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Age Matters: Canadian Hockey-style Masculinity Comes to Curling

Kristi Allain, St Thomas University

As Canadian baby boomers reach retirement age and the country becomes increasingly defined by its old(er) citizens, it is surprisingly rare to see the bodies of old(er) men on sports channels and in the newspapers' sports sections. Men's curlers have been a noteworthy exception to this trend. Men's curling — with its focus on older men, hospitality, affability, and a lack of physical exertion — has always stood apart from men's hockey — which often privileges aggressive and violent masculinity. However, since the Sochi Olympics, when the media heralded the curlers on Team Jacobs for bringing to curling a young, muscular style, a troubling shift has taken place. I argue that media representations of curling draw on both the language and values of Canadian hockey-style masculinity, showing how this results in the problematic erasure of curling's once-unique form of Canadian sports masculinity. I discuss how curling and hockey connect to the Canadian consciousness and construct the nation as white and male. I then explain how curling's privileging of non-athletic qualities such as sociability, makes it unique among Canadian sports. Thus, the emerging media discourse, which applies the norms of hockey masculinity to male curlers, demonstrates a complex social reordering of popular understandings of men who curl, and a "sweeping away" of an older, less aggressive masculinity.

The Paradox of Professionalism: Elite Women Athletes Negotiate Gender Inequality in Sport

Rachel Allison, Mississippi State University

Based on interviews with 20 U.S. women's professional soccer players, I describe the "paradox of professionalism": by moving from NCAA Division I college soccer to the highest level of competition, the resources, visibility, and cultural value attached to soccer participation decline. This downward mobility exists in distinct contrast to pathways in U.S. men's sports. I describe the challenges for players presented by the lack of material resources and cultural value that characterize elite women's sports, and show how players make sense of ongoing gender inequality in professional soccer. Players simultaneously challenge the gender ideologies that support inequality and accept some degree of inequality within a gender-neutral narrative of slow progress over time. I argue that racial and class privilege, as well as the dominance of liberal feminist framings of gender (in)equality in sport, are key to understanding players' perspectives.

Participative Learning in the Sociology of Sport

Lauren Anderson, Lasell College

When teaching the sociology of sport, many sensitive topics arise, including but not limited to Native American mascots, transgender athletes, domestic violence and other off-field transgressions, and racist and sexist media discourse. As teachers, it can be challenging to educate students on these topics without allowing our own biases to lead the discussion. In this session, I will introduce a teaching strategy that encourages students to lead class discussion on controversial topics, which not only fosters open dialogue, but also allows students to form their own opinions on such topics. While this teaching strategy encourages critical thinking and debate, it also ensures that all voices are heard—especially those of the

marginalized. The goal of this session is to provide several tools and ideas for teachers to use in their own classrooms to make class more well-rounded, participative, and engaging.

Diversity Outreach in Major League Baseball: A Stakeholder Approach

Shaun Anderson, Loyola Marymount University

Matthew M. Martin, West Virginia University

In 1989, Major League Baseball (MLB) implemented Reviving Baseball in Inner Cities (RBI) (Klein 1990) and the Urban Youth Academy (UYA) (MLB.com, 2016) in 2006 to help diversify their team rosters and fan base in the United States. However, MLB is still facing the issue that team rosters and fan bases are majority white. Given this, 11 RBI/UYA program managers representing 11 MLB teams were interviewed to ascertain the effectiveness and problems of these programs. The result of the study revealed that attendance, lack of knowledge regarding the programs, and lack of parental involvement were the biggest challenges in getting black youth involved in the game. A surprising result from this study is that there is a lack of congruency between each team program manager interviewed and the front office regarding how their RBI/UYA programs are managed; which could be a hindrance to the success of the programs. While important, the results forward a need to debate and dialogue on how MLB should amend their programs to provide a more inclusive environment for black youth.

Sustaining Racialized Heteronormativity: Manny “Pac-Man” Pacquiao, Homophobia, and the Limits of Philippine Nationalism

Constansio Arnaldo, University of Nevada, Las Vegas

This paper examines how eight-time world boxing champion Manny “Pac-Man” Pacquiao’s symbolic heterosexual masculine nationalism creates the conditions of (im)possibility for diasporic Filipino claims to national belonging. Reflecting the conference’s theme of “Sport Matters,” in this paper, I examine how sport is both matter and sport matters for diasporic Filipina/o Americans in the United States. I attend to this double meaning by historically situating U.S. colonial ideological “matters” of muscular Christianity as part of U.S. colonialism in the Philippines that continue to inform Pacquiao’s twenty-first century homophobic nationalism. I do so by discussing how Pacquiao symbolizes a racialized heteronormativity in relation to African American boxer, Floyd “Money” Mayweather. I then analyze his February 2016 homophobic comments, and end with interviews I conducted with two Filipina/o Americans who grapple with how Pacquiao “matters” to an exclusive community within the Filipina/o diaspora. This article deploys a queer of color diasporic critique to underscore how privileging Pacquiao’s heterosexual masculinity demarcates parameters of national exclusion for the rest of the Filipina/o diasporic community, especially queer Filipina/os and women.

Online Tennis Forum: An Arena for Coach-Athlete Relationship?

Nadia Ayer, University of Waterloo

Ron McCarville, University of Waterloo

Technology is changing the ways we experience sports (Woods, 2016). Relevant and timely information on favourite athletes, events, equipment, and training is easily accessed in online forums. Such forums provide interactive and iterative venues where enthusiasts can

seek and offer advice. We wondered how information sources like these might serve as surrogates for traditional coaching. Coaches seek to influence athletes' training and results (Philippe et al., 2011). Athletes hope to benefit from this influence (Yang & Jowett, 2011). Online expertise can approximate that of the traditional coach. Forum posters are free to communicate, collaborate, and empathize. Experts may offer guidance and support to those seeking to improve. Unlike traditional coaching, online relationships may be loosely structured, anonymous, and transient. We explored forum posters' communications concerning the coaching process. We considered how and when posters seek out, offer aid, answer questions of credibility, monitor performance, and seek feedback. Observation of 745 messages posted to 5 discussion threads on a popular tennis forum revealed elements of power, expertise, and personal attachment consistent with more traditional coaching relationships (Jowett & Poczwadowski, 2007). We found too that posters can act as intermediaries or experts. We reflect how these dynamics might influence tennis and coaching.

Ultimate Teams, Digital Flaneurs, and the Sports Video Game

Andrew Baerg, University of Houston, Victoria

This essay takes its cue from Goldhaber's (1997) discussion of the attention economy and Giulianotti's (2002) taxonomy of sports spectators to consider recent developments in the sports video game. Over the course of the last decade, Electronic Arts has devoted an increasing amount of resources to a mode called Ultimate Team. Ultimate Team exists as part card collection, part auction participation, and part video game play. Outside of the revenues from the sales of EA's sports video games themselves, Ultimate Team now generates more than \$800 million per year in additional capital. Although scholars have mentioned Ultimate Team tangentially (Conway, 2015; Oates, 2015), the mode's ongoing importance to and for the sports video game has gone unexamined. This paper describes Ultimate Team and explains its significance through the lens of Goldhaber's notion of illusory attention and Giulianotti's notion of the sports spectating flaneur. The paper then critically engages some of the implications of Ultimate Team mode for the sports video game, its means of attracting and providing attention, and its potential consequences for twenty first century sports fandom.

Biopower, Biopolitics, and the Biological Turn in Coaching Pedagogy

Anna Baeth, University of Minnesota

Sport specialization has become increasingly common for athletes across the United States. As a result, the profession of sport coaching has also become increasingly specialized. While scholars have long studied coaching pedagogy through the lenses of sport culture and power, few have studied the day-to-day decision making processes of coaches. This is particularly surprising given that coaching has become a more lucrative, scrutinized, and specialized profession in the last several decades. Indeed, only a handful of scholars have analyzed the ways pedagogical approaches to coaching have evolved with this changing sport landscape. This paper conceptually explores sport specialization, the specialized sport body, and sport performance through the eyes of coaches. Many sport coaches are inundated with varied methodological choices for training their athletes, while also limited in the time available to train them. As such, the decisions coaches make are most often discursive and ritualistic. With broad strokes, this paper questions ritualistic coaching

practices: who performs them, where are they learned, how are they performed, and who benefits? Specifically, it considers the relational power between the coach and the athlete body (biopower), coaches' understandings of specialization (biopolitics), and coaches' use of systematized training methods (the biological turn).

An Era of Worn Out Athletes

Sarah Barnes, Queen's University

This paper fits into a larger project that questions the recent explosion of scientific and popular interest in sleep as a performance-enhancing strategy within competitive sport. Here, I focus on the cultural conditions that allowed elite athletes to be seen as increasingly vulnerable to overtraining, fatigue, and exhaustion during the 1980s and 1990s. I draw on popular and academic sources to examine how biomedical understandings of the risks associated with too much athletic fatigue produced novel forms identity and sociality that helped to entrench a wider ascendant neoliberal order. Findings suggest that elite athletes and a range of sport experts were progressively tasked with preventing, recognizing, and acting upon the signs of overwork and the “worn out” athlete was designated as an object for scientific problem solving. An intersectional feminist lens helps me to raise questions about how race, gender, and class came to bear on biomedical conversations about athletic fatigue and exhaustion. This discussion will also consider how emergent understandings of rest and recovery in sport informed larger discussions about the place of sleep and the nature of performance in modern life

Race, Ethnicity, and Multiculturalism: Exploring the Intersections of Sport Sociology, Leisure Studies, and Critical Multiculturalism Scholarship

Simon Barrick, University of Calgary

Sport, as a social phenomenon, both shapes and is shaped by the complexity of race, ethnicity, and multiculturalism in Canadian society. This complexity has been studied within social science literature, and more specifically, across the fields of Sport Sociology and Leisure Studies. However, critical perspectives on multiculturalism remain largely absent from this research. In this presentation, I will call for greater interdisciplinarity across the three areas (Sport Sociology, Leisure Studies, and critical multiculturalism) to both address current gaps and advance the study of sport involving race, ethnicity, and multiculturalism in Canada. I will achieve this by: (1) identifying the different approaches and projects undertaken by sport sociologists and leisure scholars surrounding race, ethnicity, and multiculturalism research; (2) discussing how critical perspectives on Canadian multiculturalism can enrich the work of sport sociologists and leisure scholars; and (3) proposing ways that Sport Sociology research on race, ethnicity, and multiculturalism can both inform and be informed by Leisure Studies and critical multiculturalism scholarship. As xenophobic and nationalistic narratives (re)gain prominence across North America, critical, interdisciplinary research on race, ethnicity, and multiculturalism is necessary to (re)construct sport as a social phenomenon that “matters” for all.

Welcome to the Team: Culture and Socialization in College Sport

Mark Beattie, The Ohio State University

College athletics is a multi-billion-dollar industry (Brady, Berkowitz, and Upton, 2016), with

a variety of stakeholders (Schroeder, 2010). Yet, at its core, they exist to serve the 450,000 student athletes competing on the fields of play (Chelladurai & Riemer, 1997). Thousands of student athletes join teams each year, yet we know little about their initiation. How do new student athletes come to recognize their team's culture and goals, and where and how they are expected to contribute? The literature surrounding organizational culture and organizational socialization offers coaches, administrators, and scholars a useful resource to address that question. Simply put, organizational culture is the way things are done around here (Frontiera, 2010). Organizational socialization – outsiders transitioning to insiders – describes the adjustment newcomers undergo when joining a new organization or group: information seeking, training, feedback, role clarity, task mastery, and acceptance (Bauer, Bodner, Erdogan, Truxillo, & Tucker, 2007). Research investigating both the culture and socialization of college athletics teams is necessary to further our understanding of what it means to be a student athlete in a society that highly values college sport. A theoretically-based model for such research will be proposed and implications for future research will be discussed.

Muscle-Exchange: Migration, Labour Flow, and the American Samoa MIRAB Economy

Adam Beissel, Miami University

In the United States (US) territory of American Samoa, gridiron football has emerged as an important driver of a stock-flow relationship in which the stock of overseas-resident migrant athletic laborers sustain the flow of remittances to their extended family in their homeland. Within this presentation, I consider the significance of gridiron football within American Samoa's MIRAB economy (Bertram and Watters, 1985; Bertram, 2004), a model of Pacific island micro-economies characterized by migration, remittances, foreign aid, and public bureaucracy. Based on a series of personal interviews with players, coaches, and league officials associated with American Samoan High School football, I critically examine the historical, social, cultural, and economic determinants involved in the collective decision-making process of footballers to emigrate to the US mainland. I find that family units in the American Samoa operate as, to rephrase Bertram and Watters (1985), transnational corporations of football kin, working collectively to develop and train skilled football laborers toward the accumulation of various forms of economic, social, and cultural capital for the benefit of the individual and extended family unit. More broadly, and building on the world of Elliott & Weedon (2011), gridiron football in American Samoa reflects the process of muscle-exchange whereby the Samoan football body, developed in the island's schools and talent academies, becomes valorized through export and transfer in global football markets to support the flow of remittances and foreign aid, and sustain the island's MIRAB economy.

Talking Bodies: Athletes & Tattoos as Nonverbal Communication

Sam Belkin, University of Leicester

Dale Sheptak, Baldwin Wallace University

Dennis Rodman, the quintessential example of deviant behavior as a player in professional basketball, fast tracked the normalization of tattoos in the National Basketball Association. Still considered deviant behavior in Western societies, the prominence of highly visible tattoos in the NBA and collegiate basketball world has been growing rapidly. In this article,

we discuss how professional and collegiate basketball players perceive tattoos in regard to identity and performance. We focus on how tattoos act as a channel for nonverbal communication in this population. Through these two topics, players avertedly or inadvertently address the interplay of tattoos and identity as well as how tattoos inform social groups. With the increased visual media presence of players through social media, smart phones, the internet, and other forms of technology, the necessity of understanding what role tattoos have among the players cannot be understated.

Transforming Tradition with Technology: A Sporting Push for Visual Ethnography to Examine Youth Sport

Travis R. Bell, University of South Florida

Ethnography examines other cultures, but ethnography should welcome a cultural shift. Visual ethnography produces an evocative experience that generates a unique spin on the ethnographic tradition. This research argues for visual ethnography as an innovative and creative exploration of ethnography through the lens of a two-day, all-day high school IMG 7v7 national championship football event because high school sport provides opportunities for prestige beyond a local community that generates societal shifts for the participants. A separate visual ethnography was produced in conjunction with this research. This ethnography documents the progress of Team Tampa through the national championship to explore the mediated explosion of summer football and the push of corporations to capitalize on youth sports. Team Tampa offers a narrow lens to examine this football subculture and explore the intersection between race, neoliberalism, and elite interscholastic and youth sports.

Star Value? The Racial Marginalization of High School Quarterback in Recruiting

Travis R. Bell, University of South Florida

In August 2016, Clemson quarterback DeShaun Watson identified his “dual-threat” label as a code word perpetuated by football recruiting websites. This study explores how the historically-marginalized black quarterback is devalued against their white counterparts through a star value system assessed to athletic ability. What are long-term identity implications of veiled separation along racial lines in the sport’s premier position? Does this coding impact future college playing position for players recruited as black quarterbacks? How can college athletes such as Watson help redefine the role of black quarterbacks constructed through the recruiting process? These questions help raise concerns about mediated recruiting and the role of college athletics to challenge the perception of football’s most prolific position.

Canadian Celebration or Political Tool? A Case Study of the Canada Games

Kerri Bodin, Western University

Laura Misener, Western University

Sporting events have long been a fixture in the Canadian sport landscape being frequently used as a tool to achieve social, economic, and sport development outcomes (Black, 2008). In particular, the Canada Games have been a part of the Canadian sport system since 1967, and purport to enhance Canadian culture and identity, while simultaneously developing young Canadian athletes for future international success (Government of Canada, 1997).

Yet there is a tension between the role of the event as elite athlete development and an opportunity for sport development outcomes (i.e. increased participation). To interrogate these dichotomous aims, we draw upon the complementary theoretical approaches of Bourdieu's field analysis and neo-institutionalism to interrogate sport events as institutions within the social field of sport. We use the institution of the Canada Games as the context for examining ways in which events are justified as a tool of sport development in the cultural landscape, which is at odds with the high performance aims of the government supporting the event. Our examination demonstrates how sport events may be used as political tools to gain success on the international sporting stage, under the guise of boosting national unity and achieving broader development goals.

From Apprentice to Coach: The Illicit Pedagogy and Use of Anabolic Steroids Among Physical Education Students in Brazil

Alex Branco Fraga, University of Rio Grande do Sul

Eduardo Pinto Machado, Federal University of Rio Grande do Sul

The non-therapeutic use of anabolic drugs is a criminal offense in Brazil and is documented in the medical literature as being harmful to health. Among physical education (PE) students, the main users of these drugs are young bodybuilders who develop sophisticated and illicit knowledge about the different effects of anabolic drugs in the human body. We aim to understand the process of knowledge acquisition about anabolic steroids, which is not included in official PE curriculum. Theoretically, we adopt Nikolas Rose's approach to biopolitics of life, Paul Rabinow's theory of biosociality and Francisco Ortega's bioasceticism. Empirical data have been obtained from interviews, online bodybuilding and steroid websites. Participants describe the unofficial learning about the use and side effects of anabolic drugs as a "forbidden" underground schooling that contrasts the formal ethical and legal elements of the PE degree. Illicit knowledges are acquired by students in this apprenticeship from people in gyms outside the university, virtual forums and online 'coaches'. The apprentices consider the coaches to be at the highest level of learning about steroids due to their embodied knowledge of the effects of steroids.

Toward LGBTQI2S Inclusion in Sport: From Analysis to Action

William Bridel, University of Calgary

Academic and activist Pat Griffin has cautioned that proclamations of "improved" inclusion for LGBTQI2S persons in sport should not be overstated. She has further asserted that progress should be considered as, "taking two steps forward and one step back" rather than as a linear trajectory. It has also been argued by various scholars that the changes seen in sport in recent years tend to have more positive impact on white, gay, cisgender male athletes than other LGBTQI2S individuals. With a specific interest in understanding and improving the culture of sport in terms of LGBTQI2S inclusion, various national initiatives have been established in Canada over the past three years, including an LGBTQI2S Sport Inclusion Task Force. In this reflexive ethnographic paper, I will discuss my role as an academic on this task force and, more specifically, my involvement in a national sport organization pilot project addressing inclusive sport through education, policy, and practice. Discussion will include transfer of academic research to praxis as well as the challenges of, possibilities in, and the co-production of knowledge through intersectoral collaborations.

“You’d Make a Good Raspberry James”: Researching Disabled Sporting Embodiment

James Brighton, Canterbury Christ Church University

In spite of increasing sociological investigation into the experiences of physically disabled people in sport and physical activity, there is little in depth consideration of how researchers, especially non-disabled researchers, engage with disabled bodies in the field that are deemed ‘non-normative’ and ‘different’ to their own. Furthermore, there is scant recognition of how multiple intersecting embodied dimensions of identity between researcher and researched such as gender, sexuality, race and age sit alongside disability influencing the construction of knowledge. I therefore draw on tales from a 4-year ethnography into disability sport (wheelchair rugby, basketball and athletics) to illustrate my journey from a novice, uninformed, disembodied researcher on the ‘outside’ to one who is more critical of how disabled athletes construct embodied realities of the world. In offering empirical examples in the form of a “confessional tale” (Van Maanen, 2001) I critically reflect on gaining access, adopting alternative researcher roles, and building rapport and ‘inti(mate)ship’ with physically disabled research participants and my uneasiness regarding simplistic notions of empathy in interpreting their experiences. In doing so, I highlight the importance of maintaining an embodied, reflexive and openly ideological research position prioritising the rights, politics and transformative agendas of disabled research participants.

Kids in Sport-a Moral Responsibility? Examining Parents’ Support and Expectations

Paulina Brooks, Acadia University

Christopher Shields, Acadia University

Robert Pitter, Acadia University

In his discussion of parental expectations and youth sport, Coakley (2006) suggests a child’s involvement in sport may come to symbolize proof of one’s moral worth as a parent. The present study explored this notion by quantitatively examining the extent parents invest in their child’s sport experience out of a sense of moral responsibility. Parents (N=125) of children aged 8-12 enrolled in recreational sport participated in this cross-sectional, survey-based study. Parents’ provision of support and outcome expectations were shown to differ as a function of the degree to which they saw their child’s sport participation as a moral responsibility. Specifically, those who felt their child’s sport participation was a moral responsibility offered their children more social support, engaged in more social control, identified more with their child’s team, and placed greater emphasis on reaching a high level in sport and gaining a social group through sport. These findings support the work of Coakley, and suggest that parents’ thinking around their responsibilities as a parent influence their investment in their child’s sport experience. We discuss how these findings may help to inform future efforts to better understand how such parental perspectives may impact family dynamics and long-term sport participation

“We Doin’ More Than Just Coaching”: An Ethnographic Biography of an Old Head

Scott Brooks, Arizona State University

Chuck considers racism and discrimination still prevalent and operating covertly. His thoughts offer a contextualized perspective on his role in helping young Black men today. Rather than simplifying the ghetto condition to cultural deficits – bad Black people do bad things to other Black people – Chuck holds a structural and nuanced picture. He discusses how teachers (Black and White) may treat Black children, how the police targets young Black men, and how the wider society, regardless of color, often stereotype Blacks leading to harsher criticism, sentencing, and self-fulfilling prophecy. Chuck believes in second-chances, he's tough but flexible, and makes long-term investments in players because he knows what they're up against and that most don't successfully navigate urban poverty. Chuck doesn't blame young men for their situation and circumstances, instead he works from a perspective of eternal optimism, hopeful that they can and might turn their lives around if given the proper guidance, influences, and opportunity.

The Trickle Down: Neoliberalism and "Diversity" in Rebuilding Schools

Scott Brooks, Arizona State University

Matthew Knudtson, University of Missouri

Isais Smith, University of Missouri

Stephane Andrade, Yale University

Universities have been escalating their commitment to athletics seeing it as a stimulant to growth, tuition rates, and prestige. Yet, profitability only occurs when a school is able to sell their football (team and athletes) as a commodity in the open market to fans, boosters, and corporate partners. This neoliberal lean has been passed down to k-12 schools. We use the background data of all of the NBA players since 1950 to identify patterns in the high schools attended by elite men's basketball players. A close look at the data reveals how the collegiate arms race has been taken up by many high schools, often under the guise of "diversity." Overall, the change in trajectory from Public to Prep to "Basketball Factory" is emblematic of a larger shift in the way youth sport is treated.

Alaska Native Elders' Perspectives on Physical Activity and Successful Aging

Lauren Brooks-Cleator, University of Ottawa

Jacob Tigner, University of Alaska Anchorage

Jordan Lewis, University of Alaska Anchorage

Remaining active and independent are central themes within discussions, initiatives, and policies related to successful aging. Understanding how an active lifestyle contributes to successful aging, however, has typically only been examined from a Western perspective, seldom from the perspective of Indigenous peoples living in remote and/or rural environments. Using a community-based participatory research approach, this research seeks to establish an Indigenous understanding of what successful aging means for Alaska Native Elders in Northwest Alaska and what is required to age in their communities. Given the importance of participating in subsistence activities and being out on the land, being physically active is a significant part of Alaska Natives' lifestyles. The data from 60 semi-structured interviews with Alaska Native Elders show how remaining active contributes to 1) successful aging, 2) being recognized as Elders in their communities, and 3) resisting the negative discourses associated with aging. The data also depict what type of physical activity the Elders feel is important for successful aging and how they perceive aging has influenced their ability to remain active. The results of this research will help to inform the

development of support services that encourage physical activity that is reflective of culturally meaningful activities.

Finding Strength(s) and Hope in Different Stories: A Novel Approach

Toni Bruce, University of Auckland

In this presentation I reflect on 25 years of research on media coverage of women's sport and its minimal effect on mainstream media practice. I consider whether and how such research in sociology of sport has been limited by its focus on deconstruction of media texts and wonder about other possibilities for changing media and public perceptions of women's sport. I discuss how I overcame a high level of discouragement by finding other ways to research and write about women's sport. Following Laurel Richardson, this process has included researching sites and spaces where sportswomen have achieved high visibility and becoming an active participant in telling different stories through blogging and novel writing.

Outdoor Recreation in the Canadian Post-Secondary Education Brand

Michelle K. Brunette, Nipissing University

Norm O'Reilly, Ohio University

Globally, the United States attracts more international students than any other country, with over 1 million students studying at universities across America. The policies of the Trump administration have shifted international student attention away from the US, creating opportunities for competing global education brands including Canadian post-secondary education. Concurrently, the Canadian government has put in place programs that seeks to take advantage of this trend, at both the faculty and the student level. Canadian universities position the outdoor environment and outdoor physical activity as a way to attract students to their campuses. Yet, Canada lacks a coordinated global education brand and universities continue to struggle to meet expectations of international students related to outdoor recreation. Drawing on a journey with first year international students at a university in Northern Ontario, Canada, this session highlights how outdoor recreation is positioned in the Canadian education brand and how it influences international student expectations about their participation in outdoor recreation. This session fits within the 'Revisiting Race and Ethnicity in Canadian Sport and Physical Activity' theme, offering international student perspectives and fitting within an interdisciplinary landscape of sport sociology, marketing, cultural studies and international education.

The Outdoor Guided Walk as an Effective Cross-Cultural Methodology

Michelle K. Brunette, Nipissing University

Participating in outdoor recreation offers many benefits for people making transition across cultures, including increased levels of integration, social bonding, language learning, stress relief and contributions to overall wellness. The outdoor environment can also offer a unique research setting which is effective in studies with culturally diverse participants. In this session, I contribute to the 'New Voices in Critical Cultural Studies of Sport' theme by sharing the use of a outdoor guided walk mobile methodology, as observed through three-stage outdoor guided walk interviews with international student participants at a university in Northern Ontario, Canada. The outdoor guided walk method must consider weather,

privacy, and noise factors, but it offers many benefits including creating an open and pressure free sharing space that contributed to the participants' and researcher's overall wellness, and allowed participants to practice their English and learn about new trails and opportunities to participate in Canadian outdoor recreation.

The Role of Politics in Sport and the Environment

Kyle Bunds, North Carolina State University

Martin Barrett, North Carolina State University

Jonathan Casper, North Carolina State University

In considering why and how decisions are made when a sport organization decides to invest in sustainable infrastructure, it is important to consider the political pressures to act sustainably. For example, in the United States, under President Obama, there was considerable pressure to move toward sustainable infrastructure; under President Trump, the pressure is lacking. However, despite President Trump “pulling out” of the Paris Agreement, multiple U.S. cities, pledge to continue to strive toward meeting the commitments of the Paris accord – there is a disconnect existing between the federal and local governments. The European Union and Germany are striving to meet a target of 20% renewable energy by 2020 and Munich as a city is striving for 100% renewable energy by 2025 – there is congruency. It is our purpose to understand if and how governmental decisions on the environment impact sport organizations' environmental decision making. Using a case study analysis of one organization in the United States where little political pressure exists and one in Germany where heavy political pressure exists at all levels of government, we seek to understand the role of political and social pressure in the decision of a sport organization to act sustainably.

Sporting Assemblages: Cats, Capitalisms, and Consumers in Feline Agility

Garret Bunyak, Georgia Institute of Technology

The sport of feline agility involves humans working alongside felines in the production of a multispecies spectacle. I focus my analysis on agility assemblages in the United States by examining the social, historical, and political forces which are co-productive of the agility event. In doing so, I analyze the sport as articulated by organizations such as The Cat Fanciers Association (CFA) and The International Cat Association (TICA). I argue the sport of agility is materially and discursively co-productive of neoliberal embodiments of consumer and biological citizenship. Further, the sport performs human chauvinism by reifying the dominance of the human body-mind. I stress the productive role of non-human bodies in shaping sporting events. Despite the partial affinities between agility sports and neoliberalisms, feline agility creates new opportunities for multispecies cooperation which may represent a more ethical trajectory for human and non-human relations.

Figure of 8: Placing Diaspora and Decolonising Knowledge (?) Through the Activism of Howard Gayle

Daniel Burdsey, University of Brighton, UK

In 2016, Howard Gayle, the first black soccer player to represent Liverpool FC (in the 1970s), was given the Member of the Order of the British Empire (MBE) award, in

recognition of his work as an ambassador for anti-racist group Show Racism the Red Card. Gayle rejected the accolade, stating that his ‘ancestors would be turning in their graves after how empire and colonialism had enslaved them’ (cited in Guardian 2016). I argue that only by being attentive to place, location, cultural memory and historical context can we appreciate fully the magnitude and meaning of Gayle’s stance, and understand its broader resonance for the experiences of racialised communities within the African diaspora. First, I contend that the transnational, connected nature of his articulations demonstrates how the place and location he speaks “from” intensifies his message of the places and times he speaks “about”. Second, I explore the wider implications for the study of race and/in sport. Specifically, I engage with calls to decolonise knowledge in the academy. I reflect critically on their meanings and im/possibilities for the sociology of sport and physical culture, and on my positionality and il/legitimacy –as a white, male, British academic – in endorsing this epistemology.

Places to Play: Urban Public Space and Privatized Adult Recreation

Jacob Bustad, Tomson University

Tyler Sigmon, Tomson University

As with other public services, issues related to privatization have continued to shape the recreation and leisure sector, and have resulted in questions regarding the efficiency and equity of parks and recreation administration (Glover, 1999). This presentation examines these issues regarding the administration and distribution of places to play, specifically public fields and courts in urban parks, through an ongoing analysis of the policies and procedures of park permits from several different cities in the U.S. In particular, this project is focused on providing a background of the recent trend of privatized adult recreation and its impact on urban public recreation agencies and services, as well as a discussion of several key themes from the policy analysis, including the balance of public access and private profit, and the relationship between privatized adult recreation and community and youth sports. This presentation therefore further details the process whereby specific places to play are administered and provided to different groups of public and private users.

Public Policy and the Development of Soccer Facilities in China

Keqiang Cao, Shanghai University of Sport

Lin Yu, Shanghai University of Sport

In this presentation, the authors provide a broad analysis of the development of soccer (football) facilities in China. They look how facility development is aligned with broader initiatives set forward by the CCP (Chinese Communist Party) and how those are envisioned and put into practice through local governance systems and policies. To do this, they draw upon a systematic policy and document analysis of State, regional, and municipal-level political discourse to examine not only how the State envisages the function of football (and football facilities) in developing the public health, economy, and social relations of the nation—but also how broader systems of governance within contemporary China can be reinforced through investment in the sport.

Living (with) Acne: Dermatological Entanglements Between Skin and Self

Scott Carey, Queen's University

In this paper, I explore the cultural politics of identity as they come to be lived and negotiated at the body's surface. With a particular interest in acne, I pose two questions: 1) how does identity come to matter in people's experience of acne? and, 2) how are those experiences mediated through dermatological science? Using data collected from personal interviews and online methods, I analyze some of the discourses, practices, and objects through which pimped subjects embody biological and cultural differences on and through "diseased" skin. Theoretically, I draw from the work of material feminists, critical race theorists, and the interdisciplinary field of science and technology studies to conceptualize acne as both a subject and object of culture. In doing so, I argue that subject positions are routinely disrupted in and through the experience of acne. That is to say, acne reconfigures the sociocultural significance of skin in ways that collectivize subjects through a number of disorienting, laborious, unjust, and/or potentially enabling experiences. Altogether, my paper suggests the need for scholars of the body, physical culture, or health and illness to take seriously those contemporary forms of cultural and political collectivization occurring, in part, through the biology of skin.

A Co-transformative Process: Showcasing Strengths of Autism Through Physical Activity

Kelly Carr, University of Windsor

Sean Horton, University of Windsor

Chad A. Sutherland, University of Windsor

Nadia R. Azar, University of Windsor

Patricia Weir, University of Windsor

Physical inactivity among people with autism spectrum disorder (ASD) persists despite documented benefits of such recreation. This lack of physical activity may reflect dominant social structures where individuals with impairment reside within the margins of mainstream physical activity practices due to deficit-based judgments of an 'imperfect', 'incomplete', or 'inadequate' body. To provide an alternative account of physical activity participation among people with impairment, an adapted physical exercise (APEX) program for people with ASD and an intellectual disability was implemented and evaluated within a strengths and hope perspective. To understand why a strengths and hope perspective 'matters' in physical activity practices for people with impairment, interviews were conducted with 14 APEX fitness trainers (9 males; Mage=22.2 years) and 13 typical gym users who were regularly exposed to the APEX program (7 males; Mage=21.1 years). Based within a social constructionist epistemology, this presentation will explore the lived experience of individuals who have observed people with impairment showcasing their strengths within 'central' physical activity practices. Emphasis will be placed on strength-based accounts of APEX participants, and the process of co-transformation between APEX participants with impairment and those exposed to their strengths. 'Sport matters' will be highlighted in its role to broader social inclusion.

Spaces that Matter: Queering Community Sports

Claire Carter, University of Regina

Minda Richardson, University of Regina

Lindsay DesRochers, University of Regina

Women's/lesbian sports have been vital spaces for community development and individual

identity affirmation. For many individuals it is the first space they turn to when they move to a new city, to find friends and potential partners. These spaces have also served as places of comfort, where lesbian women could inhabit a space seemingly free of (hetero)sexism. They have often been informed by feminist principles of collegiality and fun over winning and competition, and are perceived as spaces where gender is less rigidly defined (Caudwell 2006; Ravel and Rail 2006; Lenskyj 2003). The changing social landscape of queer community necessitates renewed discussion about membership criteria for teams that have been historically tied to particular identity (lesbian women) and community politics (Nash 2011; Carter and Baliko 2017). Based on qualitative research with queer (women's) sports team organizers in Toronto and Vancouver, this paper reflects on this moment of change. In particular, we focus on the interplay of 'policy' and language of membership, and the practice in play on the field, pitch, or court. Teams are engaging in different strategies, from changes to the language on their websites from 'women/lesbian' to genderqueer/trans inclusive, to gender-inclusive policies, to team mentorship during play around language/gender inclusivity.

This paper considers the simultaneous work teams are doing to maintain their community spaces, while also engaging in a revision of formative criteria and boundaries. Sport continues to be a thriving community space and to matter to individuals' sense of identity. But the bodies in play on the field also matter, and foster the potential for a re-imagination of these spaces and for queer community more broadly.

My DNA: The Role of Social Support in the Academic Success of College Athletes at HBCUs

Akilah Carter-Francique, Prairie View A&M University

Jasmine Hamilton, Prairie View A&M University

Algerian Hart, Western Illinois University

The purpose of this presentation is to illuminate the role of social support on the academic success of college athletes attending Historically Black Colleges and Universities (HBCUs). The college athlete demographic at HBCUs (perceived limited resource institutions) is predominantly Black, but over the years the institutional demographic has diversified to include Hispanics, Whites, and International Students (e.g., Canada, West Indies). Nevertheless, extant literature denotes college athletes of color (e.g., specifically Black males) that attend historically White institutions of higher education (HWIHE) at the Division I level are academically underprepared, have low graduation rates, and have low grade point averages. However, this population has access to ample social support resource programs (e.g., mentoring) and services (e.g., tutors). Hence, this research presentation will include the current role of HBCU college athletes' perceived/received social support and the influence of identity on their academic success.

NCAA Academic Integrity Legislation: Does It Address Academic Clustering?

Robert Case, Old Dominion University

In 2016 the NCAA passed new academic integrity legislation in light of the University of North Carolina scandal involving college athletes. The UNC case was an example of academic clustering where athletes were placed into selected classes/majors in order to maintain athletic eligibility. Several studies have examined academic clustering in college

athletics. The 2016 NCAA legislation does not directly resolve the issue of academic clustering. The purpose of this study was to provide recommendations on solving the problem of academic clustering. The sample for this study included 58 academic advisors for athletes at NCAA Division I colleges and universities. Common threads and themes from the responses were identified. Recommendations included standardizing admission standards for all students, curtailing special admissions for athletes, monitoring when a disproportionate number of athletes are in the same class/major, initiating more training for academic support services to provide career counseling and academic remediation, limiting contact between coaching staff and academic advisors, establish procedures aimed at reporting clustering, closely monitor use of online courses in admission decisions, resolving class scheduling conflicts with athlete practice times, enforcing limits to the amount of time devoted to athlete practices/games, and including college clustering statistics in annual APR report.

The Water Dancers: Transgender and Non-Binary Peoples' Moving Bodies

Jayne Caudwell, Bournemouth University

Carly Stewart, Bournemouth University

In this paper, we focus on transgender and non-binary embodied selves and the fluidity of corporeality and subjectivity. Through research participants' storytelling and narrative construction we explore the personal (embodied self) and political (cultural work) of transgender and non-binary selves. LGBT+ experiences of sport, physical activity and embodied movement continue to be significant concerns given the barriers, constraints, prejudice and discrimination evident within institutionalized sport, PE and physical activity. Since the 1990s researchers have documented lesbian and gay peoples' experiences of participation. More recently, there has been a turn to transgender participants and issues surrounding the binary arrangement and organization of sport and physical activity. This turn is important because it highlights the different hostilities transgender and non-binary individuals face. However, the focus of this research tends to be competitive sport. Less is known about new/emerging opportunities and bodily pleasures transgender and non-binary individuals and communities create for themselves and for each other. Our focus is on swimming and stories of movement within and without water. Using collective and individual scripting and re-scripting of stories, we explore subjectivity, and the potential cultural work of transgender and non-binary narratives.

It Gets Better? Coming Out Narratives of Gay Men in Sport

Beth Cavalier, Georgia Gwinnett College

This chapter examines the shifting landscape for gay men in sport over the last several decades. While there is an ample body of literature to support the narrative that the atmosphere was universally negative for gay men at the end of the last century, more recent literature suggests a tide change in gay men's experiences in sport. Throughout the 2000s, gay male professional athletes started sharing their identities publicly, some during their playing career, and others upon retirement. In 2013, NBA player Jason Collins broke a barrier when he came out publicly as a gay man, making him the first publicly gay active player in a "Big Four" men's sport. While this suggests improvement in the atmosphere for gay men in sport, the experiences of publicly out players have thus far served as cautionary tales that the positive shift remains uneven. As a result, the experience of gay men is sport

is more complex and nuanced every before and experiences vary by sport, tenure, social location, and other structural factors. This project explores the changing experience of gay men in sport using coming out narratives, suggests explanations for the positive changes, and critiques the uneven nature of the improvement for gay male athletes.

Camping (Sub)Cultures: Towards a Sociological Understanding of Camping Among Young Iranians

Tarlan Chahardovali, Florida State University

Despite extensive critiques, subculture in its heterogeneous manifestations has remained a continuing theoretical notion to understand both youth and sports formations and identities, specifically, within the study of action and lifestyle sports (Atkinson and Young, 2008; Beal, 1995; Wheaton, 2007 & 2017). Correspondingly, through an interventionist approach, this study examines the multidimensional representation of social, cultural, political, and interacting bodies and identities among young Iranian campers—a subordinated context compared with the subcultural formations heretofore studied in the physical cultural studies (PCS) realm. This paper is aimed to recognize the complex articulation of dominant ideologies within which these young Iranians quest for moments of freedom, joy, inclusion, and perhaps resistance through camping. Finally, given that camping is a leisure activity which requires its participants to appropriate and contest more rural than urban spaces, spatial considerations are given to make sense of the ways in which complex and shifting subjectivities, classed and gendered experiences, as well as power relations are carried out and (re)produced across the space.

Exploring Sustainable Legacies and Environmental Justice in the Context of the 2016 Rio de Janeiro Olympics

Sophy Chan, Queen's University

Jeffrey R. Masuda, Queen's University

The 2016 Rio de Janeiro Olympic Games have often been regarded as one of the least sustainable Games in Olympic history. Despite efforts to implement a sustainable resource initiative, a carbon footprint reduction strategy, and LEED-certified venues, legacy plans have often been criticized for benefiting the wealthy elite, while leaving the public, particularly those in low-income communities, to bear the social, economic, and environmental burdens of mega-sporting events. Indeed, sustainable developments for the Rio Games have been connected to the displacement of low-income communities, gentrification, heavy pollution, and dumping of environmental wastes in informal urban areas known as favelas. Therefore, sustainable legacies do not necessarily foster social or environmental justice and may rather, achieve the opposite effect. This presentation will 1) explore how 'sustainable' mega-event legacies reflect broader Western-centric and neoliberal approaches and policies to urban revitalization, 2) illustrate how 'sustainable' legacies and urban redevelopment plans may create conditions of social and environmental injustice, and 3) highlight how 'sustainable' legacy plans may potentially exacerbate socio-spatial forms of injustice upon local inhabitants and surrounding communities.

Moving Lessons: Sport, Dance and Martial Arts as Physical Metaphors

Alex Channon, University of Brighton, UK

This presentation outlines the use of physical activity as a medium for teaching sociological theory to sport studies and sport and exercise science undergraduate students. Typically, students studying for undergraduate degrees in sport-related subjects in the UK have had little exposure to sociology prior to starting university, and for the most part, such degrees tend to privilege positivistic, natural science subjects across their multidisciplinary scope. This means that many such students struggle to grasp the epistemological underpinnings of the social sciences, particularly in their first year of study. As such, engaging classroom pedagogies are of vital importance in capturing the imaginations of students and ‘turning them on’ to the value of sport sociology. One method that can be particularly fruitful in this regard is the use of physical activities as metaphorical depictions of sociological thinking. ‘Game models’ are commonly referenced in several social theories; why not, therefore, use such models to teach them? This presentation will discuss three such lessons: ‘Monopolyball’, which teaches social reproduction/mobility through a simple ball game; ‘Socially Constructed Salsa’, which uses salsa dancing to teach social constructionism; and ‘Writing is like Fighting’, a martial arts lesson used to develop critical writing skills.

Coaches and Coaching as Gendered Leadership: Collegiate Student-Athlete’s Social Interactions and Experiences in and Beyond Their Sports

Kenneth Chaplin, John Carroll University

Karleah Harris, Miami University

We examine the social interactions and experiences of 34 varsity student-athletes. The questions that guide us are: ever thought about your coaches as teachers and leaders, as influencing your decision to play (or not to play) sports, as influencing you beyond sport. Our in-depth interviews reveal student-athletes’ perception of their coaches as inherent leaders via institutional positions and roles, and accomplished leaders who exemplify trustworthiness, practice reciprocal respectability, and give back and mold young people by being role models, mentors, and father figures. We elucidate and problematize coaches and coaching as gendered leadership via paternal father figure sports paradigms.

Exploring Media Coverage of the 2017 World Indigenous Nations Games and North American Indigenous Games during the Celebration of “Canada 150”: A Postcolonial Discourse Analysis

Chen Chen, University of Alberta

Daniel S. Mason, University of Alberta

Laura Misener, Western University

Although mainstream media coverage of international sporting events has been an important means for local political and business elites to project positive image and garner social and economic benefits, it has increasingly been appropriated by marginalized groups to voice dissent when these events are hosted. The second World Indigenous Nations Games (WIN Games) and the ninth North American Indigenous Games (NAIG), both staged in Canada in July 2017, represent important cases to examine due to the social-historical context in which they take place (Canada’s celebration of its 150 anniversary of Confederation and the ongoing settler colonialism on this land), the ambiguous role of large-scale sporting events in Indigenous Peoples’ political activism (The Western influence on the content and structure of the events), as well as the leadership consisting of

indigenous stakeholders in the bidding, preparation, and staging processes (as opposed to urban political and business elites in other conventional large-scale sporting events). It is assumed that during these events, mainstream media will be an important outlet through which indigenous stakeholders seek to deliver the voice of their anti-colonial struggles. A postcolonial discourse analysis will be conducted to examine Canadian mainstream media's coverage of these two events and explore the tensions, challenges, and opportunities facing Canadian society as Indigenous Peoples attempt to utilize indigenous sporting events to garner international attention and in support of their struggles within, and against, the ongoing colonial social realities of Canada.

A Study of Attitudes Towards Violence (Taibatsu) and Discipline, and the Philosophy of American Basketball Coaches in High School and University

Naoki Chiba, Hokusyo University

This study seeks to examine the experiences and attitudes of basketball coaches towards violence and discipline. Overall, the study examines coaching philosophy in American high schools/universities in order to compare them with those in Japan. The study involved questionnaires of 311 basketball coaches in 19 prefectures of Japan's high school on March, 2016. Furthermore, the study involved interviews with five American basketball coaches in February and March 2017. Theoretically, this study adopts Michel Foucault's conceptualization of 'bio-power' in order to explain the disciplinary practices of coaches.

The results indicate that none of the five coaches ever engaged in violence towards their players. All five noted that they would not be allowed to coach in the USA if they committed violence. However, these coaches did engage in disciplinary practices that included "punishments" such as running and suspensions from games if players violated team rules. On the other hand, 5.5% of Japanese coaches (n=17) conducted violence such as smashing, kicking and slapping to players from January, 2013. Another key finding is that while Japanese coaches tend to highlight errors in technique, American coaches have positive attitudes towards players.

Chinese American Sport Body Matters: Performance and Politics of 9-man

Jessica Chin, San José State University

Competitive and recreational sports in Chinatowns across North America have historically served as a safe, performative space for diasporic community building. Though the Chinese diaspora in North America has largely dispersed from Chinatowns proper, ethnic-based sports are ever popular in an era where Asian athletes are stigmatized as physically inferior to their white and black counterparts. Introduced by Chinese immigrants in the streets of Chinatown, 9-man volleyball continues to grow in popularity, even as participants are increasingly comprised of second- and third-generation Chinese Americans and Canadians. This "streetball" version of volleyball provides an opportunity for participants to connect not only with their Chinese heritage, but also with others who share a deep family history of racial prejudice and discrimination. As racial stereotypes undermine their athletic abilities outside the 9-man community, these athletes make a personal and political stance through their performance in a sport that is exclusively run, coached, and played by members of the imaginary Chinese diaspora. Contributing to the larger body of research on Asian American identity and sport, this paper provides an examination of Chinese American

identity, race, nation and community among 9-man players and the cultural and political arrangements with(in) which they operate in the US.

Striving for Bodybuilding Supremacy: the Adrien Gagnon / Ben Weider Rivalry.

Phillip Chipman, University of Ottawa

Linguistic tension seems to be inextricably linked with the progress of Quebec history. In the era studied, 1946 to 1956, the Québécois experienced the political supremacy of Maurice Duplessis and his Grande Noirceur. At the same time, the Catholic religion spread doctrines of la survivance, the survival, of the Francophone population of Quebec. Seeing a weakness with the French Canadian population, and with the desire to be autonomous within Canada, Duplessis and many of his contemporaries promoted an idea of French Canadian nationalism which sparked linguistic tension between the Francophones and Anglophones of Quebec. Among these contemporaries was physical culture publisher Adrien Gagnon. Through his magazines, Gagnon displayed feelings of animosity towards his Anglophone opponent, at times using racist connotations to undermine his competition, ensuring that the Francophones become autonomous within the realm of bodybuilding in Montreal.

Taken from my Master's thesis at the University of Western Ontario under the supervision of Dr. Kevin Wamsley, this study examines Gagnon's magazine, *Santé et Développement Physique*, between 1946 and 1956, during a peak period of publication activity as an author/cultural activist, offering analysis on the brand of French Canadian nationalism for which he advocated. More particularly, this presentation will focus on the linguistic tension between French Canadian publisher Adrien Gagnon, and English Canadian publisher Ben Weider.

To end, seeing that this study involves political struggle and linguistic tension within Quebec, it would integrate nicely in the emotional politics of racism/discrimination in sport session.

Examining the Relationship Between the Relative Age Effect and Leadership Behaviours Among Competitive Male Ice Hockey Players

Laura Chittle, University of Windsor

Sean Horton, University of Windsor

Jess C. Dixon, University of Windsor

Relative age effects (RAEs) are developmental advantages experienced by those born in the early months of the year relative to a cut-off date (Barnsley et al., 1985). Relatively older youth have been found to typically perform better (e.g., Copley et al., 2009a) and receive significantly more leadership opportunities in school (Dhuey & Lipscomb, 2008), and are more likely to be selected for elite sporting teams (e.g., Copley et al., 2009b). Previous research has found that recreational ice hockey players exhibit similar leadership behaviours irrespective of relative age differences (Chittle et al., 2015). The purpose of this project was to replicate this study within a competitive ice hockey setting (i.e., travel hockey) where a RAE is prominent. The results of this study indicate that competitive hockey players are not disadvantaged with respect to their leadership behaviours (as measured by the Leadership Scale for Sport; Chelladurai & Saleh, 1980) because of relative age. This session will

highlight this positive outcome, which stands in stark contrast to the negative effects that are traditionally emphasized in the RAE literature. We will also discuss focus on how competitive hockey may be providing leadership opportunities to athletes, despite the systematic age bias among players.

Class Hierarchical Differentiation and Distinctiveness of Public Sporting Spaces by Chaebol(Conglomerate)'s Capitalistic and Monopolistic Management and Control

Seongsik Cho, Hanyang University

Seoim Chung, Hanyang University

Inbae Park, Honam University

This paper is intended to figure out how the privatization of public sporting facilities ruined the public character of spaces and resulted in the class hierarchical differentiation of spaces. In Korea, most professional baseball teams are owned and managed by the 'Chaebol' because professional baseball has been an effective means for Chaebol's public relations, business communications, and marketing strategies. Recently two Chaebols such as Kia and Samsung paid about 20~25% of total construction expenses for new stadium and seized an exclusive right about stadium management for 20 years while the local government lent land free for new stadium and paid about the rest of expenses. The new stadiums were named as 'Kia Field' and 'Samsung Park' respectively and their spaces are covered with Kia's and Samsung's advertisement. In particular, Kia baseball stadium space is physically divided by Kia car model classification, from K3(economy car) to K9(luxury car) and thus 'K9' space is the most expensive seat and the reserved parking lots for VIPs while 'K3' is the cheapest seat and located far from the stadium main entrance. The study concludes that the brand new stadium by Chaebols has become a site for social class differentiation and distinctiveness of public spaces.

Willful Things: The Political Economy of Performing Strength

Broderick D.V., Chow, Brunel University

This paper investigates the political economy of performing strength in its historical and contemporary manifestations. Drawing on the archives of strongman and sports historian Ottley Coulter and vaudeville historian Max Morath, I discuss the theatrical spectacle of strongman in Britain and America in the late 19th century and early 20th century, in dialogue with my embodied research into contemporary strength sports. My argument centres on the relationship of bodies to objects, using insights provided by 'new materialist' theory and Object Oriented Ontology. Music Hall and vaudeville, at their height of popularity during the crucial acceleration of industrial capitalism, circulated a theatrical image of strength that indexed a liberal-individualist ideology in which the material world (and sometimes women and smaller men) could be 'mastered.' Today, strength sports can be thought of as an apparatus for the circulation of affect. Modern strongman performance indexes an alternative relation to the material world, where the 'ready-to-hand' (Heidegger) object reasserts its 'thingness' or, to borrow from Sara Ahmed (2014), its willfulness. By staging an economy in which things feel difficult to master (which is to say, transform, produce, or exchange in the commodity form), modern strongman performs post-industrial anxiety over masculinity and labour.

Progressive Overload: The Laboured Performances of CrossFit

Broderick D.V. Chow, Brunel University

Thomas Delorme's concept of 'progressive overload' holds that progressive amounts of stress stimulate the body's adaptive mechanism, increasing strength and mass. Taken to its logical conclusion, it suggests that the body can withstand unlimited demands, so long as they happen little by little. As the basis for weight training, the concept materializes a biopolitical logic at the level of muscle tissue and neurons, a politics-physics of both neoliberal 'resilience' and Schumpeter's concept of 'creative destruction.' Progressive overload supports the instrumentalization of fitness for capitalist work-discipline, using the laboring subject's leisure time to increase her work capacity. CrossFit, whose discourse is saturated with the language of labour, seems to embody this logic in extremis. However, such 'progressive' fitness is countered by the tendency towards the performance and celebration of 'overload' itself. Drawing on fieldwork in CrossFit boxes in the South East of England and Glasgow, Scotland, I investigate the performance of communal overload, which disrupts the labour theory of value, inserting a momentary 'short circuit' into economies of labour and leisure. This performance of overload, in an economy that encourages overload among the precariat, while simultaneously discouraging its expression, produces value and meaning for its participants beyond this economic system.

It's Not "What Can I Do for My Team?" It's "What Can My Team Do for Me?"

Jen B., Ciaccio, Temple University

Kat Longshore, Lafayette College

Erica Tibbetts, Smith College

Youth sport is purported to convey values, character building experiences, and lifelong benefits to participants; however, researchers and practitioners have stated for years that not all sport conveys positive experiences or values. Researchers (e.g. Coakley, 2011a, 2011b) have attributed some of the problematic nature of sporting experiences to a strengthening connection between neoliberalism, which promotes personal value, increased capital, productivity, and individualism, and sport participation. (De)competition or the win at all costs mentality (Shields & Bredemeier, 2011) that is pervasive in professional and elite sport has been adopted at the youth level, via parents, coaches, and socialization, which helps create a shift away from team values to individual success. Achievement goal theory explains how this focus on winning and individual success, i.e. an ego orientation, has negative behavioral and motivational outcomes (Duda, 2005). As a result, we no longer play. We invest in our future. We don't participate for the fun and teamwork. We participate to build a personal brand and earn a college scholarship. This paper will show how a rise in (de)competition, as shown in elevated ego orientation, is due to increased acceptance of neoliberal values, which erodes the assumed benefits of youth sport.

Media Representation of NHL Stars, Masculinity, and Labour Politics

Marty Clark, Mount Royal University

In this paper I examine the intersections of masculinity and labour politics in media representations of National Hockey League "stars." I start with a discussion of my doctoral research on 1950s and 1960s print media representations of Gordie Howe and Ted Lindsay. Howe was widely celebrated for his apparent willingness to play for the "love of the game"

and deferring to authority while Lindsay was constructed as a “troublemaker” for his attempt to form a player’s union. I argue that representations of Howe and Lindsay reproduced discourses of middle class manliness and amateurism that supported the league’s paternalistic and autocratic system of labour. I use my research on Howe and Lindsay to open up a discussion about Sidney Crosby and Connor McDavid and what the media’s representation of current stars can tell us about shifts in the NHL’s governance of hockey labour and articulations of masculinity in contemporary times.

The Possibilities and Creative Challenges in Digital Audio for Sport Research, Pedagogy, and Praxis

Samuel Clevenger, University of Maryland

Oliver Rick, Springfield College

Each presentation of the “Somatic Live” session illustrates the wide-ranging possibilities that emerge with the incorporation of digital audio and podcasting as a mode of praxis for sport and physical culture research. Yet, while such digital technologies demonstrate the many creative possibilities for broadcasting sport research, there remain distinct challenges in digital audio and podcasting as a mode of dissemination. This includes questions of privileged modes of praxis within academic institutions, how audio technologies can help scholars reach alternative publics and receptive communities, issues of inequality in terms of access to such technologies, and whether podcasting represents an alternative mode helping students and scholars to better engage with critical issues of sport and physical culture. This open discussion provides increased time in the session to engage with these challenges and opportunities of combining digital audio and academic practice. Weaving in recorded clips of interviews with international sport and digital media scholars to aid the discussion, the session serves as an open ended opportunity to not only comment on the research of the panel presentations, but to consider some of the broader questions outlined above.

Invisible Pelotons: The Gendered Politics of Women's Cycling

Diana Cohen, Central Connecticut State University

This paper explores the gendered politics that engulf the world of female cycling. Based on in-depth interviews with 40 elite male and female racers, as well as textual analysis of social media posts made by athletes, this research exposes the barriers that female athletes face in achieving recognition in the athletic world. I deconstruct the nuanced and often hidden dimensions of the glass ceiling that stifles the popularity and success of elite female racing. This includes offering an engaging critique of how resources are distributed within the cycling industry. I bring visibility to the everyday consequences of this resource distribution, enhancing our understanding of how professional female athletes manage themselves, as well as their personal and professional relationships, in a sport landscape defined by gender inequality. Finally, this project investigates how both cycling governing bodies—as well as the athletes themselves—serve as powerful political actors. I conclude by illuminating how professional female cyclists are challenging traditional gender hierarchies.

The Incidence of Female Apologetic Behaviors in Modern Roller Derby Athletes

Emily Cookson, George Mason University

Christopher Atwater, George Mason University
Jacqueline McDowell, George Mason University

This presentation will highlight the presence of female apologetic behavior and its motivations within the population of female roller derby skaters in the United States. Apologetic behavior is a common response to the pressure of a woman operating in the masculine domain of sport, but it only reinforces the heterosexism surrounding female athletes. The research underlying this presentation identified stereotypes and examined relationships between apologetic behaviors with age, race, orientation, gender, among others. Hypotheses included a negative relationship between age and apologetic behavior and a lower incidence of apologetic behaviors among skaters compared to student-athletes. A modified Apologetic Behavior Questionnaire (Davis-Delano, Pollack, & Vose 2009) was distributed across the country yielding 247 responses. Both hypotheses were rejected when skaters engaged in more apologetic behavior than the student-athletes and no significant relationship was found between age groups' apologetic behaviors. Skaters expressed the same stereotypical beliefs of ubiquitous lesbianism, female athletes being masculine or unfeminine, and being "less than" male athletes. Significant relationships were found between apologetic behaviors and several demographics. These results illuminated the need for continued study of apologetic behavior to create strategies to counter the liable stigmas while encouraging further research into the sport, gender theories, and apologetic behavior.

The Framing of Female Athletes: A Cross-Cultural Analysis of Media Coverage of the 2016 Summer Olympics

Robin Cooley, Miami University
Callie Batts Maddox, Miami University

The Olympics, which command the world's attention every two years, are not only an impressive display of international athleticism, but are also an opportunity for researchers to examine how a country's cultural values are being represented on the international stage. The goal of this study is to examine how a number of different countries covered the participation of female athletes during the 2016 Summer Olympics. This study will analyze print media coverage of medal-winning female Olympians in a number of different events (i.e. athletics, swimming, judo, boxing, beach volleyball, gymnastics) from the perspective of her home country. A chi-square analysis will be used to determine the frequency of stereotypic types of coverage (e.g. comparing a female athlete a male athlete). A narrative analysis will also be used in order to delve further into how cultural values of femininity and hegemonic masculinity are represented via media. An analysis of media coverage of female Olympians from the countries selected (e.g. United States, China, Jamaica, South Korea, Brazil, Sweden) will help to fill a gap in the current literature, which has predominately focused on coverage from Western countries. This paper will present preliminary data and conclusions, which are part of a larger project.

Women Soccer Fans in the U.S.: An Exploratory Study

Danielle Coombs, Kent State University

Women fans increasingly are a vocal and visible component of soccer supporters around the world, whether in pubs, in stadia, or watching on television at home. Meanwhile, soccer has continued to make steady in-roads across the States, building a fan base that now

represents the third-highest average attendance in American sports. As soccer continues to grow, however, women often are left out of analyses of fans; when explicitly included, studies typically focus on fans of women's soccer, rather than women who are soccer fans. This study is an initial effort to fill that gap, foregrounding and understanding American women who identify themselves as fans of the beautiful game, operationalized to include fans of major professional leagues around the world (including Major League Soccer in the U.S. and Canada) and/or international teams and tournaments (i.e., the World Cup). Grounded in Performative Sport Fandom, this paper gives space to women to share their perspectives on why they "matter" in the broader scheme of soccer sport fandom, identifying common themes to help us better understand how these fans came to be, their experiences as members of a fandom, and ultimately how they perceive the politics of their performances.

African American Sport Activism and Broader Social Movements: Disruptive Power through Connectivity

Joseph Cooper, University of Connecticut

Charles Macaulay, University of Connecticut

Saturnino H. Rodriguez, University of Illinois at Urbana-Champaign

Similar to the broader United States (U.S.) society, sport has reflected a contested terrain where dominant ideologies pertaining to race, class, and gender have been commonplace. In response to this reality, throughout history agents of change including activists have utilized a range of strategies to disrupt oppressive hegemonic systems both within and beyond sport. As conceptualized in Dr. Harry Edwards' 2016 NASSS Conference keynote speech, all activism is rooted in specific socio-historical, socio-political, and socio-cultural contexts. Within this presentation, the authors will outline the intersection between broader social movements in the U.S. and the history and evolution of African American sport activism. In particular, a typology of African American sport activism (symbolic, scholarly, grassroots, sport-based, and economic) is highlighted to explore the effectiveness of diverse activist actions. Implications for future and sustained activism and counter-hegemonic actions are presented and discussed.

A Critical Race Theory Analysis of Big-time College Sports in the United States (U.S.): Implications for Culturally Responsive and Race-conscious Sport Leadership

Joseph Cooper, University of Connecticut

Akuoma Nwadike, University of Connecticut

Charles Macaulay, University of Connecticut

The growing commercialization of major intercollegiate athletics in the United States (U.S.) has created a values paradox between the rhetoric purported by the National Collegiate Athletic Association (NCAA) and its member institutions and the realities of their practices. Similar to the broader U.S., the structure and function of the NCAA often reinforces widespread racial hierarchies and inequities. Racial disparities are reflected in graduation rate gaps among and between college athletes and college students who are non-athletes, disproportionate representation on revenue-generating teams compared to underrepresentation in sport leadership positions, and the impact of economically exploitative policies. The aforementioned trends are a few of the many problematic outcomes that are a byproduct of institutional arrangements rooted in color-blind racism

and transactional leadership. Using critical race theory (CRT), this manuscript examines how de facto race neutral policies, practices, and enforcements create and perpetuate disparate racial outcomes. In particular, the following five NCAA policies and practices are analyzed: 1) amateurism, 2) initial eligibility standards, 3) graduation success rates (GSRs)/academic progress rates (APRs), 4) lack of racial diversity in leadership positions, and 5) lack of required cultural competency trainings for athletic leadership and staff. Implications for culturally responsive and race-conscious sport leadership are presented.

Critical Race, Critical Whiteness and Kinesiology at the University of Maryland, College Park (UMD)

Stephanie Cork, University of Maryland, College Park

Ross Miller, University of Maryland, College Park

Biomechanics, in contrast with sociology and sport history, may seem an unlikely ally but can help to cultivate critical consciousness in students. Classrooms that are not critical become complicit within the systems of violence and oppression that live at the university under late capital. This presentation explores how educators can use unconventional coursework, engagement and assessment as a means to confront toxic attitudes and climate within Kinesiology. The focus here is an “interdisciplinary” course co-created by a graduate student from physical cultural studies and biomechanics professor at the University of Maryland College Park. Exploring both the successes and failures of the course we can see how race and disability can be made to matter, even when white able-bodied students meet critical conversations with discomfort and fear. This becomes even more necessary in the wake of the recent tragedy, as we must recognize the responsibility of our academic community to do better both inside and outside the classroom.

“Growing up CrossFit”: Childhood, Agency, and CrossFit Kids Magazine

Jesse Couture, University of British Columbia

Jason Laurendeau, University of Lethbridge

In this paper, we explore the ways in which CrossFit Kids Magazine (CFKM) constructs ideas about childhood and about children as agents. Specifically, we take up the particular political-pedagogical frameworks invoked [and (re)generated] in the narratives and images present in the magazine, and how they produce children as agents-in-waiting. Paradoxically, CKFM exalts the notion that children should be capable of shaping their social worlds, and, simultaneously, positions an adult-organized fitness regime as the only rational path to this agentic status. We suggest that this constructs agency as a (neoliberal) achievement, and explore the tensions and perils of such a construction.

Associations of Social Networking on Canadian’s Health and Sport Participation/Pride

Paige Coyne, University of Windsor

Sara Santarossa, University of Windsor; Sarah Woodruff, University of Windsor

Canadian’s use of technology is constantly increasing (Statistics Canada, 2015), with social networking (SN) becoming an increasingly popular tool (Santarossa & Woodruff, 2017; Sponcil & Gitimu, 2012; Spraggins, 2009) to communicate, gather information, and stay up-to-date with the surrounding world. The purpose of this study was to investigate the

associations among SN use and general/mental health, subjective well-being, and sport organization involvement (SOI) and national pride for sport achievements (NPSA). Data were collected via Statistics Canada using the General Social Survey 2013 (cycle 27 Social Identity version 2) and include data on 27,534 Canadians aged 15 and older. The main objective of the GSS on Social Identity is to provide an overview of Canadians' identification, attachment, belonging and pride in their social/cultural environment with a particular interest in SN and civic participation. SN frequency was negatively associated with self-rated general health ($p=0.001$) and subjective well-being ($p=0.031$), yet was not associated with self-rated mental health ($p=0.529$) or SOI. Therefore, people are not replacing online interactions with SOI. However, frequent SN users had less NPSA ($p<0.013$) than people who accessed SN less. Therefore, this session will explore how people are using SN technology and its implications on health, SOI, and NPSA.

Racism and Disharmony in the Stands: Home Field Disadvantage and African American Support of the for the Brooklyn Dodgers and the Cleveland Indians 1947-1949

Todd Crosset, University of Massachusetts, Amherst

Mia Compagnone, SMU

Ryan McCarthy, University of Massachusetts, Amherst

Troy Yacyszyn, Massachusetts, Amherst

The bodies of fans, marked by common insignia, customs and/or techniques and, excited, enthused or intoxicated, are inhabited as a collective rather than as individuals (Shilling and Mellor 2011). This Durkheimian insight is the foundation for sociological understandings of fans and Home Field advantage. An effervescent assembly, fans collectively embolden the athlete (or officials) on the field. Larger, denser crowds in centrally located arenas, and with long traditions have the largest home field advantage (Schwartz and Barsky 1977). Recent research (Smith 2008), however, suggests that significant increases in attendance no longer translate into an advantage. Star athletes (and some teams) have national followings. Larger than normal crowds may be characterized by disunity and incoherence as some fans are supporting the visiting team.

To test this notion we examined the records of the first two MLB teams to successfully hire and retain Black baseball players. We hypothesized that the Brooklyn Dodgers and Cleveland Indians of the late 40's would attract larger than average crowds at away games and these "new" black fans would flatten the collective effervescence of the normally partisan mostly White crowd.

Both hypothesis are confirmed and then are discussed in the context of the embodiment of race and racism, effervescent assemblages and agentic capacity as envisioned in new materialism theory.

Beyond the Classroom: The African American Male Experience

Charles Crowley, California University of Pennsylvania

Management Education and Masters of Business Administration programs have undergone significant change to ensure that students can readily provide value in the workplace (Herremans & Murch, 2003). Raelin (1995) proposed a model using experiential learning to blend professional education (concepts) with action learning (learning by doing). Experiential learning requires recognition of the uniqueness of students and provides

opportunity to tap into their personal experiences. This research examined the perception of the application of analysis, synthesis, decision making, evaluation, and judgment through various experiential learning activities. For the purpose of this study the researchers, focused on African American male's experiences while doing work in and out of the classroom relating to sport management. Survey questionnaires were designed to answer the questions, "What aspects of the experiential learning activity were the most valuable?", and "Which aspects of learning (based on Bloom's taxonomy) were used most?" Researchers identified the various benefits of the experiential learning components of the four courses examined, discussed any differences between the two institutions, and explored which curricular theories the students were able to apply to the experiential learning experience?

Redeveloping Coaching Effectiveness: Perceptions of NCAA Division III Head Coaches

Sean Dablin, University of Wisconsin-Parkside

Donna Pastore, The Ohio State University

In order for one to reach the level of expertise or effectiveness, a process of learning must occur. From their human resources Model of Expertise Redevelopment, Grenier and Kehrhahn (2008) purported that becoming an expert is a fluid and cyclical process that will require some (re)development if expertise has moderated or conditions have changed. Interestingly, coaching within the intercollegiate athletics context in the U.S. is unique in terms of the dyad between athletic participation dependent upon academic grades and graduation progress (Schroeder, 2010). The research for this presentation examines the perceptions of the developmental pathways of 12 male and female NCAA Division III effective team sport head coaches from the same athletic conference in making meaning of how the proposed Model of Coaching Effectiveness Redevelopment (MCER), adapted from Grenier and Kehrhahn's model, relates to coaching effectiveness development at the intercollegiate athletics level. Through semi-structured interviews with the participant coaches, five overarching themes were highlighted by constant comparative method (Merriam, 1998): Experience, Relationships, Culture, Balance, and Female Sport. The findings of this research in relation with the proposed MCER will be compared in the presentation. Implications of the findings will be discussed and future research recommendations will be made.

Research on Exploration of National Fitness Public Services Index in China

Jian Dai, Shanghai University of Sport

Shi Xiaoqiang, Shanghai University of Sport

Amid increased physical activity demand of Chinese residents, the Chinese government has met a number of problems in providing national fitness public services, including lack of infrastructure, low service efficiency, and significant differences between urban and rural area. National fitness public services performance evaluation has thus been created as a vital tool to enhance the government's service consciousness and knowledge as well as to improve the government's service quality. In this article, we explore the factors affecting national fitness public services performance based on Government Performance Evaluation theory (GPE) (Cai, 2007) and seek to build a national fitness public services index model. According to GPE theory, five dimensions—organizational management, resource

allocation, fiscal expenditure, and policy implementation and information technology—need to be considered in terms of government performance appraisal. To facilitate the study, we surveyed 1,200 local residents in six provinces in China. The results indicated that 35 indicators involved in the aforementioned five dimensions significantly affect national fitness public services performance. In terms of organizational management dimension, coordinating mechanism is the most important factor. As to resource allocation dimension, geographical location plays a significant role. More fiscal expenditure and more efficient policy implementation will increase the performance level. Innovative application of information technology will secure performance. We finally discuss and propose relevant suggestions and strategies for the Chinese government to more efficiently provide national fitness public services.

“Because There Are So Few of Us”: Exploring the Effects of Under-Representation on the Experiences of Women Soccer Referees in Ontario, Canada Through the Discourse of the Outsider

Christine Dallaire, University of Ottawa

Kamiel Reid, Mount Royal University

Despite the growth of women’s soccer in Canada, only 24% of soccer referees are women (Canadian Soccer Association, 2013a). Moreover, 54% of Canadian soccer referees are registered in Ontario (Ontario Soccer Association, 2012), of which only 9.5% are women (Ontario Soccer Association, 2013). This study explored the experiences of women who continue to referee in spite of their under-representation in the Ontario context. A feminist lens guided the research, alongside Michel Foucault’s discourse analysis. 15 female soccer referees ranging from 21-54 years of age, performing at the recreational to elite levels of the game with 1 or more years of experience were interviewed after having been observed in action, refereeing a soccer game. The analysis revealed that the woman soccer referee remains an outsider. Throughout her experiences she becomes aware of her status as an outsider, internalizes her subordination, faces an established system of normalized sexual discrimination against women soccer referees, and in turn comes to normalize the sexism that she faces as a result of being under-represented within the refereeing domain. Resultantly, she employs “the discourse of the outsider” to make sense of her gendered experiences as a soccer referee.

(Not) Making a Case for Multicultural Coaching

Melanie Dammel, Florida State University

Sixty percent of the 2015/2016 NCAA student athletes identified themselves as minorities (NCAA, 2017). The coaching demographic statistics yield comparable statistics as 53% of the coaching staff from the same academic year self-identified as minorities (NCAA, 2017). These statistics coupled with the phenomena of globalization, may make a strong case for culturally relevant coaching. Current research calls for coaches to adopt a more multicultural perspective within their coaching methods (Rosinski, 2003). Although this has been identified as a necessary component to successful coaching in a globalizing world, many athletes may not feel the same way. The purpose of this paper is to understand how a multiculturally diverse coaching program benefits the student-athlete or if it is really of importance to them at all. This paper explores the concept of culturally relevant coaching through interviews with four self-identified minority NCAA athletes and two coaches. If

this type of coaching is found to positively affect student-athlete performance, why do the athletes not believe it to matter?

Active Learning Strategies for Sport Sociology Classrooms

Emily Dane-Staples, St. John Fisher College

Emerging research continues to show marked differences in student learning in Active Learning Classrooms (ALC) compared to traditional classroom settings. Results also indicate, not surprisingly, that these differences are impacted by faculty design, comfort with strategies, and subject matter. As sport sociology possesses an advantage in student interest compared to other subjects, even small ALC strategies can ignite that desire to engage. This session will explore the implementation of several ALC strategies used in a traditional Sport & Society classroom as well as a hybrid format Gender & Sport class. Both positive and negative outcomes will be presented as well as ALC design strategies that can be implemented in a wide range of sport sociology courses.

“But You’re Not Really Vietnamese:” Identity in Sport for Development Research

Michael Dao, University of Toronto

As students increasingly go abroad to research sport for development (SfD) programs I argue that critical thought be given to our positions and bodies when doing fieldwork. This is particularly relevant in my work as I am a first generation Vietnamese-American, a son of two Vietnamese immigrants, and a PhD student who conducted research in Vietnam. In this paper I will voice the complex situations surrounding my identity that I encountered while I was in Vietnam doing fieldwork with a SfD project. Encouraged by the writings of Chawansky (2014) and Forde (2013), I will provide auto-ethnographic encounters as both researcher and practitioner in SfD. This reflexive narrative attempts to position myself as an outsider navigating spaces where I had to perform and shape my identity to engage with my surroundings. In doing so, I will examine cultural tensions that intersect privilege, gender, and education. Auto-ethnography is used because of the method’s performative ability in elucidating ethical and respectful practices that requires scholars to live with the consequences of their research actions (Smith, 1999). Thus, this paper will be my own research confessional highlighting the seldom unspoken internal conflicts, tensions and hardships that followed me in Vietnam.

Creating Culturally Safe and Trauma-Informed Physical Activity Programming for Pregnant and Parenting Women in the Downtown Eastside of Vancouver: A Community Based Approach

Francine Darroch, University of British Columbia

Pregnant and/or parenting women who are marginalized by poverty, racism, substance use, and trauma are at elevated risk of negative health outcomes in pregnancy and postpartum. Physical activity (PA) is especially important for these women, who are known to have a greater risk of the intersecting issues of overweight/obesity, anxiety, depression, low self-esteem, and physical inactivity. Through community based participatory research (CBPR) we conducted 10 key informant interviews with health/service providers that work with pregnant/parenting women, and five focus groups with a total of 37 pregnant/parenting women that access services on the DTES. The interviews and focus groups addressed

barriers/facilitators of PA and desired programs for this population. We engaged in thematic analysis of the data, supported by NVivo10™ software. We identified two major themes: 1) there is a major gap in PA programming for this population on the DTES and 2) PA programming needs to be accessible to clients, meet community identified needs, and be culturally safe and trauma informed. We argue that in order to adequately address health inequities, PA programming must honor the complex lives of these women and their families and address the barriers that prevent women from accessing resources.

A Systemic Review of Sport for Development and Peace: Social and Policy Implications

Simon C. Darnell, University of Toronto

Meredith A. Whitely, Adelphi University

Martin Camiré, University of Ottawa

William V. Massey, Concordia University Wisconsin

Lindsey C. Blom, Ball State University

Megan Chawansky, University of Kentucky

Shawn Forde, University of British Columbia

Sport for Development and Peace (SDP) has gained significant momentum since the late 1990s, yet there have been ongoing calls for more evidence about the impact of such programs. Attempts to acquire such evidence have themselves been limited by a tendency to focus on singular programs, and often in isolation from related fields (e.g., youth development, international development), which limit comparative analyses within/across contexts. Considering these trends, this presentation offers findings from a systematic review of literature that critically examined the reported evidence of youth-focused SDP interventions – as well as non-sport youth development interventions – from six locations: Cape Town, Hong Kong, London, Mumbai, Nairobi, and New Orleans. The review allowed for a contextually robust assessment of the current state of SDP research, as well as comparison to non-sport youth development research. In reporting the review’s findings, we consider both its sociological dimensions and implications for policy. These include (but are not limited to): the diversity of programming across the SDP sector; the ongoing importance of context; overlaps with other sectors of development; demands for evidence from within SDP; and the unequal access to research skills and resources that likely produce differing abilities to ‘prove’ that SDP works (or does not work).

Rainbow Hockey Sticks: Professional Men’s Hockey and Settler Homonationalism

Judy Davidson, University of Alberta

On January 24, 2016, members of the Edmonton Oilers National Hockey League team all had rainbow coloured taped hockey sticks during their Annual Skills Competition at Rexall Place. Local and international media heralded the event as the first time ‘pride’ tape had ever been used in professional men’s hockey. The multi-hued tape was meant to demonstrate support for LGBT youth, and provide important role modeling opportunities by professional hockey players for youth. Concurrently, a new state of the art arena and entertainment district was being built in the downtown core, primarily funded by the public purse, for the exclusive use of the Oilers Entertainment Group. This paper will explore both the visible and highly marketable effects of the pride tape campaign, how it contributes to an entrenched Edmonton Oilers hegemony in the city, and suggest some of

the significant and constitutive elisions upon which this tape event rests. The paper explores the complex and layered connections of pride hockey tape, an NHL entertainment franchise, a prairie city's public institutions, and the promotion of a queer creative class in Edmonton that continues to further sediment a particular form of settler homonationalism in the 21st century.

NFL Players, Athletic Identity, and the Transition into Retirement

Adriene Davis, Mississippi State University

Retiring or exiting out of competitive sports can be a difficult transition for any athlete and for professional athletes in particular. It is usually the case that at the time of their retirement professional athletes would have spent half their lives (if not more than half) participating in competitive athletics. In the context of the United States, athletes retiring from the National Football League (NFL) may experience an especially tough transition out of their playing careers. This may be the case due to: (1) the overwhelming popularity of football (particularly the NFL) in the US; (2) the ultra-regimented schedule football players follow throughout their playing career; and/or (3) the saliency (or lack thereof) of a player's athletic identity. The purpose of this study is to analyze a convenient sample of retirement speech transcripts of twenty NFL players retiring since the year 2000. This study—which is a part of a broader research project—attempts to help answer the following questions: (1) what are the experiences of former NFL players during their transition into retirement; (2) what social structural factors improve or hinder a former player's transition into retirement; and (3) what components of an athlete's playing career have an impact on their transition into retirement.

Breaking the Silence: An Exploration of Concussion in Canadian Surf Culture

Nikolaus Dean, University of British Columbia

This research explores how the complex brain injury of concussion is understood and learned about within the lifestyle sport of surfing. While the injury of concussion has been analyzed and researched from the disciplines of psychology, sensorimotor physiology, neurology, and physiology—little research has been conducted on concussion from a sociological perspective. This interview driven study will diverge from previous literature, by exploring the ways in which athletes of the unstructured, unmanaged, and unregulated lifestyle sport of surfing, come to understand, make decisions about, and conceptualize ideas of risk, gender, concussion, and one's health within the ethos of surf culture. This study will contribute to the overall understandings of concussion within sporting culture, and has the potential to educate and inform surfers, lifestyle sport enthusiasts, and surfing organizations—such as the International Surfing Association (ISA)—about the severity of head injury in surfing. Moreover, this study has the potential to fill significant gaps in both concussion based literature as well as lifestyle sport literature, and will explore the ways in which the socio-cultural factors of risk, gender, and subcultural values could influence how one understands, manages, and prevents concussion within the lifestyle sport of surfing.

Colorblind Ideology in Media Coverage of Multiracial Athletes

Alexander Deeb, University of Tennessee, Knoxville

Adam Love, University of Tennessee, Knoxville

Despite a general decline in displays of overt racism during recent decades, issues of race are still salient in American society, with the context of sport providing consistent public examples. Several racial stereotypes are particularly pertinent in sport—the most common of which is the notion that Black athletes possess natural, innate ability, while White athletes maintain a mental advantage (Buffington & Fraley, 2008; Coakley, 2014; Eastman & Billings, 2001)—and there is a substantial body of research examining racialized narratives about Black and White athletes (e.g., Hughey & Goss, 2015). Scholars have also examined the identities and experiences of multiracial people in non-sport contexts (Doyle & Kao, 2007; Herman, 2004). However, there is an absence of literature that has specifically explored multiracial identities in the context of sport. The purpose of the current study, therefore, was to explore narratives constructed in the media when discussing the race(s) of multiracial athletes. In this presentation, we will discuss how such narratives propagate colorblind ideology (Bonilla-Silva, 2014) and racialized sport stereotypes.

The Coach's Eye: Problematizing Power as a Coach

Jim Denison, University of Alberta

J. P. Mills, St. Mary's University

How coaches typically learn to coach—coaching's curriculum—has been shown to be a highly technocratic and mechanistic (read scientific) process. While such an orientation can be productive, at the same time it can lead to a culture of understanding and practice where athletes are viewed in instrumental ways. As a result, coaching can easily become a docile-inducing act. This is hugely problematic given that excellence in sport demands that athletes be highly engaged and aware...not docile. Accordingly, in our work as Foucauldian-informed coach developers it has been our aim to help coaches learn how to problematize what they normally think, say and do in an effort to learn how to coach in a less disciplinary or docile-making way. Towards that end, in this presentation we discuss how we helped a male youth soccer coach learn how to coach with a greater awareness of the various relations of power that regulate and control his understanding of coaching so that he could become more attuned to his players' individual differences and specific needs.

Black Males in the Media: Last Chance U & the Plight of Perpetual Possibility

Marques Dexter, University of Georgia

Rose Chepyator-Thomson, University of Georgia

Black males in the media are often portrayed as deviant, unintelligent, in pursuit of fame and material possessions, and derive from low socioeconomic backgrounds. Coupled with salient images of the Black heterosexual body as seen in rappers, athletes, entertainment, and film stars disseminate adverse depictions of black masculinity as incapable, hostile and oversexed. These prevalent narratives instill negative and ambiguous self-representations, coaxing black families to steer their adolescents away from diverse educational opportunities that would inherently permit socioeconomic advancement in society with athletics becoming the place of choice. The source of data for this study derives from the Netflix docuseries 'Last Chance U.' Utilizing Dr. Harry Edwards' notion of the triple tragedy, this presentation seeks to critique ways in which the media and sport institutions both propagate and institutionalize heteronormative ideologies of Black male athletes. The authors intend to stimulate conversations relating to how the media replicates injurious

tropes of perseverance in athletics, hinders young Blacks' from actualizing a future outside of athletics, and consequentially, validate fragile conceptions of Black masculinity. Furthermore, this session also seeks to illuminate opportunities for both the media and sport institutions to provide constructive narratives of Black athletic success, ultimately steering young Blacks from the plight of perpetual possibility.

Stolen Platform: Kaepernick's Appropriation of a Movement by Woman, #BLM

Alaina M. Di Giorgio, University of Tennessee

Charles D.T. Macaulay, University of Connecticut

Over the last year sport media has been enthralled with the actions of Colin Kaepernick. These actions have been informed by a larger wave of athlete activism and social activism in our society. However, there has been a lack of recognition of the movements informing Colin Kaepernick's decision to kneel and his corresponding efforts to shed light on racially oppressive systems. The attention provided Kaepernick has come at the cost of the radical actions taken by Black women athletes and Black women activists who have acted as the catalysts for the most recent movement (Black Lives Matter) as well as taking a steadfast stance against systems of oppression in our society and unyielding compromise in the face of personal injury exacted by their respective leagues. In this presentation, we will discuss the Black Feminist roots of Black Lives Matter, the subsequent actions taken by WNBA players, and how the media's dismissal of the roots of these actions and prominent focus on Colin Kaepernick reinforces patriarchal social norms diluting the movement's mission of dismantling all forms of oppression including patriarchal hierarchies.

The Olympic Games and "Fostering Gender Equality": Assessing the Effects of the IOC's Agenda 2020

Michele K. Donnelly, Kent State University

Recommendation 11 of the IOC's Agenda 2020 is to "Foster gender equality". The IOC suggests two means toward achieving this end. First, work with international sport federations to increase women's participation at the Olympic Games to 50 percent, and increase the number of participation opportunities for women at the Games. Second, "encourage the inclusion of mixed-gender team events" (IOC, Agenda 2020). Using data collected from the London 2012, Sochi 2014, and Rio 2016 Olympic Games, as well as the approved programmes for the Pyeongchang 2018 and Tokyo 2020 Olympic Games, in this presentation I endeavour to assess the progress (or not) made toward the goal of "gender equality". To do so, I draw from and situate Recommendation 11 within feminist literature that distinguishes between the concepts of "equality" and "equity". Moreover, I argue that there is a need to move beyond the quantitative counting of participation opportunities toward a more qualitative understanding of the differences in men's and women's participation and experiences as athletes.

From The End to The Anfield Wrap: Authenticity, Fan Media & Sports Journalism in an Era of 'Fake News'

John Doyle, University of Roehampton

This paper examines the changing sports media environment and the growing influence of fan-owned media. As sports media becomes more corporate and homogenised, sports fans

have shifted their attention towards more authentic expressions of sports fan culture. The paper will assess how fan communities have innovatively challenged conventional sports journalism.

Drawing on interviews with a range of fan owned media producers, this case-study tracks the development of fan media that is associated with Liverpool Football Club. Liverpool FC has local, national and international fan communities and is one of the top-ten 'football brands'. This research examines how specialist fan-owned media interact with a sophisticated range of communities and how they utilise a range of monetisation strategies. The paper also explores how fan-owned media represents 'authentic' fan cultures and disrupts traditional notions of sports journalism. In an era of 'fake news' that demonstrates some of the wider failures of journalism, newer forms of fan media can link fans to professional clubs in ways that provide both authenticity and trust.

The paper concludes by arguing that fanzines have evolved into sophisticated digital media businesses that showcase high-quality journalism, new distribution models and innovative, yet authentic, journalistic content.

Tracing Political Activism and Awareness in Modern Roller Derby

Amanda Draft, Wayne State University

Modern roller derby has been characterized by scholars as a form of stealth feminism, based on the tendency for individual leagues and the sport's governing bodies to support social justice causes but avoid explicitly adopting political stances or marketing themselves as "feminist." However, the Women's Flat Track Derby Association (WFTDA) made a public statement against the Trump administration's travel ban, moving the organization for the first time into the political fray. As some commentators bemoan derby "becoming" political, contextualization of this move is needed. I propose this is part of a larger gradual shift as the sport's mission has evolved over its fifteen year existence. I use content analysis of derby niche media (magazines, news websites, and social media posts from leagues/governing bodies) to answer the following: What has been derby's historical relationship to political activism? What has been the reaction, and what could this mean for the sport's future? This paper fits the conference theme as it discusses the increasing visibility and critical self-awareness of political activism within a growing international alternative sport (particularly in response to the 2016 election cycle), a process that could translate to other sports as well.

The Impact of the 20th Maccabiah Games on Israel's Sports Diplomacy

Yoav Dubinsky, University of Tennessee, Knoxville

Lars Dzikus, University of Tennessee, Knoxville

The Maccabiah Games, also known as "The Jewish Olympics" (Kaplan, 2015), are the 3rd largest sport event in the world (after the Olympic Games and the Universiade Games), taking place in Israel every four years. The Games are strongly rooted within the Zionist Movement since 1932 (Galily, 2009). The Maccabiah Games continue to play a role in modern Zionism, using body culture to connect hundreds of thousands of Jewish people from the Diaspora to the State of Israel. The purpose of this study is to examine how the 20th Maccabiah Games impact Israel's sports diplomacy. Results of this research are based

on data collected in Israel during the Maccabiah Games in July 2017 through interviews, press conferences, speech analysis and document analysis. This research extends previous scholarship on sports, politics and national identity in Israel (Alperovich 2007; Kaufman & Galily, 2009), public diplomacy (Cull, 2009; Nye, 2004), sports diplomacy (Arning, 2013), specifically Israel's public diplomacy and sports diplomacy (Avraham 2009; Dart, 2016). Contextualized within the history of the Maccabiah Games (Galily, 2009; Galily, & Sheard, 2002), this study also contributes to scholarship on the role of body culture in Judaism (Galily, et al., 2007; Hotam, 2015; Kaufman 2005).

Saving Girls' Youth Sports by Changing Higher Education

Rick Eckstein, Villanova University

The relentless corporatization of higher education, coupled with the unintended ironies of Title IX's success, has spawned a commercialized and commodified pay to play girls' youth sports industry that has become an affirmative action program for the already privileged and squeezed the fun out of childhood for far too many youngsters. Well meaning attempts to make girls' youth sports more fun and inclusive will be ineffective without directly challenging the economic and cultural hegemony of the higher education and intercollegiate sports systems that drive these commercialized pipelines. This paper suggests a number of strategies for transforming intercollegiate athletics in order to make youth sports more about intrinsic childhood fun and less about reaching some ever-elusive "next level." These strategies run the gamut from a "nuclear option" that completely eliminates intercollegiate sports to mild suggestions for more truthfulness in how intercollegiate sports are presented to the public. The essay is drawn from a larger project examining the pay to play, girls' youth sports to college pipelines in soccer, field hockey, figure skating, ice hockey, and ultimate frisbee.

Spartan Sweat: A Spatial Ethnography of a CrossFit Box

Shaun Edmonds, University of Maryland College Park

As an increasingly popular form of physical culture, CrossFit is an ideal site for the investigation of the role of space and place in non-elite physical activity. In responding to Andrews, Sudwell, and Sparkes (2005) call for further research on local spatial geographies of everyday fitness, this work uses Massey's (2001) concept of nostalgia, as well as her emphasis on both the spatial and temporal relativity of place, to explore the CrossFit Box. Through a spatial analysis of a CrossFit Box located in the Mid-Atlantic, coupled with participant observation and individual interviews, this work explores the ways in which the CrossFit Box is both product and producer of a nostalgic understanding of the gym space. This research finds that the CrossFit Box is a place in which the contours of community, the lifestyle of pushing the body's limits, and hierarchies of membership are built on and through a nostalgic reimagining of place.

The (Missing) Discourse of Desire: A Comparative Study of HPE in Brazil and Canada

Laura Elliott, University of Toronto

Drawing on Michelle Fine's response to the "missing discourses of desire" in education

(1988, 2006), this presentation offers new possibilities for inclusion and embodied pleasure for young people engaged in HPE. This project examines how youth intertextually construct and embody gender and other aspects of culture using discourses mediating health and physical and education (HPE) in Canada and Brazil and from transnational media flows. Further, Garcia Selga's contention -- that gender is not something that we are, but something we become and do through implementation and questioning of social norms and structured models of gender identity and practices (2014, p.189) -- is extended with attention to intersections of race and gender and the concept of bio-pedagogy (the strategies and philosophies of schooling the body). HPE in schools and media narratives are found to contribute to a narrowing of gendered and racialized body norms, and to the related signifiers of worthiness in youth culture. Findings from interviews with 40 youth in Canada and Brazil are compared to demonstrate how gendered and racialized norms are taken up or resisted, and how the various HPE discourses affect body awareness, desire and pleasure.

'We're All There for The Same Reason': Running for Breast Cancer Charities

Elisabeth Erickson, McKendree University

The pink ribbon, the international symbol of breast cancer awareness, becomes ubiquitous each October – and is seen throughout the year on products that may have nothing at all to do with the disease. And like many other nonprofit causes, the breast cancer movement has taken to the streets to raise funds and awareness, with multiple international, national, and state philanthropic fitness events scheduled every month. This paper, building on the works of King (2006), Berlant (2008), and Filo (2016, 2012), will explore the intersection of consumption and identity through the experiences of nine women who run marathons to raise funds for breast cancer. Focusing on a regional nonprofit marathon, the 26.2 with Donna, a year of multiple interviews with these women revealed the ways that breast cancer culture has shaped their lives, their running, and their conceptions of self.

"How Do You Get Those Extra Steps In?": A Tentacular Analysis of Gender and Social Class on Fitbit Community Message Boards

Katelyn Esmonde, University of Maryland, College Park

Shannon Jette, University of Maryland, College Park

"Self-knowledge through numbers" is the logic of what has come to be referred to as the "Quantified Self" (QS) movement, where its adherents utilize myriad devices to monitor and record their bodies with ever greater detail and efficiency. In physical culture, the QS is embodied through devices like the Fitbit, Apple Watch, Nike Fuelband, and countless apps that quantify the physically (in)active body. Based on the narratives of commenters on Fitbit community message boards, this paper explores the workings of surveillance and self-monitoring through self-tracking devices, as articulated by users themselves. More specifically, we seek to understand the gendered and classed assumptions that undergird the use of such devices, as well as the ways in which they shape Fitbit subjectivities. Extending the Foucauldian frameworks that are often utilized to understand the intersections of data, surveillance, and the body, we look to sociomaterialist theories such as actor-network-theory and Haraway's "tentacular thinking" to trace the networks of humans and non-humans that enable (self-)surveillance through Fitbit. In doing so, we consider the ways in which the Fitbit subject is constituted through both the social as well as the material.

"Ohh Jeremy Cor-by!" Politics from the Football Terraces to the Ballot Box

Daniel Evans, York University

Chants of “Ohhh! Jeremy Cor-by!” to the tune of the White Stripes “Seven Nation Army” became the political protest song of the UK in 2017, contributing to a surge in Labour support during the run up to the UK’s general election on June 8. How did a football chant move from the terraces, to political rallies, to Glastonbury and even the more traditionally conservative cricket grounds of the country? This paper examines the culture of contemporary sport spectatorship in an English context, and its influence on social and political life. The quiet politics of the everyday (Hankins 2017) in the stands and in the songs of fans afford opportunities for the spectator to discuss and live their politics in an ideal version of Oldenberg’s (1991) third place. Far from being an “opiate of the masses” (Eagleton 2010) sport spectatorship creates moments of political possibility that can cross over into wider societal movements.

Conceptualizing Work-Life Balance for Intercollegiate Athletes as Fathers

James Evans, The Ohio State University

Brian Turner, The Ohio State University

Parents who work in sport cite work-life balance (WLB) as a major difficulty of their occupations (Dixon & Bruening, 2005). The NCAA does not track how many intercollegiate athletes have children, but the phenomenon of student-athletes-as-parents is receiving increasing attention in the press (Finley, 2007; Norlander, 2015). Although scholars such as Brake (2008) and Sorensen, Sincoff, and Siebenbeck (2009) argued for better laws and policies protecting pregnant athletes, little research has examined how these young parents navigate multiple roles, identities, and responsibilities. Dixon and Bruening (2005) developed a three-dimensional model integrating the individual, structural, and social relations approaches to WLB. As traditional perspectives of fatherhood erode and many fathers perform more stereotypically domestic tasks, those in the sport industry—with its hypermasculine culture and ethic of personal sacrifice—may experience WLB “matters” more intensely (Graham & Dixon, 2014). The purpose herein is to conceptually apply Dixon and Bruening’s (2005) model to intercollegiate athletes who are fathers. Relationships with role theory (Adler & Adler, 1987), social identity theory (Hawley, Hosch, & Bovaird, 2014) and father involvement (Pleck & Lamb, 1997) will be discussed. Justifications, practical implications, and hypotheses specific to this population, along with a mixed-methods study, will be proposed.

The NCAA’s Efforts to Address Sexual Assault and Interpersonal Violence

Jonathan Evans, University of Tennessee

Lars Dzikus, University of Tennessee

The number of reported campus offenses at public and private four-year non-profit institutions that fall under the purview of the Violence Against Women Act (1994) increased 22.9% from 2014 to 2015 (United States Department of Education, 2017). In recent years, a number of publicized incidences of sexual assault and interpersonal violence involving student-athletes has increased pressure on the NCAA to use its institutional

power to help improve the safety of all students. The purpose of this study was to examine the NCAA's (2014) guide *Addressing Sexual Assault and Interpersonal Violence: Athletics' Role in Support of Healthy and Safe Campuses (ASAIV)* including its content and historical, political, and organizational factors that contributed to its development. We conducted interviews with the ASAIV's key contributors and performed a thematic analysis of the guide's content. We identified six themes: (1) key messages, (2) definition of athletics, (3) deflection, (4) student-athletes, (5) coaches, and (6) culture. We discuss how the NCAA positioned student-athletes as change agents and, in part, deflected culpability for sexual assault and interpersonal violence away from intercollegiate athletics. For athletic stakeholders and sport scholars, findings contribute to the understanding of how the NCAA addresses poignant social issues.

From Folk Games to National Symbols: Sportive Nationalism, Glocalization, and the Adoption of National Sports

Thomas Fabian, Western University

A national sport is a sport or game that is considered to be an intrinsic part of the culture of a nation. Not necessarily the most popular sport, the national sport is historically or culturally significant to a country, and therefore it represents a component of national identity. What criteria and policies dictate the status of an official national sport? The purpose of this essay is to determine the questions surrounding national sport establishment by compartmentalizing the various types of national sport. The body of this presentation will introduce theories and policies underlying the establishment of national sports, research the histories of the fourteen *de jure* (established by law) national sports, and the classification of *de facto* national sports into categories based on their cultural history and traditional or contemporary significance. For instance, cricket is the *de facto* national sport of nine countries, eight of which are former British colonies and the ninth is England herself. This type of national sport could therefore be categorized as former colonial sports, disseminated through the Empire, along with other national sports that fit this same hegemonic criteria. In summary, this presentation will attempt to define the link between national sports and national identities.

Understanding Sport as a Catalyst for Humanitarian Effort: A Phenomenological Exploration of the Venture Expeditions Tour Participant Experience

Alexandra Fairchild, Cardinal Stritch University

The objective of this research was to explore the experience of participating in a sport for development related initiative. The research question that guided this study was: What is the lived experience of participating in a Venture Expeditions hiking, biking, or running tour? This qualitative study utilized the phenomenological research design and open-ended semi-structured phone interviews for data collection. Participants were those who had participated in a sport for development related initiative through having engaged in a Venture Expeditions hiking, biking, or running tour. Ten participants were selected to participate in the study all of whom agreed to participate. The five major themes from the findings of this study were: 1) Participants experienced peer influence, either directly or indirectly, to participate in a tour, 2) Participants experienced relationship with team members that made completion of the tour possible and continued post-tour, 3) Participants experienced physical sacrifice that enhanced a personal connection to the tour's

supported cause, 4) Participants experienced a personal, internal change, and 5) Participants experienced elevated Venture Expeditions buy-in. According to researcher interpretation, community was found to be the theme representative of the overall participant experience.

Instantaneous Photography: Sport, Technology and Visual Evidence in the Late Nineteenth Century

Jonathan Finn, Wilfrid Laurier University

From the 1850s, scientists, artists and photographic enthusiasts began to explore ways to capture movement in photographs and to reveal what the naked eye could not see. By the late 1870s and 1880s the dry-plate process enabled image-makers to easily capture hundredths of a second of movement in a single frame. The work of ‘chronophotographers’ Eadward Muybridge, Ottomar Anschutz, and Etienne Jules-Marey is synonymous with this period and significantly transformed how people understood and represented human and animal movement.

This paper examines the less known, contemporaneous development of ‘instantaneous photography’ and its use to document sport and leisure activities. During the closing decades of the nineteenth century figures such as Lincoln Adams, John Hemment, Ernest Marx, and David M. Little explored the possibilities of the photograph to document sporting events, gradually calling for their use to determine race results. First appearing in the late 1800s, the ‘photo finish’ has become a mainstay in contemporary professional sport. Using primary source materials from George Eastman House and the Olympic Studies Centre, this paper addresses the particular intersections of sport, society and technology that gave rise to the photo finish in sport, including its (erroneous) promotion as a form of infallible visual evidence.

Rink Rage: Spectator Violence in Canadian Ice Hockey

Curtis Fogel, Brock University

Kevin Mongeon, Brock University

Daniel Sailofsky, Brock University

This paper examines spectator violence in Canadian ice hockey. Legal and media files from 65 cases are analyzed to determine the prevalence and cause of spectator violence against players, coaches, referees, mascots, other spectators, and property. The analysis considers various contributing factors including alcohol consumption, over-identification as part of the team, over-conformity to the ethic of sport spectatorship, socio-economic status, social tolerance, and masculine identity maintenance. Finally, we identify the response of Canadian hockey organizations and legal officials and offer various prevention strategies.

Physical Feminism, Self-defense and the Women of Tijuana, MX

Giovanna Follo, Wright State University, Lake Campus

Within a patriarchal society, gendered discourse suggests that the protector/victim narrative falls within masculine and feminine roles. The protector is seen as male and the victim is seen as female. Empowered self-defense challenges this narrative through physical feminism. Physical feminism implies capability through physicality and in doing so challenges the protector/victim narrative. Empowered self-defense creates a capable body

where the female body is able to competently become its self-protector. Empowered self-defense seminars were conducted in Tijuana, MX. This presentation focuses on the experiences of women and girls in empowered self-defense seminars and my observations and experiences of my time there. These women understood that they lived in a patriarchal society and seemed to be ready to challenge that by learning how to defend themselves in real-life situations. Several women disclosed their experiences bringing home to me that assault in Tijuana is something that happens not something that might happen.

The New Enlightenment: (R)evolution of Athlete Activism

Dervon Francis, Western Illinois University

Anthony Williams, Western Illinois University, Richard Davis, Western Illinois University

The concept of athlete activism has been drawing a lot of attention and social influence in the recent years, primarily due to the social injustice and police brutality that flood today's headlines. The fast-paced world of social media, coupled with these major injustices have brought about a new wave of athlete that are speaking up and calling for change. Throughout history athlete activism have been pivotal in affecting societal changes. Dr. Edwards have been entrenched in athlete advocacy since the 1960's and may be best recognized as the founder of the Olympic Project for Human Rights (OPHR) which was instrumental in the Black Power salute protest by Olympians Tommie Smith and John Carlos, at the 1968 Summer Olympics. He has used his profound knowledge and connection to civil right advocacy to categorize four waves of black athlete activism dating back to the early 1900's. As we embark on this project, we will dissect the waves of athlete activist from the past, and the current athletes who are stepping up to the chalk line. Considering the nature of the waves that we have seen, the question remains: Who will be the next athlete to take the baton and lead the next wave?

Divided and United: Response to Athlete Activism at the 2016 ESPYS

Even Frederick, University of Louisville

Ann Pegoraro, Laurentian University

Professional athletes can be very influential (Miller & Laczniak, 2011), and recently athletes have used this influence to speak out on social issues and joining in social justice movements (Agyemang, Singer, & DeLorme, 2012). On July 13, 2016 at the ESPY Awards, NBA stars LeBron James, Dwayne Wade, Chris Paul, and Carmelo Anthony spoke about issues related to police violence against African American men, racial profiling, and the growing racial divide in the US calling for other athletes to assist in healing this divide (Chan, 2016). The purpose of this study was to examine social media responses to this act of athlete activism and 2,180 comments made to three posts on ESPN's Facebook page pertaining to this activism event were gathered and analyzed. Preliminary analysis identified four themes (a) black, (b) stop, (c) crime, and (d) cops. Comments in the theme of black focused on racial issues related to the victims of violence, and the value of one's life while the stop theme debated responsibility for previous violent events. Crime contained comments related to crime statistics, "facts," and general viewpoints on criminal actions. Finally, cops discussed fault related to violent incidents involving police and macro cultural perceptions of law enforcement. Comments pertaining to athlete activism were found in all of these top themes. This preliminary analysis indicates that individuals provided unsolicited opinions regarding an actual or perceived racial divide in the US and these comments were

heated, nuanced, aimed at the athletes and often misinformed, similar to political dialogue that infiltrates SM.

Teaching Canadian Students About Olympic Legacies and Environmental Sustainability

Estee Fresco, York University

In this paper, I examine the International Olympic Committee's (IOC) legacy and environmental sustainability goals from the perspective of Olympic-related education in Canada. I show that, as early as the late 1980s, the IOC began to cultivate Olympic values in order to mitigate criticisms about the increasing commercialism of the Games. In Canada, organizers educated young people about Olympic legacies and environmental sustainability in order to achieve this goal. I focus on two case studies. First, I analyze the 1988 Calgary Olympic Junior High Education Kit. This kit taught students about Olympic organizers' controversial decision to designate Mt. Allen, a ski hill that was home to a herd of endangered bighorn sheep, as the site of alpine skiing competitions. The kit used the concept of Olympic legacies to downplay the environmental costs of developing the ski hill. Second, I analyze a Canadian Olympic Committee resource titled "Environmental Sustainability and the Vancouver 2010 Olympic Winter Games." This resource taught students about the Olympic value of caring for the environment, without recognizing that many of the Games' environmental sustainability practices were pioneered by Olympic sponsors hoping to improve their public image, not make lasting improvements to the environment.

Low Stress, High Impact: Tai Chi

Linda K. Fuller, Worcester State University

As it consistently gains popularity for seniors, the internal Chinese martial art know as Tai Chi (literally "Supreme Ultimate Boxing") continues to amaze with its health benefits, both physically and psychologically. This paper/presentation includes a brief history of the sport, including its various schools, elements, and aspects, and then discusses research relative to its applications for health and human ailments. Distinctly countering Western notions of aging as medical problems, the Eastern approach of Tai Chi comes as a welcome anti-dote to negative notions and representations of aging. Interviews with participants in the 50+ age range attesting to their experience(s) with Tai Chi are supplemented with medical research acclaiming its benefits—demonstrating yet again how sport can matter along the lifeline.

The Politics of Partnership: A Comparison of Indigenous Sport for Development Policy Directives in Canada and Australia

Kevin Gardam, Lakehead University

Audrey R. Giles, University of Ottawa

Lyndsay M.C Hayhurst, York University

In this study we employ Bacchi's (1991) "What's the Problem" policy analysis approach to examine the Federal policy directives guiding Indigenous sport for development (SFD) initiatives in Canada and Australia. Through a review of government policies and reports combined with an analysis of existing academic literature, we highlight the often-divergent

policy directives set out by federal departments in the two respective countries. Namely, inter-departmental partnerships in areas such as health, education, and justice fail to be adequately promoted or facilitated in SFD policies in Canada, while Australia has conversely strived towards greater federal collaboration in areas of Indigenous SFD, and particularly as they relate to the Closing the Gap targets. This research contributes to the growing body of literature investigating the politics of partnership-building in SFD initiatives (e.g., Macintosh, Arellano, & Forneris, 2015; Welty Peachey, Cohen, Shin, & Fusaro, 2017), with a particular emphasis on the influences of institutional policy directives on the proposed outcomes of Indigenous SFD initiatives.

Developmental Activities of Ontario Hockey League Players

William Garland, University of Windsor

Jess Dixon, University of Windsor

Sean Horton, University of Windsor

Theoretical frameworks such as the Developmental Model for Sport Participation (DMSP) encourage multi-sport participation at a young age (Côté & Hancock, 2016), and many practitioners warn that early sport specialization may be associated with several negative physical and psychosocial consequences (Myer et al., 2015). Despite this advice, the lure of lucrative careers and other extrinsic rewards has caused young children to specialize in one sport at the expense of other activities at an alarming rate (Aspen Institute, 2016; Jayanthi, Pinkham, Dugas, Patrick, & LaBella, 2016). This presentation will describe the findings of ongoing research regarding the developmental histories of current and former Ontario Hockey League players. These hockey players completed quantitative retrospective interviews (Côté, Ericsson, & Law, 2005), detailing sport and recreational activities that they participated in during their youth before competing in one of the most high-profile developmental leagues in the world for professional hockey players. The hours accumulated in various types of activities will be compared to the DMSP, and evaluated to determine when these players specialized in hockey. Tracing the quantity and types of activities that these elite athletes engaged in during their childhood may help minor hockey players make informed decisions regarding their development while being pressured to specialize.

Super-Negro in Basketball: Investigating the Predominant Laborers of the NBA

Justin Garner, Texas A&M University

Professional sport is a laboratory for labor market research (Kahn, 2000). No other field of business gives abundant access to the characteristics, performance statistics, and compensation packages of their workforce. Sports salary and performance data, along with awareness of the physical features, such as race, of each athlete, provide the ability to examine racial discrimination with more detail than in other industries. The dominant approach of determining discrimination is to analyze performance measures among different groups of athletes. The purpose of this presentation is to reconsider this approach, suggesting a paradigm shift to emphasize labor instead of performance. For this purpose, labor will be considered productive physical activity with regards to minutes played. Specifically, this presentation will focus on the National Basketball Association (NBA) and investigate the politics of determining salaries within the league's Collective Bargaining Agreement with special consideration of labor specific incentives. Basketball has long been considered the "Black Man's Game" yet there is curiosity about the existence of racial salary

discrimination in the NBA (Hughes, 2004; Koch & Vander Hill, 1988; Naito & Takagi, 2016). Additionally, this presentation will seek to illuminate racial differences in salaries within the NBA. Implications for research, theory, and practice will be discussed.

Intersectionality, Microaggressions, and Microaffirmations: Towards a Cultural Praxis of Sports Coaching

Brian Gearity, University of Denver

Lynett Henderson Metzger, University of Denver

Although the literature on coach-athlete relationships is extensive, and we even know that athletes experience multiple forms of overt abuse from coaches (Gearity & Murray, 2011) and covert controlling practices (Gearity & Mills, 2012), no scholarship has looked at the covert, insidious workings of relations of power-knowledge across multiple identities in the coach-athlete relationship. Therefore, the purpose of this paper is to address this gap by offering a new way of understanding these previously disconnected areas, while identifying plausible mental health effects with implications to alleviate suffering through the introduction of a strengths based discourse (i.e., microaffirmations).

This qualitative research study is situated as a creative analytic practice (CAP) (Richardson, 2000); more specifically, creative nonfiction, as a genre of CAP, presents factual lived experiences in a literary form (Smith, 2009). As a CAP, our storytelling sought to craft aesthetically engaging, evocative stories with verisimilitude while analyzing sport coaching practices through the lens of poststructural theory, intersectionality, and microaggressions. While more scholarship is needed to confirm our exploratory findings, our findings are consistent with the extensive literature showing how discrimination based on identity status leads to a multitude of negative mental health outcomes over time (Kwate & Goodman, 2015).

Where Do I Belong Now? Student-Athlete Identity and Career Satisfaction

Jennifer Gellock, Virginia Commonwealth University

Tiesha R. Martin, Virginia Commonwealth University

In 2015 the NCAA reported that 58% of former student-athletes were either disengaged or actively disengaged at work (NCAA, 2015). Given the results of this report and recent literature there is still much to be learned about student-athletes after they leave college. Previous research suggests that student-athletes should have a gradual decrease in athletic identity as different roles in their life become more prominent (Martin, Fogarty, & Albion, 2014). Thus, as they enter the workforce one might expect their career identity to increase. Research also indicates that identity can play a role in career satisfaction (Hirschi, 2012). Guided by social identity theory, the current study explored the student-athlete transition to non-athlete roles and how identity plays a part in career satisfaction. A survey has been sent to former student-athletes of a mid-major Atlantic Coast NCAA Division I institution to explore the relationships of former student-athletes' athletic identity, career identity, with career satisfaction over time. Data collection is currently in progress and will be completed by August 2017. The results of this study should help student-athlete support services to determine the need for programming to help better prepare student-athletes for life after sport.

Non-Athlete Students' Perceptions of Student-Athlete Academic Resource Allocation

Chad Gerber, The Ohio State University

Richard Bailey, The Ohio State University

Daniel Wray, The Ohio State University

Donna Pastore, The Ohio State University

As universities aim to be benchmarks of meritocratic and equality based classification, it is important that resources are distributed in a way that instills a sense of fairness in the minds of all students. Though disparities amongst departments will always exist, athletic departments are regularly targeted and critiqued for their comparatively enormous spending. This spending is justified to many because of the implications a successful athletic program has on its institution. Spending is not limited to on-field costs. Many institutions have implemented a variety of academic and professional development resources designed to improve the student-athlete experience. These resources, including individual academic counselors, priority scheduling, tutoring programs, and exclusive professional development opportunities, offer student-athletes the chance to prepare for life post-graduation. Though these programs are beneficial to their participants, it must be considered whether their exclusivity is appropriate and equitable to the general student body population who too would benefit. The purpose of this presentation is to assess the general student populations' perception of these differences in resource distribution and to examine the significance of these perceptions. This topic fits well within the conference theme as we attempt to understand how much sport matters within the context of academic resource distribution.

The Influence of Academic Support Departments on Student-Athletes' Identity Development

Chad Gerber, The Ohio State University

Donna Pastore, The Ohio State University

Student-athletes – especially at the Division I level – convey a level of distinction on campus. It can be debated how positive and productive this level of social prominence is; nevertheless, it is noteworthy. Identifying as a student-athlete is a way of distinguishing oneself on a college campus, but what is really the distinctive element of this title? Student-athletes are viewed as peers in the classroom, and perhaps as inferior in some cases. Rather, their social prominence comes from their status as members of university athletic teams. This could be just one of the reasons for imbalance in athletic versus academic identity.

The topic of student-athlete academic and athletic identity development has been studied on a limited basis. (e.g., Brewer, Van Raalte, and Linder (1993), Marx, Huffman, and Doyle (2008), Heird and Steinfeldt (2013)) Further, studies on the environment of student-athlete academic advising departments and their role in identity development is lacking. The purpose of this presentation is to utilize Astin's (1993) Inputs-Environment-Outputs (IEO) Model as a theoretical framework to explore the academic and athletic identity development of college student-athletes through interactions with student-athlete academic advising departments. Rationale, methodology, research questions, and practical implications of an in-progress qualitative study will be presented.

The Political Physics of Sport in Las Vegas: Expansion, Relocation, & Neoliberal

Democracy

Michael Giardina, Florida State University

In June 2016, the National Hockey League awarded an expansion franchise to the city of Las Vegas to begin play for the 2017-2018 season at the new T-Mobile Arena right next to the Las Vegas Strip. In March 2017, the National Football League approved the relocation of the Oakland Raiders to Las Vegas for the 2019 season; the city also approved plans for a new \$2 billion stadium. Much has been written about the contemporary state of stadium and arena financing, as well as the viability of Las Vegas (only the 40th largest media market in the United States) to support two professional sports franchises. In this presentation, however, I move in a different direction: drawing from Barad (2003, 2007), my primary concern here is in making visible the intra-active events that led to and informed this expansion/relocation phenomenon in Las Vegas. To this end, I draw on ethnographic empirical material, media reports, and public documents. More than just a series of linear events enacted by a progression of separate interests, industries, and sectors (i.e., leagues, teams, city, etc.), my concern is with the understanding the phenomenon itself, and how it comes into being -- to matter -- through specific intra-actions that reveal disjunctures and difference with respect to the liberal democratic state in the historical present.

Ensuring the Well-Being of Sport Assets: Black Athletes & Mental Health

Emmett L. Gill, Jr., University of Texas

The mental health of college students is an increasing concern and with the pressures of collegiate athletics the wellness of college athletes also commands our attention. The prevalence of mental health disorders among college athletes, and any disparities with their non-sport peers, are exacerbated by beliefs about the resilience of athletes, their time demands, the actuality college athletes exist in a “fish bowl”, and other individual and environmental considerations. If those risk factors are not enough, then ponder the role of race when thinking about how athletic departments attempt to provide protective factors and ensure the well-being of one of their most valuable assets. This presentation will explore mental health disorders among Black athletes, including sport and non-sport implications, prevention and intervention wellness strategies, and the how mental health issues are perceived in Black and sporting communities. The goal of this presentation is to provide information that underscores the reality that the mental health of college athletes deserves our attention, explores the unique ways in which mental health “plays out” in communities of color *and* eventually in athletic spaces, and invokes scholars and practitioners to survey their beliefs, attitudes, and responses to Black athletes and mental health.

Parental/Guardian Support: Can a Program Be Successful Without It?

Christina Gipson, Georgia Southern University

Jeffrey Levine, Texas A&M University, Corpus Christi

Sport and play have been utilized to provide opportunities and access to physical activity, education, health and social support (Schulenkorf, Sherry, & Rowe, 2016). However, access to opportunities varies due to a variety of differences, e.g. socio-economic status, race, gender, and environmental factors (Fraser-Thomas, Côté, and Deakin, 2005). Therefore programs targeting at-risk youth aim to reduce inequities. Parents play a key role in their

child's participation. Thus the purpose of this presentation is to examine parental support in Boro Prepared for Anything (BPFA) and Youth Odyssey. Both programs were created to assist with the development of youth socialization. BPFA used CrossFit and Youth Odyssey used physical activities and games. The researchers conducted focus groups with 14 participants from BPFA and completed 43 separate field observations and interviewed 22 participants/guardians from Youth Odyssey. Despite the programs being run differently and in different regions of the United States, the data showed regardless of the participants' enjoyment, parental/guardian support impacted, both negatively and positively, continued participation and success of the programs. Consequently, as participants had opportunities to move through the programs (competing in CrossFit events or escalating up levels of Youth Odyssey's program), it became apparent that some parents functioned as barriers.

Recognizing and Appreciating: How CrossFit Helped Girls Locate and Nurture Their Strengths

Christina Gipson, Georgia Southern University

Nancy L. Malcom, Georgia Southern University

Tamerah Hunt, Georgia Southern University

Young females identified as at-risk carry negative social stigmas. Programs have been developed to overcome deficiencies rather than teaching individuals to appreciate their positive attributes and capabilities (Norman, 2000). In the current study, the fitness regime of CrossFit was offered to four girls between the ages of 10-13 who were raised in single-parent, low-income homes. Participating in CrossFit challenges social norms that suggest that girls are weak, should not have muscles, and should not sweat. The strengths perspective was adapted from social work field to locate and nurture each of the participants' innate potential (strengths). Therefore, instead of examining deficiencies or inabilities, the researchers and participants focused on what is right with the girls (the things they can do). Using an inductive approach, the research team carried out interviews with each girl and her mother to discuss their experiences within CrossFit. Using their own interpretations and stories, the mothers and daughters constructed their realities about the girls' strengths experienced in and through CrossFit. Emerging themes included: increased confidence, positive internal dialogue, value female role models, and bond with mothers. Each interview highlighted ways in which newly developed (or increased) strengths have transferred into all parts of the girls' lives.

The Athlete-Hero as Embodied Moral Collective Aspiration

Jordan Goldstein, Wilfrid Laurier University

This presentation explores embodiment and its relation to subjective experience in a social context through the athlete-hero archetype. The thrust locates the importance of sport in Western civilization through the view that humans order their social worlds through embodied experiences. Present day arguments for a disembodied social individual dismiss the important elements of individuality that lay at the heart of society as argued by Spencer, Weber, and Hayek. Psychologist Jordan Peterson's view that embodiment is crucial to the individual when mediating between the objective and subjective worlds as a social creature forms the foundations of the analysis. The author forwards that the athlete-hero archetype, communicated through mythology, teaches us the proper forms of athletic behaviour that lead not only to individual, but social morality. This archetype forms the basis of meaning

for sport to an individual in, and to a society, in working towards human flourishing and social harmony. This helps explain why sport matters.

This presentation fits this session with its central focus on embodiment and its role structuring subjective experiences. Concerning the conference theme, this work seeks to restore the athlete-hero as a positive source of individual and social knowledge of morality in these chaotic times.

Ethical Standards of Fair Play – The Basis of Modern Sport

Aleksandr Gonashvili, Saint Petersburg State University

Ivanova Anastasiia, Saint Petersburg State University

Snezhana Starovoitova, Saint Petersburg State University

In recent years, there have been and continue to be numerous examples of behaviours and practices in contemporary sport that deviate from what is considered to be the standard of conduct in sport. Such examples include doping, rule violations, and athlete misbehaviour both on and off the field. This paper offers a discussion of the theoretical basis of the ethical foundations of sport, expressed in the principles of fair play, with emphasis on the articulation between cultural-moral personhood in sport and the increasingly anti-humanist features of contemporary, institutionalized professional sport (sub-)cultures. As a rule, an athlete is exposed to a combination of two morally loaded orientations. On one hand, an athlete is bound to the morality of preserving a status of honesty and ethicality in the eyes of the fans and, on the other hand, the sporting system encourages or stimulates an orientation whereby an athlete is to achieve victory by any means. This latter orientation entails a violation of fair play, not only from the point of view of ethics, but also from the viewpoint of the rules of sports games. The ambiguity and tension between these two orientations will be discussed in this paper. We argue that the notion of fair play is foundational to sport and that, without it, there is no critical reflexivity within sport. Furthermore, we argue that the cultural-moral and ethical dimension of sport elevate sport beyond just a means of production and consumption and invest the athlete with cultural and spiritual values.

NCAA Baseball Participation Based on Major League Baseball Recruitment Tactics

Jake Graffagnino, Wingate University

Major League Baseball (MLB) recruitment differs for high schoolers, international players, and college athletes. According to MLB rules a high school athlete can be drafted after graduation while a college athlete must wait until he is 21 or finishes his third year of college (MLB.com, 2017). Though not eligible for the draft based on residency, international players have free agency at the age of 17 (Piehl, 2010). The college athlete's odds of an MLB career are low compared to the aforementioned groups. Therefore, the purpose of this research is to understand what motivates baseball players to play at the collegiate level as well as unearthing the influence and tight-hold MLB has on shaping baseball. Additionally, the topic of how well players, as well as coaches, understand their odds of making it professionally in light of the aforementioned draft practices of MLB will be explored. Guided by self-determination theory, and elements of conflict theory, semi-structured interviews of division I players and coaches will be conducted. Results could help the National Collegiate Athletic Association (NCAA) and coaches provide better

student-athlete education on going professional and could be used to challenge current MLB draft practices and NCAA eligibility rules.

Symbolic Resistance and Contested Allegiance: Pacific Peoples in New Zealand Rugby

Andrew D. Grainger, University of Maryland

The formal professionalization of rugby union in the mid-1990s has radically altered the content, form, and structure of the game. These changes are perhaps nowhere more apparent than in the movement of an ever-growing number of players crossing country and continent in pursuit of the post-amateur era's expanding array of economic opportunities. While the endpoints and origins of these athletic nomads are multiple, players of Pasifika heritage have collectively emerged as a major feature of the global rugby diaspora. From the Southern Hemisphere to Europe, to places further afield, players either born in, or with ancestral ties to, the Pacific Islands have become one of the more striking symbols of rugby's globalization since the advent of professionalism. For people of Pasifika heritage the symbolism of such rugby migrations has the potential for added significance. Arguably, emigrant players also provide an avenue through which to cultivate and express a sense of collective belonging which transcends national borders and formal allegiance. In this paper, I examine such possibilities within the context of professional rugby in Aotearoa New Zealand. More specifically, I explore how, for Pasifika people, Pasifika players connote a multi-local sense of connection which challenges common-sense understandings of nationalism as coterminous with citizenship. The paper begins by revisiting my earlier research on Pasifika rugby before moving on to critically examine World Rugby's recent changes to eligibility criteria and how these changes may impact on Pasifika rugby. I argue that, while rugby may offer a site for symbolic resistance, the socio-political and institutional structures of 'global' rugby continue to reinforce forms of nationalism at odds with narratives of multiplicity and alternative ways of belonging.

The Trophy Wife?: An Examination of the Sport Media Portrayal of Female Partners of Professional Athletes

Hope Grame-Zeller, Indiana University

Cassandra Coble, Indiana University

As a crucial, but often unrecognized contributor, of a two-person career, wives of professional athletes often invest in a career that is not her own through relieving her athlete-husband of any responsibilities outside of the playing field and taking sole responsibility for the domestic aspects of the family (Ortiz, 2001). Despite the heavy personal, emotional, familial, and time investment provided by the sport wife/partner, "the typical fan's image of players' wives- which comes primarily from televised glimpses of them in the stands- is that they are pretty, wear stylish clothes, and lead a life of privilege" (Gmelch & San Antonio, 2001, p. 336). As an integral part of the two-person career, the sport media's portrayal of sport wives and partners can become an integral aspect of the portrayal of sport families. Building on the findings in a previous pilot study (Zeller, Hanks, & Coble, 2017), this content analysis research will evaluate the sport media portrayal of sport wives in additional sports and discovered portrayals from the previous study. The results of this research provide insight to the intersection of gender and the wife's role in the sport career, as each contribute to the socio-cultural understanding of the sport wife.

A Call for Inclusion of “Sport & Family” Into Sport Curriculum

Hope Grame-Zeller, Indiana University

Cassandra Coble, Indiana University

Regardless of an athlete’s level of competition or a sport employee’s position within a sport organization, the role of the family in the maintenance of the sport industry, fandom, and the sport career cannot be understated. From the family socialization in sport in Sport Sociology, to “family-friendly” marketing strategies in Sport Marketing, to family-centered policy, procedures, and spaces in Sport Facilities and Event Management, to involvement of spouses and children in the sport career, the family unit is an important aspect of the sport experience that cannot be disregarded. However, despite this applicability of the family involvement to sport in the majority of sport-related topics, the “Sport & Family” concept has yet to be adopted as a specific discipline or intentionally included in Sport Management curriculum. This discussion will focus on how the family institution is explicitly or implicitly linked with most sport-specific disciplines, exploring the previous scholarship in different areas of sport that have acknowledged the importance of family inclusiveness. Additionally, this discussion will propose a call for sport scholars and practitioners to study, teach, and support the family structure as it relates to their specific area of interest.

'Women Eat Salads & Men Play Football': Bio-cultural Understandings and Behaviours by Canadian Students Fostered by Health & Physical Education Curriculum

Sarah Gray, University of Toronto

There is an increased focus on the schooling of young people’s bodies in response to an assumed ‘obesity epidemic’ in Western societies (Wright 2009, Petherick & Beausoleil, 2016). This response includes governments at federal, provincial and local levels implementing new policies and programs to monitor, regulate and shape young people’s bodies (McDermott, 2007; Rice 2017). However, the effects of implementing policies and delivering curriculum on the experiences, social behaviours, health and wellness of young people remains understudied. Using the concept of biopedagogy (Wright 2009, Harwood 2010), the findings from focus groups conducted with students, teachers and policy disseminators in Ontario are presented. This research seeks to understand the (re)production of biological and gendered assumptions, as well as the impact of provincial nutrition policies and HPE programs on the entanglement of sex/gender, social relations and behaviours of young people. Although resistance to some messages and current practices are observed, staff and students tend conform to traditional practices and neoliberal discourses concerning the pressure to monitor and regulate young peoples’ bodies. This study opens up a conversation about current schooling practices and the need to transform curricular messages about sex/gender in the health and wellness education of youth.

Contingent Inclusion: Black Lives Matter Toronto Confronts Homonationalism and Anti-Blackness.

Ali Greey, University of Toronto

During the 2016 Toronto Pride Parade, the group designated to lead the parade as the 'Honoured Group,' Black Lives Matter Toronto (BLMTO), staged a sit-in to draw attention to anti-black racism within Pride Toronto and the Toronto police force. This action garnered considerable attention in Canadian, American and international media. My presentation reviews forty media reports to illustrate how mainstream and queer media converged in racialized discourses, framing BLMTO as an agent of terrorism. Drawing on theoretical work by queers of colour, I demonstrate that this process of evicting BLMTO from an imagined community of queers (Hall, 1990; Ferguson, 2005) offers insight into a larger process of appropriation and forgetting, one which re-narrates the Stonewall Riots of 1969 as a story of white queer resistance (Manalansan, 1995; Kinsman, 2010). My presentation aims to inquire into how BLMTO's disruption of the Canadian homonational narrative offers insight into how hegemonic narratives come to be ruptured and/or revived (Puar, 2007). My presentation seeks to spark an interactive discussion regarding the role of the media in administering contingent inclusion within sport.

Illegible Bodies: Advancing Inclusion in Change Room Spaces.

Ali Greey, University of Toronto

For lesbian, gay, bisexual, transgendered, intersex and queer (LGBTIQ) bodies, the change room is often a space fraught with vulnerability. Scholarship suggests that discomfort in the change room represents the most significant barrier to this community's inclusion in sport (Hargie, 2017; Keogh, 2006; Whittle, 2007). While several scholars propose gender-neutral alternatives to men's/ women's change rooms (Cavanaugh, 2010; Sykes, 2011), little literature examines how existing infrastructure can be adapted to improve accessibility for LGBTIQ participants. My research examines the Change Room Project (CRP: a tri-campus and Pan-American Games exhibit) as a model for mediating gender differentiated spaces to improve inclusivity for ambiguously gendered bodies (Fusco, forthcoming). My presentation draws on an autoethnographic account of my observations visiting change rooms around the world as an androgynous athlete competing for the Canadian women's boxing team. I will illustrate the CRP, and the phenomenon that I observed in the University of Toronto change room where it was displayed in 2015. My presentation will designate significant time for interactive discussion, I am particularly interested in panel/ audience members' explorations into how intersectional aspects of identity (e.g. masculinity/ femininity, sexuality, being racialized, (dis)ability and body size) affect capacity for claiming space in the change room.

Sports and Athletic Embodiment in Organizations

Michele, Gregory, York College of The City University of New York (CUNY)

Organizations, from financial institutions, government bodies to hospitals are important spaces for understanding the relationship between sports and bodies and production in Western cultures. This relationship is particularly vital when employers use competitive sports to construct hegemonic masculinities, which sometimes affect workplace opportunities for the disabled, immigrants and ethnic, racial, gender and sexual minorities. Competitive male sports are used by employers as a form of cultural capital in the workplace, from workplace locker rooms (Gregory 2009) to the relationship between male IT executives and auto racing (Manjoo 2015). Using case studies, I will discuss how white-collar professionals in non-sport organizations use and experience sport and athletic

embodiment in the workplace as forms of exclusion and inclusion. As sports is a microcosm of power and structural inequalities, such as –gender, sexuality, disability and race, the paper will also illustrate how sports at work shapes certain employees’ perceptions of their bodies and abilities.

Becoming an Adult Beginner: Aging and New Physical Activity Participation

Meridith Griffin, McMaster University

A disconnect exists between discursive imperatives to age ‘well’ by way of engagement in physical activity, and the lived experience of many older adults. This disconnect prompted an investigation of the experiences of those who had made the choice to engage in physical activity in mid and later life. In this study, in-depth interviews were done with ten adult newcomers to different physical activity/sport settings (recreational team, individual lifestyle, group, and competitive). The objective was to explore the perspectives and experiences of individuals either beginning or returning to physical activity participation in later life. Here, the focus is on the ways in which participants talked about becoming absorbed in their new chosen activity. Drawing from contemporary theory focusing on embodied learning, findings reveal the ways in which new styles of moving were experienced by participants – as they confront subconscious patterning, unexamined inhibition, and cognitive reservations about their bodies that emerged when challenged by new kinaesthetics. These findings are linked back to potential avenues and/or strategies through which more older adults may be encouraged to view new physical activities as desirable, accessible, and achievable – even when a true beginner.

Interdisciplinary Teaching: Sociological and Psychological Lenses on Sport in Tandem

Andrew Guest, University of Portland

This presentation builds off experience teaching an undergraduate course on ‘psychosocial aspects of sport and physical activity’ as an introduction to both sociological and psychological perspectives on sport. One strategy to introduce both perspectives in ways that are complimentary and mutually enhancing is to analyze specific contemporary topics in sport using psychological and sociological lenses in tandem. The presentation will describe examples of topics amenable to this approach including concussions, youth development, and sport psychology consulting. With each example, undergraduate students tend to be most comfortable with psychological lenses that understand sport behavior as explainable primarily at the individual level—at least partially because those perspectives most easily merge with popular media accounts. Offering sociological lenses to explain the same phenomenon, in contrast, serves to challenge students to frame contemporary sport in social and cultural context. This then further challenges students to deepen their psychological understandings if those are to have any validity. Because it is difficult to find conventional textbooks that offer multiple lenses on sport in tandem, the presentation will also offer specific examples of readings and theoretical perspectives that lend themselves to this type of interdisciplinary approach with undergraduates.

Implications of Social Media on Female Athlete's Body Image

Samantha Haering, Wingate University

There has been a great deal of research completed on the ramifications of the media on female athletes' body image (Coakley, 2015; Kane, 2013; Kang, 1997). With the introduction of social media in the past decade, a new lane for possible objectification has been created and must be explored further. It is important to understand that social media may add another layer of pressure upon female athletes. This pressure adds on to the overwhelmingly constraining image that media projects onto female athletes. In a world after the passage of Title IX, women in sport still face many challenges; and, it is important, if not vital, to identify these challenges with research and fact. The purpose of this study is to explore the possible implications of social media on the psychology of the female athlete's body image. This research will be conducted using the mixed methods approach. Student athletes attending a small Division II university in the southeast United States will complete a two part, pictorial analysis survey with an opt-in for a subsequent semi-structured interview. Using elements of Festinger's social comparison theory, objectification theory, and feminist theory, this research aims to explore social media's impact on female athletes' body image.

Extractive Companies' Social Media Representation of Corporate Social Responsibility Through Sport for Development in Indigenous Communities in Canada

Amina Hagger, University of Ottawa

Audrey R. Giles, University of Ottawa

Lyndsay M. C. Hayhurst, York University

Mining, oil, and gas ("extractives") companies in Canada are becoming increasingly involved in funding sport for development (SFD) initiatives in Indigenous communities. As social media and social networking platforms such as Twitter, Facebook, and YouTube dominate traditional forms of news sharing, we have witnessed corporations sharing more and more of their Corporate Social Responsibility (CSR) practices online. Using postcolonial theory and thematic analysis of the social media content from eight extractives companies on four social media and networking sites (i.e. Twitter, Facebook, Instagram, and YouTube), we investigate how these companies represent Indigenous communities' involvement in corporate-funded SFD on social media. We argue that stakeholders, or those targeted by corporate SFD programs, are depicted as having minimal roles as leaders, organizers, and facilitators of these programs. On the other hand, extractive companies appear to over-represent their contribution to the programs' creation and neglect to make evident Indigenous ownership of past, current, and ongoing program development. The implication of such representation is that extractive companies assume authority and agency, while Indigenous peoples are subordinated.

Honey Ant Dreaming: The Organisation of Sport as an Expression of Aboriginal Sovereignty in Central Australia.

Chris Hallinan, Charles Darwin University

Barry Judd, Charles Darwin University

Aleryk Fricker, Charles Darwin University

In this presentation we outline the development of the Wilurarra Tjutaku Football League (WTFLL) which is centred around several remote Aboriginal communities in central Australia. The WTFLL was established in 2011 and followed from community Elders'

response to the devastating health consequences for youngsters' routine inhalation of vehicle fuel. The establishment of the WTFFL has been confronted by several political, social, and economic issues. We will compare and contrast the lack of institutional support to the WTFFL from agencies in the Northern Territory with the successful and well established Far North West Sports League (FNWSL) on Anungu Pitjantjatjara Yankunytjatjara (APY) lands. The FNWSL success is in part due to the role and support provided by the Commonwealth government, the Community Division of the South Australia government. Finally, we will discuss the meaning of football to remote Aboriginal peoples in central Australia and how the successful implementation of the WTFFL contributes to improved health outcomes, and the enabling of self-determination.

Career Pathways to Senior Woman Administrator (SWA) – African-American Women in NCAA Division I

Julius Hanks, Indiana University

Gary Sailes, Indiana University

Cecelia Obeng, Indiana University

Antonio Williams, Indiana University

Paul Pedersen, Indiana University

The Senior Woman Administrator (SWA) is the highest ranking female in the athletic department. This effort to encourage and promote the involvement of female administrators in the decision-making process was created under Article 4.02.4 of the NCAA constitution (Levick, 2002; Raphaely, 2003) as the first year with a uniform definition in Division I, II, and III manuals. Although there have been efforts to include women in athletics, African-American women only represent 11.8 percent of the SWA position in Division I athletics although 63.5 percent of female student-athletes are African-American (Lapchick, 2016; NCAA, 2016). Previous studies have focused largely on the perceived roles of the SWA (Hatfield & Hatfield, 2009). A dearth of research exists in regards to investigating African-American women's perspective as it relates to their experiences as senior-level administrators in intercollegiate sport. The proposed study will utilize semi-structured interviews with Senior Women Administrators in NCAA Division I institutions. The purpose of this research is to explore internal and external factors that provide insight into the academic and vocational experiences of African American women who serve as the SWA. Black Feminist Thought will serve as a lens to examine the existing power structures that exist in intercollegiate sport.

Career Autonomy and Challenges of Women in Collegiate Athletics

Robin Hardin, University of Tennessee, Knoxville

Elizabeth Taylor, Temple University

Since the passage of Title IX we have seen a steady increase in the number of female athletes, however the percentage of female athletic administrators working in on-campus athletic departments has not seen the same increases (Acosta & Carpenter, 2014; Lapchick 2015). Women hold less than 25% of athletic director positions across the NCAA and less than 12% at the Division I level (Taylor & Hardin, 2016). Conversely, women are fairly well represented in the position of conference commissioner within NCAA Division I as 11 of the 32 conference commissioners are women. The current project explored the experiences of female Division I conference commissioners, athletic directors, and early career

professionals. Findings may shed light onto why we see a higher percentage of women working in leadership positions as conference commissioners than we see working as athletic directors. It is possible women have seen more success at conference officers, as opposed to on-campus administrative positions, because conference offices are further removed from donors and the college athletics spotlight. Female athletic directors and early-career professionals discussed experiences sexism from coaches, university administrators, and the media which may limit their career progression.

I Am Not a Role Model, But: The Sporting Body and Voice of Charles Barkley in American Race

Andrew Harrington, Irving Valley College

In the self-branded TNT “docu-series” American Race (2017), basketball Hall of Famer and pundit Charles Barkley travels around the United States with a film crew, facilitating filmed conversations on race in contemporary America. Barkley, who famously told reporters in his playing days that he was, “not a role model,” parlays his status as the foremost basketball pundit on TNT into the face of a series that has ostensibly little to do with sports. Yet it is his imposing physical stature, the familiarity of his voice, which has been a part of TNT broadcasts for seventeen years, and the looming specter of his long-retired athletic prowess that is responsible for convincing people to speak with him on camera and obtaining national cable television exposure. This paper will argue that Barkley’s sporting celebrity, and particularly the notoriety of his body and voice, allow him passage across social circles on television that would not be open to many of the other interviewees of American Race. Building on sports media scholarship from Lawrence Wenner, Sut Jhally, and David Andrews, from work in television studies by Jason Mittell and Arild Fetveit, and through race and cinema theories from Donald Bogle and Todd Boyd, the nature of wading into the complexities of race in America through the body and voice of Charles Barkley will be fully explored.

Black Bodies and Lives: Dehumanization Through Sport Coverage

Siduri Haslerig, University of Oklahoma

Sara E. Grummert, University of California, Riverside

Rican Vue, Oregon State University

College GameDay (CGD) commentary and imagery is one source of socialization that reinforces ideologies which rationalize police violence (and our tolerance thereof). As the most watched college sport broadcast of all time (Volner, 2016), CGD primes audiences to make certain associations (Moy, Tewksbury, & Rinky, 2016). Through analysis of regular-season CGD pre-game and game-of-the-week broadcasts during the 2016 football season, we examine the belief that Black people possess super-strength and/or the inability to feel pain. We document prominent narratives that promoted Black players as invulnerable in the broadcasts while making the case that these narratives serve to prime audiences—including law enforcement—to ascribe inhuman abilities to Black people and believe that the use of lethal force against them is justified. The portrayal of Black athletes’ abilities as superhuman is only a small step from Darren Wilson’s assertion that Michael Brown was a “demon” approaching him, who was “bulking up to run through the shots” (McCoy, 2014)—that ludicrous belief, which the grand jury accepted in declining to indict Wilson, led him to murder Brown. Thus, despite being framed as praise in the context of sport, these beliefs

support White supremacy by rendering Black pain and, therefore, Black humanity invisible.

Omissions and Misdirection: Policing Dissent Beyond the Backlash Narrative

Siduri Haslerig, University of Oklahoma

Sara E. Grummert, University of California, Riverside

This session uses the 2016 season of ESPN's College GameDay (CGD) pregame and game-of-the-week broadcasts to demonstrate that mainstream media representations largely omit stories of college athletes' activism. Supplementing our analysis with local news media sources regarding athlete activism, we argue that even when college athletes participate in activism, CGD does not necessarily cover it. This is in marked contrast to the narrative that college athletes are not participating because they fear backlash (Agyemang, 2011; Kaufman, 2008). Though backlash exists, this narrative serves to obfuscate a meta-level policing of dissent through omission in mainstream sport media. Further, community service segments are routinely featured and serve as a morally instructive substitution: such actions are framed as worthwhile and appropriate for college athletes, whereas activism is rendered invisible or framed as self-sabotaging. The prominent platform college athletes are presumed to have (Agyemang, Singer, & DeLorne, 2010) is dependent on the agenda set by the media (McCombs & Shaw, 1972). Although social media partially subverts this dynamic, the 'backlash narrative' provides a compelling explanation for the lack of college athletes shown as activists. This narrative serves White supremacy, providing a 'warning' to other athletes while also explaining away the absence of activism covered by mainstream media.

Affective Labor Power in Sport Management

Mathew Hawzen, Florida State University

Sport management students in the U.S. elect to work in the sports industry not because they possess ample work experience in this industry per se but because they are fans of sport. The primary mechanism through which they access work in sport is the internship. This class of aspiring sport workers not only negotiates precarious if unpaid labor conditions but also their fan subjectivities derived from consumer experience, signaling a shift in the class composition (Negri, 1988) of working subjects in sport: Educated but inexperienced young adults channeled into the wage relation via internships, the exigencies of employability, and fan subjectivity. This paper provides an autonomist Marxist reading of interviews with soon-to-be, current, and former interns of the sports industry to demonstrate how sport under the logic of late capital re-produces its exploitable workforce, in Marx's (1973) sense, by 'reacting back' on subjects, rendering them fans prepared with the affective labor power—communicative, competitive, and cooperative competencies—to work in sport. Building on the tradition of Marxist labor studies in sport, I discuss interns, along with other precarious workers (part-time, event-based, seasonal, etc.) of the sports industry, as ideal subjects of Marxist analyses and praxis in sport.

Charting the 'Bicycle for Development' Movement

Lyndsay Hayhurst, York University

Brian Wilson, University of British Columbia

Brad Millington, Bath University

Rob Vannynsberghe, University of British Columbia

In countries throughout the global South, and disadvantaged communities across the global North, bicycles are being hailed by the UN, NGOs and corporations as tools for reducing poverty, promoting gender equality and sustainable development (Yang & Wu, 2015). Emerging from these beliefs about the bicycle is the 'bicycles for development' (BFD) 'movement' – a movement of NGOs, corporations, international institutions, and local communities where bicycles are thought to play a key developmental role. Despite the interest of stakeholders in the promise of BFD, little is known about: 1) the impact, role and meaning of the bicycle in the global South and in disadvantaged communities in the global North; and 2) if/how the impact, role and meaning of the bicycle is similar and/or different across a range of diverse contexts. In this paper, we discuss this 'new' social movement, assess the challenges and opportunities related to BFD, and chart our approach to studying its global/local flows through the following research questions: 1) What development roles do bicycles play in disadvantaged communities? 2) To what extent does BFD enhance and uphold local sustainable community development efforts in global South countries, and marginalized communities in the global North? 3) How do bicycles enter, move within, and leave these communities? 4) What do the 'life histories' of bicycles reveal about the globalization of development, aid, and work in local communities? We conclude with a discussion of the broader implications, knowledge transfer possibilities and potential connections that bicycles/BFD has for the nascent sport for development and peace movement.

Gender Allyship: Reframing Men's Roles in Addressing the Leadership Gap in Sport Organizations

Caroline Heffernan, University of Minnesota

Lisa A. Kibl, University of Minnesota

Gender allyship seeks to leverage men in leadership positions' power to create cultures that aim to disrupt and revise gendered organizational practices (Ely & Meyerson 2000) through resistance discourses to address the gender-leadership gap observed in the sport industry. Gender allyship extends the educational and social justice literature's discussion of the allyship framework to consider how allyship can operate to address latent gender attitudes and as an organizational strategy to create change (e.g., Bishop, 2002; Reason et al., 2005). Sport organizations have primarily used distributive justice paradigms (e.g., gender ratios) to increase women's representation in positions of leadership, however such initiatives do not change how the organization functions or the organizational culture (Young, 2011). In this presentation, the theoretical basis for gender allyship and initial findings from a grounded theory inquiry will provide an explanatory theory of how men act as allies within sport organizations to increase the number of women in positions of leadership. This presentation aligns with the session as it focuses on men who occupy leadership positions, who are predominately white men, while extending the theoretical frameworks used to frame our discussion on how to engage men in power in discussions around organizational and social change.

What is "Sport"?: An Unexpected and Effective Definitional Demonstration

Linda Henderson, St. Mary's University

A concern that I share with many colleagues who teach sport sociology is that students who

sign up for our courses often have very strongly held, conventional views about the types of activity that can be considered as “sports.” These pre-conceived beliefs can make them somewhat resistant to notions that sport can be defined in other ways. One strategy I use for teaching my students about how sports are socially constructed (or “contested activities” as defined by Coakley), is to invite a former student, who is involved in a very non-traditional “sport,” to come to class and give a demonstration. Experiencing this “sport practice” first-hand has been extremely effective in helping my students see sport “sociologically” (rather than from their personal points of view) for the rest of the course. In this presentation, I would like to provide an overview of this strategy and how it can be used to help students gain an appreciation for the sociological complexity of “sport.”

“A War Between Stories”: Colonized and Colonizing Narratives of Sport and Recreation in the Six Nations of the Grand River Community

Daniel Henhawk, University of Waterloo

Imperialism, Smith (1999) states, “frames the Indigenous experience. It is part of our story, our version of modernity” (p.19). As we have struggled to reclaim, assert and enact our understandings of our Indigeneity we are confronted with colonized and colonizing narratives that dominate, contradict and deny the validity of our stories and our very existence.

In 1980, the elected band council of the Six Nations of the Grand River (Six Nations) passed a motion to create the community's first department of recreation. It was a momentous decision because it formalized the council's political commitment to the provision and development of recreation and sport. However, the provision of recreation and sport in Indigenous communities is laden with a myriad of cultural, philosophical, political and economic tensions that immediately positioned the department within the community's complex struggles with imperialism and colonialism.

This presentation will present the findings of a current doctoral research project that critically analyzed the narratives that surround sport, recreation and leisure services in the Six Nations community. It invites participants to engage the tensions created by ongoing imperialism and colonialism through a performance of narratives that reveal and challenge the legacies of sport and recreation in the Indigenous context.

Dilemmas of Gender and Global Sport Governance: An Invitation to Southern Theory

Kate Henne, University of Waterloo

Madeleine Pape, University of Wisconsin, Madison

Questions of gender and governance are not new in the context of sport. Even though there is a strong tradition of research on sport governance in Western contexts, there is a comparative shortage of scholarship in relation to lower-income countries or on globalized power dynamics underpinning global sport governance. As a result, a significant amount of the existing literature tends to either negate or under-appreciate perspectives from the Global South. This paper considers dilemmas that emerge in relation to sport governance, illuminating Southern theoretical concerns. Southern Theory draws critical attention to global periphery-center relations, with a focus on transnational power relationships that underpin knowledge. It aids in unveiling how the North Atlantic profoundly shapes global knowledge production, an observation that scholars in other fields argue is also a problem

observable in relation to governance. Here, we examine how Northern world-views embedded in global sport governance contribute to gendered problems. We highlight two foundational dilemmas, using illustrative case studies drawn from empirical research on sport governance. In doing so, we limit our discussion to two dilemmas: (1) regulation, as evidence in the relationship of women from the Global South to the gender verification regimes of track-and-field, as governed by International Association of Athletics Federations (IAAF); and (2) empowerment, as seen through the limits to development initiatives that impose a Western vision onto the experiences of women in non-Western contexts, in this case women in the Pacific Islands.

Embrace Debate?: Race, Outrage, and Polarization in ESPN's First Take

Taylor Henry, University of Iowa

Beginning in the 2010s, ESPN's popular talk show program First Take started featuring two permanent panelists- Skip Bayless and Stephen A. Smith, who debated contemporary topics in the world of sports with various rotating guests. The show's new tagline reflected its focus: "Embrace Debate," a focus that left the door open for on-air fireworks and controversies. To that end, this presentation focuses on one particular incident in which guest Rob Parker made controversial comments surrounding the racial identity and personal politics of NFL player Robert Griffin III, essentially questioning Griffin's blackness. The accompanying public outrage at Parker's comments ultimately led to Parker's suspension from the program and eventual non-renewal of his contract by ESPN. This presentation will place the uproar surrounding Parker's comments into a broader context of conceptions of the United States as a postracial society in the late 2000s and early 2010s. This period also was a time in which a culture of extremism was encouraged, as evidenced by the sustained popularity of pundits and talking heads in sports media, as well as in cable news media more generally. The presentation uses Parker's comments to understand the intersection of race, manufactured outrage, and polarization in contemporary sports media.

Taking Up Space: Spatial Regulation, Relegation, and Movement as Experienced by Persons Living in Poverty

Teresa Hill, University of Toronto

The contextualization of "space" is still under considered in the studying of bodies and identities, specifically in their relation to physical culture. Space is a messy concept which cannot be understood without also considering the history, politics, and bodies with which it is associated (Massey, 2005; van Ingen, 2003). I contend that, through physical cultural studies (PCS), we can extend understandings of how bodies exist in, relate to, and move through space, as this is needed in unpacking how particular bodies, such as those who live in poverty, are regulated, or allocated to, live within, and are (re)produced in, space (Friedman & van Ingen, 2011; Fusco, 2005; Vertinsky, 2004). Therefore, PCS work needs to continually consider how bodies exist in, and move through spaces, and how this is mediated socially through networks of power (Andrews & Silk, 2015). While there are obvious connections between poverty, physical activity, and understanding these realities through the lens of PCS – this has not yet been done. This research then will question, what are some of the lived experiences of persons living in poverty, and what role does a

community space specifically designed for persons in poverty play in mediating experiences, risk, and physical activity?

“If You Have a Lane, You Have an Opportunity”: Constructing Race & Meritocracy Through Cincinnati’s Lane 8 Fund

Matthew Hodler, Miami University

Carly Block, Miami University

From 2007 to 2010, the Centers for Disease Control and Prevention released multiple reports finding that black and latinx children and young people were much more likely to drown than white children and young people. In the wake of these findings, USA Swimming commissioned their own study to determine the reasons for these disparities, and even created their own foundation, the Make-a-Splash Foundation, to address what they found to be the primary problem – lack of access to swimming education and swimming pools. Soon after, other private and semi-private non-profit philanthropic organizations emerged in order to address these same issues. Our paper focuses on one such organization, the Lane 8 Fund, a “fundraiser to level the playing field for inner-city youth in the sport of swimming.” Created in 2014, the Lane 8 Fund takes its name “from the idea that in the sport of swimming, the swimmer in lane 8 is the underdog of the race” and aims to “show these kids that not everyone has the same odds of success, but you find a way and never pit yourself.” In this paper, we examine how meanings of race and meritocracy are constructed through its operations and the accompanying media coverage.

Zombies in the Zone: Ethics and the Sociology of Sport

Bryan Hogeveen, University of Alberta

In attending to the conference theme, this paper explores the idea of sport matter. Drawing on post-structural and post-phenomenological scholars such as Jacques Derrida and Jean-Luc Nancy’s (2000, 2008), I will highlight the connections between bodies (matter) in sport and the ethical relations between them. The perspective outlined in this paper challenges phenomenological accounts of sport that suggest self-referential zombie-like performances are ideal. I maintain that such accounts of athletes’ bodies overlook the very promising ethical and sociological elements of sport. The aim of this paper is to open our ways of thinking about sporting bodies with the goal of revealing new ways of imaging sporting experiences and ways of being with others.

What’s Communicated: A Content Analysis of College Football Offer Letters

Derek A. Houston, University of Oklahoma

Siduri J. Haslerig, University of Oklahoma

College football is a business and recruiting is its lifeblood (Benedict & Keteyian, 2013; Sulentic, 2009). The recruitment of prospective student-athletes impacts future recruiting (Langelett, 2003) and winning overall (Langelett, 2003; Caro, 2013; Bergman & Logan, 2016). Between 2008 and 2013, college football recruiting budgets increased by nearly \$9 million, a 30% increase (USA Today, 2015). Each year, 128 DI head football coaches can sign up to 25 scholarship athletes, or 3,200 total. This process, although officially annual, happens over multiple years, with many conversations between athletes and coaching staffs. The content of these conversations has received little empirical attention. This presentation

provides a window into the recruiting process by conducting a visual and textual analysis of college football scholarship offer letters obtained via publicly shared tweets on Twitter. Preliminary analysis of 113 official communications between Division I FBS coaching staffs and prospective student-athletes reveals that academics are commonly mentioned in the letters (n=203), which often use quasi-legal language (n=211) and assert the value of the scholarship offer (n=217), but less frequently name the contingencies under which an offer might be revoked (n=104). We examine and problematize this discourse through a lens of communication as power (Habermas, 1977; Arendt, 1958).

‘Redwashing’ Aboriginal Sport for Development in Canada: Negotiating Corporate Social responsibility, Material Private Politics and Indigenous Land

Maha Hussain, York University

Lyndsay Hayhurst, York University

Mitchell McSweeney, York University

Audrey Giles, University of Ottawa

Inspired by recent accounts of “Redwashing” – whereby corporations portray themselves favourably by funding, developing and implementing Indigenous-focused ‘social development’ initiatives in Canada (Thomas-Muller, 2017), this article seeks to address the intersections of Aboriginal-focused sport for development (SFD) with literature grounded in material politics (Barry, 2013), corporate social responsibility (Banerjee, 2008), ‘colonial extractions’ (Butler, 2015), postcolonial theory and Indigenous land (Rowe & Tuck, 2016). We use a critical discourse analysis (CDA) to unpack extractives industries (mining, oil and gas) annual reports, investigate the discourses that legitimize their work, and identify the (un)intended effects of the ‘private politics’ involved in the corporatization of Aboriginal-focused SFD programs in Canada. Results indicate that the extractives industry positions its funding of Aboriginal-focused SFD programs as “socially responsible” and useful for leveraging Indigenous land, while also providing Aboriginal employment opportunities and social development through sport-related activities. At the same time, our analysis reveals incongruous business practices that underline how – despite the financial support provided to Aboriginal communities – Indigenous land and culture may be further damaged as the extractives sector funds Aboriginal SFD programs. Our findings also indicate that – although the extractives sector may attempt to offset any environmental, cultural or social damage through sponsoring SFD programs – the ways that settler colonialism has reconfigured Indigenous land is ignored and thus inevitably these corporations participate in the ongoing cultural genocide of Aboriginal peoples in Canada. We conclude this paper by highlighting important concerns and questions that arise as the extractives sector continues to replace the federal and territorial governments’ provision of social programmes.

In Conversation With “Nature”: Placing a Decolonizing Lens on Land-Based Education for Transformative Possibilities

Jay Johnson, University of Manitoba

Adam Ali, Queen's University

Last summer, a group that included Métis and Aboriginal graduate students from the University of Manitoba and inner city Aboriginal youth developed and participated in an

outdoor adventure-based canoe trip in Quetico Provincial Park. The five-day trip was steeped in traditional Métis, Voyageur and Aboriginal history and ceremony. This ensuing paper focuses on what is at stake when taking a decolonizing approach towards land-based education involving both Aboriginal and non-Aboriginal participants that aspires to (re)introduce traditional practices, environments and ceremonies as a basis for experiential learning. Inspired by recognizing the complexities involved in creating physical activity and sport programming for Aboriginal youth under colonial structures within and outside of the academy, we seek to at once illuminate and deconstruct the possibilities of measuring the transformative effects that such a trip has on all those involved, including the youth, mentors, and researchers. We will also present community-based research data focusing on the impacts of these experiences on better connecting Aboriginal youth with their community, the natural environment, and traditional practices.

Teaching and Learning Race With “Colourblind” Kinesiology Students

Janelle Joseph, University of Toronto

The evidence that Canadian kinesiology programs are predominantly white in their students, faculty, and curricula has been well established (see Douglas and Halas, 2013); however, even in Kinesiology classrooms where a majority of students identify as non-white, whiteness may dominate. Little research has detailed the experiences of teaching race in the sociology of sport to “colourblind” students of colour, attending to neither the lived experiences of instructors of colour nor the strategies employed in the classroom to get students, well versed in paying lip-service to “equity” and “diversity”, to truly examine their intersectional privileges and the ways race shapes their educational experiences. In this presentation, I will explore various aspects of how race “matters” in the classroom. Explorations will include the racial-gendered-sexualized performances of the instructor; the pedagogical techniques used to introduce content about race and Indigeneity in sport; the politics of creating an environment to encourage self-reflexivity and/or self-expression about personal and social histories, biases, and assumptions; and the imperative to deliver strategies to decenter Eurocentric ways of being a student to enhance notetaking, critical thinking, and (un)learning.

Psychin You Out: Boxing, the Psychsocial and The Vulnerable

Deborah Jump, Manchester Metropolitan University

This paper is built on 3 years worth of research into boxing, desistance from crime and male vulnerability. It explores the concepts of boxing as a prevention against repeat victimization for young men in the U.K. Originally a criminology based PhD, this research focused on boxing as a potential vehicle for desistance among young offenders. Yet, when adopting psychosocial methodologies, this ethnography discovered that boxing not only acts as a potential vehicle for desistance from crime but also as a way to prevent repeat victimization for vulnerable young men. This paper engages with concepts of masculinity, violence, the body and trauma. It further explores how boxing creates social capital for those that participate, yet, asks questions of why boxing is so appealing? Developing on vivid description, visual ethnography and interview data, I explore the underlying reasons why some people choose to get hit for fun.

Perceived Experiences with Sexual Harassment of South Korean Female Swimmers

Ae Hyun Jung, George Mason University
R. Pierre Rodgers, George Mason University
Ellen B. Drogin Rodgers, George Mason University
Jacqueline McDowell, George Mason University

Sexual harassment has been studied in psychological, sociological, criminological, educational, and legal contexts (Fejgin & Hanegby, 2001). In the sport domain, there has been research exploring female athletes' experiences of sexual harassment—its causes and impact on individuals, families, and society (Fejgin & Hanegby, 2001; Fasting & Brackenridge, 2009). Borrowing from the work of Rodriguez and Gill (2011) who studied the role of culture in examining sexual-based behaviors within sport settings, this study's main purpose was to explore perceived experiences with sexual harassment of elite South Korean female swimmers from a socio-cultural context. Using a qualitative design, ten former elite South Korean female swimmers (n=10, age range 19-28) were interviewed. Study results revealed that the perceived definition of sexual harassment is different from the indoctrinated definition of sexual harassment among participants. More than one third of participants experienced sexual harassment from male coaches, male peer or senior athletes, and female coaches during their athletic lives. Most participants reacted timidly when they faced sexual harassment situations. Male dominance and strict relationships between younger and older persons; training camp culture; and the entrance examination of the university system were three main factors in South Korean sport settings which triggered sexual harassment incidences.

Power of (College Sport): Collegiate Athletes and Social Justice Activism

Ryan Kafara, University of Alberta
Jay Scherer, University of Alberta
Judy Davidson, University of Alberta

In 2016, a controversial publicly-financed, \$613.7 million arena opened in downtown Edmonton, Alberta, to house the National Hockey League's (NHL) Edmonton Oilers (Scherer, 2016). The arena was constructed to "revitalize" the poorest part of Edmonton's inner city that is home to the majority of the city's homeless population and innumerable social service agencies. The prospect of displacement was, however, given scant consideration by both the Edmonton Oilers and the City of Edmonton in their corporate-civic partnership of revalorizing land in the downtown core. In response to this revanchist growth agenda, and the creation of a diluted Community Benefits Agreement (CBA), in the fall of 2016, a group of activists, non-profit leaders, artists, union representatives, and scholars, established the Edmonton Community Benefits Coalition (ECBC) to resist and politicize these issues. Drawing from interviews with coalition members, this presentation has two aims. The first is to explore the background to the formation of the ECBC and how the group was democratically organized and structured. Next, we explore the collective development of the ECBC's political claims and tactical repertoire of contention, especially in light of the group's limited resources and a broader unfavourable political opportunity structure (Tarrow, 1994) associated with neoliberal urban governance.

The Fool's Gambit: My Feminist, Flyweight, Rowing, Model Body

Danika Kelly, University of Calgary

I am a flyweight female athlete racing up a weight-class in a heavyweight, male dominated sport. I am also a model.

The conference topic of "(sports) matter(s)," invites an exploration of the politic of weight-class in a non-combat sport, the investigation of my body as matter, composed of both weight and size, and my body as representative of what my industry calls "attainable beauty." My athletic career and modeling career both depend on the matter of my body – but in different ways.

This summer I have two opportunities to work as a model-athlete in the commercial field and explore the schism between athletic and model performance. The first multimedia shoot is one in which I am a rower who models and the second is one in which I am a model who rows.

Through critical self-reflection informed by a feminist lens, I am exploring my experiences with the two multimedia commercial contracts by recording contextual information such as: preparation, set hours, hair and makeup, staging, wardrobe, and feedback from photographers, directors, and producers.

Additionally, the review of personal correspondence and feed back from past contracts will create an autoethnographic account of my fool's gambit: a flyweight, feminist, rowing, model body.

Two-Stage Oscillating Migration Patterns of Former U.S Men's Collegiate Basketball Players Exploring Lived Experiences

Victor Kidd, University of South Carolina

Richard M. Southall, University of South Carolina

Mark S. Nagel, University of South Carolina

Within sport migration literature, the majority of US college basketball players are viewed as elite and skilled workers who migrate between often culturally and geographically distinct short-term work sites and their primary residence or home site to further their playing careers. This migration - which can result in players earning significant incomes as professionals - will typically develop a dual representation of professional athlete and migrant worker (Carter, 2011; Hawkins, 2010). Furthermore, previous literature suggests these athletes should be viewed as oscillating migrants whose experiences are organized around a home-site, which includes family and friends of similar social and cultural origins, and...work-site[s] that [involve] different and unfamiliar social and cultural expressions" (Southall & Weiler, 2014, p. 169). Informed by Carter's (2011), Hawkins' (1999), and Southall and Weiler's (2014) oscillating migrant-labor theoretical frameworks, researchers developed a database of current U.S.-born, former National Collegiate Athletic Association (NCAA) male professional basketball players (N = 1239) who have migrated to FIBA Europe to play in the zone's 20 leagues in 42 countries (www.fibaeurope.com). Data confirm a two-stage oscillating migration pattern: (a) an initial interstate migration from high school to Predominately White Institutions (PWIs) throughout the United States, and (b) an international migration of various time-spans to FIBA Europe. Presenters will discuss two-stage oscillating migration patterns and needed exploration of lived experiences; a plan for future research is also included.

All That is Solid Does Not Melt into Air: Problematizing Protein Overconsumption

Samantha King, Queen's University

Gavin Weedon, Nottingham Trent University

The persistent unruliness of protein is such that it inevitably defies attempts to manage its less desirable biochemical effects. This paper extends our previous work on the regenerative capacities of protein to consider what happens to those excess amino acids that are excreted by human bodies rather than metabolized into muscle (or fat, if ideal body projects go awry). We draw on literature that interrogates the shifting boundaries between food and waste to follow the dynamic social and material life of protein-saturated human effluent on its convoluted travels through dispersed zones of regeneration. Our goals are twofold: To analyse, empirically, the problems and possibilities that arise from protein overconsumption at the point of discharge; and to explore, theoretically, the tangled and interminable processes by which bodies become food, food becomes bodies, bodies become waste, and waste becomes food once more.

The “Baltimore Model”: Neoliberalism, Urban Golf, and the Baltimore Municipal Golf Corporation (BMGC)

Ryan King-White, Towson University

In 1984 the five Baltimore city owned and operated golf courses were falling into a state of disrepair and ran up annual losses totaling \$500,000. Seeing the beginning effects neoliberal policy was having on city budgeting for recreation and leisure, Baltimore Mayor, William Donald Shaeffer, outsourced the five courses to the Baltimore Municipal Golf Corporation (a non-profit organization) for a \$500,000 loan and 15 years of rent-free land usage. The original intent was that after the BMGC repaid the loan they could use all profits made from golf operations to provide capital improvements so that the course and clubhouse conditions would meet the expectations of city golfers. As the havoc neoliberal policy wreaked on Baltimore caused most of the urban landscape surrounding the courses to crumble, the BMGC strove to continue offering affordable, kid-friendly, access for many (not all) to participate in a sport often associated with the upper-class. However, more recent governmental leadership coupled with the continued decimation of the city’s parks and recreation system (e.g. Bustad, 2014) has altered the way(s) in which the BMGC could operate. Thus this presentation will interrogate the tensions between neoliberal policy, open access to golf, and funding for public recreation more broadly.

45 Years in the Making: Title IX and Institutional and Gender Inequality in Virginia Public Universities

Marissa Kiss, George Mason University

With the passage of Title IX in 1972, which set the stage for an increase in opportunities for women in collegiate sports and public education institutions, this project aims to show that not only are positions and opportunities for women limited in the SportsWorld, but this inequality is also perpetuated at administrative levels within public universities in the state of Virginia. This project fits in with the examination of women in sport session as it examines issues regarding athletes, coaches, athletic administrators, and university personnel. Data for this study was collected from online sources including institutional websites for the 2016-2017 school year and the NCAA Sport Sponsorship, Participation, and Demographics Database for the 2015-2016 school year. Findings from this study revealed that while Title IX has increased opportunities for women’s participation in sports, access to coaching and administrative roles at public universities in Virginia for women and

especially minority women, has not improved over the last 45 years. Thus, the gender and racial divide which is embedded in power and control is reinforced throughout all institutions including the university setting and the intercollegiate SportsWorld. This inequality limits opportunities for women and minority women to build athletic and administrative careers within the university and further reinforces male dominance and hegemony in women's sports.

The Perfect Game: Corporate Influence on Privatized Youth Baseball

Max Klein, University of Connecticut

Charles Macaulay, University of Connecticut

Joseph N. Cooper, University of Connecticut

Nike and other major sporting brands have capitalized on the increased privatization of youth sport, most notably in Amateur Athletic Union (AAU) basketball. The corporate influence on private youth sport uses the guise of a neoliberal American society to create a sense of false hope in order to make a profit through youth athletes. Baseball is unique because players are eligible for the Major League Baseball (MLB) draft immediately following high school. This has led to professional and corporate influence on privatized youth baseball becoming hegemonic. High school summer baseball is now dominated by travel tournaments and showcases hosted by private companies (i.e. Perfect Game). Joining a summer travel ball team requires an exclusive tryout process and an expensive investment that not every player can afford. The corporate nature of youth baseball expands to sponsorship of travel teams as well (i.e. EvoShield Canes). Using Bronfenbrenner's ecological systems theory and Giddens's structuration theory, this qualitative study expands upon the corporate-level influences discussed in "Pressure and economic implications: Perspectives on elite youth baseball socialization" (Klein, Macaulay, & Cooper, 2016) to examine how MLB and the National Collegiate Athletic Association (NCAA) have directly and indirectly contributed to the increased privatization of youth baseball.

How Can We Better Help Student-Athletes Find their Voice as Activists? Identifying Barriers to Student-Athlete Activism in Intercollegiate Athletics

Yannick Kluch, Bowling Green State University

In recent decades, sport has received an increasing amount of scholarly attention for its potential to serve as a platform for the facilitation of positive social change. However, while research indicates that the climate of intercollegiate sport often prevents student-athletes from finding their civic voice (Bowen & Levin, 2003; Frey, 1986; Sage, 1998), few research studies have examined the various barriers that student-athletes in higher education settings face in their identity development as outspoken activists. Based on an extensive study on the construction of athletic identities among NCAA Division I student-athletes, this research project aimed to identify potential barriers in the world of intercollegiate athletics that prevent student-athletes from becoming activists for social justice causes. Drawing from data collected through unstructured in-depth interviews with student-athletes who identify as activists, this project further identifies personal, structural, and ideological barriers that contribute to a climate that makes it hard for student-athletes to find, sharpen, and use their voice as social justice activists in higher education.

"Men Just Do What You Ask": Gendered Regimes of Truth in Coaching

annelies knoppers, Utrecht University

Donna de Haan, Amsterdam University of Applied Sciences

Coaches are assumed to play an important role in enabling/ advancing social inclusion in sport. Research that explores the gendering of coaching education suggests individuals in such courses are often taught how to ‘cope’ with differences between women and men athletes. The histories of high performance sport coaches consist of varied experiences that includes being an immigrant coach and having coached both women and men. This could mean that such coaches also construct gender in various ways. Little research is available however, that indicates how such coaches do and/or undo gender in their discursive coaching practices. We used a Foucauldian lens to explore discourses 12 international coaches draw on to legitimate their ‘regimes of truth’ in their thinking about elite women rowers. Although they professed to treat everyone the same regardless of gender, they drew on discourses of ‘othering’ that constituted women athletes as inferior to various implicit male norms, and that attributed performance in sport to the perceived position of women in a country. We discuss the implications of the use of these regimes of truths for the gendering of coaching and coach education and the facilitation of social inclusion.

The Accidental Mentor: A Call for Better Support of Women in Elite Sports Coaching

Alixandra Krabn, York University

This paper explores the lack of women in leadership positions in elite sports coaching. Despite the rise in the number of female athletes participating in elite sport, the number of women in sport coaching has either remained stagnant or decreased in the same time period (Center of Sport Policy Studies, 2013). Mentorship has been suggested as a potential solution in addressing the dearth of female coaches present in elite sport (Demers, 2015), but the current state of mentorship in Canada has been exposed as inadequate. Drawing from Sheryl Sandberg’s book *Lean In: Women, Work and the Will to Lead* and a personal magnified moment, this paper seeks to shed light on the struggle that female coaches can face in claiming their space within the context of elite sports coaching. The tensions highlighted by Sandberg (2013) and echoed in the author’s anecdote, are compared with the extant literature on women, elite sports and coaching to expose the need for development of sponsorship opportunities of female coaches alongside mentorship as well proper evaluation protocols for these initiatives.

Hairstories: Queer People, Queer Hair

Debra Kriger, University of Toronto

Hairstyle is an integral part of our embodied, spatialized, social interactions. Whether as an intentional tool or accidental subjectivity, hair is a readily interpreted social cue that shows to what group(s) we belong, in which we strive to be, and/or which we resist. Through (1) interviewing self-identifying queer women and non-binary folks about their hairstories (hairstyle histories) and experiences and (2) asking them to draw and describe their hairstyle, this research project tells queer stories of identity(ies) through hair politics. Using creative analytic practice, this research explores what hair means to queer women and non-binary folks of intersecting identities, and shows how we understand how we become our hair, and

how our hair becomes our selves. Hair is a key feature of embodied interactions that constructs definition of boundaries between self and other. Hair is matter that matters in sport, and this research is as salient to bodies in sport spaces as it is to everyday embodied interactions. As a result, I hope the presentation of this research can find a home at the NASSS 2017 conference and offer thoughtfulness around what socio-political-economic forces contribute to the matter (pun intended) of hairstyle.

Beyond the Present Fat: Body-Size, Risk, and Public Health

Debra Kriger, University of Toronto

“Life isn’t fair. It’s just fairer than death, that’s all.” (William Goldman, *The Princess Bride*) Aging is the body’s motion through time, constantly forging futures and re-interpreting pasts. Our bodies are the ever-moving present, and healthy aging relies on imagination. My CIHR-funded research explores how folks understand the concept of health risk. Participants made sculptures and life-lines (a new arts method) about time, health and/or disease as embodied experiences, and were asked about how a person ends up with a non-communicable disease. They shared their thoughts on what actions or behaviours are permanent on the body and how; spoke about how they understand the role of phenomena such as luck, chance, destiny, and control with regards to embodied health; and discussed how agency(ies) and structure(s) do or do not factor into their conceptions. This presentation will share participants’ ideas about what forces impact the ever-aging, socioculturally situated body, and what actions or behaviours (e.g. physical activity) do or do not have an impact on embodied health risk. It is an exploration of human interactions with and understandings of social expectations and the physical materiality and culture(s) of the body in health, as fits with the themes of this conference.

Social Integration of Rohingya Refugees in India through Football

Ashish Krishna

It was amidst the growing hostility and compounding social ostracization, some of the Rohingya youth, part of roughly 3500 refugees dwelling in Balapur, southeastern Hyderabad, took to football in their leisure time. On the face of an uncertain future, football provides a temporary relief from their misery and more importantly a ‘level playing field’ where disparities are diminished. In 2016, they set up a football club- Rohingya FC of India, possibly inspired by the Malaysian counterpart Rohingya Football Club (RFC), which was founded a year earlier in Kuala Lumpur. Although the club has had humble beginnings, with participation restricted to local tournaments, its existence alone is a source of inspiration for the community and a significant political statement. The club provides the Rohingya refugees with a platform to express their ethnic identity. Football and sports, in general, have always helped to celebrate traditions that are less viable via other cultural and social domains. Through this research, I aim to analyse if and how football can help the social integration of Rohingya community in the country and to study how football acts as a platform to construct, express and celebrate social identities.

On Seeing Tom Brady (Or, How Tom Brady Performs American White Supremacy, Circa 2017)

Kyle Kusz, University of Rhode Island

Sport and sport stars have long played a key symbolic role in rationalizing (and subverting) ideologies of white supremacy (Carrington, 2010). Building on some previous analyses of the racial meanings of Tom Brady as a cultural sign (Kusz, 2016, 2017a, 2017b; Oates & Kusz, in press), I explore what is at stake culturally and politically in the varied ways people see and make sense of Brady as a complex symbol—at once potent and banal—of American white supremacy as it is constructed and perceived in our present moment of polarized perceptions of racial reality. Specifically, through this critical reading of Brady, I aim to unpack the historical ideas, logics, practices, and relations used to constitute Brady imaged identity and link him to American white supremacy. The aim of this analysis will be to detail the specific ways white supremacy gets rationalized, excused, masked, and defended in real time in the post-Obama/Trump era.

Greg Rusedski, Sporting Identity Politics and Tony Blair’s “New Britain”

Robert Lake, Douglas College

Greg Rusedski was a male professional tennis player from 1991-2007, reaching a career high of 4th in the world, following his best major tournament performance, as a runner-up in the 1997 US Open. Two years previously, Rusedski shocked the tennis world by moving to London, marrying his English wife, adopting British citizenship and shifting his allegiance from Canada to Great Britain, thus enabling him to compete for the latter in the Davis Cup. Montreal-born Rusedski suffered condemnation from both sides, given the sense his move may have been partly motivated by financial concerns: vilified by the Canadian press as a traitor, and shunned by the British press as an impostor. Players, coaches and officials also had their say, in what developed into a broader debate about players’ rights and responsibilities to their nations and its sporting associations, and the increasing role of “business” ethics in the pursuit of sporting success. This paper examines the media fall-out after Rusedski’s “defection” in the broader contexts of the commercialization of tennis in the late-20th century alongside shifting meanings behind British national identity, following Prime Minister Tony Blair’s mandate for a “New Britain”, which was supposedly more inclusive and meritocratic.

Changing on the Fly: Radical Sports Journalism and Social Justice in Hockey

Aaron Lakoff, Concordia University

This research-creation M.A. thesis involves engaging with an important emerging media creation trend that I would call “radical sports journalism”. Radical sports journalism investigates how political power is manifested and contested both through and around sports. The last year has witnessed widespread protests in sports to various forms of oppression, yet why have such protests not permeated the hockey world in North America? As a media practitioner, researcher, and hockey enthusiast, I am very interested in how sports journalism and broadcasting can be mobilized to create circumstances for a better world, both inside and outside the playing arenas. Much radical sports journalism has been focused on popular American sports, but very little has touched on hockey in Canada, our national sport. This research will involve interviews with athletes, sports scholars, and hockey commentators whose work looks at gender & sexuality, race and nationalism in hockey. I will examine how Canadian nationalist ideologies are deployed, reinforced and contested through hockey. The final product of this research-creation project will be a podcast series, with an accompanying written component, showcasing my interviews

(interwoven with location and archival sounds), along with a companion text that elaborates the critical and conceptual components of the creative work. The impact of this research will be to demonstrate how alternative narratives in hockey can help us to reimagine the game not only as a site of ideological projection, but also as a force for empowering social groups that have been traditionally cast to the sidelines, rather than centre ice.

Tennis Reinforcing Gender Differentiation: From Playing Styles to Tournaments' Rules

Guillaume Latour, Université du Québec à Montréal

Tennis, at surface glance, appears to be a gender neutral sport (Greer and Hardin, 2009). However, in examining contemporary tennis and the way it is organized can show that tennis reinforces sexism and positions women as being inferior to men. My presentation will focus on two aspects of tennis that emphasize the image of male athletes as being superior to women athletes. First, I will examine the supposedly masculine and the feminine way of playing (Spencer, 2003). This analysis will demonstrate how tennis still constructs two types of bodies and how the male style of playing is viewed as superior to the woman's style. Secondly, I will cover different rules in men and women's tennis tournaments. I outline how differences construct a hierarchy between men and women not only on physical level, but also on mental/strategic level. Despite the popular belief that tennis allow women more freedom and is less oppressive for them, I will show that there is still a lot of work to do for that to be a true statement.

Troubling the Road to the NWHL and Professional Women's Hockey

Stacey Leavitt, University of Lethbridge

Carly Adams, University of Lethbridge

In recent decades, significant advances have been made at the grassroots and professional levels of girls' and women's hockey. Despite compelling narratives of progress, however, professional league organizers and athletes still face significant challenges, including access, legitimacy, and league sustainability. Building on Adams and Leavitt (2016), we draw on case studies of the Women's National Basketball Association (WNBA) and Canadian Women's Hockey League (CWHL), as well as the 2017 Team USA boycott and the 2015 (re)formation of the National Women's Hockey League (NWHL) to interrogate linear notions of progress. We use Jacqui Alexander's (2006) concept of the palimpsest to rethink time as non-linear, troubling notions of "then and there" and "here and now" that are often invoked by progress narratives. We unpack how discourses surrounding the NWHL development are not new formulations, but rather reverberations of past attempts at forming women's professional sporting leagues. In so doing, we hope to increase understanding of past league limitations, constraints, and even failures, to uncover possibilities for a successful professional women's hockey league.

Conceptual Apps in Teaching the Sociology of Sport

Wib Leonard, Illinois State University

I was a charter member of the NASSS organization and attended the first meeting in 1980 in Denver. I introduced the sociology of sport course at Illinois State University and have taught the course every year since the middle 1970s (see

http://www.videtteonline.com/features/taking-it-a-day-at-a-time-into-the-life/article_de586454-14fe-11e7-8069-07762d8e1b9a.html). Additionally, I am the author of multiple editions of a college text entitled *A Sociological Perspective of Sport*. My many years of teaching has produced a pedagogical strategy that I would like to share with NASSS. I combine lecture, project, and written assignments that surround five themes, what I call conceptual apps. The five themes are:

1. MICROCOSM
2. SOCIAL INSTITUTION
3. INSTITUTIONAL LINKAGES
4. MUCKRAKER VS. PATRIOT
5. SOCIAL SIGNIFICANCE

Physical Culture in Appalachia: Ultramarathon Running in Virginia and West Virginia

Meir Lewin, University of Maryland

The primary objective of this ongoing research project is to better understand the diverse subjectivities that are present in the Appalachian region of the United States, a region whose identity has been "othered" and at times neglected (Shapiro, 1978). Where research of typical Appalachian cultural practices risks the reproduction of "hillbilly" stereotyping, the unique practice of ultramarathon running offers the opportunity of studying an engaged community of Appalachian residents outside of stereotypical parameters. Moreover, scholarship on ultramarathon running remains scarce. While Hanold (2010) provides understanding of elite women in ultramarathon running culture, much of the community's subgroups, including within Appalachia, remain unstudied. Employing ethnographic methods of participation, observation, and semi-structured interviews, I investigate ultramarathon runners in the states of Virginia and West Virginia as well as the conditions in which they live. Despite poor regional health statistics, communities in Virginia and West Virginia are home to some of the most active ultramarathon running groups in the United States. Referencing socio-cultural studies on running cultures as well as scholarship from Appalachian Studies, I hope to complicate hardened stereotypes, lead to a deeper understanding of Appalachian identities, as well as provide a more complete understanding of ultramarathon culture.

Baseball Index: American Hegemony through the Lens of Asian Baseball

Pin-Chen Lin, University of Tennessee, Knoxville

Benjamin H. Nam, University of Tennessee, Knoxville

Jiho Kim, Wingate University

This study explores American cultural imperialism and capitalism in sport through the lens of Asian baseball from Korean and Taiwanese perspectives. Numerous scholars have viewed that American baseball has taken the hegemonic position based on its history, league size, and marketability. In retrospect, baseball in Asia was introduced by American missionaries in the late 19th century through the early 20th century. Furthermore, Korean and Taiwanese baseball has been significantly influenced by Japan as they were colonized by the nation prior to the armistice of the Second World War. However, these post-colonial nations have long been endeavoring to overcome dual colonialism under both American and Japanese baseball hegemonies. Therefore, this study aimed to examine a new paradigm

of power dynamics in Asian baseball in which both Korean and Taiwanese media portrayed the recent improvement and success of their baseball in the global sporting arena that is changing their citizens' perceptions regarding their global standings. The findings draw new insights into American cultural imperialism and capitalism through baseball in which these developments have inspired hope to challenge the hegemonic leaders that Korea and Taiwan could not imagine prior to the 1990s.

Revolution? Women, Social Movements, and American Professional Football, 1972-2017

Andrew D. Linden, Adrian College

During the 1970s, the Toledo Troopers emerged as the top team of the National Women's Football League (NWFL). Linda Jefferson, the top running back, along with the Troopers, won multiple championships, appeared on national talk shows, and was honored by the Pro Football Hall of Fame. During the second year of the team's prime, (1971-1979), Congress passed Title IX, providing women and girls countless opportunities in sport and physical education. Title IX passed during an era of social change, often described as the apex of the contemporary movement for women's rights (Gilmore, 2008, 2012; Enke, 2007; Fields, 2005). Nevertheless, football was not, and continues to be ignored by the various impacts of the law and social change.

In this presentation, I draw on the historical arc of women in professional American football since the passage of Title IX through the contemporary era (Oriard, 2001; Linden 2015; Taylor, 2016, 2017), including women who played, commented on, coached, or watched the game. In doing so, I examine the tensions between social change and progressive movements in the United States and the deeply entrenched cultural norms that continues to relegate women's inclusion in the United States' favorite team sport to the sidelines.

“I’m not Black, I’m OJ”: A Discourse Analysis of Broadcast Commentary During the 2016 and 2017 College Football National Championship Games

Alvin Logan, Jr., University of Texas, Austin

The media has a relationship with the American people for better or for worse. Over the years many scholars have found the media to be coercive, coaxing, and damaging to marginalized peoples. When dealing with Black males in America, the media is infatuated with their negative portrayal because it fits the historical narrative many consumers identify with. The marriage between media and sports provides an influential curriculum for consumers to continue to understand Black males as they are casted. For example, NCAA Division-I Football Bowl Subdivision games during the fall are perfect mediums to transmit racial meanings because of the reverence of the consumer base. Thus, this presentation explores the discourse used by announcers during the 2016 and 2017 college football national championship games. The national championship game was the most viewed college football game and third highest among all sporting championships last year. The presentation seeks to dissect the discourse used by the commentators when addressing Black and White players to understand its impact on racial representation. Ultimately, this work promotes the continual investigation of subtle forces that perpetuate one-dimensional misrepresentations of Black males.

The Bashful Basher: Gordie Howe and Hockey Masculinity

Stacy Lorenz, University of Alberta

Braeden McKenzie, University of Alberta/ University of Toronto

This case study examines cultural constructions of hockey and masculinity in postwar and contemporary North America through the lens of one of the game's most prominent players, Gordie Howe. By combining skill and scoring ability with toughness, physicality, and a willingness to fight when necessary, Howe epitomized many qualities of the ideal hockey player over the course of his lengthy professional career. Using Canadian and American newspapers and magazines as the primary research base, this paper explores media representations of Gordie Howe in the context of (1) ideals of North American masculinity following the Second World War, especially the period from 1946 to 1965; and (2) widely accepted standards of hockey masculinity that remain central to hockey culture today, particularly the persistence of the game's manly "code" and the expected masculine qualities of superstar players. During Howe's rookie season in 1946-47, Detroit newspapers described him as "The Bashful Basher." We argue that the combination of controlled violence and humble manliness suggested by this nickname perfectly captures Howe's masculine legacy within the culture of hockey. By contributing to historical and sociological understandings of gender identities in hockey, this study provides a platform for the critical analysis of the deeply entrenched connections between violence and masculinity in the sport.

Foreign Other: Media Framing of a Unique NFL Draft Pick

Adam Love, University of Tennessee

Alexander Deeb, University of Tennessee

Lars Dzikus, University of Tennessee

In 2016, the Minnesota Vikings selected German wide receiver Moritz Böhringer in the sixth round of the NFL Draft, marking the first time a player had been drafted without having previously played in North America. The current study explored the ways in which media coverage framed Böhringer and his unprecedented story. Specifically, the investigators examined 60 articles from online and print media. Böhringer was commonly framed as a talented and athletic, yet inexperienced player. At times he was portrayed as an intelligent, hard-working player who was successfully adapting to life in the NFL, while in other cases he was depicted as struggling to adjust to a higher level of competition. Media coverage frequently emphasized his "otherness," yet tended to frame him as a "good person," a "fan favorite," and a "breath of fresh air." Further, Böhringer being drafted and his subsequent quest to make the team was commonly framed as a "feel good story." This presentation will discuss the implications of the findings with respect to how we understand issues of nation, race, and globalization in sport.

The 'Olympification' of Sport for Development at the United Nations

Nicolien van Luijk, University of Lausanne

On May 4, 2017 the newly appointed United Nations (UN) Secretary General, Antonio Guterres announced that he had closed the United Nations Office of Sport for Development and Peace (UNOSDP) in favour of a closer partnership with the

International Olympic Committee (IOC). The UNOSDP was created in 2001 in the midst of increasing support for, and coordination of, the use of sport in international development initiatives. Many researchers have since critically examined the growing role of sport in development, demonstrating that these programs are often western-centric and work to uphold neoliberal ideologies, but at the same time, have also heralded its potential (Darnell, 2010; Darnell & Hayhurst, 2011; Tiessen, 2011). This paper critically reflects on the UNOSDP office's closure, specifically questioning the decision to partner with the IOC and will consider how this may impact broader development directives and policies at the UN that influence the ways in which people experience physical activity around the globe. Since the early 1980s the IOC has worked diligently to be recognized at the UN, and in this paper I question how the SDP movement may have unwittingly played a role in aiding the IOC's rise in this area.

A Different Approach to Unionizing Collegiate Athletes: Include Them All.

Charles D. T. Macaulay, University of Connecticut

There has been an increasing number of Graduate Assistants (GAs) across the nation organizing themselves to engage in collective action to increase their wages, protect themselves against sexual assault, exploitative practices, and better their mental and physical health. This presentation will detail the unique and successful efforts of the University of Connecticut Graduate Assistant's union as well as the ongoing efforts by the Yale Graduate Assistants to unionize. These two contemporary examples of precarious labor's efforts will be placed in opposition to the 2015 Northwestern University football players unionization efforts to discuss strategic differences. Macaulay's (2017) theoretical model of athletic markets will be used to conceptualize all college athletes, from football players to swimmers, as labor. This will provide the foundation on which GA efforts can be mimicked and employed to generate successful unionization efforts within college athletics.

Negotiating the Third Shift: A Taxonomy of Embodied Motherhood

Callie Batts Maddox, Miami University

Jaime DeLuca, Tomson University

Jacob Bustad, Tomson University

In their conception of the "third shift", Dworkin & Wachs (2004, 2009) argue that working mothers engage in fitness and bodywork in addition to the first shift of professional work and the second shift of household labor and childcare. Within this third shift, the goal for postpartum women is to "erase physical evidence of motherhood" (Dworkin & Wachs, 2009, p. 114) and return to the pre-pregnancy self. The cultivation of a postpartum body socially defined as "good" and "attractive" thus serves as a visible illustration of an embodied subjectivity anchored in morality and neoliberal personal responsibility, signifying a strong woman who has her body and her life under control (Hallstein, 2011). This presentation offers a nuanced extension of the third shift through a taxonomy of embodied motherhood. Specifically, we delineate four categories of the third shift (Marathon Moms, Family Franchises, Gym Goers, and Corsets & Cosmetics) based on the utility value of exercise associated with women's embodied maternal identities. Understanding how women operationalize the third shift allows this project to further detail the challenges of contemporary motherhood related to the competing realities of home, work, and self-care.

Further, this framework works to contextualize intersections of social identity and privilege—related to ethnicity, social class, and physical ability—that can enrich the conceptual framing of forms and experiences of the third shift.

Reinforcement of Patriarchy and White Supremacy Through Fan Support

Justin Maietta, University of Maryland, College Park

Rashawn Ray, University of Maryland, College Park

Understanding how the demographic characteristics of professional sports teams influence the fan support they garner gives us insight into whom the cultural product of a specific sport might be catered towards. Our experimental vignette study examines which points of attachment (geographical location, team success, racial composition, and/or gender composition) are most salient when people decide to bask in the reflected glory ('BIRGing') or cut off the reflected failures ('CORFing') of a given team. This research allows us to understand how different groups of people might define 'success' and 'failure' in team sports; are they simply defined by performance, or by something more complex like the apparent racial or gender equality present in a given organization? As these definitions of 'success' and 'failure' grow more complex, we might begin to see how they can transcend the realm of sports. Some results we expect to find include: (1) co-ed teams with more males than females on their rosters receiving more support from males, and (2) teams with more whites than blacks on their rosters receiving more support from whites. The persistence of dominant ideologies in sports culture might be perpetuated in part by what fans consider 'organizational success.'

Empowering Youth: Holistically Developed Programming through Identity, Sport, and Entrepreneurship

Michael Mallery, University of Connecticut

One of the major challenges impacting the growth of secondary scholars today, especially black male students, is the strategic development of holistic and well-rounded programming and services. Many of the programs that are offered, while created to be meaningful and relevant, do not always promote a collective sense of identity, purpose, and action based responsibility for their learning and personal growth. In order to more adequately develop youth programming through academics and sport that will attract, challenge, and holistically develop these students, researchers and practitioners in the field need to rethink the existing orientations of practice.

Defining Femininity and Negotiating Social Expectations: Interviews with Black Female Athletes

Amanda Manu, Temple University

Faced with an oppression unique to only them given their racial and gender identity, a great disservice has been done to Black female athletes (BFAs) within the sporting literature as they have historically been silenced and rendered invisible, either in failure to include them in research, or in fragmenting their identities along racial or gender lines, thus presenting incomplete and inaccurate representations of their experiences. Employing a Black feminist standpoint theoretical perspective, this study sheds light on how various sociocultural factors influence the experiences of BFAs by providing a space in which these women

could discuss “the social positions they have and the kinds of experiences fostered within those social positions” (Wood, 1994, p. 51). Contextualizing the pervasiveness and influence of the white male patriarchy on which the United States was founded is integral in fully conceptualizing the experiences of this country’s BFAs. One aspect of the white male patriarchy that these women must contend with is hegemonic femininity, a concept that inherently excludes them. As such, through qualitative interviews, this study explored how BFAs define and negotiate the social expectations of femininity, as well as how their identities as Black women affect them within and outside of sporting environments.

Bike Tribes Inc: Negotiating Cycling Identities and the Bicycle Industry

Matthew Masucci, San José State University

Mark Falcous, University of Otago

In his Field Guide to North American Cyclists, Magnusson (2012) offers an irreverent and humorous taxonomy of the varying ‘bike tribes’ within the cycling community. These range from the road cyclists, ‘weekend warriors,’ mountain bikers, commuters, to urban hipsters on fixed-gear bikes. In addition, he considers how each tribe is differentiated by habits, clothing, aesthetics, and predilections. Whilst it is possible to identify distinctions between varying cycling ‘tribes,’ as Cox (2005) notes, what all cyclists share in common is that they must negotiate the bicycling industry. This paper explores varied approaches to cycling practices and economies in this light. Via semi-structured interviews we explore the lived experiences of cyclists who negotiate the varying identities, practices, rituals, meanings and material culture that ‘cycling tribes’ offer. As Cova et al, (2011) note ‘consumer tribes’ “rarely consume brands and products . . . without adding to them, grappling with them, blending them in their own lives and altering them” (p.4). Such topics resonate with recent discussions regarding ‘neo tribes’ (see Wheaton, 2007; and Hughson et al, 2004) and the political, social and cultural economies of sport and physical culture.

Diverse Foursomes: Athlete Migration Patterns in NCAA Division I & II Men’s and Women’s Golf

Robbie Matz, University of Georgia

Jepkorir Chepyator-Thomson, University of Georgia

The purpose of this study was to explore the international diversification in NCAA collegiate golf through trending migration patterns. Golf, much like other collegiate sports (i.e. basketball), has teams comprised of players from all over the world. World systems theory was employed to understand the trend of international athletes choosing to play collegiate golf within the United States. Additionally, institutional theory was used to understand the isomorphic change in teams rostering international players at the collegiate level, which appears to have reached the level of full institutionalization and has become a taken for granted norm. Data was accessed through archived NCAA databases, news articles and public data from team’s websites. Descriptive statistics through frequencies were utilized to understand the prominence of international student athletes within both men’s and women’s golf. At the continental level, the majority of players came from Europe, and the fewest number of players came from Africa both in Division I and II. Other notable initial findings include the prevalence of players from predominantly English speaking countries (i.e. Canada, Australia, England). Future data collection for this study will include interviews with international players, as well as coaches and administrators of

teams.

'Straight from the Horse's Mouth': Athletes' lived Experiences of Care and Caring in Competitive Youth Volleyball

Emily McCullogh, York University

This paper will present findings from an investigation into the lived experiences of care and caring. An institutional ethnography was conducted to examine the Ontario Volleyball Association (OVA) along with one 16U girls volleyball team. The lens of 'care' and 'caring' directs attention towards the quality of athlete experience in sport and shifts away from the assumed positive impact directly related to performance success. While studies have explored athletes' experiences of uncaring coach behaviour (e.g. Gearity, 2012) and the experiences of care and caring from the perspectives of coaches (Jones, 2009; Knust & Fisher, 2015), there has been no investigation into the interpretations and experiences of 'care' and 'caring' in youth competitive volleyball. The worry is that the language of care and caring, used by coaches, may be used to camouflage uncaring and possibly harmful behaviours and methods. Specifically, data collected from athlete interviews will be presented to highlight a variation in their experiences and interpretations of 'care' and 'caring' while participating in youth sport. These findings have implications for the complexity of the coach's role in addressing individual athlete needs in youth competitive sport within the broad structure of youth competitive sport.

Sickle Cell Trait Screening and the Economies of College Sport

Mary G. McDonald, Georgia Institute of Technology

Since 2013 the National Collegiate Athletic Association (NCAA) has required that all athletes be tested for sickle cell trait. The need for testing was justified by NCAA administrators and supportive member institutions as necessary to ensure the health and safety of student athletes given that the inherited condition can interfere with blood flow and oxygen uptake under extreme conditions such as during intense exercise. This paper draws upon Cultural Studies, and Science and Technology Studies perspectives to explore NCAA screening practices specifically in relationship to the broader commodified contexts of college sport. Read from this perspective, genetic screening practices serve as technologies that help to veil the political economic structure of the NCAA, which relies upon the unpaid labor of college athletes.

Political Agent as a Role for Female College Athletes?

Judith McDonnell, Bryant University

Wendy Baker, Woonsocket Health and Rehab

The US recently experienced increased activism aimed at social justice. Sport activism also was heightened. Mary Jo Kane noted that the US women's hockey team wage and working conditions agreement was an iconic moment in women's sports because of "... how people, women in particular, understood what is was they were doing and why they were doing it" (Berkman, NYTimes, March 28, 2017). The US women's national soccer team, after filing a wage discrimination complaint and years of struggle for justice, also won significantly better wages and benefits. And Title IX just turned 45.

This idea of political agency is the context for our research. We would like to present the

beginning stage of our research on the political consciousness of female college athletes. We explore to what extent female college athletes think of themselves as political within the larger wave of political and sports activism and feminism and women's rights. The overarching question is do female college athletes use their sports as a "platform to promote social justice" (Session wording). Our project connects well with the conference's emphasis on sports matters, especially the session on Power of (College) Sport.

Juggling Motherhood and Sport: Discursive Constructions of Recreational Competitive Athlete Mother Identities

Kerry R. McGannon, Laurentian University

Jenny McMabon, University of Tasmania

Within the context of the politics of motherhood, physical activity participation may decrease for mothers, due to the expectation that they uphold good mother ideals whilst striving to 'have it all' in career/work realms (McGannon & Schinke, 2013). A small body of qualitative research has shown that recreational sport allows women to renegotiate good mother ideals and gender ideologies that constrain exercise (Batey & Owton, 2014; McGannon, McMabon & Gonsalves, 2017). This presentation builds on such research and previous research on elite athlete mothers (e.g., Darroch, & Hillsburg, 2017; McGannon, et al., 2016) to explore the role of discourse in the identity construction of athlete mothers and the implications (e.g., social, psychological, political). Results of a social constructionist critical discourse analysis of interviews with 7 recreational athlete mothers between 37-42 years, who train for sport competitions (e.g., ultra-running, triathlon), are linked to conference themes related to the gendered politics of motherhood and sport. The different ways in which women discursively positioned themselves by drawing on 'transition discourse' to construct fluid meanings of 'juggling' athlete-mother identities to both resist and reproduce dominant discourses, are highlighted. These findings contribute to a nuanced understanding of the dynamic interplay between experiences and gendered discourses.

Playing Outside of the Racial Binary: Latinas Rising

Jen McGovern, Monmouth University

Sports no longer broadcast in black and white; however, sociological research on race still focuses primarily on the black-white racial division while gender based sport research remains predominately about white women. In the United States, this pattern exists despite the growing population of residents who identify as something outside of the racial binary. Specifically, Americans with Latino heritage are often omitted from sport-based research in the United States even as their population is rising. While scholars in related fields like physical education, public health, and leisure are devoting more time and energy to this population, the research from sport sociologists is largely silent. This session examines this issue using multiple sources. Youth sport participation were collected from the Monitoring the Future dataset and collegiate athlete data were gathered from the NCAA. These participation numbers show that while Latina women are underrepresented in sports, they constitute a rising presence. However, content analysis of the leading sport sociology journals indicates a lack of research on Latinas in the United States. The session discusses reasons for this marginalization and suggests ways to increase representation for Latinas as well as other women of color.

HBCU Sports - Decolonial and Diasporic: A Bourdieu and Durkheim Critique

Kristal McGreggor, University of Michigan

Ketra L. Armstrong, University of Michigan

This presentation will discuss Historically Black College (HBCU) sports in the context of decolonialism and the diaspora. To do so, it will apply Bourdieu's concept of habitus and Durkheim's premises of rituals and collective effervescence to critique the HBCU sport consumption dynamics. It will situate race in the core essence of these theories to offer an expansive sociological imagining of why HBCU sport matters in what some consider a contemporary post-racial society. In so doing, it will discuss the role of HBCU sports in providing Black consumers with: (a) a platform for cultural centering and (b) a transformative experience to counter the norms and social psychology of Western colonization in sport.

“This is What I Heard at Naicatchewenin”: Disrupting Embodied Settler Colonialism

Tricia McGuire-Adams, University of Alberta

Through an Indigenous feminist lens, in this paper I consider how Anishinaabeg stories are tools that disrupt embodied settler colonialism, which is experienced as historical trauma, grief, ill-health, and substance abuse. I explored the question, “how is settler colonialism manifested upon Anishinaabeg women's bodies?” with eight Anishinaabeg Elders from Naicatchewenin First Nation. The Elders' stories reveal that as we heal from the effects of colonialism by making changes from within, connect to our ancestral stories of physical strength, and apply them in our everyday practices of healing, we simultaneously disrupt embodied settler colonialism.

Anishinaabekweg Dibaajimowinan (Stories) of Decolonization through Running

Tricia McGuire-Adams, University of Alberta

Audrey Giles, University of Ottawa

Indigenous women's perspectives on physical activity and the ways in which it fosters decolonization have yet to be considered from an Indigenous feminist perspective. Therefore, in this paper, we present four Anishinaabekweg (that is, Anishinaabeg women's) dibaajimowinan (personal stories) of physical activity, specifically running, and their views on its contribution to decolonization. This study used an Anishinaabeg research paradigm, storytelling, and Anishinaabeg informed thematic analysis. Findings from the dibaajimowinan revealed three themes: running as ceremony and healing; the significance of running as a group; and running for health and personal goals. The dibaajimowinan from the Anishinaabekweg runners show how decolonization through physical activity can occur, which is an important addition to the field of sociology of sport.

Michel Callon and the Performative Construction of Sport Markets

Christopher McLeod, Texas Tech University

In 1998, Actor-Network Theory co-founder Michel Callon argued, “economics, in the

broad sense of the term, performs, shapes and formats the economy, rather than observing how it functions” (p. 2). Scholars have used his work to show how scientific disciplines (accounting, marketing, finance) and business practices (market research, product development, innovation) co-perform and create real functioning markets with many possible formats. In this paper, I introduce the performative approach to the sociology of sport by: 1) summarizing Callon’s argument; 2) reviewing the case studies that have used Callon’s approach; 3) discussing critiques of Callon, and; 4) showing how sport scholars can use the performative approach, including an overview of two ethnographic case studies I conducted with new sport organizations to test Callon’s ideas. I conclude by arguing that Callon’s performative approach to markets is differently political when compared with previous political economic critique in the sociology of sport because it allows researchers to think of markets, not as omnipotent social forces, but as incomplete material achievements that are open to all sorts of revisions and interventions.

“I Do Not Usually Like White People, But I Like You”: The Postcolonial Researcher as an Insider-Outsider, Intern-Researcher in Swaziland

Mitchell McSweeney, York University

In studies within the sport for development and peace (SDP) field, critical researchers often recognize that they are an intimate part of the production of knowledge. In particular, researchers acting as an ethnographer, and in turn, as an insider-outsider, must consider the multiple ‘screens’ they bring to a research setting, such as gender, sexuality, race, and class (Berger, 2015; Patton, 2002). As the ethnographer engages in the field their own identify shifts (Wagle & Cantaffa, 2008) changing the way these ‘screens’ influence the way they observe participants in the field, the way participants in the field observe the researcher, and the meaning that is given to what is observed. Guided by a postcolonial lens, in this presentation, I discuss my own role as intern-researcher/insider-outsider within a SDP organization during ethnographic fieldwork in Swaziland from May to August 2016. I highlight opportunities, challenges, and tensions of operating as an insider-outsider based on examples from my personal experience that served to reproduce, maintain, and/or resist structures of inequality and hegemony within the local organization. In addition, I describe my reflexive practices while in the field and conclude by posing suggestions for critical and postcolonial scholars while conducting research.

‘It’s My Therapy’: Combat Sports and “Feminine” Identity

Jennifer L. Metz, Towson University

Media representations of strong, powerful and attractive women abound within our culture, from J-Lo’s boxing to the Gil Gadot in Wonder Woman. Yet, the interplay between hegemonic notions of femininity and athletic identity continue to constrain the female sport participant. The cultural narrative of combat sport sports such as kick-boxing, taekwondo, MMA and boxing as (still) a male domain (Messner, 1988) shapes the experience of female athletes competing in such sports (Van Ingen, 2011). Female combat athletes who succeed in the media are often praised for traditional femininity outside the ring, thereby allowing a cultural pass for their transgression of sporting/gender normative boundaries in the ring. This praise for the normative, coupled with post-feminist/empowerment commodity (Edsmonde, Cooky and Andrews, 2015) narratives of women’s sports and its consumption creates a complicated negotiation of identity. Female athletes in combat sports navigate

both being complicit in and resistant to cultural narratives of femininity, sport and identity. This paper is an ethnographic study of 10 heterosexual, elite amateur or professional level of female kickboxing, taekwondo athletes, that critically explores the nuances of identity formation (McGannon, et al., 2016) for these women as athletes, feminine/feminists, mothers, and self-proclaimed, “brawlers.”

The Contemporary Muscular Christian Instrument: Muscular Christian Themes at the 2014 Tour de France

Andrew R. Meyer, Baylor University

Christopher J. Wynveen, Baylor University

Nick J. Watson, York St John University, UK

This presentation describes our further examination and cross-validation of the Contemporary Muscular Christian Instrument (CMCI) for use with an international sample of sports spectators. The CMCI was developed in response to Watson’s (2013, 41) call for increased empirical studies in the area of sport, religion, and spirituality. Meyer, Wynveen, and Gallucci (2015) established the instruments validity, internally consistency, and practical usefulness. This current study aimed to cross-validate the scale, with changes to wording and updates to original items that had low factor loadings. Additionally, we collected the data from the first three stages of 2014 Tour de France, an international sport sample. The revised CMCI has 21-items that include all five themes representing the original six historical muscular Christian themes: 1.) Protect, 2.) Control 3.) Create, 4.) Influence, and 5.) Exercise. The proposed presentation will discuss the cross-validation of the survey and several predictive and demographical findings from the study (n=589), as well as limitations and future research plans. In keeping with NASSS’ 2017 theme “Sports Matters,” our presentation will reveal the CMCI to be a quantitative mechanism investigating muscular Christian values among international sport spectators; allowing for broader assessments of how these ideals influence political and pedagogical notions of sport, the body, physical activity, and performances.

A Grounded Intersectionality Analysis of Caster Semenya

Patti Millar, University of Windsor

Alanna Harman, St. John's University

Rebecca Collins-Nelsen, McMaster University

Katie Lebel, Ryerson University

Caster Semenya became a lightning rod for controversy in sport following her gold medal performance in the 800m at the 2009 track and field World Championships. Her dominant performance and aesthetic sparked an investigation by the International Association of Athletics Federation (IAAF). The leaked results of the IAAF’s medical testing suggested that Semenya had an intersexuality condition, a condition which would cause her body to produce higher levels of testosterone than the average female, thus potentially providing her with an advantage. The findings prompted the IAAF to consider stripping Semenya of her gold medal and requiring her to return the prize money that accompanied the championship performance (Crincoli, 2011). Using the three tenants of grounded intersectionality we will discuss how Caster Semenya has been positioned with regards to identity formation as both oppressive and privileged, fluid and stable, and with consideration for macro (social-institutional), meso (organizational), and micro (individual)

perspectives (Marfelt, 2015). Our analysis will highlight the complex nuances of gender, race and diversity in sport. We believe our analysis of Caster Semenya would make a meaningful contribution to the ‘Gender, Race and Sport: Intersections/Assemblages’ session, and how Caster Semenya has been used to both reinforce and resist states of oppression.

The Black Effect: Body, Uniform, and Collective Identity

I.S. Keino Miller, Indiana University, Bloomington

J. Kenyatta Cavil, Texas Southern University

For some groups wearing the color black has historically been associated with negativity (e.g., evil, hostility, aggression). For others, the adoption of a non-traditional primarily black uniform in college sports has become increasingly popular and has helped to attract talented athletes and recruits. This holds particular true for many African American men playing college football. A content analysis of 72 Division I teams was conducted and found that over a 15 year period football teams who added a non-traditional primarily black uniform performed at a higher level during the debut and post debut game in comparison to the pre-debut contest. These findings suggest that the performance of participants during the black uniform debut game may possibly be explained through the application of color theory in addition to the psychology of color. Based on these findings we have begun to review the adaptation of the color black and other depictions or perceptions of Black identity as a means of promoting positive Black nationalism. Most importantly, these findings allow us to argue for further studies connecting performance outcomes with individual and collective consciousness with Black athletes.

Environmental Sustainability and Sport for Development and Peace: Issues and Controversies

Rob Millington, University of Toronto

Simon C. Darnell, University of Toronto

In October 2015, the United Nations (UN) announced the 17 Sustainable Development Goals (SDGs), designed to form the focus of global development through 2030. The SDGs mark a shift in development policy in at least two ways: first, the goals foreground environmental sustainability and climate change as the defining issue of our times, and make clear the need for sustainable production and consumption, the importance of environmental protection, and the dangers of climate change; second, the SDGs directly connect sport to international development policy for the first time, marking a culminating point for the Sport for Development and Peace (SDP) paradigm. The UN posits that sport can act as a tool to raise “awareness and knowledge of environmental sustainability as well as promote and implement positive responses to climate challenges” (United Nations, 2016), and have partnered with sporting organizations, particularly the International Olympic Committee, in pursuit of these aims. In this paper, we explore the tensions surrounding the role that sport can and should play in promoting sustainable development and combatting climate change, especially given the dearth of research pertaining to sport and sustainability in the development context, and the rather poor environmental record of sport organization and sporting events to date.

Reflecting on One Figure Skating Coach's Perpetuation of a Hyperfeminine Culture

Cathy Mills, Douglas College

Larena Hoeber, University of Regina

Organizational cultures are continually evolving as participants (re)create norms, values, and artifacts, influencing the experiences of those in the culture (Smircich, 1983). Of interest to sport sociologists researching figure skating has been the establishment and reinforcement of the hyperfemininity of female athletes within the sport (Adams, 2011; Feder, 1994; Kestnbaum, 2003; McGarry, 2005; Van Veen, 2012). However, little has been written on the ways coaches and choreographers reproduce these norms. In this paper, we reflect on how taken-for-granted cultural elements of figure skating recreate dominant and repressive ideologies of gender, class, and other identities. During her research with former figure skaters about the tensions they experienced as high performance athletes, the first author engaged in extensive reflexivity about her time as a professional figure skating coach. Guided by narrative inquiry (Clandinin & Connelly, 2000), we reflect on and problematize the role she once played in shaping the repressive culture, as she uncritically accepted norms and values she had grown up with as an athlete. Findings highlight the value of researcher reflexivity in considering individuals' roles and impact in organizations as well as the embedded and problematic ideologies that are often unnoticed while participating in sport.

The Job Duties of Media Officers in Professional Sport Bodies "Analytical study"

Ahmed Mohamed Abdelganwad Mohamed, Mansoura University

Rose Chepyator-Thomson, University of Georgia

Karim Mohamed El Hakim, Mansoura University

The study aimed to identify the functional duties of the media officers in the professional sports organizations, The researchers used the descriptive method (Case Study), and the sample included (285) media responsible in the media and information sport departments distributed on three categories in the universities: (Division I, Division II, Division II) and The sample was selected with which is available technique, where the researchers used an online survey and personal interviews as tools for data collection. The most important results of the study were: The majority of workers in the media departments of the athletic departments in the American universities are males, Half the number of workers in the media and sports information departments hold a university degree in the media and a quarter of the number holds a university degree in sports management, the Job title 'Director of Sports Information department' was the most common, Creating and updating the website content of the sports department was the most frequent functional tasks, while speaking officially on behalf of the department was the least frequent, The role of media department was heavily influential in the decision-making process and in the sports department's media message drafting, All the sports departments in the universities have at least four different official accounts for social networking, The research results showed that holding a degree in sports management or physical education or business administration or sports education is not enough to work in the media field and the media officer must hold a university degree in media or public relations.

Colin Kapaernick's Protest and the Ethics of Patriotism

Jeffrey Montez de Oca, University of Colorado Colorado Springs

Before a few games of the 2016 NFL preseason, a man quietly squatting while a song played triggered the fury of people across the US. It might have been called “the squat seen around the world” but Colin Kaepernick changed to a more dignified kneel during the regular season. Kaepernick’s action was intended to draw attention to systemic racial inequalities, especially police violence. Refusal to pay fealty to recognized symbols of the nation (flag and anthem) in a nationalistic space (NFL football) triggered predictable reactions. Kaepernick’s protest was quickly labelled a treasonous attack upon national martyrs; members of the military that died or put their lives at risk “for the nation”. Then, athletes across many different sports, at many different levels of competition started kneeling during the national anthem. Kaepernick’s protest and its reaction is a powerful symbolic moment that reveals deep cleavages in US society, especially around race and citizenship. These cleavages manifest through competing discourses of patriotism and underlying ethical systems that define what is patriotic. Kaepernick’s protest brings to light a patriarchal patriotism that demands unquestioning submission to symbols of authority and a constructive patriotism that demands critical engagement with the nation’s institutions.

Peace Amid the Rancor: Nonviolent Communication in Social Media Conversation about Colin Kaepernick

Craig Morehead, Coastal Carolina University

Brendan O'Hallarn, Old Dominion University

Ann Pegoraro, Laurentian University

Are social media (SM) forums doomed to devolve into aggressive, insult-driven arguments? On Colin Kaepernick’s “public figure” Facebook page, more than 26,000 posts were made in the two weeks after his anthem protest became public in August 2016. A sentiment analysis of the conversation using Leximancer software shows an overtly aggressive tone to the conversation. But, what if there was another way to analyze this discourse? Renowned peace scholar Marshall Rosenberg has developed a model of nonviolent communication (NVC), aimed at “guiding participants to a caring and respectful quality of connection.” From Rosenberg’s widely cited model, the study authors created a “codebook” of NVC terms, which was reviewed by peace scholars. Utilizing this codebook, the Leximancer analysis of the Kaepernick data was re-run. From within the Facebook rancor, threads of thoughtful, respectful dialogue emerged. Analyzing these conversations provides a unique glimpse into how SM platforms can still be used in the open, pro-democratic fashion for which they were intended, even in the context of Colin Kaepernick’s anthem protest, which intersects with many societal fault lines. The study represents one of the first attempts to incorporate NVC into creating a more peaceful digital culture, countering a prevalent current criticism of SM.

#BeBoldForChange: Social Media Analysis of the US Women’s National Team Fight for Pay Equity

Erin Morris, SUNY Cortland

Cheryl sonald, University of Alberta

Ann Pegoraro, Laurentian University

Recently women have made significant gains in sport with more opportunities and recognition than ever before but professional female athletes still struggle to receive equal pay compared to male athletes. This was highlighted when the USA Women's National Hockey Team (USWNT) announced a boycott of the world championships. USWNT players were receiving the equivalent of \$1,500 per year with major disparities in the benefits they received compared to the Men's National Team, in relation to flight and hotel accommodations and per diems. (Custance, 2017). The players stated they sought increased compensation, programming, and marketing/PR support (Ayala, 2017). The USWNT relied heavily on social media (SM) to publicize their fight for equal pay. Therefore, this study seeks to understand how individuals responded to the USWNT's fight for equal pay and benefits by analyzing the response in SM. Specifically we examine how individuals used USA Hockey's Facebook page to respond to the boycott and negotiations. Data were collected March 15 to 27 (n= 920 Comments) and analyzed to identify themes in SM users' reframing (Nisbett, 2010) of the women's negotiations and new contract. The results will contribute to understandings of the responses of SM users to issues around pay equity in sports.

A Socio-Historical Examination of Major Junior Hockey in Canada

Jordyn Moussa, Brock University

Julie Stevens, Brock University

While the proliferation of hockey literature during the past decade has generated a more diverse scope of scholarly commentary, major junior men's hockey remains an under-researched topic. Thus, the purpose of this paper is to present an overview of the socio-historical development of Canadian major junior men's hockey. The overview will first, generate a chronological account of key moments and transitions in major junior hockey in Canada, and second, critically review the influence of various forces upon the progression of this form of the game over time. As the most elite level of junior hockey in Canada, major junior hockey is a developmental path from amateur junior to professionally ranked hockey. Hence, the discussion will highlight how major junior hockey is structured in a manner that sets it apart from amateur and professional hockey but at the same time is subjected to ongoing and somewhat contesting pressures generated by the intersection of these two hockey systems. While major junior hockey demonstrates structural elements, such as practices, it is nested upon normative elements such as values. The social, economic, political, legal, and ethical forces that create, maintain, and disrupt these practices will be addressed.

Challenging America: Black Commercial Aesthetics and Athlete Activism

Ronald Mower, The College at Brockport, SUNY

Drawing upon Dr. Harry Edwards' articulation of athlete activism and new media technologies, this paper theorizes various contextual forces (cultural, economic, and political) that have coalesced to create new spaces for high-profile Black athlete activism and protest in a divided America. The twenty-first century hyper-visibility of Black commercial aesthetics, while oft an exploitative affair within systems of post-Fordist cultural appropriation, has also predicated the emergence of a new wave of Black athlete activism using new media technologies to leverage the public platforms of superstar celebrity athletes. In the current political moment of re-ignited racial tensions, widespread

evidence of police brutality, and the emergence of the Black Lives Matter movement, the increasingly politicized role of Black American athletes is contextualized as an outcome of the popular commercial viability of Black (sporting) culture, and a broader social response to existential demands for justice. From Muhammad Ali to Colin Kaepernick and Carmelo Anthony, the intersections of commercial representation and political activism are discussed through specific examples that demonstrate the continued potentiality of celebrity athletes to be powerfully influential in challenging social inequities and injustice, redefining traditional notions of American patriotism, and advocating for a more egalitarian American project.

Social Activism Regarding Human Rights for South Korean Student-Athletes

Benjamin Nam, The University of Tennessee, Knoxville

Deockki Hong, University of Northern Iowa

Racheal C. Marshall, University of Tennessee

Jung Ho Hong, Korea National Sport University

Numerous studies illuminated the overall structural problems of the Athletic Specialist System which is part of elite sports policy in South Korea, and its entailing social issues such as learning rights, physical violence and punishment as well as bribery and match fixing. However, previous studies paid scant attention to recent social movement regarding these issues. Therefore, this study used critical theory as an analytical lens to explore how diverse individuals, groups, and organizations have made endeavors to promote social change regarding human rights issues involved in South Korean student-athletes. Therefore, four primary cases of social activism were examined. The first case was the activism of civil society as the initial gatekeeper to increase public attention. The second case was the activism of journalists that delivered messages to more general populace through public media. The third case was the activism of scholars who directly contributed to establishing the official collegiate sports governance. The last case was the entire societal unification in which different entities raised voices together to fight for social justice in sport and against recent governmental corruptions. This study was conducted to increase understanding of the meaning of human rights and social change through diverse voices in sport context.

She's the Man: Michelle Akers-Stahl and the Tenuous State of U.S. Soccer in the Early 1990s

Eileen Narcotta-Welp, University of Wisconsin, La Crosse

In Michelle Akers-Stahl's prime, no American male or female player rivaled her technical and tactical skill or her competitive fire. Recognized by the international and U.S. soccer community as the best women's soccer player of all time, Akers-Stahl represents a pivotal and transitional figure during a moment when female athletes and women's team sports came of age in a mediated, image conscious culture. During the 1980s, Ronald Reagan's administration promoted, through various mediated forms, the "hard body" one that symbolized strength, labor, and courage (Jeffords, 1994). "Nativist" American sports, thus, reinforced the American identity as a white, hardened male form. Soccer, with its weakened form of masculinity was a sport of "soft bodies," and stood little chance to "threaten" the hegemonic space of professional (men's) sports. I argue that Akers-Stahl negotiated a particular performance of masculinity positioning her female body within a "weaker" masculine space that did not violate the highly-gendered and Reaganized milieu of

American sport, but also positioned women's soccer as a niche market within a neoliberalized global economy. While she represented soccer in the U.S. as now categorically female, it is this same embodiment which also denied her full representation within an emerging postfeminist context.

Athlete Activism in Canadian University Sport

Peter Nash, University of Toronto

Many high-performance athletes tend to avoid engaging in social issues for a number of reasons. However, it is difficult to discern why some athletes engage with social issues while many do not. To investigate, this study used a survey to gather insights into the lives of Canadian collegiate athletes from the University of Toronto. The survey's preliminary responses were then discussed in two subsequent focus groups, adding qualitative depth. Using the insights into the Canadian Intercollegiate athlete experience, we can better theorize why athletes may or may not engage with social issues in their environment and in sport more generally. The study also provides a different methodological approach to the growing body of literature on activism in sport that mostly interviews American collegiate and Professional athletes with activism experiences.

Embodied Hacking: Wearable Technologies as Creative Expression

Laura Neil, Wilfrid Laurier University

With one in six consumers owning and operating bio-technologies such as the Fitbit, wearable technologies have become commonplace within today's networked society. The recent upsurge in the use of self-tracking, active-body devices can be associated with international discourses of healthism, as individuals are beginning to vest greater interest in their physical health and overall wellbeing. Often these devices are bio-politically criticized for the way in which they breach user privacy, causing an increase in vulnerability to 'panoptical' surveillance (Foucault, 1975). While I acknowledge that there are limitations associated with the use of wearable devices, I intend to uncover the ways in which bio-technologies afford the active body new forms of expressive, subjective experiences through visual digital representation. Through an analysis of the global GPS Art phenomenon, otherwise known as GPS Doodling, I intend to emphasize the ways in which consumers are beginning to 'hack' bio-technologies for creative expression. Concluding with a case study of leading GPS Doodler Stephen Lund, I outline the ways in which affordances of wearable technologies such as reduced barriers to creative expression and increased ease of physical activity, have the potential to outweigh concerns bio-political surveillance.

Queer Possibilities: LGBT Administrators in Sports

Kristine Newball, SUNY Cortland

Nefertiti Walker, University of Massachusetts Amherst

While the experiences of and conditions in which lesbian, gay, bisexual, and transgender (LGBT) athletes and coaches play and work are part of a growing body of literature in sport studies, LGBT administrators have been mostly ignored in this scholarship. Though there is a need for additional research studies on this topic, this presentation focuses on exploring new theoretical paradigms in which to understand potential challenges and changes to the

oppressive culture of sports. We use queer theory to form questions aimed at the desires of LGBT administrators for a transformed work culture and what a queer athletics administration might look like. We argue that queer theory or a queering paradigm could provide greater insight into understanding why a liberal approach to inclusion might not be considered progress and, in the end, leave out racial minorities and trans people.

Why Build Cultural Competence Amongst Collegiate Sport Administrators?

AJ Newton-Anderson, University of Connecticut

The need to build and cultivate a sense of cultural competence amongst collegiate sport administrators and coaches is imperative as we examine the current societal climate and the positionality of collegiate administrators. Traditionally, the role of collegiate coaches has been simply to coach athletes within their respective sporting realms. However, collegiate athletes have racial, gendered, class, religious, and sexual identities that are not mutually exclusive from their sporting identities. The importance of coaching impacting the student development process can no longer be viewed separately from other key university resources such as student affairs or student developing programs across the institution. According to Rodgers (1990, 2008), student development refers to “the ways in which a student grows, progresses, or increases [their] developmental capabilities as an enrolled student partaking in higher education”. There is little to no evidence to support if collegiate coaches actively learn about the student demographic they serve or if they implement different tactics for personal growth for specific student populations. Drawing upon the theoretical lens of Student Development Theory (Astin, 2007), I will present a conceptual investigation on the importance of collegiate coaches serving as a critical student affairs professional in the lives of student-athletes. My key research question will seek to investigate: How do collegiate coaches and athletic departments adequately educate and promote administrators to become more involved in the holistic development of student athletes?

Using Interest Convergence to Cultivate Holistic Development Within NCAA Business Model

AJ Newton-Anderson, University of Connecticut

Deconstructing sport through the lens of Critical Race Theory would articulate that America is innately embedded with racist systems and practices that continue to perpetuate dominant culture. Collegiate sport is not free from this systemic subjugation and scrutiny when noting that “Whites hold 87.6% of the Athletic Director positions within Division 1 collegiate sport” (Lapchick, 2016). This statistic is integral to understanding that collegiate sport operates within a business structure that profits large sums of monetary gain from Black athletes, whom of which do not reap financial benefit from their athletic accomplishments and abilities. Hawkins (2010) references this interplay of Black athletes, large percentage of White administrators, and current business structure of the NCAA as the “new slave plantation”. Therefore, by using interest convergence, a tenant of CRT; Can scholars speak the language of Athletic Directors and communicate holistic development that speaks the language of wins, losses, recruiting, and monetary gain to promote the development of Black athletes? By quantifying individual athletic success into monetary terms and positioning holistic development as an interest for Athletic Departments to further promote their business agenda, can the gap between scholars and practitioners

become diminished?

West Meets East: Cross-Cultural Comparison of Sport Sociology Instruction

Brett Nichols, University of Northern Colorado

Every semester there are different dynamics within each unique class we teach. The students we have invariably come from a variety of backgrounds. But what if you had two classes and they were organized into separate groups of students from two different hemispheres? And what if you were teaching them on opposite sides of the world, say, in China and in the USA? Would this require different methods to reach these different groups of students? Would the same strategies be effective when teaching culturally distinct groups of people? Would the same assignments be appropriate or applicable? This session will explore the differences and similarities that I have experienced while teaching the Sociology of Sport in Beijing and Colorado. It will examine values-focused instructional techniques, various ways to appreciate and challenge student expectations, and other setting-specific instructional modifications. It will discuss ideas for reaching both groups of students, examine adjusting to issues unforeseen and expected, and explore innovations that were successfully received by one or both groups. This cross-cultural teaching experience illustrated the benefits of instructional adaptations, and revealed that different instructional approaches can be used to facilitate a positive learning environment.

Yoga Behind Bars: Toward a More Socially Just Prison Physical Culture?

Mark Norman, McMaster University

This paper considers the implications of yoga as a physical cultural practice in prison settings. At first glance, yoga appears to offer a significant alternative to other forms of prison physical culture, such as organized sports or weightlifting, given that it is structured to de-emphasize violence and promote mental, physical, and social development. However, yoga is also deeply implicated in the punitive social control aims of correctional institutions and enmeshed in the broader sociopolitical structures of neoliberal prison regimes. This paper explores these tensions through an analysis of yoga interventions in Canadian correctional institutions, and questions whether or not the provision of yoga to prisoners can contribute to social justice aims. The findings are discussed in their broader sociopolitical context and in relation to conference themes.

From Reconciliation to Regeneration: Sport and the Resurgence of Place-Specific Indigenous Masculinities

Moss Norman, University of British Columbia

A number of scholars have argued that Euro-Western sport has been—and continues to be—a technology of colonial domination that has serviced the broader settler colonial objective of Indigenous disappearance. Yet, within the Final Report of the Truth and Reconciliation Commission of Canada (2015), sport and physical activity are prominently situated as important pathways to reconciliation, where 5 of 94 Calls to Action are dedicated to sport. This paper briefly examines the apparent tension between sport as colonization and sport as reconciliation, with a particular focus on the relationship between Euro-Western sport and dominant constructions of Indigenous masculinities. The paper concludes with some observations on the role that sport generally, and localized physical

cultures more specifically, can (potentially) play in simultaneously challenging dominant constructions of Indigeneity and Indigenous masculinity, while fostering the regeneration of tribally-specific values, roles and responsibilities of boys and men.

Is Youth Travel Baseball Creating Entitled Collegiate Players?

Dawn Norwood, Wingate University

LeQuez Spearman, Midwestern State University

The rising cost of sports is at an all-time high, showing no sign of slowing down. What was not ‘a thing’ 10 years ago, youth sport tourism grosses over \$7 billion in travel alone (Koba, 2014). Scholars have agreed (Bowers, Chalip & Green, 2010; Coakley, 2015; Hyman, 2014; and Lumpkin, 2013) commercialization of youth sport, specifically elite travel teams, “...is obscuring the life lessons of youth sports: striving, succeeding, and failing, always on the merits” (Hyman, 2014, p. xi). Going further, some may argue participation in elite youth travel sports fosters a sense of entitlement by athletes that carries over to the collegiate level. Using a grounded theory approach this study will explore possible connections between former elite travel baseball participation and work ethic, playing expectations and sense of entitlement of now division II collegiate baseball players in the southeast. Data collection will commence with surveys being administered to players. Data analysis may lead to semi-structured interviews of select players and possibly team coaches. Through systematic gathering of data and analysis, a final theory will be developed. Furthermore, results could be useful in aiding sport scholars and practitioners reform the culture of elite youth travel sport.

World War II, Rosie the Riveter and American Baseball from 1939 – 1957: Through the CRT Lens

Dawn Norwood, Wingate University

Steven N. Waller, University of Tennessee, Knoxville

Jake R. Graffagnino, Wingate University

As the history of women is examined in early 20th century, the narrative is one in which (White) women were, and expected to be, submissive, docile, second-class citizens (to white men) whose primary lot in life was to be a wife and mother (Kessler-Harris 2001, Sower 2010). With World War II as the catalyst, for a brief moment in time, the normative expectation of women, both White and Black, was briefly repositioned, impacting the industrial work sector and sport, specifically baseball. Unfortunately, Black women did not reap the full benefits, as did their White counterparts, of being thrust into the workforce and baseball. Using critical race theory as a tool of analysis, this historical essay explores the intersectionality of race and gender of (Black) women as Rosie the Riveter and the subsequent development of and Black women's exclusion from the All American Girls Professional Baseball League (AAGPBL). Finally, Black women in the Negro Baseball Leagues is also explored as a key part of this historical analysis.

Academically Liberating Underprepared Black Male Student-Athletes: A Theoretical Model

Akuoma Nwadike, University of Connecticut

In NCAA Division I, sport matters. However, the Association’s core values extend beyond

sports and includes the pursuit of excellence in both athletics and academics. Therefore, pedagogy should matter as well. This is especially important for the plethora of underprepared Black male student-athletes entering premier universities to participate in basketball and football. Encompassing over 50% of both sport teams Division-I-wide, Black male student-athletes help generate millions of dollars for their universities. Yet, the current pedagogical structure of athletic academic support services does not properly meet their needs. Therefore, a new model is recommended that reflects the uniqueness of this population, approaching Black male student-athlete education with heightened cultural relevance and responsiveness, and critical consciousness. Using Love's (2013) Liberatory Consciousness as an overarching framework, Critical Race Theory, the Cycle of Socialization, the Cycle of Liberation, Culturally Relevant/Responsive Pedagogy, and the Pedagogy of Transformative Leaders will be amalgamated into a model that fosters individualized achievement. This model promotes the importance of the academic growth targets approach to teaching while simultaneously acknowledging the structural barriers and biases that have allowed inequitable educational experiences for Black male revenue-sport student-athletes to persist.

#ODU2ODU: Building Online Citizenship Through a Hashtag-Enabled Classroom Goodwill Exchange

Brendan O'Hallarn, Old Dominion University

Jim Strode, Ohio Dominican University

One important goal of sport management pedagogy is to turn students' attention to matters occurring beyond their immediate view, to promote engaged citizenship, and aid in the transition to employment and leadership roles in the field of sport. A unique goodwill exchange between sport management classrooms hundreds of miles apart afforded the opportunity for students to learn, share, and engage. The virtual partnership was enabled by a Twitter hashtag, an innovation frequently suggested by pedagogy scholars who seek to utilize social media into the classroom. However, instead of simply using the #ODU2ODU hashtag as a content marker, the hashtag provided a living link between sport management students at Old Dominion University and Ohio Dominican University. The hashtag served as a conversation hub, as students shared their thoughts on many topical issues in sport. Through asking questions of students at the other institution, using tools such as Twitter polls, and preparing a presentation at semester's end about the "other" ODU, the students were exposed to an array of views, and forced to analyze their own existing biases. Since pedagogy is iterative, students were surveyed following the semester-long assignment, providing feedback how to make the project more dynamic for future sport management classrooms.

Sharing the Culture of Good: Title Sponsorship of Sport Events

Norm O'Reilly, Ohio University

Michelle K. Brunette, Nipissing University

Sameer Deshpande, University of Lethbridge

Guy Faulkner, University of British Columbia

Amy Latimer, Queen's University

Allana LeBlanc, University of Ottawa

Ryan Rhodes, University of Victoria

Mark Tremblay, University of Ottawa

Melissa Werman, University of Toronto

Corporations often benefit from associating their brand(s) with a sports property that is owned or supported by a not-for-profit organization (NFP) championing a cause, such as youth sport participation. The corporation is attracted by the opportunity to share in the culture of goodwill that is generated by the sport event. Limited research examines this topic, but the ability to attract a title sponsor is important to support the NFP's need for resources, fundraising, and in-kind contributions. Critical scholars question the corporate motives of sponsors, but also recognize the well-established need for resources in most NFP sectors. This particular research empirically explores title sponsorship of a cause-related sport event and its effectiveness related to the event, the organization, the cause, and other NFP partners, through a longitudinal study (2010-2015) of an annual cause-related sport event organized by a large national NFP with a 3-year major financial institution title sponsor. Findings suggest that title sponsorship has significant potential value for sharing good between the sponsor and the cause, perhaps to the detriment of other (lower tier) sponsors of the event and the NFP. Findings are extended to society and other external stakeholders.

Precarious Work in Sport: A Replaceable Foundation

Michael Odio, University of Cincinnati

Brian Menaker, Texas A&M University, Kingsville

Part-time front of house staff for public assembly facilities, including ushers, ticket takers, and security personnel belong to an emerging class of workers, the precariat (Standing, 2012). These positions typically require little skill, have inconsistent schedules, and are low paying, with little status or opportunities for advancement. The general management literature has generated a typology of part-timers (i.e., students, retirees, moonlighters etc.), but the current literature has not sufficiently addressed other issues concerning this class of workers. People in this population (especially retirees), satisfy global market desires that workers be flexible and insecure, providing a workforce that fits the demands of sport industry. They fall into issues of work insecurity, identity insecurity, and lack of time control. Some have difficulty finding full-time positions, while others are there to supplement their income (e.g., wages or retirement benefits). Unfortunately, traditional management principles and theories are not designed for the precariat, and they remain one of the least acknowledged and studied populations in sport. Directions for future interdisciplinary research pertaining to workers in these positions on topics such as power, work-family conflict, and unionization will be proposed and discussed.

Beyond the Summit: The Co-Transition Experience of Sport Retirement and College Graduation for Female Student-Athletes

Katlin Okamoto, University of Minnesota

As Title IX turns 45 years old, the number of women who have and are experiencing retirement from competitive sport upon graduating from college continues to grow. While significant resources, supports, and structure are staples in much of organized youth and collegiate sport experiences, the simultaneous transition period out of college and student-athlete life presents a turning point for many individuals. Shifts in self identity, social supports, and the structure of daily life leave former student-athletes in potentially

vulnerable positions that effect their social, emotional, and physical well being. Sport retirement research to date has largely focused on professional, male athletes. Despite the growing subpopulation of female athletes who retire immediately following the end of their college eligibility, limited attention or research has been paid to the experiences of these young people. The gendered socialization to sport in our society makes understanding how former female athletes transition out of sport an important but understudied component of the sport experience for women and girls. This paper will draw on research related to women's sport retirement, particularly from collegiate sport, to identify literature gaps and inform future efforts in supporting former, or soon to be former, female collegiate athletes.

The WNBA, Black Lives Matter, and the Masculinization of Black Athlete Activism

Joyce Olushola Ogunrinde, Arkansas State University

Dawn Norwood, Wingate University

In July 2016, Black athletes with three WNBA teams wore warm-up shirts paying tribute to the deaths of Philando Castile, Alton Sterling, and five Dallas police officers. The WNBA (NBA-owned) fined these players before public outcry forced the league to rescind the penalties. Ironically, the L.A. Lakers team united in similar fashion in 2014, but was never fined. The difference in the leagues' reaction to athletes' activism shines a light on how, historically, Black female activism has been diminished, admonished, discouraged or silenced on a macro level. Nonetheless, Black women have been consistent activists from Delta Sigma Theta Sorority, Inc.'s self-insertion to the Women's Suffrage Parade in 1913 to the powerful women of the Black Panther Party, such as Elaine Brown, who were often relegated to the background due to their sex. The latter exemplifies the masculinization of activism, in which activism is limited to displays of power and the establishment of rights that privilege individuals versus the community as a whole. This paper uses Black Feminist Thought and intersectionality to reframe Black female athletes as actors in the Black Lives Matter Movement and beyond, with a unique platform to empower Black communities and transform sport structures.

Teaming Up: Social Circles Within a Hierarchy of Players' Wives

Steven Ortiz, Oregon State University

Drawing from the selected findings of a current study of the sport marriage, the nature of social circle membership among players' wives is examined. Husbands occupy a position in a status hierarchy that is influenced by tradition, and by their sport organization and occupational world. Although the basis of this hierarchy is the husband's status as a rookie or veteran player, his status also can be defined by other valued criteria. A wife's status is a direct reflection of her husband's status on his team, and she, in turn, occupies a position in a hierarchy of players' wives. Should a wife want to participate in the social circles of players' wives, this hierarchy influences the likelihood of her joining or her ability to join certain social circles. Social circles serve as a basis for support, friendship, mentorship, sharing interests/activities, or bonding based on occupational, marital, or life circumstances. They provide players' wives with a sense of belonging, and a means for coping with stressors, dilemmas, loneliness, and alienation. They can exist separately or they may intersect or overlap, creating other social circles. They can be close-knit or loosely structured, and they typically include face-to-face and social media interactions.

Careers in the Sandbox: How Sport Journalists Negotiate Their Fandom.

Anne Osborne, Syracuse University

Danielle Sarver Coombs, Kent State University

Sport journalists are often derided as mere fans, working in the sandbox of their news organizations. Certainly these journalists love sport, but their fandom necessarily differs from the fandom most of us not in the industry experience. Grounded in Performative Sport Fandom, this paper looks at how sport journalists experience fandom at different stages in their careers. Performative Sport Fandom argues that fandom is not an identity one has, but an identity one continually reaffirms through performance. Sport journalists no longer go to a sporting event in order to perform the culturally defined scripts of fandom—wearing team logos and colors, cheering favored sides, drinking to excess, and vocally expressing joy, anger, fulfillment, and disappointment. Rather journalists must negotiate performing their fandom along with fulfilling journalistic obligations centered on objectivity and fairness. This paper looks at how journalistic norms complement and contradict the performance of fan. How does covering the arch-rival to a beloved team shape one's fandom? How does the performance of one's fandom change when covering sports for a national or international media outlet as opposed to a local news organization? Are there gendered differences in how sport journalists adapt their fandom?

The Washington Redskins as the Anti-Other: Exploring Emotional Politics in Trump's America

Kristi Oshiro, Texas A&M University

John Singer, Texas A&M University

The Washington Nationals (MLB), Washington Capitals (NHL), Washington Wizards (NBA), Washington Mystics (WNBA), D.C. United (MLS), and the Washington Redskins (NFL) are all professional sport teams that represent Washington D.C., the capital of the U.S. But interestingly, while the NBA team changed its name from the “Bullets” to the “Wizards” in 1997 amid criticism that the former name was inappropriate, the NFL team owners and their acolytes have stubbornly resisted years of external pressure to change the blatantly racist “Redskins” name of this multi-billion-dollar organization (Forbes, 2016). In the book, *Redskins? Sports Mascots, Indian Nations, and White Racism*, sociologist James Fenelon (2017) provides a detailed critical analysis illustrating how white framed “mascotry” can serve as a form of symbolic racism. The purpose of our presentation is to extend Fenelon's (2017) argument by placing it in the context of Trump's America both spatially and figuratively. By utilizing the imagery component of Feagin's (2013) white racial frame we expose how the Redskins have been undeniably “othered” in comparison to their counterparts who share the D.C. Metropolitan area. We will explore the ideological and emotional politics surrounding this resistance to changing the name, and discuss implications for research and reform going forward.

Exposing the Operators: A Focus on the Elite White Men Lurking in the Shadows of Giants

Kristi Oshiro, Texas A&M University

Anthony Weems, Texas A&M University

John Singer, Texas A&M University

In the book, *Forty Million Dollar Slaves*, William C. Rhoden (2006) discussed the concept of the “Conveyor Belt” and how the operators of this sophisticated recruiting apparatus extract and exploit athletic talent from the Black community. While previous research has focused on the exploitation and commodification of Black athlete labor, particularly football and basketball players (e.g., Hawkins, 2010; Hawkins, Carter-Francique, & Cooper, 2017; Smith, 2014), largely missing from the literature is an explicit and sustained focus and analysis on who exactly the operators of this Conveyor Belt are and how they function. In this presentation, we answer the call from Joe Feagin and Kimberley Ducey (2017) in their book, *Elite White Men Ruling*, by foregrounding elite White men and focusing specifically on how their interlocking racial, gender, and class statuses impact their far-reaching, powerful decision-making in the athletics industrial complex. More specifically, we will critically interrogate the elite White male dominance system that exist in and through youth, interscholastic, and intercollegiate sport, seeking to further uncover the who, what, when, where, and how of elite White male dominance. Implications for future research and work with Black athletes within this Conveyor Belt system will be discussed.

Women Leaders in International Sports Governance: The Slow Track to Inclusion

Madeleine Pape, University of Wisconsin-Madison

In this paper I consider how the current under-representation of women among Olympic leaders relative to Olympic athletes can be explained through a historical institutional analysis. In particular, I examine how the International Olympic Committee (IOC) developed historically as a gendered governing body in which women athletes and leaders were differently positioned. Drawing on archival and interview data, I find that over 1967-1995 women athletes and leaders in the Olympic Movement were differently framed, impacted in different ways by organizational rules and procedures, and advocated for by different groups and individuals. Overall, women’s leadership was depoliticized relative to women’s athletic participation, with the latter framed more clearly in terms of rights and anti-discrimination, addressed more explicitly through IOC rules and procedures, and supported through both grassroots and top-down collective advocacy. These historical institutional insights provide explanations for the persistent under-representation of women in Olympic leadership and other areas of sports governance. More broadly, this study contributes a new perspective on women’s representation that may be applied to other institutional settings, extending understanding of how the divergence between women’s base-level participation and their representation in positions of leadership and decision-making can be traced to historical institutional processes.

Sharing Strengths for Co-Transformation: Insights from Land Based Indigenous Practices

Victoria Paraschak, University of Windsor

Michael Heine, Western University

Call to Action #90 in the Truth and Reconciliation Commission Report (2015) identifies the need to foster "...community sports programs that reflect the diverse cultures and traditional sporting activities of Aboriginal peoples." Framed within a strengths and hope perspective, we identify and discuss ways that land-based indigenous approaches to physical activity are strengths evident in select indigenous communities that can help to broaden mainstream understandings of meaningful community physical activities beyond sport. 'Sport' draws upon and assumes an abstract, constructed environment; this is antithetical to land based approaches to physical activity practices that view individuals as integral to the land. Such a culturally informed indigenous approach provides individuals with a way to know themselves through physical activities that ties physical movement to place rather than to abstract sporting spaces. Promoting land based indigenous understandings of physical activity disrupts power relations by shifting understandings of how we physically relate to the land, thereby potentially facilitating co-transformation by emplacing such indigenous understandings as an alternative in the space of dominant mainstream understandings of legitimate physical activity practices. These alternative understandings can inform new approaches for youth involvement in the outdoors, thereby addressing concerns about their decreasing connection to nature (e.g., Louv, 2005).

Critical Discourse Analysis of Coach Murray's Korean National Women's Hockey Team

Doo Jae Park, University of Illinois at Urbana-Champaign

Na Ri Shin, University of Illinois at Urbana-Champaign

Synthia Sydnor, University of Illinois at Urbana-Champaign

The purpose of this study is to critically explore media discourses regarding the Olympic project in Korea around Sarah Murray, coach for the Korean women's national ice hockey team. Korean Ice Hockey Association has been working on the Olympic project to optimize the opportunity of hosting the Olympics to win medals. The project involves recruiting coach Murray, the first female, foreign, and youngest coach, to lead the team successfully until the Olympics. Her coaching ability has been processed with the discourse surrounding the team constructed through the media. This study utilizes Fairclough's (2006) critical discourse analysis and Hoberman's (1984) concept of sporting nationalism to understand the intersection of race, gender, and sporting nationalism building upon the discourse of Western culture as mainstream. We focus on media reports on coach Murray from 2014 to 2017. Preliminary findings address that Korean media has emphasized her athletic success in the US to legitimize the recruitment. That her father was a NHL coach worked as a proof of her coaching ability and added the male hegemony existing in hockey culture. The produced discourse surpasses the Korean hierarchy of age and gender. The media also produced racialized discourse perpetuating the superiority of Western hockey culture.

Do Athletic Department Need to Assist Athletes with Career-Ending Injuries Transition Out of Sport?

Amanda L. Paule-Koba, Bowling Green State University

Kaitlin Robrs-Cordes, Bowling Green State University

The NCAA and member institutions claim the responsibility to support and protect collegiate athletes with a priority on their well-being (NCAA, 2014). Although the NCAA

provides financial assistance to selected career-ending injured athletes, however, there are no universal policies, procedures, or standards in place to ensure that each injured athlete's well-being is supported and protected during this traumatic life event (Walsh, 2013). This research study investigated the current written policies and procedures related to handling the situation and transition of an athlete obtaining a career-ending injury enforced in the 2014-2015 student-athlete handbooks of 23 Division I NCAA university athletic departments from the B1G and MAC conferences. Using thematic textual analytic procedures (Braun & Clarke, 2006), findings revealed written policies used to guide the majority of NCAA Division I athletic departments' handling of athletes with career-ending injuries were inadequate, and discovered scarce, inconsistent written procedures enforcing adherence to these policies. The majority of written policies focused on the renewal and non-renewal of athletic aid. Findings implied there is more the NCAA and its institutions can do to fulfill their mission in providing career-ending injured collegiate athletes with consistent protection and support for their overall well-being during their transition out of sport.

Gender Bending At The Highest Level: An Atypical Baseball Executive

Demetrius Pearson, University of Houston

This archival sociocultural and historical analysis highlights the social justice ideals and advocacy of the most significant female in professional baseball prior to league integration and the celebrated Civil Rights Movement of the 1950s and 1960s. Deferentially referred to as the "Queen of the Negro Leagues" (Overmyer, 1998) and sarcastically perceived as a "vitriolic," (Luke, 2011) meddling, matriarch involved in manly matters, Effa Manley epitomized what Coakley (2017) and others refer to as a "gender bender." Her early involvement in professional baseball not only challenged gender ideology by engaging in an activity traditionally off limits to women, but she also challenged the status quo during the Jim Crow era. As co-owner and chief administrator of the Newark Eagles, Manley used her influence, intellect, and social conscience to facilitate change in sport as well as society. Her "Don't Buy Where You Can't Work" campaign (Vernick, 2010, p. 8) led to the discontinuation of such discriminatory practices in Harlem. Similar anti-discrimination forms of advocacy were incorporated in the special events and marketing ploys of Manley's baseball team. Her induction into the Baseball Hall of Fame, by a select committee of baseball historians, is indicative of her influence and contributions to American society.

Structural Exclusions in Canada's "Inclusive" Parasport System: The Case of Athletics.

Danielle Peers, University of Alberta

Timothy Konoval, University of Alberta

Rebecca Marsh, University of Alberta

Canada's first periodic review on their adherence to the United Nations Convention on the Rights of Persons with Disabilities (2006), offers Parasport programs up as model examples of Canada's excellence in disability inclusion. The Federal Government's own statistics, however, show that only 3% of people experiencing disability engage in sport (as cited in Canadian Paralympic Committee, 2013). This 97% gap has been largely tackled through inspirational Paralympic and neoliberal fitness campaigns designed to motivate the inactive. This project takes a Foucauldian disability studies approach to the 97% gap: analyzing

internal mechanisms of Canada's parasport system that reproduce this widespread exclusion. In particular, this paper focuses on the case of athletics in Canada, analyzing websites from across the self-proclaimed "fully integrated" sport system, including: national and provincial sport organizations for athletics; national, provincial, and local disability sport organizations; and local mainstream clubs that have a record of para-athletics. Our presentation will discuss the discourses, (lack of) program offerings, rules and regulations, recruitment and funding practices, gaps and absences, institutional structures, and other structural barriers through which disability inclusion/exclusion is produced, enacted, and unequally distributed in the sport of athletics in Canada.

Why is Disability Sport so White? Eugenics, White Supremacy, and the Racial Legacy of Disability and Physical Activity in Canada.

Danielle Peers, University of Alberta

In this session, the tenets of CRT will allow me to explore the ways in which racial identity shapes the ideologies of these young men, and highlight the effectiveness of programming delivered by an organization such as I'm So Educated, in its targeted approach of programming for secondary Black Male scholars and athletes.

Composing for Champions

Kip Pegley, Queen's University

Most North Americans live blissfully unaware of music's ubiquity within our daily media scape; television networks, however, recognize music's importance as a "hidden persuader" and pay composers substantially to write sounds that subliminally shape public opinion, especially during wartime and international sporting competitions. John Williams' "Olympic Fanfare and Theme," commissioned by NBC for the 1984 Los Angeles Olympic Games, for instance, remains one of the most recognizable sporting anthems within the United States: it features brass and percussion (not coincidentally, the same instrumentation often used to depict war), and is structured musically to signify athleticism, struggle and achievement. Within Canada, meanwhile, the Canadian Broadcasting Corporation (CBC), has covered 21 Olympic Games over the past 64 years, during which time they have featured a range of musical themes, most of which are considerably more understated, less dramatic, and less convincing than their NBC counterpart. In this paper I analyze the music commissioned by NBC and CBC for their coverage of the 2006 Torino Winter Olympics and outline not only how these two themes are markedly different, but how each of them inspires a decidedly different national imaginary on either side of the 49th parallel.

High School Sport Participation and Depression in Young Adulthood

Kaitlin Pericak, University of Miami

Kathryn M. Nowotny, University of Miami

Data are from the National Longitudinal Study of Adolescent to Adult Health. Information on sport participation comes from the wave 1 in school survey (1994-1995). Baseline controls, including depression, are included from the wave 1 in home survey. Respondents were followed up for a fourth wave of data collection in 2008 when they were between the ages of 24 to 32 years. The outcome (depression) and mediators are drawn from wave 4 data. Bivariate analyses indicate that young adults who participated in interscholastic sport

during adolescence endorse lower depressive symptomatology (5.7 versus 6.4, $p < 0.001$) and have a lower prevalence for depressive criteria (3.4% versus 5.5%, $p < 0.001$). A multivariate model shows a significant negative association between youth sport participation and depressive symptomatology in young adulthood ($b = -0.56$, $p < 0.001$), although this is attenuated—but still significant at the $p < 0.001$ level—when controlling for baseline depressive symptoms. Overall, the findings confirm the long-term positive impact of youth sport participation on mental health. The presentation will further discuss the potential pathways, and mediating effects (social support, body image, continued activities), linking youth sport participation and depression and how these pathways are gendered.

Writing a Sociological Understanding of Sport

Andrea Phillipson, Queen's University

We constantly strive to have students engage more deeply with complex social issues in sociology of sport classes while we simultaneously deal with institutional constraints such as growing class sizes. This session describes a program to introduce writing intensive courses in a kinesiology department that prepares teaching assistants to provide students with explicit writing instruction and effective feedback. The program is designed both to improve undergraduate student writing and to build graduate student teaching assistants' writing and pedagogical skills. The session will highlight preparatory work in a first year sociology of sport class, which is being redesigned to employ a sociologically-informed approach to writing. Participants will learn strategies for in-class, low-stakes writing activities that allow students to explore their own positionality in relation to difficult issues in sport, building both reflexive habits of mind and stronger written communication.

Breitbart Sport and the Emotional Politics of Race

Darcy Phymire, Independent Scholar

Breitbart media has been a player in the game of far-right news media since its inception in 2007. In 2016 with the ascendance of Donald Trump to the US presidency, helped in large part by Steve Bannon, the executive chairman of Breitbart who became Trump's leading political adviser. This paper examines how Breitbart.com reports differently on stories that appear in the mainstream sporting press, e.g., ESPN.com, SI.com, and how that differential reporting advances the far-right political agenda, as it pertains to race in sport. More importantly, this paper looks at the role of emotion in marketing and/or spread of right-wing, white nationalist ideologies.

The “Right Kind of Other”: Postcolonial Identity Politics and Diasporic Subjectivities in Women's Beach Volleyball at the 2012 Olympic Games

Yuka Polovina, University of Hawaii

Western sport culture normalizes hierarchical constructions of racialized subjectivities and the nations to which they “belong” (Joseph, Darnell, and Nakamura, 2012). An examination of diasporic Olympic athletes further illustrates limited constructions of ethnic nationalism and what it means to “perform nation.” This ethnographic paper examines the athletic career of Elodie Li Yuk Lo—a Chinese Canadian beach volleyball Olympian who

represented her country of birth, Mauritius, in the 2012 Games. Her ancestral ties to Africa challenge assumptions about the continent's racial homogeneity and resist essentialized conceptions of diasporic subjects in Canada (Agnew, 2005). An examination of Elodie's Olympic berth, through the African Continental Trials, reveals how the sport's Euro-American dominance categorically defines competitors as "legitimate" or Other. Elodie occupied a unique insider-outsider space as a Canadian-trained athlete already familiar with the sport's bikini culture and style of play ("legitimate"), while representing an African country ("Other"). The Olympics' attempt to diversify beach volleyball competition produces the "right kind of Other," an individual who must engage in hegemonic logics of modern sports. The increasing number of diasporic Olympians who claim multiple ethnicities and nationalities reveal the operation of athletic entrepreneurialism in sport and offer new meanings of 21st century identities.

Between the Classroom and the Field: The Role Support Networks for Black Male Football Student-Athletes

Jeff Porter, University of Michigan

It is well documented that Black male college athletes, particularly at the Division I level in the sport of football are graduating with the lowest rates of all student and student-athlete groups on college campuses nationwide. Despite the intentional obstacles (e.g. stereotype threat & campus isolation) that these Black athletes encounter, there are those that do graduate from their respective institutions and successfully transition into a professional career. The purpose of this research study is to discern what strategies Black male college athletes employed to graduate. Employing a qualitative case study method, this presentation will illuminate narrative interviews of five (N = 5) football players' experiences and strategies. The data revealed the Black male football players' experienced a lack of academic engagement and navigated contradictory athletic and academic pressures when they utilized their social support networks. Moreover, the social support networks played a pivotal role in the athletes lives by providing academic guidance, identity development support, and positive matriculation experiences within the predominantly White universities of higher educational environments.

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positive matriculation experiences within the predominantly White universities of higher educational environments.

“Greening” Olympic Citizens in Beijing: Environmentality, Ecological Modernization, and the Making of Environmental Subjects

Haozhou Pu, University of Dayton

Michael Giardina, Florida State University

Declared as the third pillar of the Olympic movement by the IOC, the environment has become an integral component of modern Olympics. Nowadays environment (often in juxtaposition with related concept of sustainability) has not only become one of the top priorities in planning and organizing the Games; in some scenarios such as the Beijing Olympics (2008 Summer Games & 2022 Winter Games), it also serves as a major justification for the bids and a highly touted “legacy”. Drawing from Foucault's concept of governmentality and its application on analyzing environmental subjects, namely, environmentality or eco-governmentality (Agrawal, 2005; Goldman, 2001), this paper examines the production of regimes of environmental truth, the formation of regulative measures, and how human subjectivities are enacted to become self-disciplined “Olympic citizens”. This study pays particular attentions to the residents in Beijing, as how they encounter, negotiate and understand themselves within the shifting discourse and practices of the “Green Olympics” and ecological modernization in a post-2008 and pre-2022 context.

Paralympic Pedagogy: Understanding the Culture of Paralympic Sport

Nancy Quinn, Western University

Laura Misener, Western University

Smith and Sparkes (2008) contend that stories are not simply personal but highly social and potentially powerful. Using ethnographic methodology, the researcher, Nancy Quinn, a twenty year member of the Paralympic community and veteran of multiple Paralympic Games, examined her personal experience of the Paralympic movement to better understand this unique subset of the sporting community. The research is foundational to Nancy's PhD research titled *Telling Stories: Intersections of Paralympic Bodies with Sport, Medicine and Disability*. The maintenance of a reflexive journal regarding her longstanding involvement with the Paralympic community, as disability advocate and sport medicine practitioner, required her to assume the positionality of researcher and research subject (Howe, 2017). Analysis of her personal stories of sustained, intimate relationship with para-sport and the Paralympic community, in Canada and abroad, generated knowledge regarding; the embodied experience of sport and impairment, how para-sport bodies are managed and understood by the medical community, and insight into the broader cultural and social realities of the Paralympic movement, privileging the personal to produce Paralympic pedagogy.

RAW Women: Professional Wrestling and the Commodification of Women's Empowerment

Ally Quinney, Florida State University

Joshua Newman, Florida State University

Despite a history of objectification, demoralizing story lines, and brief ring time for women in the World Wrestling Entertainment (WWE), a so-called women's revolution is taking place in the professional wrestling company. Sparked by a trending Twitter hashtag, #GiveDivasAChance, in 2015, the WWE seems to be making some changes in its treatment of women professional wrestlers. However, drawing from feminist theory and contemporary cultural theory, the author argues that the adjustments in the WWE's women's division are far from revolutionary. The purpose of this paper is to examine the frequency of women's ring time in the WWE from January 1997 to December 2016. Drawing from feminist theory and contemporary cultural theory, the author critiques the ways in which the WWE rejects, disrespects, and attempts to resurrect the female professional wrestler. Finally, the author discusses what the so-called progression in the WWE means for the status of women in professional wrestling, their fans, as well as the forces of capitalism and neoliberalism. The current research fits into the conference theme because it draws on feminist theory and contemporary cultural theory to explore the commodification of women's rights in a professional wrestling context.

Not Just Merely Different: The Sporting Politics of Ethnic 'Other' Girls and Women

Aarti Ratna, Leeds Beckett University

Sumaya F. Samie, Independent Scholar

In our forthcoming edited collection (Ratna & Samie, in-press), we argue that when even the so-called "critical" scholarship about ethnic Other girls and women mostly speaks to cultural tropes of difference, this limits the possibility of recovering alternative knowledges. We are reminded here of the scholarship of transnational feminist such as Grewal and Kaplan (1994) and Alexander and Mohanty (1997), who wrote against the colonial and white feminist production of difference. Whilst in the sporting literature research based on transnational feminist insights are evident, much of this work does not receive the attention it deserves as it refuses to play to a deficit model of analysis. In this paper, we unhinge the problem plaguing much of the sports research: when the feminist commitment to granting voice to previously invisible sporting ethnic Others is unable to move beyond white, western, eurocentric and secular representations of difference, connected histories and hegemonies become erased. Difference becomes categorized within hierarchal metanarratives that further advance neo-colonial agendas. We join a minority of other sport scholars who advocate a decolonising approach, centring the differential manifestation of power asymmetries, through linked locations of race, gender, sexuality, age, disability and class etc., within and across the transient boundaries of space and belonging, in order to put the "critical" back into critical studies of race, sport and gender.

Multinational Bidding for Mega-Sporting Events: the Case of the Canadian/Mexican/U.S. bid for the FIFA World Cup 2026

Danyel Reiche, American University of Beirut

After there has been anti-Mexican rhetoric in the U.S. presidential campaign 2016 by Donald Trump with his famous statement "We will build the wall", the soccer associations of the United States, Mexico and Canada announced in April 2017 a common bid for the FIFA World Cup 2026. The common bid was by many commentators interpreted as a message to the Trump administration about the benefits of cooperation.

Multinational bids for mega-sporting events (MSE) have become more popular over the last years. For example, the European soccer championship (“Euro”) has been hosted in 2000 by Belgium and the Netherlands, in 2008 by Austria and Switzerland, and in 2012 by Poland and Ukraine. Particularly for small countries, multinational bids might have advantages such as cost reduction and avoiding white elephants. Being located in Lebanon, I will give examples how the hosting of mega-sporting events has put this small Mediterranean country under tremendous stress.

The U.S. lead common bid for the FIFA World Cup 2026 might be a key moment for the future of MSE that also motivates other countries to commonly bid and, by doing this, potentially avoiding the unsustainable consequences that have been associated with most MSE in the past.

"It's a Practice, Not a Performance": Unraveling the Atomized Self Through Ashtanga Yoga

Andrea Reid, Queen's University

Modern forms of yoga are increasingly focused on the body, emphasizing the physical benefits while positioning the body as an effective tool for accessing and working with the mind. By rendering tangible psychological and emotional processes that are abstract and hard to grasp, yoga can be valued as an effective practice for engaging with questions of subjectivity, providing the practitioner with a framework for evaluating the ways in which she affects and is affected by that which surrounds her. By emphasizing the distinctly affective dimensions of yoga practice, I conceptualize practice as a method for engaging with the ambivalence inherent in subjectivity in ways that actively contest the boundedness of atomized understandings of self. By focusing on the experiences of practitioners at a specific yoga studio in Calgary, Alberta, I explore the defamiliarizing and disruptive process through which practice can function and how this can help individuals see and understand themselves differently, emphasizing the centrality of the body in these ongoing processes of becoming. The language with which practitioners refer to their bodies is shown to be of vital importance and cultivates an acceptance of ambivalence in a way that disrupts the need for a bounded sense of self.

We Still Matter: Increasing the Presence of Women of Color in College Athletic Administration

Shaquita Renelique, Arkansas State University

Joyce Olushola Ogunrinde, Arkansas State University

Mamie. Jezebel. Sapphire. Nurturer. Sexual. Emotional. The archetypes of women of color are powerful in their imagery and ability to limit the full identity of these women. The structural effects of these archetypes are visible in the lack of access women of color have to college athletic administration and the treatment they face when they hold administrative positions. Of the 9.6 % of women in college NCAA administrators, women of color hold less than 2% of the administrative positions in college athletics, with a high concentration in supporting roles (i.e., academics). Previous research shows the barriers to college athletic administration for women of color include homologous reproduction, conflicting cultural values, and treatment discrimination (McDowell, 2009). The purpose of this presentation is to explore the structural and ideological barriers shaping the pathways for women of color

in college athletic administration. Employing literature from sport management and sociology, Questionnaires will be created and provided to women of color who are currently in college athletic administration. The implications of this study are to center the experiences of women of color in college athletic administration, determine the pathways that allow them to achieve success at this level, and improve the conditions which they face.

Female Wheelchair Rugby Athletes: Navigating a Culture of Hypermasculinity

Hannah Richard, University of Houston

People with disabilities represent the largest minority group in the world, yet they are still underrepresented in the sporting area. Although research has shown the positive benefits attached to quality of life for athletes with disabilities, many social, structural, and physical barriers still exist which keep women from participating fully. Wheelchair rugby is a co-ed sport played predominantly by men, known for its hypermasculine culture. While researchers have examined this culture little is known about the sport's female players. This research focuses on the intersectional perspectives and experiences of women who play wheelchair rugby. This study expands knowledge of women in disability sports in general and contributes new knowledge about the experiences of female tokens in male-dominated sports.

To understand the perspectives and experiences of these token women, I conducted semi-structured, in-depth interviews with 20 female wheelchair rugby players located in Canada and the United States, informal interviews with members of the wheelchair rugby community, and observed in the field for a year. This paper specifically takes up how strategies women utilize to navigate the culture of hypermasculinity. Additionally, I explore the compounding effects of gender, race, and sexuality and their implications on inclusivity, fairness and player retention.

#BlackGirlMagic: Examining the Role of Community Othermothering for Black Sportswomen in the United States

F. Michelle Richardson, Alabama A&M University

Akilah R. Carter-Francique, Prairie View A&M University

The purpose of this paper presentation is to illuminate the significance of community othermothering and how it benefits Black sportswomen today. Through this presentation we will provide a historical overview of Black sportswomen to include participants, coaches, and administrators experiential endeavors. Employing a Black feminist standpoint we explicate how the notion of “collective uplift” empowers and motivates Black sportswomen activist efforts. Hence, despite the rising visibility and the 2016 emergence of #BlackGirlMagic for Black women's athletic endeavors, Black women in sports continue to face the obstacles based on their race, gender, and social class. Thus, this presentation was designed to provide strategies rooted in Black feminism to combat “Sport Matters” of marginalization.

Patrolling Fairness: The IOC's Shifting Paradigms of Control Over Anti-Doping and Sex Testing

Ian Ritchie, Brock University

The impact of the International Olympic Committee (IOC) on anti-doping and sex testing policies is unquestioned. However, the paradigms of control – discourses that have sought control over sex and dope – have shifted over time. Utilizing archival material, interviews, policy documents and secondary sources, this paper traces major shifts since the 1960s in terms of how the IOC attempted to control the use of performance-enhancing substances and gender ‘ambiguity’. Original top-level decisions made by the IOC were very much premised on members’ conservative world views, the defense of amateurism, and the protection of traditional notions of sex and sexuality. However, during the 1970s and 1980s medical and scientific authorities led doping and sex control towards a regime in which technocrats ruled behind the scenes, largely out of the view of the public. With the formation of the World Anti-Doping Agency in 1999, increasingly legal measures were utilized to control doping; however, sex control moved in to a state of socio-legal flux. A central point of this paper is to demonstrate that, while the IOC has for over half a century attempted to control doping and sex ambiguity, there have always been crucial sites of resistance to that control.

The Examination of Interscholastic Sport Rules Regarding Transgender Student-Athlete Participation

Cheryl Rode, Niagara University

Dana Massengale, University of Missouri

The state of Washington was the first to create regulations for the participation of transgender students within interscholastic sport (Buzuvis, 2011). Sport organizations have been slow to enact specific regulation in regards to transgender athlete participation in sport, especially when it comes to participating with their identified gender versus biological gender (Jones, Arcelus, Bourman & Haycraft, 2017). According to a report on the Human Rights Campaign (2017) website, just 15 states have adopted eligibility rules that allow transgender students to participate in sports. Recent cases (i.e., high track athlete in Alaska and high school wrestler in Texas) have brought to light the absence of national policy in interscholastic sport regarding transgender or transitioning student athletes. The decision to allow transgender students to compete in sport in accordance with their gender identity is currently being debated by state associations. Concerns surrounding athletic advantage may potentially bring sex testing or restrictions on transgender competitors. The purpose of this presentation is to examine current state association policies, potential changes, and the effect it could have on transgender athletes. Specific current cases and social reactions will be discussed.

Reinforcing the Divide: Understanding the Strategic Planning Process Within a Local Sport Council

Kristin Rogalsky, University of Waterloo

Katie Misener, University of Waterloo

Local sports councils (LSCs) act as information conduits of both sport-related and policy initiatives within their communities while also acting as a collective voice for sport clubs and as a vehicle for community sport development (Misener, Harman, & Doherty, 2013). The purpose of this presentation is to explore the strategic planning process of one local sports council in Ontario, Canada and the role that strategy may play in reinforcing or dismantling established systems and procedures which are embedded in the governance of

local sport. Against the backdrop of Misener et al.'s (2013) framework of the local sports council as a mechanism for community sport development, the presentation will outline key findings drawn from active-member participant observation of planning meetings (Adler & Adler, 1987), as well as 15 semi-structured interviews with sport council board members and presidents of member clubs. Preliminary findings suggest that the strategic planning process, while designed to increase the LSC's ability to contribute to community sport development, reinforces stakeholder self-interest and the disconnect between member organizations and the council itself, thus serving to enhance perceptions of organizational instability. Implications for change in the practice of strategic planning will be discussed.

Working Out Their Future: The NFL's Play 60 Campaign and The Production of Adolescent Fans

Adam Rugg, Fairfield University

In October of 2007, the NFL launched its "Play 60" campaign which aimed to fight childhood obesity by helping kids increase their physical activity and establish healthy diets and habits. The campaign is highlighted in NFL games and marketing beginning at Thanksgiving and runs through the month of December. Play 60 operates as a year round program with large investments in school curriculums and operations, public constructions of health and diet, and governmental recommendations and policies. The success of these investments has made the Play 60 initiative and its adjoining alliances a significant influence in shaping public, governmental, and institutional discourses on youth health, exercise, and nutrition and reflect the increasing privatization of physical education and wellness programs in American schools. This paper argues that alongside the program's broader goals of encouraging physical activity and healthier eating of any kind lies an problematic program of equating football with health, producing familiarity with the labor and verbiage of football, and advocating for the role of athletes (and the leagues they are a part of) in influencing youth ideas regarding nutrition and health.

Advancing a Political Economy of Sport, Medicine and Health

Parissa Safai, York University

Scholarship on the interconnections between sport, medicine and health has steadily grown in the sociology of sport and physical cultural studies in the past few decades such that there is now a (somewhat) defined body of knowledge on the interconnections between sport, medicine and health. This paper has two aims, the first of which is to offer a stocktaking of the range of research done by social scientists from all across the world who have turned their attention towards such issues as: the tolerance of pain/injury; the gendered and gendering dimensions of sport injury; the sociology of sports medicine; sport, drugs and health; and sport and mental health. Such a list is far from exhaustive and already demonstrates that research on the complex synergies and tensions between sport, medicine and health is robust and strengthening. Yet there remain notable gaps in this body of knowledge and thus the second aim of this paper is to identify areas that warrant further attention and deepened theoretical and empirical development. One such area that will be highlighted in this paper is the feminist political economy of health and care in sport.

Heroines & Queens: Postfeminist Paradoxes and Cultural Difference in Media Representations of African-American Muslim Sportswomen at the Rio Olympics

Sumaya Samie, Independent Scholar

Kim Toffoletti, Deakin University

Representing Team USA at the Rio 2016 Olympics were 558 American athletes (264 men and 294 women). Amongst this diverse team were two Muslim sportswomen: sabre fencer, Ibtihaj Muhammad and track and field athlete specializing in the 400-meter hurdles, Dalilah Muhammad. Both women's journey to the Olympics and their participation and performance at Rio was remarkable. Ibtihaj won a Bronze medal in the team sabre event meanwhile Dalilah won Gold, becoming the first ever American to win Olympic gold in this event. Both women are African-American Muslims, but while Ibtihaj competed with hijab, Dalilah competed in a pair of shorts. Occurring at the same time as the Rio Olympics was a US Presidential campaign that was notable for stirring heated public debate about cultural difference, citizenship, belonging and migration to the USA. The tenor of these debates, spearheaded by Republican candidate (and subsequent President) Donald Trump, was one of promoting fear and hostility towards minority groups, particularly Muslims in the US. This qualitative analysis of mediated discourses produced in and by US media throughout the month of August 2016 seeks to unpack how postfeminist sentiments were mobilized to depict both women's identities and success. Our findings suggest that whilst both women were positively framed in and through a range of 'individual willpower' and 'empowerment' discourses, media articulations of their individualized femininity and feminist politics also further consolidated a range of established myths both about the Muslim female subject, and the superiority of highly westernized forms of femininity.

#BodyIssue on Instagram: Female Athletes and What Women Are Saying

Sara Santarossa, University of Windsor

Erin Dufour, University of Windsor

Craig C. Greenham, University of Windsor

Fallon Mitchell, University of Windsor

Matthew Varga, University of Windsor

Sarah J. Woodruff, University of Windsor

Media influences/constructs how women's sport and female athletes are viewed. Advancement in media technologies, has led to increased popularity in social media, including Instagram which has gained interest among athletes (Lunden, 2014). ESPN releases ESPN: The Magazine's Body Issue annually and with the popularity of social media, featured athletes are able to reach a larger audience. A mixed methods approach was utilized for this study, with specific focus on the featured female athletes (N=9). A text and network analysis for posts tagged with #BodyIssue was conducted using Netlytic (Gruzd, 2016), which revealed that most of the conversation revolves around 'good feelings' and 'appearance' related words. To further explore the online conversation, an in-depth comment analysis was conducted on the Body Issue images that the athlete shared on their personal Instagram. Guided by the Theory of Social Comparison, comments left by females on the photographs (N=1230) were examined. Results suggested that aside from some comparison to the physical body, the online female audience felt a sense of idolization and empowerment toward the female athletes. This presentation will highlight the evolving world of media studies and the advancement of the sociology of sport through digital

interaction of athletes and their online audience.

Uneven Development: The Politics of the Edmonton Arena Community Benefits Agreement

Jay Scherer, University of Alberta

Judy Davidson, University of Alberta

Rylan Kafara, University of Alberta

In the fall of 2016, a controversial \$CAD 613.7 million, publicly-funded arena and entertainment district opened in downtown Edmonton, Alberta, Canada, to house the National Hockey League's (NHL) Edmonton Oilers (Scherer, 2016). As per the terms of the master agreement between the City of Edmonton and the Oilers, the NHL franchise will operate the city-owned arena and will accumulate all revenue from the facility for the next 35-years. However, the master agreement also specified the terms of a Community Benefits Agreement (CBA) between the Edmonton Oilers and the City of Edmonton. Over the past two decades, CBAs have become standard elements of North American sport-related urban developments, especially as community groups have aspired to mitigate the uneven impacts of gentrification, as well as staking their own claims in the development of their neighbourhoods (deMause & Cagan, 2008; Janssen-Jensen & van der Veen, 2017; Saito & Truong, 2015). In this presentation, we provide an analysis of the Edmonton arena CBA, and the types of social and economic commitments that have been made by the Edmonton Oilers to residents of the downtown core – the poorest area of the city that is home to a significant homeless population, as well as innumerable social service agencies. Our analysis is drawn from municipal policy documents and interviews with stakeholders who were involved in the development of the CBA and the establishment of a Community Advisory Committee, whose membership included representatives from social services agencies, inner city community leagues, and organized labour amongst others.

Media Representations of Ronda Rousey and Her Fall from Grace

Jordan E. Schmidt, San Jose State University

Ted M. Butryn, San Jose State University

While numerous studies have examined media portrayals of female athletes (Cooky, Messner, & Hextrum, 2013; Fink, Kane, & LaVoi, 2014), fewer scholars have investigated how the media frames narratives surrounding rapidly deteriorating performance levels, career termination, and how they relate to athletic and gender identity. Therefore, the purpose of this study was to critically examine the media representations of UFC fighter Ronda Rousey's unprecedented and dramatic losing streak. Methodologically, this study draws from previous work in sport sociology and cultural sport psychology on how the media help frame discourses around gender and identity in elite sport (McGannon, 2013; McGannon & McMahon, 2016). Analysis of three mainstream and three MMA online sources (n = 76 articles) yielded four major interconnected themes, including: retirement, career outside the UFC, psychological state, and pioneer, trailblazer, and feminist hero. Results of this study have implications for understanding narratives of elite female athletes, especially as they relate to identity and retirement. The results also demonstrate that female athletes, even in violent combat sports, who receive coverage while at their peak may still face gendered criticism as their career declines. Finally, further work is needed on how fans consume what amount to media-constructed pop-psychological "diagnoses" of high-level

athletes.

Creating Hope Through Social Methodologies and Mixed-Soccer Programs in Brazil

Fernando Segura Millan Trejo, CIDE (Mexico) and UFG (Brazil)

In harmony with the 2017 NASSS Congress, sport is both matter and sports matters, this proposal seeks to present field-work research carried with a network of NGOs using methodologies, as the football-3-halves, for social development. Within the legacy of the 2014 World Cup, the program Football for Hope granted support to several initiatives in contexts of urban marginality. Some of these had 20 years of existence. The author had access to one project in Rio de Janeiro between 2013 and 2015 and could interview 20 participants, plus the staff (N:6). Then, the festivals of Football for Hope 2014 and Sport dans la Ville 2016 complemented the analysis and interviews about the 3-halves-methodology, where mixed-teams create rules, play and evaluate scores. Since 2017, the research was extended to a program in Ribeirão Preto. The impact shows new identities projection, in Goffman's terms, which can be translated into hope for participants: motivation about their future in contexts of lack leisure facilities and lack of opportunities. Interviews also stress the creation of social capital. However, the challenges rely on training the teachers to apply social methodologies as a priority and allowing social assistants to participate. Institutional fragility appears as the weakness of these programs.

Analysis of Canadian Media Coverage of Newcomer Youth and Sport

Erin Sharpe, Brock University

Brittney Patton, Brock University

As 'newcomer youth' become a more prominent population of focus for development-oriented sport programs, we examined how newcomer youth subjectivity, sport, and Canadian citizenship are constructed through media reports of these programs. Through a search of six prominent Canadian newspapers (Globe & Mail, Toronto Sun, Ottawa Citizen, Vancouver Sun, Calgary Herald, Winnipeg Free Press) from 2010-2017, we identified and discursively analyzed 95 distinct news stories about newcomer youth and sport. Our findings indicated that although the reporting of sports programs for newcomer youth are often couched in terms of a respect for multiculturalism, newspaper reports of sports programs for newcomers represented newcomer youth in problematic ways. Perhaps unsurprisingly, our analysis revealed that media coverage constructed 'newcomer youth' as a culturally and racially distinct 'other' in relation to an assumed mainstream 'white Canadian' identity. In media coverage of sports programs, sport was framed as a context for transforming newcomer youth subjectivities from potential drains on the economy or sources of ideologically-driven violence, into productive, peaceful, and compliant citizen-consumers. Ultimately, our analysis reveals that media reporting of newcomer youth in sport reify notions of Canadian citizenship as a cultural rather than political status, which has implications for a politics of belonging.

"Russians Can't Be Trusted," and Other Myths That Sustain Canadian Hockey Culture

Tyler Shipley, Humber College Institute of Technology and Advanced Learning

For an institution that is supposed to be at the heart of what Canada means, Canadian hockey culture can be remarkably fragile. In particular, the possibility that any other nation might produce equally dominant players poses what often feels like an existential threat to the figureheads of the Canadian hockey world. This has become increasingly evident in the discourse surrounding Russian-born players in the NHL, and reflects not just the insecurity of the Canadian hockey ego but also the increased tension between the leadership of the two countries. This is manifest in myriad ways, and my paper will select a few key examples to illustrate the dynamic. The dynastic Pittsburgh Penguins feature two generational stars in Sidney Crosby and Evgeni Malkin, and yet one is lauded beyond measure and the other is regarded with suspicion, even when the latter leads the entire NHL in playoff points (as he did this year, though Sidney Crosby was given the MVP award.) A less auspicious case involves the decision of Vancouver Canucks prospect Nikita Tryamkin to return to Russia to play in the KHL, a move that was met with shrill cries of "you can't trust Russians" and actually reinforced a semi-formal policy within the club to avoid Russian players. This paper will explore these problems, arguing that this discourse "matters," given the ideological power that hockey culture possesses, and the very real geopolitical confrontation brewing between Canada and Russia.

Using Social Cognitive Career Theory to Examine the Career Development of Assistant Collegiate Swimming Coaches

Jessica Siegele, University of Tennessee

Natalie Welch, University of Tennessee

Robin Hardin, University of Tennessee

There is a lack of research on collegiate assistant coaches but play a vital role in all aspects of the operation and success of a collegiate athletic program. This study sought to specifically explore the experiences of assistant swimming coaches in NCAA Division I as it relates to career development and progression. Swimming was chosen as the sport of interest because of the unique environment where both men and women train alongside one another and coaching staffs are generally responsible for coaching both men's and women's teams. This environment allows for the analysis of experiences across genders.

A qualitative research design was utilized to understand the experiences of assistant coaches in their career progression. Thematic analysis was used to analyze the data through the theoretical framework of Social Cognitive Career Theory (SCCT). SCCT analyzes career development through both social factors and the agency of the individual. Data analysis revealed similar experiences between male and female coaches regarding interest in career development and career choice, however notable gender differences existed in defining what was considered career success. These findings provide possible insights into why there is an underrepresentation of women coaching at the collegiate level.

The Turf War: Private Adult Recreation in Patterson Park

Tyler Sigmon, Towson University

In 1998, Mike Cray, formerly a contractor, founded the Baltimore Sport & Social Club (BSSC) as a private for-profit adult sport league with the tagline "For people who enjoy sports...but LOVE to socialize." Cray focused on hosting his contests in Patterson Park, which he saw as under-utilized and within walking distance from a number of local pubs,

many of which would eventually become league sponsors. For over a decade, BSSC continued to gain popularity amongst Baltimore's predominately white young professionals and was able to operate with very little competition. As a result of the success, BSSC continued to add more sports, which led to more space in Patterson Park being permitted to BSSC, thus limiting the space in the park for citizens not participating in BSSC events. Not surprisingly, BSSC eventually faced competition from other sports leagues. These competitors (most notably Baltimore Social), began to acquire permits for fields and cut into BSSC's private adult recreation market share. Recently, BSSC filed a federal lawsuit against Baltimore Social claiming the competitor illegally infringed upon the BSSC's brand. Accordingly, Baltimore Social filed a countersuit claiming BSSC, and Mike Cray most specifically, had defamed Baltimore Social by calling them an "imposter" league. This presentation will examine the history of private for-profit adult recreation in Patterson Park with a major focus on BSSC. Hopefully, this presentation will address issues related to accessibility of recreation in Patterson Park and will also examine the benefits and drawbacks in the relationship between BSSC and the Baltimore City Department of Recreation and Parks.

Tolerating Deviance in Football Families

Deana Simonetto, Wilfrid Laurier University

The literature on athletes' wives consistently shows that these women learn to follow informal rules and norms set by the team's subculture or official rules by the team's organization (Ortiz 1997; 2011; Thompson 1999). Drawing on ethnographic research, including in-depth interviews with football wives from the Canadian Football League (CFL), I explain the informal rules football wives adhere to, which allow behaviour that may typically be called into question as deviant and unacceptable to become tolerated and accepted as "normal" in football families. Applying Stebbins' (1996) theory of tolerable deviance, I argue the family is an arena of tolerance (Fogel 2013), which collectively reaffirms and normalizes definitions of acceptable deviance in Canadian football. Football wives use the term "man code" in describing the informal rules they become accustomed to following. In adhering to the "man code," I illustrate the silence demanded of football wives to conceal affairs and infidelities, serious injuries, and unacceptable behaviour of their husband and teammates. I conclude the paper by describing the consequences these women face in upholding these rules, and the role family plays in reaffirming definitions of tolerated deviance.

From "Getting your Bell Rung" to Experiencing a Concussion: Making Sense of Head injuries

Deana Simonetto, Wilfrid Laurier University

Concussions have emerged as a significant social problem in sports over the past decade. Many former players and their families have been struggling to make sense out of the sudden increase of information that has emerged on head injuries. The growing number of athletes' diagnosed postmortem with C.T.E has sparked a rise in head trauma research across multiple disciplines ranging from various issues concerning concussion in sport. There is an emerging body of research that has explored the lived experiences of suffering from concussions (Caron et al. 2013; Moreau, Langdon and Buckley 2014; Young, White, and McTeer 1994). Drawing on in-depth interviews with both current and former players,

coaches, and spouses from the Canadian Football League (CFL), this paper extends this work and focuses on how the meanings around concussions are changing for football players and their families as they struggle with emerging new information. The analysis examines the ways former players are reconstructing past injuries and redefining their aging process to account for their concussions. I highlight how these processes are fear invoking, and many players and their families are worried about their futures. I conclude by suggesting key areas for further investigation.

Illuminations of an ‘Endarkened’ Feminist Epistemology: Highlighted Contributions to Sport Research

Elena Simpkins, University of Michigan

Ketra L. Armstrong, University of Michigan

This presentation is based on Dillard’s (2000) the concept of ‘endarkened’ feminist epistemology. This term, as coined by Dillard, refers to the construction of reality that is: (a) based in the historical roots of Black Feminist Thought, (b) born at the socially and culturally constructed intersections of the politics of race, gender, and other identities, and (c) embedded in the context of Black women’s oppression and resistance. It is centered on the premise of research as ‘responsibility,’ it endorses narrative research as cultural ideology, and it embraces research as an intellectual and spiritual pursuit of purpose. In so doing, it celebrates culturally indigenous ways of knowing and researching. This presentation will critique the premises of ‘endarkened’ feminist epistemology, and discuss its contributions to sport research in general (regarding eliminating race and gender inequalities in sport), and to emancipatory research seeking to improve the opportunities and experiences of Black women in particular.

Middle-aged and Older Women Road Cyclists: Exploring Embodied Experiences

Karen Sirna, Douglas College

Recreational road cycling has recently risen in popularity, particularly among middle-aged and older adults (G.D., 2013; Moore, 2012). This paper presents initial findings from a research project exploring the embodied experiences of aging women road cycling enthusiasts with the sport. This study extends previous research indicating gender-related differences drawing this aging demographic to road cycling (Sirna, 2016). New materialist feminism (Frost, 2011; Thorpe, 2014; Warin, 2015) is used to consider both the women’s social and material body experiences.

This study spanned Canadian cities of Vancouver, BC & Ottawa, ON. Semi-structured interviews were conducted with 34 women over forty, who identified as road cycling enthusiasts. Many were club organizers, ride leaders, bike storeowners and related health professionals. In addition, participant observation alongside content analysis of cycling club and event websites offered context for deeper understanding.

Emergent themes of transforming bodies and healthy communities will be discussed as constituted and constituting, in relation to social and material dynamics of physical activity, aging, and gender. In addition to offering a platform to express women’s experiences, using new materialist feminism acknowledges women’s resistance to dominant cultural norms and reveals their agency in shaping recreational road cycling culture, policies, and practices.

Can Specialization Be Beneficial? NCAA Position Specialists' Contributions

Allison Smith, Virginia Commonwealth University
Robin Hardin, University of Tennessee

It has been documented that specialization is a growing trend in youth sport (Côté, Lidor, & Hackfort, 2009; Coakley 2010). Many parents and coaches believe early specialization leads to elite adult sport success, but there is little research to support this claim (Gould, 2010). Particularly, sport specialization and early specialization are in direct conflict with diversity in motor skills, development, and athleticism that many coaches and professional athletes feel are keys to elite athletic achievement (Smith, 2015). Research has warned against specialization due to: burnout, dropout, pressure, injury, and an over-identification with being an athlete (Côté, Baker, & Abernethy, 2007; Gould & Whitley, 2009). A qualitative research design was implemented to gain knowledge on the experiences of 22 NCAA DI, II, and III position specialists (pitchers, kickers, punters, and goalies). The interviews revealed that specialization in a position during youth sport was seen as beneficial to athletic scholarship and success. Although benefits were found, negatives also were present. The participants discussed intense early commitment to training, missed social opportunities and isolation, and continued isolation as a specialist in collegiate sport. These findings could expand specialization to include positions and demonstrate possible benefits that have not been highlighted in current literature.

Harvesting Multiculturalism

Robyn Smith, University of Toronto

Multiculturalism is a policy aimed at ensuring ethnic differences are recognized within laws and a philosophy that liberal democracies should be a cultural mosaic, whereby immigrants are free to preserve their home culture (Bradley, 2013). Despite many European countries retreating from multiculturalism policies, public support in Canada is still strong today (Institute for Research and Public Policy, 2007). Leisure has been positioned as a space to integrate immigrants into the host society through the development of social and cultural capital (Taylor & Toohey, 1998); however, similar to settlement programming, constructions of multiculturalism and integration can be closely aligned to those of assimilation (Hansen, 2009). This project utilizes interviews and participant observation to explore a multicultural inter-generational community gardening program in Toronto where participants are divided by ethnocultural background. This paper will provide an overview of multiculturalism and sport policy in Canada, investigate the intersections of assimilation and multiculturalism in recreation, and explore how participants experience the program and navigate everyday multiculturalism.

What is an Athlete? Toward a Generic Capacity for Gesture-Thinking

Sean Smith, Department of Biological Flow

Jock Cousteaux, OCAD University Athletic Department

In 'What is Philosophy?', Gilles Deleuze and Félix Guattari offer their concept of 'geophilosophy', which suggests a model with three distinct types of thinker: philosopher, artist, and scientist, each of whom produces a unique form of thought---concept, affect/percept, and functive, respectfully. Practise-based physical culture and theory might notice an ambiguous relationship within the geophilosophical model to the notion of body, bodies or bodying. Our presentation hopes to explore this aporia by presenting a fourth

generic figure---the athlete---who at once makes an etymological break from the athlon/contest/prize of sport to become one with a generic capacity for inventing creative gestural-thought forms uniting---and yet distinct from---art, philosophy and science: the athlete as thinker.

Assist or Interference? The Value of Hockey in a Cross-Cultural Canadian Context

Tavis Smith, University of Toronto

In the Canadian context, hockey provides a compelling departure point for examinations of (de)colonization, reconciliation, and ostensible development practices. In order to advance the dialogue around hockey's role in Canadian culture and cultural relations, a case study of an Ontario-based project, Hope through Hockey, is presented in the research. This program is examined from its loosely organized beginnings through to its current conceptualization as a relationship-builder between two communities – one remote First Nation, one suburban community in the Greater Toronto Area. Program stakeholder perceptions are considered through a social capital, relationship-building framework. The analysis identifies the general conditions and program-specific mechanisms that contribute to the relationship-building function of the program. The findings are expanded to consider the intrinsic and instrumental value(s) of hockey from a cross-cultural, relational perspective. The political, ethical, and cultural implications of both case and context are identified and suggested as departure points for future examinations of hockey in Canada.

Sporting the Sacred: The Significance of Liturgical Language in the Study of Sport.

Zachary Smith, University of Tennessee

Both Christian and “secular” scholars have employed liturgical language in their attempts to theorize sport. While these proposals are varied, they all rely on the explicitly religious language of liturgy to communicate something significant about sport and its ethos. This paper critically reviews work on sport and liturgy in order to tease out the significance of such liturgical language and its appropriateness for the study of sport. Comparing the use of liturgical language in these two distinct literatures, it will be argued that both theological and social scientific uses of liturgical language belie common assumptions about a sui generis “ethos” or “essence” of sport. The paper then proposes James K.A. Smith’s concept of “cultural liturgy” as a way of recognizing the significance of the liturgical frame for studying sport while also serving as a useful construct for the social scientific study of sport. By interrogating a common academic discourse in the field of sport and religion, this paper calls into question how academic analysis of sport constructs its object of study. However, it also seeks to move beyond critique by offering the frame of cultural liturgy as a way to study sport as a technology of subjectification.

“We’re Not Going to Lose to a Bunch of Queers!” Sexual Diversity Within Young Male Sporting Cultures in the Netherlands.

Froukje Smits, Utrecht University of Applied Sciences

Annelies Knoppers, Utrecht University

Agnes Elling, Mulier Institute

Recent research (e.g. Anderson, 2011) indicates that homophobia is decreasing in traditional male team sports such as football/soccer, and that acceptance of sexual diversity in sport is

growing. However, research (Pulles & Visser, 2017) into the acceptance of expressions of sexuality in the Netherlands shows that male teenagers who participate in sports are less tolerant of these expressions than older participants. We used ethnographic research to investigate how male participants, ranging in age from 15 to 25 in team sports, experienced and understood expressions of homonegativity and heteronormativity. The results show that these team sports can no longer be characterised as primarily homophobic. The visible presence of sexual diversity in these teams had not been normalized, however, and acceptance was often fragile and conditional. Although dominant forms of interactions were not explicitly homonegative, they were often hetero- and gender-normative. We draw on new materialist perspectives to understand our findings, seeing sexuality “as an assemblage of bodies, things, ideas and social institutions” (Fox & Bale, 2017, p. 1).

Chinese Women and Sport: An Analysis on How Gender and Class Affect their Attitudes towards Sport Participation

Wei Song, The University of Nottingham

This study investigates the societal forces that shape and determine the attitudes and choices Chinese women have made and continue to make in regard to non-elite sport. It argues that the constructs of gender and class are so deeply ingrained within Chinese society that a new analysis is essential to understanding how this sample group of women confronted the issue of sport and how gender and class narratives determined their participation in it. By examining this particular facet of sport in their lives, this study aims to show that their decision making processes are the consequences of gender and class discourses. A theoretical framework that utilizes the concepts of Michel Foucault, Pierre Bourdieu and Raewyn Connell are of significant use in explaining how gender and class affect the women cited in this study. Ten life-history interviews and one auto-ethnography were employed in this investigation in order to uncover more detailed and qualitative insights as to how gender and class are discursively defined and how women conform or negotiate these discourses about gender and class.

Comparing Socio-Cultural Impacts of Policies in European Professional Basketball Leagues

Katja Sonkeng, University of Georgia

Jepkorir Rose Chepyator-Thomson, University of Georgia

Amid the visible rise of xenophobia, racism and sexism worldwide, it is more important than ever to remember Nelson Mandela’s words, “Sport has the power to change the world...It is more powerful than governments in breaking down racial barriers” (Mandela, 2000). Given this assertion, there has been a growing interdisciplinary effort to investigate the notion of sport and physical exercise as a potential vehicle for social change. However, despite the undoubtedly increasing interest from scholars and government entities alike, the majority of research appears to focus rather on external factors such as stadium attendance and TV ratings than internal aspects such as sports policies or sports migration. The purpose of the present study was to extend the current discourse by offering a comparison of policies applied in European professional basketball leagues to shed light on the foreign athletes’ role and social-cultural impacts on their respective local communities. Using a document analysis with data deriving from web sites, journal articles, newspapers and personal accounts, the findings of this study will reveal the significant effects of sports

migration in different global and cultural arrangements, indicating its potential power to counter negative trends while increasing positive ethnic and racial relations and economic development.

Writing About “Cool”: How Lifestyle Journalists Explain NBA Fashion

Lequez Spearman, St. John's University

The National Basketball Association (NBA), now flush with lucrative television contracts from its broadcast partners and an owner-friendly collective bargaining agreement, is as popular as ever (Edwards, 2017). Besides athleticism only found in a small number of humans and basketball plays that can only be made by the best players in the NBA, what also keeps fans engaged are the outfits worn by, among others, Russell Westbrook, James Harden and LeBron James (Vitti, 2017). Using what Bourdieu (1984) termed cultural intermediary as a conceptual framework, this qualitative interview-based study will examine how 12 lifestyle journalists write about Black dandies in the NBA. According to Bourdieu (1984), cultural intermediaries, including, among others, salespeople, advertising executives and designers, are involved in the presentation and representation of cultural and symbolic goods and services. Cultural intermediaries serve as the link between production and consumption, giving the end consumer access to legitimate culture and in this case, the Black celebrity (Negus, 2002). As lifestyle writers, these participants educate their readers on the latest in bespoke wear, haute couture clothing and sartorial etiquette. Final results will be discussed at the conference.

Where Do You Feel It? UnRaveling the Impact of a Social Good through Race, Rhetoric and Time

Jane M. Stangl, Smith College

Chrystal Bell, Independent Scholar

One minute and thirty-seven seconds into a tournament basketball game, the 6th player on the team I coached was pulled from play after she'd been called for a third foul. In response to the third whistle, this coach went ballistic, and reamed the referees for their very quick, and perceived as targeted calls. Twenty years after the event, we—player and coach—rehash(ed) that experience; what it was like for me as coach, and what it was like for her as a player—the only African-American player on the court and probably in the gym. This piece reflects on that moment in time—touching on anger, frustration, embarrassment, shame, grief and the work of reparations. An effort to act in defense lead to places neither of us could recognize—a high price for one minute and thirty-seven seconds of a ballgame. This somatic podcast works to interrogate that event.

Has Gender Bias Come of Age in College Sport Workplaces?

Ellen Stauromsky, Drexel University

Gone are the days when women are missing from the ranks of decision makers in the highest echelons of the college sport industry. Four women serve as directors of athletics within Power Five programs, including Sandy Barbour (Penn State) and Heather Lyke (University of Pittsburgh), Debbie Yow (NC State) and Jennifer Cohen (University of Washington). The hiring of these women has occurred at a time when highly accomplished senior women coaches and administrators dismissed by their institutions have won multi-

million dollar settlements in Title IX and Title VII lawsuits (*Burns v. San Diego State*, 2016; *Meyer v. University of Iowa*, 2017; *Griesbaum v. University of Iowa*, 2017). These cases, along with the pending case of *Shannon Miller v. the University of Minnesota-Duluth*, will be examined through the lens of what Robin Ely described as second-generation bias, where working women experience “a million micro interactions, cultural assumptions, and historic ways of doing business that still carry the imprint of our history and gender hierarchy” (as quoted in Bass, 2016). The question of whether the college sport workplace has ever gotten past first-generation bias, characterized by outright and overt discrimination, will be explored within a broader historical context.

Examining NCAA Rules and Infractions Decisions Through the Lens of the “Lock-In” Model of Racism

Ellen Stauromsky, Drexel University

There is a general perception that the NCAA Division I rules structure and infractions process are race neutral and that the impact of rules and penalties is shared equally across all constituencies. But what if that is not the case? There are only two sports sponsored by the NCAA – football and men’s basketball - that field teams with the majority of athletes being men of color. Between 1953 and 2014, just under 83% of the 554 NCAA Division I infractions cases involved football and men’s basketball with African Americans comprising 43% and 55% of those teams respectively. Using Arnold’s “locked-in model of racial inequality”, this project seeks to do two things: revisit the legislative history of NCAA rules that affect player movement (recruitment, transfer) and compensation (cost of attendance, denial of performance awards that are available to other college athletes in the Olympic sports) and review major infractions cases decided by the NCAA between 1954 and 2014. The question- whether the NCAA rules structure and infractions process replicate power dynamics that create an economic advantage for white decision makers and a disparate impact on African American football and men’s basketball players.

Visualizing Sporting Data: Beyond Biometrics

Jennifer Sterling, University of Iowa

The advent and integration of measurement in sport and studies of it has long been of interest to sport studies scholars. Its “technological turn” and popular proliferation, however, has brought renewed and interdisciplinary focus to the increasing role of metrics and biometrics in measuring and predicting human performance. In particular, the widespread use of biometric-focused devices such as Wii Fit and FitBit has garnered academic attention across a number of sport-related disciplines, and new analytic technologies such as SportVU are attracting scholarship from comparative literature to computing. However, an understudied aspect of the digitization of sporting data remains the process of its visualization. Rather than decoupling it from data’s binary processing, the translation from numeric to visual, representational, and meaningful is often unproblematically conflated. Drawing upon science and technology studies research on mechanical visualization processes such as MRI and PET scans, I will discuss tools and technologies at work in displaying sporting data in an effort to highlight visualization as a distinct and significant process and practice.

Finding Sport and Constructing Identity in Baltimore: Young Urban Professionals,

Physical Culture, and the Neoliberal City

Eric Stone, University of Maryland, College Park

Within the contemporary de-industrialized city, several theorists have examined and pointed to a burgeoning group of young urban professionals involved in processes of re-urbanization and gentrification (Brooks, 2000; Florida, 2012; Harvey, 1992; Harvey, 2001; Hill, 2015; Levine, 2000; Maly and Varis, 2016; McRobbie, 2015; Perry, 2009; Scott, 2017). It is clear that current research on these urbanites who are transforming the "renaissance" city has not thoroughly examined the dynamic experiences and understandings of these young urban professionals in their own words as they and their identities, collectivities, and practices construct and are constructed within and through this geographic, political, social, and (physical) cultural space (Levine, 2000; Maly and Varis, 2016; Miles, 2016). This research project aims to engage with how young urban professionals perceive and transform space, and the city itself, through engagement with physical culture/activity, and how these perceptions, understandings, transformations and constructions align with or resist the goals of the revitalization projects of city officials and the neoliberal city. Through ethnographic field methods and interviews, the project will give voice to these young urban professionals and their identities, collectivities, and experiences to better make sense of where this dynamic group fits within the larger space of the contemporary de-industrialized neoliberal city.

The Physiology of Fairness: Examining Factors That Constrain Trans Athletes Participation in Sports

Nicholas Stoyan, Niagara University

Patricia Millar, University of Windsor

Throughout American history, there have been instances where sport serves as a marker for celebration, inclusion and overcoming adversity. Sport offers an outlet for competition at the local, national and international levels and a medium to elevate the athletic achievement of select privileged individuals. However, sport has struggled to find a place for athletes who do not meet traditional ideals of body type, gender, and masculinity/femininity. This presentation will discuss the multitude of factors and policies that restrict and discourage trans athletes from participating in sport, including nationalism and the discourse of fairness, and that each of these factors centers on the regulation of trans athletes' bodies by heteronormative gender standards. Additionally, this presentation will discuss potential changes at the social, cultural, and educational levels that might contribute to trans athlete policy. Given the national attention garnered by such discriminatory policies as the recently repealed HB2 legislation in North Carolina, there is much debate regarding the place trans athletes have in competitive sport participation. By critically analyzing such trans issues as birth certificate assigned gender and collegiate and national (state level) policies regarding trans athletes participation in sports, we can begin to understand how trans athletes bodies are regulated and are ruled upon by people who operate in positions of traditional, heteronormative privilege.

Using Sport to Connect Students in a Virtual Cross-Cultural Classroom

Terese Stratta, Assistant Professor

Given the global significance of sport, one can begin a cross-cultural dialogue by examining the shared experiences of sport. The purpose of this presentation is to describe how the sharing of a Sociology of Sport curriculum served as a basis for learning about another culture in a Global Exchange Program. During the Spring 2016 semester, Sport Management students at Clarke University in Dubuque, Iowa shared a virtual classroom with students pursuing a variety of majors at Mount Kenya University in Thika, Kenya. Given the diverse backgrounds of students, sport was used as a focal point to explore cross-cultural perceptions and experiences. To enhance further cross-cultural learning opportunities, students from both universities were partnered so that they could exchange emails. In addition, students were required to read a specified newspaper from the partner nation: Iowa students read the Daily Nation, a popular Kenyan newspaper, while Kenyan students read USA Today. Students at Clarke University submitted weekly journals, and a reflective analysis of their experiences following completion of the course. While multiple topics were suggested for personal conversations, analysis of assignments revealed that Clarke students did, in fact, use sport as a point of connection to learn about the larger Kenyan culture.

Fans and Victim Blaming: Understanding Attitudes toward Victims and Perpetrators in Domestic Violence Cases Involving Athletes

Welch Suggs, University of Georgia

Kate Keib, Oglethorpe University

Sexual assault and domestic violence have become major issues for society and public policy, particularly in the specific realm of higher education. The controversy over violence against women has gained particular valence in sports. Athletes, coaches, and sports organizations have come under intense criticism for alleged cases of sexual assault from some members of the public, while fans defend their actions and turn their ire on survivors and accusers. Are fans more likely to believe "rape myths" when athletes are accused of rape and domestic violence? A survey of college students found a positive association between the intensity of self-identification as a sports fan and agreement with the values associated with blaming victims. Further, both sports fan identification and endorsement of "binding" civic values are significant predictors for seeing the victims of sexual violence as tainted or contaminated, as well as seeing survivors as being culpable for actions that led to sexual assault, such as consuming alcohol or inviting athletes into one's apartment. Fans--even female fans--appear to be more likely than non-fans to sympathize with athlete perpetrators rather than their victims.

Re-examing Decolonial Approaches to Sexuality Politics in Sport

Heather Sykes, University of Toronto

My presentation takes a critical, self-reflexive look at my journey with decolonial approaches to queer and sexuality politics in sport mega-events. I review my engagement with the following decolonial scholars—Walter Dignolo (2011) *The Darker Side of Modernity*; Eve Tuck and Wayne Yang (2012) *Decolonization is not a Metaphor*; Paul Amar (2013) *The Security Archipelago*. Dignolo's colonial matrix of power help me to analyze racist, anti-muslim and theologic logics underpinning recent forms of white sporting homonationalism at the Vancouver, Sochi and London Olympic games. Amar's analysis of sexuality and security across a south-south archipelago, from Cairo to Rio de

Janeiro, revealed the global flow of technologies in relation to local sexual politics. This is so close to how I see global sport mega-events operating and being contested. Tuck and Yang's warning that decolonization is not a metaphor for enabling settler futures critiques and pushes at the relevance and context of my presence and research in the academy. As an English-speaking queer settler in North America, my purpose is to expose how and when attempts to decolonize my research and epistemology resulted in more complicity and/or temporary solidarity.

Immigration and Physical Education: The Experiences of Young Iranian Women in the Canadian and Iranian PE Systems

Bahar Tajrobehkar, University of Toronto

In many western countries, cultural background is a significant determinant of the level and type of physical activity participation (Taylor & Doherty, 2005; Kukaswadia, Pickett & Janssen, 2014). In Canada, recent immigrants face greater constraints than other groups (Craig et al., 1999; Doherty & Taylor, 2010), and while visible minority students tend to fare better academically than their Canadian-born counterparts (The Daily, 2006), the opposite is true in physical education (PE) (Okamoto, Herda & Hartzog, 2013). Although there has been growth in scholarly literature about the physical activity participation of immigrants, the experiences of young immigrant women in Canadian PE remains underexplored. Specifically, there are no studies that examine the PE experiences of newcomers who immigrate from Muslim countries with a sex-segregated school policy to a western country where mixed schooling is the norm. Iranian immigrants are in such a predicament. Given the large number of Iranians who immigrate to Canada each year, there is a need for research. This presentation will discuss the findings from interviews with ten young Iranian women in Canada. Using a post-colonial feminist approach, I will examine the intersections of gender, ethnicity, religion and immigrant identity among these women vis-à-vis Canadian schools and PE.

Rising to the Top: DI Female Conference Commissioners Work/Life Integration

Elizabeth Taylor, Temple University

Jessica Siegele, University of Tennessee, Knoxville

Allison Smith, Virginia Commonwealth University

Robin Hardin, University of Tennessee, Knoxville

The underrepresentation of women within collegiate athletic coaching and administration is well documented, especially in leadership positions (e.g., head coach, athletic director; Acosta & Carpenter, 2014; Lapchick 2015). Research suggests women have struggled to advance to these leadership positions because of cultural norms, gender normalcy, homologous reproduction, and lack of female mentors (Kamphoff, 2010; Kilty, 2006; Taylor & Hardin, 2016). Additionally, work-life balance is another barrier that can hinder the career progression and mobility for women in collegiate athletic administration. This research explored the experiences of NCAA Division I female conference commissioners utilizing semi-structured interviews. Eight current female Division I conference commissioners were interviewed about their career progression, gendered discrimination, and work-life balance. Findings revealed conference commissioners have successfully blended all facets of their work and personal lives. As one participant stated, "I hate the word balance, I think it's more about work/life integration." Participants described

having to be purposeful in their scheduling; allowing for personal time throughout the day in order to achieve personal and professional success. Additionally, participants discussed the importance of building organic relationships that enhance both their personal lives and professional careers.

Community in the Silicon Prairie: Sporting Biopolitics in KC

Neal Ternes, Florida State University

In its early years, the MLS franchise in Kansas City (then known as the Wizards) was notoriously unpopular. The team was so disliked that its merchandise sales lagged behind even the generic MLS logo. However, by the late 2000's the newly renamed Sporting Kansas City club has become one of the flagship franchises in the league – boasting sell-out crowds and record sales that rival any other in the burgeoning MLS. This “miracle,” as former MLS president THAT GUY described it, is largely attributed to the sale of the team to Cerner, a health systems company. Cerner's stated prerogative has been the transformation of the local community and Kansas City economy into a ‘Silicon Prairie’ – a haven for technology startups guided by free-market principles. In this research I interrogate the transformation of Sporting into a technology for surveilling the laboring body of Kansas City – detailing the ways in which Cerner's mobilization of sporting spectacle is targeted towards the disciplining of the laboring body and the community body politic. This analysis focuses on the ways in which technologies of the body are specifically mobilized in the service of neoliberal imperatives and the destruction of the common.

Identities, Representation, and Experience: The Effects of Solo Status in the NCAA

Erica Tibbetts, Smith College

Kelsey Parks Smith, Loughborough University

Erin Labasan, Smith College

Jen Ciaccio, Temple University

Kathryn Longshore, Lafayette College

Colleges and universities around the country are attempting to increase their “inclusion and diversity” (Franklin, 2012); administrators are acknowledging the benefit of having diverse teams, and a diverse coaching staff (ncaa.org); women and people of color are increasingly attempting (with varying degrees of success) to make inroads into the world of athletic administration (Lapchick, 2017); student athletes from all backgrounds see sport as a way to access a college education or enhance their college experience (Potuto & O'Hanlon, 2007). All of these trends increase the number of student athletes, coaches, and administrators who have the potential to be tokenized or find themselves occupying a position of solo status on a team or in a department.

When individuals are a token/solo within a group they face detriments to performance, confidence, well-being, and perception (Major et al., 2014). These detriments can result in drop-out, increased stress, and decreased enjoyment. This presentation will note the mechanisms which influence motivation and performance for solo status coaches, athletes, and administrators (e.g. Thompson & Sekaquaptewa, 2002) and steps that can be taken to create environments that encourage and support individuals from diverse backgrounds.

Transgender Children and Youth and the Limits of Inclusion in Sporting Policy

Ann Travers, Simon Fraser University

Modern sport is a forbidding environment for transgender participation in general and recent accommodations for children and youth are of limited value, particularly when considered in light of socioeconomic injustice more broadly. Dominant sex/gender norms that are at the foundations of modern sport are profoundly Eurocentric. Access to gender affirming transgender healthcare is typically binary normative and profoundly racialized/subject to socioeconomic privilege. In this paper I highlight the significant role the desire to participate in sport can play in decision-making around gender transition for trans kids. Some trans kids who would otherwise benefit from transitioning choose not to do so in order to continue participating in sport. And some trans kids who would otherwise affirm a non-binary trans identity decide to undergo binary transition in order to find a space to play.

Coexistence or Conquest: The Impact of a Dominant Sport Culture on First-Generation College Athletes

Leah Turner, Ohio University

Ron Moses, Georgia State University

The purpose of this presentation is to explicate how the acculturation process in intercollegiate athletics affects first-generation college athletes. Acculturation is described as “a complex, multidimensional process of learning that occurs when individuals and groups come into continuous contact with a different society” (Stephenson, 2000, p. 77). This term is often reserved for a “newcomers” method of adaption to a new or different environment. For example, Barry’s (1990, 1997) bi-dimensional model of acculturation identifies four strategic methods utilized to achieve acculturation to include (a) integration, (b) assimilation, (c) separation, and (d) marginalization. Some to all of these methods are employed within intercollegiate athletics. First-generation college students experience issues with matriculation, retention, and degree completion due to the lack of information that is available to them. When first-generation students choose to participate in intercollegiate athletics they are thrust into an environmental culture where they must adapt to thrive. However, adaptation may hinder the holistic development of these athletes by way of identity-foreclosure, lack of time and interest in educational and career plans, and/or stereotype threat. Thus, this presentation will address how acculturation invites positive and negative learning environments for first-generation college athletes.

Investigating the Networks, Tactics and Mobilizations to Permit Standing in English Football from 1989 to 2017

Mark Turner, Southampton Solent University

During this 2016/2017 Scottish Premiership season, 2,975 Celtic supporters, for the first time in any domestic UK league, have experienced ‘safe standing’ in the newly installed rail seat area of the North Stand which occupies the ‘Green Brigade’ fans group. This represents the most recent phase of a 25 year social movement to permit standing at football matches since the introduction of all-seater stadia in 1994, as a result of changes to stadia legislation post-Hillsborough disaster in 1989. Whilst the focus of this research centres upon English football where the ground licensing legislation is different and more difficult to overturn, the two contexts are intertwined due to the rhizomatic networks,

tactics and mobilisations of football supporter activists. This offers a unique opportunity to examine the story and evolution of this social movement and to generate discussion across several key questions; why did this movement emerge in the way it did and when it did? What have been the specific conflictual issues and opponents? Does the current tactic of 'rail seat' consumer choice adequately address the criminalization, regulation and reform of football supporters post Hillsborough? And what does this case study reveal about the potential and limitations of football fan protests and collective identities?

The Wearing of the Hijab and the Challenges for Female Athletes in the Muslim Culture

Patrick Tutka, Niagara University

Carrie Tutka, Niagara University

Few articles of clothing are more closely tied to a religion than the hijab and the Muslim faith. As more female Muslim athletes push to participate in sport, international athletic federations are facing the challenge of how to handle female Muslim athletes and the hijab. Within the last few years, FIFA (2014), FIBA (2017), along with several other organizations (most notably here in the United States, Fencing) have allowed hijabs in competition (Boren, 2017; Tomlinson, 2016). Along with the challenge of being allowed to compete, women have faced the challenge of being unable to get hijabs that were meant for athletics, putting them at a disadvantage. Nike in 2017, released the first hijab for competition (Bain, 2017).

The goal of the current research is to examine where we are in the acceptance of the hijab and the challenges related to race, religion and social acceptance of the hijab in times of high political pressure toward Muslims from the United States and other countries. With the conference being held within 15 miles of the largest Muslim population in the United States (Dearborn, Michigan), the topic seemed particularly relevant (Stone, 2016).

Culturally Relevant Strength Coaching: Bringing the Practice into the Collegiate Space

Samuel Twito, The University of Texas at Austin

Culturally Relevant Pedagogy (or CRP) has no long been a fixture in education literature and practice. Developed and championed by Gloria Ladson-Billings, among others, CRP and its associated practices grew out of the intersection of critical race theory and pedagogy. This paper argues that CRP can and should be brought in the collegiate coaching world. Specifically, strength and conditioning coaches are presented as the group most suited to adopt CRP because of their role in an athletics department, their professional education, and an inherent flexibility and adaptability in training new and unfamiliar athletes. The paper concludes with some practical considerations for the coaching and athletics communities.

Studying Sport and Physical Activity through Autoethnography: An Experiment in Teaching Undergraduates

Samuel Twito, The University of Texas at Austin

Sport has the special quality of being connected intimately with the body. Though in

learning about sport (sociology, history, etc.) the body can often be static and divorced from the (or any) physical activity. In this paper about pedagogy, I share my experience teaching a new course based on undergraduates participating in a sport or other physical activity then documenting and analyzing their experience through an autoethnography assignment. The paper will focus on course structure, student experiences, and reflections on teaching using this approach.

'We Believe in Strength:' Benefits of Participating at LIVESTRONG Physical-Activity Events

M. Renee Umstattd Meyer, Baylor University

Andrew Meyer, Baylor University

Cindy Wu, Baylor University

John Bernhart, University of South Carolina

Health benefits of regular physical activity (PA) for cancer survivors include increases in physical strength, improved quality of life, and reductions in fatigue, disease recurrence, and mortality. However, PA participation among cancer survivors is low. Philanthropic organizations, like The LIVESTRONG Foundation, encourage and support PA in the cancer community by hosting sporting events to “help”/support those living with cancer. Although “helping others” has been related with well-being and positive health behaviors, the context of being physically active to “help others” has not been examined. Using a path model, we examined relationships among cancer survivors’ (1) desire to help others with cancer, (2) PA participation in LIVESTRONG (“helping” others with cancer), (3) regular PA, and (4) quality of life. Controlling for gender, income, and survivorship length, cancer survivors’ (n=3257) desire to help was related with LIVESTRONG PA participation ($\beta=.06$, $p<.0001$), which was related with regular PA ($\beta=.11$, $p<.0001$); with regular PA related with quality of life ($\beta=.14$, $p<.0001$). Such organizations encourage and promote ideals of ‘strength and hope’ within their community and brand events with an orientation towards helping others. Promoting the beneficial nature of physical strength to “help others” through philanthropic PA events reveals one instance of how “sports matters.”

Female Athlete Activism in a Social Media World: Using Twitter for Social Change

Noah Underwood, University of Alberta

Judy Davidson, University of Alberta

For decades, women’s sport has been marginalized, underfunded, and under covered across the globe, particularly in North America. Women from across the sporting spectrum have used all kinds of tactics to try and change the sporting culture, from competing with men under aliases, boycotting major tournaments, and filing legal complaints. This paper explores the tactics used by the United States Women’s National Hockey Team, as their threatened boycott of the 2017 Women’s World Hockey Championships led to an overhaul of the current structure of the United States Hockey (USAH) operations. The women used social media, specifically Twitter, as their main vehicle to drive their message to the public. This strategy proved to be extremely effective, as their message of unity, strength, and future growth was received very well by fans, professional sports leagues, and politicians alike. Their poignant, well-timed, and consistent social media messages were the driving force behind the swell of support, along with the solidarity of all female hockey players

from across the USA. USAH had no choice but to overhaul their funding practices, and the women leveraged their situation to provide a comprehensive change that will affect players for generations.

Exploring Strengths and Hope in a Memorial Cup Hockey Team

Dan Upham, University of Windsor

In this case-study, I explored the use of strengths and resources linked to "hope-in" a shared preferred future (Jacobs, 2005) within the Windsor Spitfires hockey club as they worked towards their participation as the host team of the 2017 MasterCard Memorial Cup tournament. I conducted two sets of thirteen semi-structured interviews throughout the Windsor Spitfires organization. Interviews were conducted post-trade deadline and post-Memorial Cup. Participants were chosen from three categories: players and player support (7); staff (5); and management (2). Diverse strengths were identified by participants, as well as a variety of resources they drew upon and differing ways they acted as a resource for others; these were all position-specific. Two themes across all three categories of interviewees were leadership as a strength and the use of family as a resource. Participants discussed their ability to reframe and prioritize their short- and long-term individual goals with the team's major short-term collective goal of winning the 2017 MasterCard Memorial Cup. Interviewees identified that their individual goals aligned with the team's collective goals and pathways to achieve them. Most participants also expressed that achieving the team's collective goals would subsequently contribute towards their long-term individual goals.

"I love it More than Sex": The Embodiment of Surfing

Lindsay Usher, Old Dominion University

Brooke Porter, Coral Triangle Conservancy and the Umbra Institute

The sport of surfing can be all-consuming. Catching, standing up and riding an ocean wave brings forth emotional, psychological and physiological responses within the body. The experience of surfing has led to a phrase echoed by many surfers (and used by one major surf brand), "only a surfer knows the feeling." Other researchers have explored the embodiment of surfing; however, the majority of work has focused on surfers in one country (i.e., Australia) who surf one particular surf break regularly. This study examines the embodied experiences of an international sample of 123 surf travelers. When asked about their motivations for, and characterizations of, surfing, respondents discussed the corporeal experience of riding waves. Surfing produced a range of physiological and emotional reactions from respondents: from adrenaline rush to relaxation and rejuvenation, and frustration to pure bliss (exceeding that of sexual intercourse). Some respondents referred to surfing as a necessity or an addiction, which illustrates the ways in which they have incorporated the sport into their physical selves. Many respondents described the importance of surfing connecting their bodies with the ocean and nature. The study carries wide ranging implications, from using surfing as a therapeutic tool to garnering support for environmental protection.

"Strength, Balance, Courage and Common Sense:" Human Towers for a New Catalan Republic

Mariann Vaczi, University of Nevada, Reno

Spain is facing the greatest challenge in the post-Franco era to the state's constitutional unity, as the Catalanian government is preparing a referendum about the region's independence in October 2017. The independence movement helped build support by using a 200-year-old folkloric sport, the building of human towers (castells). The movement discarded other cultural performances (soccer, the sardana dance, and fire festivals), drawing from the human towers' performative iconicity, associational culture, and affective dimensions to rally disparate social groups behind independence. The operative values of human tower building (força, equilibri, valor i seny, "strength, balance, courage and common sense"), tower building metaphors like fer pinya "make a foundation," and the sport's ethos of collaboration for a common objective feature heavily at political events in the hope of building a new political community. Human towers visualize the strength of diverse individuals working towards a common objective. For the nationalist movement, castells envision a solution to the ideological divisions of nationalist politics, but the instrumentalization of physical culture may have a contradictory effect. As European secessionist movements intensify, cultural performances reveal the objectives and risks of nationalist constructions.

Expecting the Unexpected: Talking about Researcher Trauma

Cathy van Ingen, Brock University

Nik Ives-Allison, Brock University

The study of trauma is a burgeoning field of inquiry. As researchers whose scholarship is focused on gender based violence and group violence there were few tools for learning how to deal with especially traumatic research content. The research process is and should be attendant to the impact of our research on our participants. Trauma and violence informed approaches, institutional ethics reviews and our own relational ethics guide us as we work with complex relationships of power and vulnerability. While we advocate for further understandings of the complex and lasting impacts of trauma and violence, we are also acutely aware of the lack of space to talk about the 'doing' of traumatic research. As scholars we are not at the margins of our accounts, especially when dealing with traumatic content and places. In this presentation, we consider how our research, our methodologies and subsequent work affect us as researchers, our bodies, as well as our non-work lives.

The More Things Change: Debating Hockey Violence in a "Concussion Crisis"

Matt Ventresca, Georgia Institute of Technology

Although the incidence of brain trauma in American football has undoubtedly received the most attention from journalists and scholars, the risk and effects of head injuries in ice hockey have also been subject to intense public scrutiny. Most strikingly, despite facing ongoing multi-million dollar lawsuits and criticism from researchers and politicians, the National Hockey League continues to openly dispute scientific evidence that links playing professional hockey to an increased risk of long-term brain damage. The league's public denials have largely relied on the notion that current neuroscientific research has yet to definitively establish a cause-and-effect relationship between hockey-related collisions and neurological diseases such as Chronic Traumatic Encephalopathy. The purpose of this

paper is to investigate how these debates shape, and are shaped by, traditional ideas about the naturalness and inevitability of hockey violence. I investigate how scientific notions of causation are mobilized by players, journalists, and fans to refute calls for more stringent officiating and the eradication of hockey's violent code of vigilante justice. More specifically, I interrogate the oft-cited assertion that "hockey fights don't cause concussions" and explore how fighting advocates employ discourses of science and health to justify acts of aggression and attempt to preserve the role of the hockey enforcer. Drawing on scientific research about brain injuries in both men's and women's hockey, as well as sociocultural research on gender and masculinities in hockey contexts, I propose a conception of hockey's "risk culture" that goes beyond a search for causation and instead seeks to map the multiple material-semiotic relationships between hockey violence and brain trauma.

"We Want Him To Be Soft": The Cruel Optimism of Imagining Queerness in the NHL

Elise Vist, University of Waterloo

In this paper, I describe the "real person fandom" (RPF) of slash (male/male fanfiction) about NHL players. Fans who share Hockey RPF have an ambivalent relationship to the league, which we negotiate queerly through disidentification. The NHL is homophobic, racist, and misogynistic (Pronger, Anderson, Valentine, Allain, Robidoux), so desire for queerness within it necessitates a relation of cruel optimism: our attachment to the object of desire is harmful, yet its loss would be unbearable (Berlant). In Hockey RPF we manage this relation through disidentification, creating what is not-yet-possible from within dominant structures (Muñoz). Sidney Crosby, Tyler Seguin, and PK Subban become fictional characters who represent a queer hockey masculinity: Crosby's fraught masculinity (Allain) becomes gay and neurodivergent; Seguin's homophobic spornosexuality (Simpson) becomes bisexual and vulnerable; Subban's racialized masculinity (Dickerson) becomes queer and beautiful. Queerness in the NHL currently exists not in the here and now, but in the ambiguous future. For that reason, studies of hockey that examine LGBTQ athletes (Anderson) or the league's relationship to LGBTQ fans (Davidson and Scherer, Mundy) are important, but do not capture the work of hoping for queerness. I argue that, for some fans, that work occurs in the space of Hockey RPF.

Disruptions: The Impact of Synkinesis on Embodiment, Communication and the Self

Faye Linda Wachs, California State Polytechnic University, Pomona

Facial paralysis is a strange type of disability. Inhibiting social interaction and limiting communication, facial paralysis is analogous to any visible difference or disfigurement. But the experience of Synkinesis, a rewiring of the facial nerve muscles adds another layer. In addition to the impact of disrupted expression and communication, Synkinesis adds a disruption to the experience of and performance of self and identity. Through over 100 in-depth qualitative interviews with people with facial paralysis, health professionals and family members, and my own experiences, this disruption is explored. Grieving for self, adjusting to being the other, and recreating identity are central to the analysis.

Global Sports Chaplaincy: A Case for Governance?

Steven Waller, University of Tennessee

The focal point of this presentation will be on the proliferation sports chaplaincy as a global phenomenon and the efforts to organize and professionalize this discipline. Sports chaplaincy is defined as the “the provision of ongoing pastoral and spiritual care, by permission, to those of faith or no faith, for the holistic well-being of all involved in the community of sport” (CEDE, 2017). Central to organizing practitioners and organizations that sports chaplains affiliate with is the task of creating a system of governance in the form of “National Peak Bodies” (NPBs) who will marshal professional registration, certification and education/training efforts. The session will explore: 1) the evolution of sports chaplaincy as an element of global sport; 2) governance in the US and other countries; and 3) potential challenges to the advent of the implementation of NPBs. The session ideally fits into the “politics” element of the conference theme.

Growth and Challenges of a Sport Chaplaincy Program – Hockey Ministries International: A Case Study

Scott Waltemyer, Texas A&M University

There are many parachurch organizations and sport ministries programs associated with the Christian faith (e.g. Upward Sports, Athletes in Action, FCA, to name a few) (Coakley, 2015; Woods, 2011), created to both bring believers together, and to be an outreach ministry. One of these organizations, that has specifically used the sport of ice hockey as an outreach tool, is Hockey Ministries International (HMI). HMI has been providing chapel programs to college and professional hockey teams for decades. From working with a handful of teams in the 1970’s to over 300 teams across 42 leagues today (Hockey Ministries International, 2017), there have been challenges that have accompanied this growth. This study examines the challenges that the Hockey Ministries International (HMI) chaplaincy program has faced over its 40 years of growth, and also opportunities that have come along as a result of this growth.

Implicit and Explicit Pedagogical Practices Related to Sociocultural Issues and Social Justice in Physical Education Teacher Education Programs

Jennifer Walton-Fisette, Kent State University

Rod Philpot, University of Auckland

Sharon Phillips, Hofstra University

Sara Flory, University of South Florida

For many years, the discourse on the hidden curriculum (Bain, 1990) and sociocultural issues has been one of the central tenets that underpin physical education teacher education (PETE) programs. Scholars in PETE have similarly argued for the importance of educating pre-service teachers about equality, sociocultural perspectives and issues and critical pedagogy. Despite this advocacy, we argue that there are significant differences in how PETEs explicate the hidden curriculum and teach about sociocultural issues, and for, social justice. We investigated the pedagogical approaches and strategies used by PETE faculty to address and educate pre-service teachers about social justice and sociocultural issues related to gender, race, sexuality, (dis)ability, socioeconomic status and religion in their individual

PETE programs. In this study, we draw on transformational pedagogy (Ukpokodu, 2009; Ovens, 2017) as a framework for theorizing our results. Data for this interpretive qualitative research study was collected primarily through in-depth semi-structured interviews with over 70 PETEs who work in 48 PETE programs across the United States, Australia, New Zealand, Sweden, Ireland and England. Three major themes represent the findings: (1) ‘Intentional and Explicit Pedagogies’, (2) ‘Teachable Moments’ and (3) ‘Resistance and Constraints.’ The findings suggest that explicating the hidden curriculum and educating pre-service teachers about sociocultural issues and social justice is lacking in many PETE programs, which highlights the importance of engaging in critical pedagogy.

The Political Economy of Kaepernick’s Protests: An Alternative Understanding of Athlete Activism

Nicholas Watanabe, University of South Carolina

Grace Yan, University of South Carolina

Brian Soebbing, University of Alberta

Scholarly discussions have focused on defining the development of athlete activism, with the aim to delineate athletes’ struggles for rights and racial empowerment in a variety of sport contexts (Edwards, 1969, 2016; Hartmann, 2004). Meanwhile, very little examination has been given to consider the economic consequences of athlete protests, which indeed attest to the economic power of athletes that contribute to further discussions of athletes’ roles in affecting social change. As such, this study employs an economic sociology framework, taking the belief that social activism has the ability to cause disruptions within a market (Davis, McAdam, Scott, & Zald, 2005). By examining the pre-game protests led by Colin Kaepernick at NFL games, it seeks to empirically model the sport consumers’ response to such movement. In so doing, the market disruption caused by the protests is delineated, which illuminates understandings of athletes’ abilities in critically engaging in social issues.

The Unfairness of Sex Verification Testing in Sport

Irina Watkins, Erica Tibbetts, Smith College

Sport is considered a culturally valued practice that exemplifies some of humanity’s highest ideals and cherished values, serves important political or social purposes, and promotes human excellence (Arnold, 1999; Loland, 2004). The modern Olympic Movement purports that the purpose of participation is “to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play (Olympic.org).” However, it seems that not all actions made by the International Olympic Committee or other governing bodies align with their stated purpose.

The aim of this paper is to examine how theories outlining the purpose of sport dictate ideas of fairness, and how these ideas of fairness align with sex-testing carried out by the IOC, IAAF and others. Prompted by the case of Caster Semenya and other intersex athletes, who have endured harsh treatment from media, audience, and governing organizations for not fitting the rigid gender-binary of sport (e.g. Karkazis et al., 2012), we will examine how these practices negatively affect individuals, perpetuate unnecessary,

harmful gender norms, and are unrelated to “fairness” in sport (Sullivan, 2011).

Sport 2.0, Corporeality, and the Techno-colonization of Elite Athletes

Anthony Weems, Texas A&M University

Justin R. Garner, Texas A&M University

John N. Singer, Texas A&M University

In a globalized context that increasingly incorporates advanced technologies, it is inevitable that the field of sports and sport management is transformed in order to adapt to the digital world. Sport 2.0 acknowledges how digital technology is impacting modern sports through performance analyses, tracking systems, officiating enhancements, social media interaction, and more. In this context, athletes train their bodies to compete at an elite level, while managers work to realize and augment the potential of their human capital. Dominant narratives often contend that digital technologies are being utilized to improve athletic performance in sports, increase the efficiency of sport management, and innovatively encourage the consumption of sport(ing) products. However, technologies in sport can also facilitate the perpetuation of social inequalities and inequities. The purpose of this presentation is to frame the neoliberal adoption of digital technologies and technological practices in the neo-colonization of elite athletes in professional sports. In addition to the promoted benefits of the emergence of digital technology in sport, it is critical to be aware of the manner in which technologies preserve the colonial situation through developing “superhuman” laborers that sustain profit generation for privileged executives while providing a space for ceaseless surveillance and criticism.

Mask off: Elite white Men Ruling in and Through Sport

Anthony Weems, Texas A&M University

John Singer, Texas A&M University

Comprising the primary group of stakeholders in the elite-white-male dominance system (see Feagin & Ducey, 2017), elite white men (EWM) and their acolytes continue to be overwhelmingly represented at the top of sport organizational hierarchies. However, the network(s) of EWM in sport extend well beyond the institution of sport to include a myriad of social, political, and economic institutions. In this presentation, I will highlight individual actors as well as their inter-institutional networks that continue to rule over and through sport in Western societies. These particularly powerful white men play important, but distinct, roles in the maintenance of an elite-white-male-dominated power structure in the sport industry. However, I discuss the key actors with the understanding that it is not only sport that these white men continue to rule in and through, but that sport is a single (powerful) institution that contributes to the advancement of a socio-politico-economic agenda of this ruling elite which (re)produces classed, raced, and gendered systems of oppression.

Overcoming the Deficit with Resiliency and Strength: Native American Collegiate Athletes

Natalie Welch, University of Tennessee

Robin Hardin, University of Tennessee

Perhaps the most marginalized minority group in history are Native Americans in North

America. The public's knowledge of Native Americans in sport is often limited to mascots, not actual athletes. Once we look beyond the caricatures, there is a need to approach this population from a positive perspective instead of the too often used deficit model. Most Native athletes are triumphed as outliers who have escaped the disparity of "the Rez." While historical trauma and current Native issues are important to acknowledge, there should be more focus on the resiliency of these individuals to overcome the odds (Paraschak, 2014, Saleebey, D., 2013).

In 2016, American Indians were the lowest represented minority group in the National Collegiate Athletic Association (NCAA), accounting for less than 1% of all NCAA collegiate athletes (National Collegiate Athletic Association, 2016). When these student-athletes go to college they are faced with the task of acclimating while maintaining connections to their culture (Ali-Christie, 2013). Through semi-structured interviews, we uncovered that these individuals are more than up to the task and utilize their strengths in multiple ways. It is much bigger than sport for these student-athletes. This work focuses on resilience and strength through a connection to culture, identity and giving back through sport.

Neo-colonialism in Sport for Development and Peace: Progress or Entrenchment?

John Welty Peachey, University of Illinois at Urbana-Champaign

NaRi Shin, University of Illinois at Urbana-Champaign

Adam Cohen, University of Technology Sydney

The purpose of this study was to examine the prevalence of neo-colonial approaches to program design and implementation in the field of sport for development and peace (SDP). Specifically, we were interested in ascertaining if SDP organizations have moved beyond this oft-cited criticism of SDP programming (Coalter, 2010, 2013; Darnell & Hayhurst, 2011), or if they were still firmly entrenched in this way of thinking. To accomplish this objective, top-level practitioners in 29 SDP organizations around the world were interviewed. A document analysis of organizational websites and published materials was also conducted. Findings revealed that while many organizations had moved past neo-colonial approaches to program development, there were still quite a few initiatives entrenched in this problematized development approach. When digging deeper, even those organizations whose rhetoric suggested they involved local stakeholders in program design and implementation still tended towards aspects of neo-colonialism in practice. While sport certainly matters in the SDP context, and can potentially evince positive outcomes related to social justice (Schulenkorf, Sherry, & Rowe, 2016), care must be taken to avoid neo-colonial tendencies or risk ostracizing local communities and ultimately undermining developmental goals. Implications for SDP policy and program design will be explicated.

Blind Side: High School Economics and Becoming an NFL Player

Kristopher White, Kent State University

Theresa Walton-Fisette, Kent State University

Kathryn Wilson, Kent State University

Brian Yim, Kent State University

Mark Lyberger, Kent State University

Aaron Mulrooney, Kent State University

Michele Donnelly, Kent State University

In 2013, economist Seth Stephens-Davidowitz calculated the probability of making it into the National Basketball Association (NBA) using data from the Center for Disease Control, basketball-reference.com and per capita income from the census. He found that despite myths to the contrary, that “growing up in a wealthier neighborhood is a major, positive predictor of reaching the NBA for both black and white men.” Meanwhile, research demonstrates a clear link between socioeconomic status and educational success (Reardon, Kologrides, & Shores, 2016). Thus, as Bairner (2007) argued, such findings indicate a need to look at not only race but also more deeply at socioeconomic status and social class in relation to sport opportunities and experiences, particularly as athletes in the United States are filtered through the collegiate athletic system. In this study, we are interested to see whether or not what Stephens-Davidowitz found for the NBA would also hold true for the National Football League (NFL) since American football is such an expensive sport, but is symbolically linked with the working class. Using data from pro-football-reference.com, we correlated the high school data of every 2016 NFL player with data from the National Center for Educational Statistics and the school district statistics in Reardon et al. (2016). This work highlights the importance of socioeconomic status with regard to educational and professional sport opportunities in the NFL.

“Climbing Like a girl”: A Feminist Analysis of Rock Climbing

Jennifer Wigglesworth, Queen's University

In her feminist phenomenology, Dianne Chisholm (2008) explores the notion of “climbing like a girl” using female professional climber Lynn Hill’s autobiography, *Climbing Free: My Life in the Vertical World*. Inspired by her work, this paper applies Chisholm’s analysis of Lynn Hill, a top female professional climber, to the recreational experiences of non-expert women climbers. I draw upon empirical data from ten, individual, semi-structured interviews with local female climbers from one climbing population in Ontario, Canada, and I seek to understand what it means for them to identify as a woman and a climber. A specific focus of my analysis is upon the women’s responses to the “climbing like a girl” campaign and hashtag. The sociological study of sport and the body stands to benefit from including a feminist analysis of rock climbing so as to better conceptualize how gender spatially organizes the female body in the co-ed recreational sport landscape and beyond.

“This is Much Bigger than You and Me”: The Pedagogical Potential of Failure in Sport Films

Diane L. Williams, University of Iowa

Thomas P. Oates, University of Iowa

Sport films typically follow a familiar narrative arc: the protagonist faces adversity of some kind, works hard to become bigger/faster/stronger, and in the end, achieves competitive triumph. These films affirm sport as an exemplar of the value of industry, discipline, and conformity. In a handful of films from an emerging subgenre however, protagonists do not only lose, they do so deliberately. These unusual narratives complicate dominant ideas about the purpose of involvement in competitive sport and the significance of winning or losing.

In this paper, we examine the potential of these disruptions through a close reading of two cinematic texts: *Stick It* (2006), and Disney’s *Cars* (2006). We argue that through failure and

refusal, these movies offer compelling examples of what Jack Halberstam identifies as a “counterhegemonic discourse of losing.” Both films present critiques of sport and sport culture through participant agency and rejection of competitive norms. These complicated narratives are shaped by certain constraints, including the gender, race and class identities of the protagonists, and the context of the films’ production and marketing. Through their disruption of sport film expectations, these films illustrate the pedagogical potential of losing intentionally and reframing failure.

Where Trouble Begins: A Case of Exposing Out-of-State Students to a State’s Archaic Laws

Dylan Williams, University of Alabama

Patrick Tutka, Niagara University

Cheryl Rode, Niagara University

Several authors note American universities share a symbiotic relationship with their athletic departments (Dwyer, Eddy, Havard, & Braa, 2010; Weaver, 2010; Williams, Soebbing, & Seifried, 2016). Specifically, university officials view athletics as a promotional vehicle for their institution, believing a successful program generates increases in student enrollment and other benefits (Collins, 2012; Smith 2011; Tomasini, 2005). The success of the University of Alabama’s athletic teams has allowed the university to grow its enrollment during the same time frame. UA is the fastest-growing flagship university with more than 36,000 students and over 18,000 out-of-state and international students (Alexander, 2015). While the athletic success helps draw students from outside the state (Brown, 2014), it also creates a unique scenario where out-of-state students have to become familiarized with another state’s laws, for better or worse. The proposed study explores the case of a former UA student from Texas who brought to light Alabama’s archaic laws on sexual harassment following her untimely suicide (Baker, 2017). This case serves as an example of the challenges for women on campuses where athletics are extremely important. Athletes and boosters have created challenges for a variety of universities, and the UA case allows for a continued examination.

How Did Sport Participation Affect Female Athletes’ Perceptions of Feminism Before the Passage of Title IX?

Sarah Williams, University of Louisville

Before federal law supported their ambitions, female athletes in the 1960s and 1970s were forced to act on their own in the pursuit of opportunities in sport. Although often met with inequitable roadblocks in sport, by challenging sexism and pushing for inclusion and equity in sport, regardless of if they were aware of or subscribed to feminism, these women in sport shaped their personal identities and perceptions of feminism through their own experiences (Bell, 2007; Heckman, 2011; Summitt & Jenkins, 2013).

Female athletes’ identification with the concept of feminism has been elusive for decades. Athletes consistently feared being associated with the women’s movement, and feminism in particular, would add to the already discriminatory perceptions that they were lesbian, unfeminine, or different (Elkins, 1978). The proposed session explores pre-Title IX athletes’ perceptions of feminism, how their sport participation influenced that perception,

and how they identify with feminist movements today. By including only pre-Title IX female athletes in the study, the privilege of Title IX's empowerment through enactment of the law will be as limited as possible, thus producing a stronger understanding of this group's perceptions of not only the principles of feminism, but the word itself.

Contemporary Narratives of Female Athleticism: A Critical Textual Analysis of Young Adult Sport Fiction Featuring a Female Protagonist

Nicole Willms, Gonzaga University

In prior research, portrayals of female athletes in young adult fiction have often been critiqued for an over-dependence on heterosexual romance and post-feminist narratives, as well as a lack of diversity in race, class and sexualities. In the ever-widening market of publishing, a fresh wave of sport fiction is hitting the market. On the one hand, an Amazon.com-centered market driven by reader popularity may encourage feel-good plots and dominant group narratives. On the other hand, there may also be more opportunities for alternative stories to emerge. As part of a larger analysis of contemporary young adult sport fiction featuring women as primary characters, this talk will discuss findings from a comparative textual analysis of young adult fiction about young women playing football and basketball, sports at the center of U.S. athletic culture. Using a purposive sample from both the "best seller" lists as well as books that represent alternative narratives, the talk will discuss the tensions of race, class, and gender/sexuality inherent to the sport context and examine the ways that contemporary authors engage with these issues.

"I Don't Know if America Would Have Picked Me." National and Racial Identities of the 2016 U.S. Kabaddi Team

Samuel Winemiller, University of Tennessee

Kabaddi is a team sport indigenous to the Indian subcontinent, popular today in India and neighboring nations. In October 2016, the United States sent a national team to the Kabaddi World Cup in India for the first time. Twelve of the thirteen U.S. athletes were African American. This presentation examines one aspect from a broader study of these players' experiences while training for and competing in the 2016 Kabaddi World Cup. Specifically, the presentation discusses the intersection of the athletes' racial and national identities, examining their experiences as representatives of the United States and its impact on their self-conception. Through qualitative data from oral history interviews, the presentation highlights six players' negotiation of their conflicting roles as both members of a U.S. national team and as black men during a time of political discord for many African Americans. Of particular interest are participants' descriptions of embracing an opportunity to represent what they considered "their" United States, despite internal conflict about what the United States represents politically.

Predicting College Students' Sports Gambling Behavior

Doyeon Won, Liverpool John Moores University

Doo Jae Park, University of Illinois at Urbana-Champaign

Yoonhee Park, Seoul National University

Weisheng Chiu, Keimyung University

Given the lasting influence of problem gambling on younger populations and the increase

in the size of sports gambling industry, it is critical to understand what influence the college-aged population's sports gambling related behavior (Martin et al., 2016; Neighbors et al., 2007). Thus, the current study evaluated what predict college students' sports gambling behavior, including gambling intention, impulsive gambling and problem gambling, using an extended theory of planned behavior (TPB; Ajzen, 1991), i.e., subjective norm (SN), attitudes towards sports gambling (ATSB), perceived behavioral control (PBC), and motivation to comply with others (MCWO). Data were collected from 334 college students from two large universities in the U.S., using a survey questionnaire. Data were primarily analyzed using a two-step approach of structural equation modeling (Anderson & Gerbing, 1988). The research model fitted the data acceptably well and explained substantial amounts of variances in gambling intention, impulsive gambling and problem gambling. Gambling intention was influenced by ATSB and MCWO while impulsive gambling was predicted by PBC and gambling intention. Problem gambling was predicted by gambling intention and impulsive gambling behavior. Results highlight the importance of peer influence and attitude formation concerning sports gambling. Detailed results and implications will be discussed at the conference.

Football Kicker Uses Social Media for Eating Disorder Awareness

Sarah Woodruff, University of Windsor
Sara Santarossa, University of Windsor
Jordan Larocque, University of Windsor

Known for his unusual size (5 feet 10 inches and 258 pounds) and powerful hits against opposing players during kickoffs, Joey Julius, a kicker for Penn State's Football team, decided to go public about his struggle with binge eating disorder via Facebook (October 3, 2016). Relatively unknown outside of the college football sphere, he used social media to bring about awareness and encourage others struggling with similar issues to seek help. The original post has been liked >6,700 times and been shared 545 times, yet his story broke when he appeared on Good Morning America on Oct 14, 2016. This case study will present a mixed methods approach to investigate the spread/reach of his message using the Netlytics social media analysis software (Gruzd, 2016). From Oct 14-21 (2016), almost 5,000 posts were captured using "@joey_julius" and "Joey Julius" search strings and a content analysis suggests that most were related to good feelings (proud/good/great/courageous). Several social network clusters (who mentions whom) emerged, yet the largest included (1) @Joey_Julius and @pennstatefootball, and (2) @sportscenter. This presentation will highlight the double meaning of sport-related matter (athlete-activism/social action) and how Joey Julius used his celebrity athlete status to bring about awareness to eating disorders.

Who Plays? Measuring the Participation of Underserved Groups in an Emerging Outdoor Sport

Joshua Woods, West Virginia University

The mission of public parks is to create and maintain public spaces and recreational amenities for all members of the community. Although many Americans visit public parks regularly, barriers to use exist. Studies have examined how the installation of specific attractions, such as water parks or traditional golf courses, can increase park use, but no study has examined how disc golf courses, predominately located in public parks, may be

affecting participation. To correct this deficit, we begin by reviewing previous efforts to gauge the popularity of disc golf. Using the theory of planned behavior to organize this review, we identify the factors (knowledge, race, gender and geography) that may facilitate and constrain people's participation in the sport. Drawing on a large, multi-stage cluster sample of Facebook profiles, we provide groundbreaking descriptive data on the organized disc golfer population in the United States. We conclude by offering empirically and theoretically grounded suggestions for increasing public park use by growing the sport of disc golf.

The Transition Game: Toward a Cultural Economy of Football in Post-Socialist China

Hanhan Xue, Florida State University

Lin Yu, Shanghai University of Sport

Joshua Newman, Florida State University

Haozhou Pu, University of Dayton

Following decades of significant economic and political reform, a once-closed China has emerged as the world's fastest growing and arguably most interconnected political economic system. In the context of what has been termed a "post-socialist" transition, China's sport system has similarly undergone rapid marketization (bringing in market actors and action). In this article, we examine the changing state and function of football (soccer) within this period post-socialist transition. We provide a critical analysis of recent (c. 2010-2017) private and State-based initiatives to develop the commercial viability, international interconnectivity, and cultural significance of football (soccer). Drawing upon theories of cultural economy as developed by the globalization theorist Arjun Appadurai (1988; 1990; 1996; 2001), we provide a historical and conceptual investigation of the strategic efforts to nationally imagine football culture as, and within, transitioning China. To do this, we examine how state actors and private intermediaries have leveraged increases in high-profile player transfers, domestic franchise valuations, investment in foreign teams, development of player academies, overall youth and adult participation, and the expanded media rights agreements to simultaneously economize Chinese football culture and culturalize the logics of commercial sport and free market capitalism more generally. In so doing, we map the various 'scapes' through which people, capital, images, technologies, and ideologies have been set aflow and thereby frame new imaginings of mass privatization, mediation, and consumerism for a national football-consuming public.

Analyzing College Athletes' Perceptions for Concussions: From the Perspectives of Organizational Culture

Grace Yan, University of South Carolina

Melinda Valliant, University of Mississippi

Nicholas Watanabe, University of South Carolina

This study considers the health and welfare of college athletes by specifically focusing on athletes' perceptions on concussion injuries in relation to the organizational environment of college sport. Following a structuralist point of view, organizational culture is a result of a complex mechanism composed of the interworkings of formal structures, values, and norms embedded in the management process. Individuals learn to interpret the culture of the organization and to make sense of their interactions with the organization and its

members through socialized processes. From this lens, athletes' perceptions of concussions need to be understood as a process shaped by interaction patterns and power relations among athletes, coaches, athletic staff, as well as other organizational members. As such, this study conducted a survey among college athletes, aiming to reveal the patterns of socialized understandings of concussions among college athletes while illuminating the current college sport environment.

Newcomer Youth, Sport and Host Nation Reception: Lessons from Cosmopolitan Toronto

Greg Yerasbotis, University of Toronto

This presentation uses findings from a 5-year community sport ethnography situated in Toronto's most densely populated and diverse urban neighborhood to investigate how sport is implicated in the integration of local youth. Specifically, I use my praxical engagement as a community sport advocate to discuss how (non)participation relates to host nation reception and to the social inclusion of otherwise marginalized newcomers (low-income, racialized teenagers). To speak more clearly to the session on race and ethnicity, I will discuss in detail how local youth draw on ethnic identity constructions to contextualize their experiences of discrimination and exclusion within organized sport. I frame these understandings of exclusion alongside local experiences of inclusion with a cosmopolitan enclave insulated from a rapidly gentrifying urban core to showcase the multiple, and contradictory ways that sport (non)participation affects newcomer youth settlement in Canadian society.

From the Basketball Court to the Courtroom: Beth Burns, SDSU, and Title IX

Erica J. Zonder, Eastern Michigan University

Courtney L. Flowers, Texas Southern University

After 45 years is Title IX still relevant? According to *Beth Burns v. SDSU*, the answer is yes. San Diego State University (SDSU) was ordered to pay over \$3 million to former women's basketball coach, Beth Burns. The mysterious retirement of the winningest women's basketball coach in Aztecs history after being named Mountain West Coach of the Year, as well as signing a five-year contract extension, raised many questions.

Burns claimed she was forced to resign in order to keep her retirement benefits after being threatened with termination for cause over an incident where she made physical contact with an assistant coach and further, she maintained that her "firing" was in retaliation to complaints made about the "disparate treatment" of the women's basketball program (*Burns v. SDSU*, 2014, p. 10) compared to men's sports – specifically the third area of Title IX Compliance: Equivalence in Benefits and Other Opportunities.

Burns successfully sued for breach of employment contract, breach of the covenant of good faith and fair dealing, and retaliation. SDSU has announced plans to appeal. This presentation will examine Burns' Title IX allegations, SDSU's claims, and the legal ramifications of the verdict and potential appeal.

