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online database was used to retrieve U.S. newspaper articles about gymnastics from the 2012 Olympic Games. A total of 40 newspaper articles providing extensive in-depth coverage of the men's and women's gymnastics competitions were coded and the data were analysed using the constant comparative method.

Results revealed that the U.S. media focused heavily on the U.S. gymnasts to the exclusion of international gymnasts. Coverage of both genders centred on descriptions of gymnastics skills, reasons for the gymnasts' success, and reasons for failure. Although these themes were prominent for both male and female gymnasts, the depictions of these themes were found to be vastly different between the two genders. For example, descriptions of the men's skills were found to be much more technical (e.g., 'front handspring double full vault'), while the descriptions of the women's skills were over-simplified and depicted the athletes as children (e.g., 'she whipped through the air as if shot from a candy-coated cannon').

Overall, although differing portrayals of males and females were presented, ambivalent language combining positive portrayals with subtle messages of trivialisation was used to describe both genders. This illustrated the media's power in minimising the athletes' accomplishments, which could also impact society's views relating to gender and reinforce long-held gender stereotypes. The findings and implications will be explained in much greater detail in the presentation.

Keywords: communication, gender, Olympics, media, newspaper, gymnastics

Policy	Room: CO225
Chair: Sandra Hillas	Time: 8.30 am – 10.10 am

The 'Development' of Doping: Identifying the Antecedents of Performance Enhancing Drug Use in Young Athletes

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Despite widespread recognition that prevention, rather than detection, remains the best strategy for eliminating banned performance enhancing drug (PED) use in sport, anti-doping research has typically only studied elite adult athletes. There is evidence that athletes as young as 12 years of age use PEDs, and that such use has increased in the past decade. A key concern is: why do young athletes use (or not use) PEDs? Strelan and Boeckmann (2006) state that the underlying rationale for prevention has been a variation of deterrence theory, whereby behaviour is modified through a combination of increasingly severe punishments (including fines and bans), or stated consequences of drug use (including risk to health), and increased chances of detection, in a similar manner that criminal behaviours are dealt with. However, such an approach rarely works in deterring drug use in non-sport contexts. Strelan and Boeckmann suggest that a more accurate predictor of behaviours in a sport context, both positive (e.g., sportspersonship) and negative (e.g., doping; aggression) is a person's moral code. This has been borne out by research that has shown how morality relates to a range of sporting behaviours, including drug use (Lucidi et al., 2008). Research also suggests that coaching styles and coaching environment have a significant impact on moral growth and this has implications for how young athletes are managed in order to reduce the likelihood of PED use.

This paper examines the behaviours and attitudes of a cohort of 702 elite development athletes (12-17 years of age) with regard to PEDs. It describes the baseline (year 1) data from an ongoing three year longitudinal-sequential study. The broad aim of the research is to identify the factors (namely, morality and coaching environment) that may either foster or inhibit PED use, including both attitudes and actual doping behaviours. Surveys were distributed to secondary school athletes (defined as those competing at state level and above) through three large schools in Queensland, Australia.

Amongst the 702 young athletes there were 57 (8.1%) who had previously taken an anti-doping test. One hundred and nine (15.5%) of the participants were aware of other athletes (in their own sport and age group) who were using PEDs and forty seven (6.7%) of the athletes reported having been offered PEDs. Participants were asked whether they agreed with a statement that they intended to use either supplements or PEDs in the

next 12 months. For supplements, 13.7% of participants intended to use; for PEDs, 4.1% intended to use. Morality and coaching environment were associated with both attitudes and intention to use PEDs. For example, athletes who expressed an intention to use PEDs were more likely to engage in moral disengagement mechanisms (whereby banned behaviours are reinterpreted as being justifiable) than those who did not intend to use drugs.

Results from the proposed study will be used to improve our theoretical knowledge and understanding of why young athletes choose or decline to use PEDs. The results will also have practical application for sport managers, administrators and coaches in deterring young athletes from using PEDs.

Keywords: Performance enhancing drugs; attitudes; morality; young athletes

The Role of Sports Science in Australian Sport: Analysis of a Senate Inquiry

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As a result of the Australian Crime Commission Report "Organised Crime and Drugs in Sport" and the Essendon scandal, the Australian Senate conducted an inquiry into the role of sports science in Australian sport. For this paper the author exploits their subject position in this process, being involved in a Senate Roundtable immediately prior to the Inquiry and as a witness to the Inquiry, to critically reflect on the submissions, transcripts and Report. The aim of this reflection is to better understand how different stakeholders construct the role of sports science, and how this influences the management process. Submissions and witnesses represented institutional interests from sport, sports science organisations, sports medicine organisations, sports law, government, athlete associations and concerned individuals. Three dominant themes emerged from the critical reflection. Firstly, the issue was constructed as one of drug use in sport (doping) rather than one of sports science practice. This emerged from the consensus view that sports science is an ill-defined area, emerging from confusion whether sports science concerned itself with performance or health (the second theme). This issue was constructed variably across stakeholders, indicating where the focus was performance, health or a conflation of both. It was largely acknowledged that the performance-focused aspect of sports science should be protected, presumably by regulating the limits of such interventions relative to health implications. This was argued to be achieved through accreditation and registration of sports science, employment regulation for athletes, and employment protections for sports health professionals. The third theme arose from the performance-health nexus leading to confusion among sports scientists being able to determine the boundary of ethical action. Some stakeholders constructed ethical practice using a values approach, relying on intuitive and circular notions of rightness. Others relied on the World Anti-Doping Code's ambiguous Spirit of Sport statement. Yet others acknowledged their inability to navigate this issue and asked the Senate to structure guidance on this issue, asking government to legislate morality. The ethical basis for Australian sport may be emerging as a potential policy problem for sports science and sport more broadly. These three themes have implications for how managers integrate sports science programs into their organisations. For example, this can include how organisations prioritise the relationship between performance and health, and the implications this might have for insurance costs. The overall outcome of the Inquiry is that sports science has emerged as an issue that needs to be actively managed by sporting organisations.

Keywords: Sports Science; Sports Management; Critical Reflection