. (University of Texas)
- 2010 Nikolas Dickerson (University of Iowa)
- 2009 Jasmine Hamilton (Louisiana State University)
- 2008 Kyoung-Yim Kim (University of Toronto)
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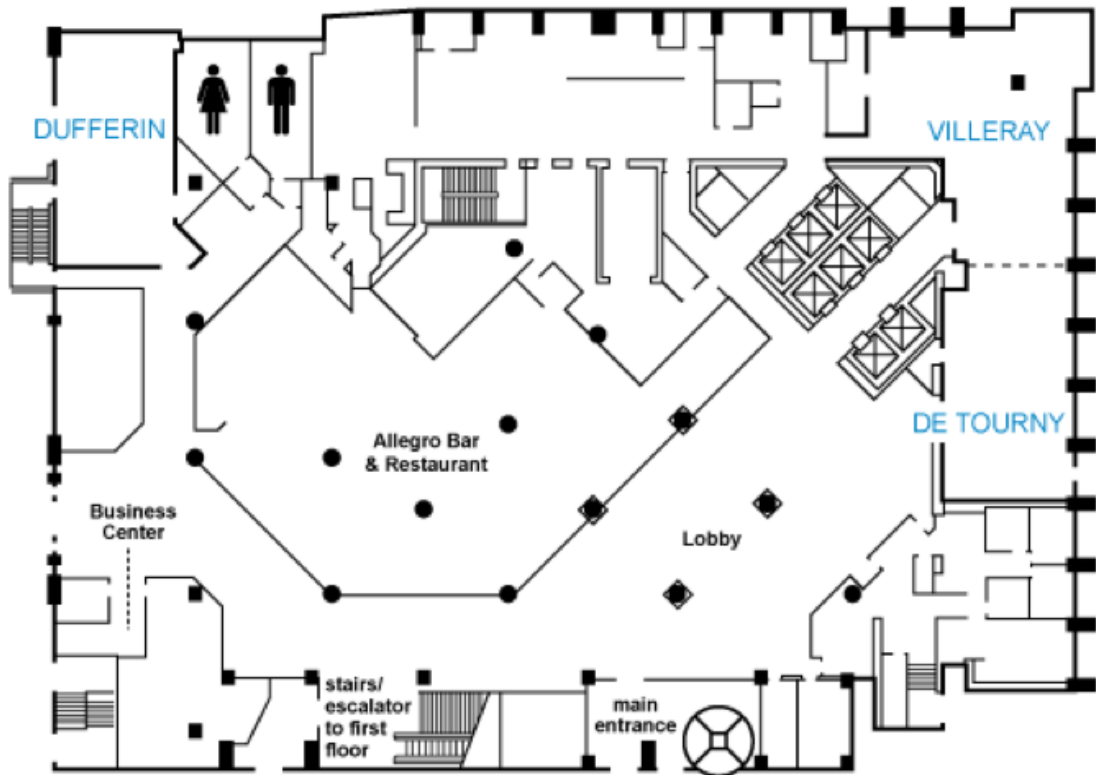
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