## Kent Academic Repository

### Full text document (pdf)

#### Citation for published version

Koutrou, Niki (2014) Motivations of Volunteers at the Olympic Games. A Case Study of London 2012 Games Volunteers. In: Intersections and Intersectionalities in Olympic and Paralympic Studies Twelfth International Symposium for Olympic Research. (Unpublished)

#### DOI

#### Link to record in KAR

https://kar.kent.ac.uk/57987/

#### **Document Version**

**UNSPECIFIED** 

#### Copyright & reuse

Content in the Kent Academic Repository is made available for research purposes. Unless otherwise stated all content is protected by copyright and in the absence of an open licence (eg Creative Commons), permissions for further reuse of content should be sought from the publisher, author or other copyright holder.

#### Versions of research

The version in the Kent Academic Repository may differ from the final published version.

Users are advised to check http://kar.kent.ac.uk for the status of the paper. Users should always cite the published version of record.

#### **Enquiries**

For any further enquiries regarding the licence status of this document, please contact: researchsupport@kent.ac.uk

If you believe this document infringes copyright then please contact the KAR admin team with the take-down information provided at http://kar.kent.ac.uk/contact.html





# Intersections and Intersectionalities in Olympic and Paralympic Studies

## Twelfth International Symposium for Olympic Research

**Editors** 

Janice Forsyth Christine O'Bonsawin Michael Heine

Western University Canada London, Ontario October 30-31, 2014



#### THE INTERNATIONAL CENTRE FOR OLYMPIC STUDIES

The International Centre for Olympic Studies, established at The University of Western Ontario in 1989, was the first of its kind in the world. It remains the only such Centre in the Americas. It has as its primary mission the generation and dissemination of academic scholarship focused specifically upon the sociocultural study of the Olympic Games and the Olympic Movement. In order to bring this endeavor to fruition, the Centre pursues the following four initiatives:

- 1. The Centre produces *Olympika: The International Journal of Olympic Studies*. This refereed scholarly journal, which has an internationally recognized editorial review board, is currently published annually, and is available for subscription throughout the world.
- 2. The Centre hosts an important International Symposium for Olympic Research in every Olympic year. The Centre publishes the *Proceedings* of these symposia.
- 3. The Centre organizes and sponsors regular guest lectures presented by recognized Olympic scholars and officials, including three annual honor addresses entitled the Ion P. Ioannides, the J. Howard Crocker, and the Earle F. Zeigler Lectures.
- 4. The Centre maintains a resource unit in its home in the Arthur and Sonia Labatt Health Sciences Building (Room 317) for the use of visiting scholars worldwide, as well as for faculty members, graduate and undergraduate students at The University of Western Ontario.

The Centre welcomes and invites correspondence concerning any or all of these matters, and encourages scholars to consider participating in the Thirteenth International Symposium for Olympic Research, scheduled for the second half of 2016.

## Intersections and Intersectionalities in Olympic and Paralympic Studies

Twelfth International Symposium for Olympic Research

Published by the
International Centre for Olympic Studies
Western University Canada
London, Ontario, Canada N6A 5B9
http://www.uwo.ca/olympic

### Table of Contents

Table of Contents	
Foreword	
2014 Earle F. Zeigler Lecture — Keynote Address	
Helen Jefferson Lenskyj The Olympic Industry: Sex, Power, and Politics	
2014 J. Howard Crocker Olympic Studies Lectu Keynote Address	re —
IAN RITCHIE & ROB BEAMISH Ben Johnson, Charles Dubin, and the Spirit of Sport: Canada's Role in International Anti-doping Policies	9
2014 GRADUATE STUDENT ESSAY COMPETITION	
JOHN PETRELLA Black, White, and Red all over: Selected Canadian Newspapers and the 1968 Mexico City Massacre	10
Symposium Papers	
Heather L. Reid The Ethics of Efficiency: Performance-Enhancing Technologies and Olympic Fair Play	11
Тову С. Rider & Sarah Teetzel The Strange Tale of Stella Walsh's Olympic Eligibility	18
Jeffrey O. Segrave & Dustin Foote 'All Men Will Become Brothers': Beethoven's Ninth Symphony as Olympic Games Entertainment and Ideology	24
Sven Schmedes Sustainable Design of Sports Stadiums: Case Studies of Olympic Games in Sydney, Athens, and Beijing	30

RICHARD BAKA 'More Events, More Medals, More Interest!': The Growth and Expansion of the Winter Olympic Games	35
Sophy Chan	
Unveiling the 'Olympic Kidnapping Act': Homelessness and Public Policy in the 2010 Vancouver Olympic Games	43
R.J. COPELAND, C.E. KING, S.W. FLINT & D. WHITNEY The Olympic Games and Sponsors Have Left Town–What About the Legacy?	48
Niki Koutrou Measuring Olympic Volunteers' Motivation	55
JÖRG KRIEGER The Efforts of the IAAF Medical Committee from 1968-1981 Supporting the Olympic Anti-Doping Fight?	62
Fred Mason Mario and Sonic at the Olympic Games: Consuming the Olympics through Video Gaming	69
Geoff Nichols & Rita Ralston Local Ambassador Programmes at the 2012 Olympics: Promoting the Visitor Experience	77
Christine M. O'Bonsawin Showdown at Eagleridge Bluffs: The 2010 Vancouver Olympic Winter Games, the Olympic Sustainability Smokescreen, and the Protection of Indigenous Lands	82
ROBYN SCHWARZ-PIMER Understanding Olympism Through Trauma: 9/11 and the 2002 Salt Lake City Opening Ceremony	89
Wanda Wakefield What Happened Afterwards: Sports and the Post-Cold War Transition	96
Andrew Smith Using Temporary Venues to Stage the Games: Lessons from London 2012	101
Stephan Wassong The Olympic Athlete as a Role Model: An Old and New Educational Idea	107
CHARLENE WEAVING Sexy Skiing Sisters: The 21st Century Female Olympian Triple Threat	113
ZHANG SHUGUANG  The Development of Community Sports Facilities in China: Effects of the Olympic Games	
Symposium Presentation Abstracts	
James R. Angelini, Paul J. MacArthur, Lauren Reichart Smith, Andrew C. Billings Gendered Take-offs in the Sochi Playground: NBC Ski Jumper Depictions at the 2014 Winter Olympics	
Anahit Armenakyan, Louise Heslop, Irene R.R. Lu, John Nadeau, Norm O'Reilly Two Hosts of One Guest: Vancouver vs. Sochi Winter Olympic Games	125

Serkan Berber, Douglas Michele Turco To Russia With Love: International Visitors to the 2014 Sochi Winter Olympic Gan	nes126
Jules Boykoff & Matthew Yasuoka Media Coverage of the 2014 Winter Olympics in Sochi, Russia	126
HELEN CURTIS Competing Athletes: Exploring Young People's Understanding of 'Ideal' and Olympic Athle	etes127
Janice Forsyth & Eli Vanduzer Business Rhetoric and Responsibility: Media Discourses on Snowboarding at the 2014 Sochi Winter Olympic Games	127
ESTEE Fresco Commodity Fetishism in the 1976 Montreal Summer Olympics	128
Katrina Galas & Norm O'Reilly Dissecting the Utility of MOOCs within the Olympic Movement: Adding Value vs. Value Added?	128
RYAN GAUTHIER Towards an Accountable Olympic Games: Proposing a Mega-Event Inspection Panel	129
Chrysostomos Giannoulakis & James Johnson Students' Perceptions of the Olympic Bid Process: A Qualitative Evaluation	129
Leo Hsu Can the Olympic Spirit be saved? And How? A Philosophical Reflection	130
Mary Hums Examining the Role and Impact of the First International Day of Sport for Development and Peace	130
JONATHAN A. JENSEN & BRIAN A. TURNER Viewing Olympic Sponsorship through the Lens of RBV: Creating Sustained Competitive Advantage for Firms	131
Lawrence W. Judge, Jeffrey Petersen, David Bellar, Shannon Dieringer, Don Lee, Elizabeth Wanless, Amy Blake The Youth Olympic Games: Still the Best Kept Secret in Sports?	131
ZHANG LI The Application and the Value of Information Technology in the Olympic Games	132
Melinda Maika & Karen Danylchuk The 'Other' Athletes: Representations of Disability in Canadian Print Media during the London 2012 Paralympic Games	132
Naofumi Masumoto Where have all Olympic Truce Walls Gone? History and Legacy of the Olympic Truce Wall	133
OLESYA NEDVETSKAYA  Motivations of Sport Event Volunteers: An Olympic Effect?	133
Carlos Rey Perez & Katia Rubio The Understanding of Olympic Values by Brazillian Olympic Athletes	134
LINDSAY PARKS PIEPER 'A Careful Inquiry to Establish Her Sex': Sex Testing in the Interwar Period	134
Erin Redihan Winning Hearts and Minds: The Olympics during the Cold War	

Fair is Fair, Or is It?: The Figure Skating Judging Scandal at the 2014 Sochi Winter Olympic Games	135
MacIntosн Ross Who Gets to Play?: The Maritime Region and the 1920 Canadian Olympic Team	136
A. J. Schneider Towards an Understanding of the Canadian Influence on the IOC and the Creation of WAD.	A137
Otávio Guimarães Tavares da Silva, Wagner dos Santos, Thaise Ramos Varnier Values in School Physical Education Classes and Approaches from Olympism	137
Fabro Steibel & Patricia Cerqueira Reis Territorial Brands as Olympic Legacies: The Branding Process of the "Rio" Brand	d137
Heather Sykes & S. Itani Decolonial Activism and LGBT Inclusion in the 2016 Olympics in Rio de Janeiro	o138
Eli Wolff, Ted Fay & David Legg Unity and Disability in Diversity: Olympism, Universal Design and the Paralympic and Olympic Games	139
Мауимі Үа-Үа Үамамото & Киміко Такаѕи Anti-Doping as Multi-Dimensional 'Fairness' in Sport and the Implications for Delivering Education on Sport Integrity	139