

THE INTERNATIONAL SOCIOLOGY OF SPORT ASSOCIATION

2025 World Congress of Sociology of Sport

“60 Years of the Sociology of Sport:
Past, Present, and Future Trajectories”

PROCEEDINGS

July 8-11, 2025

Seoul National University, South Korea



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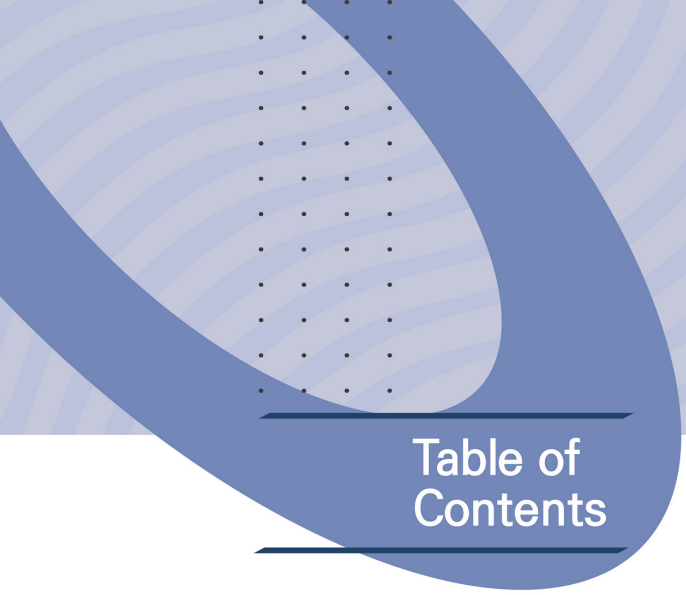


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2025 World Congress of Sociology of Sport

2025 World Congress of
Sociology of Sport

Program at a glance (1p)

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Welcome and Congratulatory Remarks

○ ISSA Welcome Message



On behalf of the International Sociology of Sport Association (ISSA) Executive Board, I am delighted to welcome you to the 2025 ISSA World Congress for the Sociology of Sport, taking place from July 8 to 11 at Seoul National University, Seoul, Republic of Korea (South Korea).

As the ISSA celebrates its 60th anniversary, this Congress has been organized to showcase “60 Years of the Sociology of Sport: Past, Present, and Future Trajectories.” I know that our local organizers and colleagues in the Korean Society for the Sociology of Sport (KSSS) have worked hard to prepare what is already proving to be a remarkable event; many thanks to them for all their efforts.

We look forward to spending these coming days together in Seoul with all of you – for critical reflection, thoughtful dialogue, engaging discussions and joyful re/connections with friends and colleagues.

Parissa Safai / President of ISSA

○ KSSS Welcome Message



On behalf of the members of the Korean Society for the Sociology of Sport, we are very pleased to welcome you to the 2025 World Congress of Sociology of Sport here in Seoul, South Korea.

This year marks the 60th anniversary of the ISSA, and it is particularly meaningful that the Congress is taking place in Seoul, exactly 25 years after the first World Congress of the Sociology of Sport held here in 2001. We would like to thank the ISSA for its significant contribution to the development of the sociology of sport around the world over the past 60 years.

We hope that this congress will be a valuable opportunity to reflect on our collective achievements and to explore future directions. In addition to the academic sessions, we have prepared a program that offers you the chance to experience the richness and diversity of Korean culture. We are delighted to have you with us in Seoul.

Jung-Rae Lee & Hee Jin Seo / Co-Chair of the 2025 ISSA Congress LOC

○ KAHPERD Congratulatory Remarks



Dear colleagues,

I extend my warmest greetings to the esteemed members of the Korean Society for the Sociology of Sport, as well as to all scholars and researchers in the field of sport sociology from around the world.

My name is Kwan-Yong Choi, President of the Korean Alliance for Health, Physical Education, Recreation, and Dance.

On behalf of the KAHPERD, I would like to extend my heartfelt congratulations on the successful hosting of the 2025 World Congress of Sociology of Sport, marking the 60th anniversary of the International Sociology of Sport Association (ISSA). It is especially meaningful that this important academic gathering returns to Seoul for the first time in 25 years, since it was last held here in 2001.

The theme of this year's Congress, "60 Years of the Sociology of Sport: Past, Present, and Future Trajectories," prompts a thoughtful reflection on the academic identity and societal responsibilities of sport sociology. It also encourages a renewed examination of the multifaceted significance of sport within today's increasingly complex social landscape. As we are all aware, sport transcends the boundaries of competition; it stands as a powerful cultural symbol and a driving force for social transformation.

With this understanding, sport sociology has offered critical insights that span the past and present while guiding us toward a more equitable future. I sincerely hope this Congress will serve as a platform where scholars from around the world can share knowledge, perspectives, and aspirations, and collectively broaden the social value and potential of sport. The KAHPERD fully supports interdisciplinary collaboration and integrated advancement in the field of sport, and we will continue to work in close partnership to ensure that the academic achievements and social contributions of sport sociology reach ever wider audiences.

In closing, I express my deep gratitude to the organizing committee and everyone involved in preparing this Congress. I sincerely wish for a successful event marked by both scholarly excellence and a spirit of warm solidarity. Thank you.

Kwan-Yong Choi/ President of Korean Alliance for Health, Physical Education,
Recreation, and Dance(KAHPERD)

○ KAPESGW Congratulatory Remarks

Distinguished members of the ISSA, Esteemed scholars from around the world, It is a great honor to greet you all. I am Hyun-mi Heo, the 30th President of the Korean Association of Physical Education and Sport for Girls and Women (KAPESGW).

I warmly congratulate the International Sociology of Sport Association (ISSA) and the Korean Society for the Sociology of Sport (KSSS) on the successful hosting of the 2025 ISSA World Congress here in Seoul. I would also like to extend my sincere appreciation to all those who have worked tirelessly to make this meaningful event possible.

This year is particularly special for both our organizations. While ISSA celebrates its 60th anniversary, the Korean Association of Physical Education and Sport for Girls and Women commemorates its 71st year since its founding in 1954. Over the past seven decades, our society has played a vital role in advancing research in women's physical education and promoting gender equality in Korean sport. Today, we continue to pursue new directions by strengthening our academic identity, expanding international collaborations, and engaging in policy advocacy for inclusive and equitable sport.

For me personally, this Congress holds an even deeper significance. I had the privilege of serving as Secretary General of the KSSS during the first ISSA World Congress held in Seoul in 2001. Now, 25 years later, I am truly moved to witness the global sport sociology community gathering once again at Seoul National University.

With over 300 presentations and nearly 400 participants, this year's Congress stands as a powerful testament to the growth and vitality of our field. I sincerely hope that the themes of gender, equity, rights, and inclusion will be meaningfully explored throughout this Congress, and that they will help shape a more socially responsible future for sport.

As President of KAPESGW, I look forward to deepening collaboration with both the ISSA and KSSS. Together, we will continue working toward a more inclusive, diverse, and sustainable academic community, in solidarity with the next generation of women scholars in sport.

I offer my deepest respect to everyone on this journey, and once again, I wholeheartedly congratulate you on the successful opening of the 2025 ISSA World Congress. Thank you.



Hyun-mi Heo/ President of Korean Association of Physical Education and Sport
for Girls and Women (KAPESGW)

○ Local Organizing Committee (LOC)



The Local Organizing Committee (LOC), led by the Korean Society for the Sociology of Sport (KSSS), has been established to prepare for the 2025 World Congress of Sociology of Sport. The KSSS, the backbone of the LOC, was established in 1990. This year, the Society is celebrating its 35th anniversary and has been actively collaborating with the ISSA to make this Congress a success. Currently, there are more than 350 Korean members actively engaged in research, and they are delighted to welcome international scholars to Seoul to discuss a wide range of topics within the sociology of sport.

○ LOC Members

Role	Name	Position	Title
Board of Chairs	Jung-Rae Lee	Professor, Kyungpook National University	Co-Chair of ISSA 2025 LOC
	Hee Jin Seo	Professor, Konkuk University	Co-Chair of ISSA 2025 LOC
	Kyong Sik Kim	Professor, Hoseo University	Vice Chair
ISSA 2025 LOC Secretariat	Ik Young Chang	Associate Professor, Korea National Sport University	Secretary General
	Yoonso Choi	Assistant Professor, University of Seoul	Deputy Secretary General
	Hanbeom Kim	Assistant Professor, Hankyong National University	Deputy Secretary General
	Hojin Shin	PhD Candidate, Seoul National University	Secretariat Staff
	Seul Ki Park	PhD Candidate, Korea National Sport University	Secretariat Staff

Role	Name	Position	Title
Public Relations & External Affairs Committee	Chan Yong Kim	Professor, Dong-Eui University	Chair of the PR & External Affairs Committee
	Jong Ho Kim	Associate Professor, University of Ulsan	Committee
	Chan Woo Ahn	Associate Professor, Daegu Haany University	Committee
	Ok Hyun Kim	Assistant Professor, Gandong University	Committee
	Sang Wan Jeon	Assistant Professor, Mokpo National University	Committee
	Seung Hyun Jang	Assistant Professor, Keimyung University	Committee
	Won Jae Jeon	Assistant Professor, Korea National University of Education	Committee
	Nam Gyu Kim	Research Professor, Pusan National University	Secretariat Staff
LOC Scientific Committee (KSSS)	Woogyeon Jo	Professor, Kookmin University	Chair of LOC Scientific Committee (KSSS)
	Hyuk-Ki Lee	Associate Professor, Kyungnam University	Committee
	Won Mi Lee	Associate Professor, Korea National Sport University	Committee
	Hanbeom Kim	Assistant Professor, Hankyong National University	Committee
	Wanyoung Lee	Researcher, Korea Institute of Sport Science	Committee
	Ho Jin Chung	Senior Lecturer, Nanyang Technological University	Committee
	Minhyeok Tak	Senior Lecturer, Loughborough University	Committee
	Jung Woo Lee	Senior Lecturer, University of Edinburgh	Committee
	Seami Lim	Assistant Professor, Incheon National University	Committee
	Yunjung Kim	Assistant Professor, St. John's University	Committee

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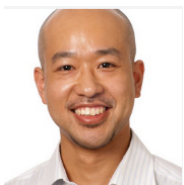
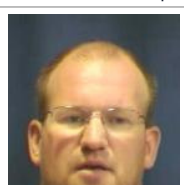
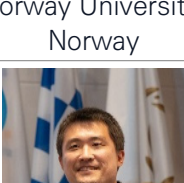


Academic Program

○ Graduate Student Workshop

Date	Time	PG Session	Coordinators/Speakers
Monday July 7	15:00~16:00	Registration & Introductory Session	• Steve Jackson (Professor, Otago University, NZ)
	16:00~17:30	Challenges of being PG Student	• Student-led Group Discussion
	17:30~	Dinner & Networking	
Tuesday July 8	10:00~11:00	Solutions to Challenges	• Steve Jackson (Professor, Otago University, NZ) • Koji Kobayashi (Professor, Otaru University of Commerce, JP) • Minhyeok Tak (Senior Lecturer, Loughborough University, UK)
	11:00~11:20	Tea break	
	11:20~12:20	IRSS & Publishing	• Brent McDonald (Editor, IRSS & Associate Professor, Victoria University, AU)
	12:20~13:40	Sandwich lunch	
	13:40~15:00	Academic Careers: Q&A with New, Middle and Late career academics	• Moderator: Koji Kobayashi (Otaru University of Commerce, JP) and Eivind Skille (Inland Norway University, NO) • Yoon Jin Kim (University of Birmingham, UK) • Minhyeok Tak (Loughborough University, UK) • Steve Jackson (Otago University, NZ)
	15:00~15:10	Closing Remarks	• Steve Jackson (Otago University, NZ)

	Name	Profile
Speakers	 Steve Jackson Professor / University of Otago, New Zealand	• Steve Jackson is a Professor specialising in the socio-cultural analysis of sport. • He is a past-President of the International Sociology of Sport Association (ISSA) and Research Committee 27 of the International Sociology Association (ISA), 2008-2015. A Co-Director of the New Zealand Centre for Sport Policy & Politics, Steve has also served as a grant reviewer for: the Social Sciences and Humanities Research Council of Canada, the Swiss National Science Foundation, the South African National Science Foundation (NSF) and World Anti-Doping Association (WADA).

	Name	Profile
Speakers	 Yoon Jin Kim Associate Professor / University of Birmingham, UK	• Dr Yoon Jin Kim is an Assistant Professor in Sport Pedagogy at the School of Sport, Exercise and Rehabilitation Sciences, University of Birmingham. • Her research areas centre on coach/PE teacher socialisation and development, safeguarding in sports coaching and Safe Sport policies and practices in general. • Yoon Jin was a secondary school Physical Education teacher for 11 years in Seoul and a competitive swimmer representing South Korea in her teens.
	 Koji Kobayashi Professor / Otaru University of Commerce, Japan	• Koji Kobayashi's research interests include globalisation, cultural production, strategic management and public policy as they relate to sport and recreation. • Koji's work has appeared in journals such as Sociology of Sport Journal, International Review for the Sociology of Sport, Sport in Society, Managing Sport and Leisure, Leisure Studies, Consumption Markets and Culture and International Journal of Cultural Studies.
	 Eivind Åsrum Skille Professor / Inland Norway University, Norway	• Eivind is a Sport Sociologist educated at the Norwegian School of Sport Sciences. • He is generally interested in and conducts research on sport policy, sport organization and adolescent sport. Other research has examined the relationship between voluntary sport clubs and health policy, anti-doping policy and its implementation.
	 Minhyeok Tak Senior Lecture / Loughborough University, UK	• Minhyeok Tak is a Senior Lecturer in Sport Management at the School of Sport, Exercise and Health Sciences. • Minhyeok's research interest is in the socio-political analysis of sport. His current research focuses on two main themes: (1) The politics of policy regimes around sports, gambling and the problem of match-fixing (2) The institutional design of sport development systems behind the integrity issues, such as corruption and athlete safeguarding.
	 Brent McDonald Associate Professor / Victoria University, Australia	• Brent's research in the sociology of sport has concentrated on race, migration and identity, specifically contextualised within post-colonial Australian society. • Driven by a social justice agenda, his work seeks to deconstruct dominant and common-sense notions of diversity, inclusion and race, and in doing so understand persistent inequities and exclusionary practices that occur in sport, exercise, and physical education spaces.

○ Keynote Address

“The Sociology of Sport: From Positivist to Post-truth Science”



Dominic Malcolm
Professor of Sociology of Sport,
Loughborough University, UK

This keynote address explores the past, present and future of the sociology of sport.

The first section charts the 1960s emergence of the sociology of sport and the subsequent development of a paradigmatic consensus within the field. This analysis shows that the roots of the sociology of sport lay in a strictly sociological rather than multidisciplinary focus, methodological alignment with the then social scientific orthodoxy of positivism, and a focus on sport narrowly defined.

The second section then evaluates the degree to which the goals of the field as defined by its founders have been realized. It argues that there have been some significant achievements in terms of organizational and literary development, and the impact on both sociology and society more generally. However, it notes that this has been achieved in parallel with a substantial movement away from the field's original principles. This is most evident through the moves towards greater interdisciplinarity, a greater engagement with social activism and public sociology, and the mobilization of a wider definition of sport, incorporating exercise, activity and physical culture.

The third section examines the future prospects of the sociology of sport within a post-truth age. It argues that challenges to traditional conceptions of expertise and the broader crisis in sociology provide a distinct new environment in which sociologists of sport will work. It illustrates the dynamics of this new environment and the implications for sociologists of sport through debates about the health benefits of physical activity and the so-called concussion crisis evident in western sports.

The lecture concludes by considering the future of the sociology of sport. This analysis builds on the agendas outlined in previous reviews of the field and reflects on what we can learn from the 1960s debates through which the sociology of sport was first formed. In light of the twenty-first century politics of knowledge, it revisits calls for the development of a 'theory of sport' as a way to achieve greater academic and social influence.

Dominic Malcolm is Professor of the Sociology of Sport at Loughborough University, UK.

While he has published on a wide range of topics within the sociology of sport his research initially focussed on the development of cricket in English national and imperial contexts, and the changing role of the game in colonial and postcolonial societies.

In developing this work he became known for his use and development of the figural sociological theory developed by Norbert Elias.

Subsequent research focussed more directly on the relationship between sport and medicine, exploring the personal, institutional and ideological connections across these fields and engaging in interdisciplinary research projects through a range of collaborations especially focusing on *The Concussion Crisis in Sport* (Routledge, 2020).

Through the publication of *Sport and Sociology* (Routledge, 2012) became established as an authority of the development of the sociology of sport as field of study and from 2018 to 2023 he served as Editor-in-Chief of the *International Review for the Sociology of Sport*.

○ Panel Session #1

Sustainability Communication, Mobility Justice & Climate Action in the Sociology of Sport

This panel will explore the intersections of sustainability communication, mobility justice, and climate action within and through the sociology of sport, using the short documentary film *Changing Gears* as both a catalyst and a case study in sustainability communication. Through storytelling and digital media, *Changing Gears* will serve as a key departure point for stimulating critical discussion(s) about how sport and physical culture can engage with gendered, environmental, and mobility-related injustices.

Building on the film's focus on sport for development and bicycle-focused mobility justice initiatives in a variety of contexts – with a specific focus on Canada, Nicaragua, Uganda – panelists will examine how cycling is being mobilized to challenge gender norms, address climate and social inequities, and strengthen community resilience. They will also reflect on the tensions and limitations that arise in contexts shaped by socio-economic inequalities, political precarities, and gendered violence.

In turn, the panel will highlight a range of sustainability communication strategies, including environmental sport journalism, podcasts, digital museums, and participatory research methods – that are re-imagining how sustainability is framed and pursued in and through sport and physical culture.

Overall, this session will foreground the power of sustainability communication to challenge dominant narratives of sport, development, and climate action, and to advance more inclusive, intersectional, and community-driven approaches to climate justice and social transformation.

	Name	Profile
Chair	 Parissa Safai Professor / York University, Canada	- Parissa Safai is Professor and Chair of the School of Kinesiology and Health Science in the Faculty of Health at York University. Her research interests focus on the critical study of sport at the intersection of risk, health and healthcare. - Her research and teaching interests also centre on sport and social inequality with focused attention paid to the impact of gender, socio-economic, and ethnocultural inequities on accessible physical activity for all.

	Name	Profile
Panelists	 Lyndsay Hayhurst Associate Professor, Research Chair / York University, Canada	• Lyndsay Hayhurst is a Tier 2 York Research Chair and Associate Professor at York University, where she directs the DREAMING (Digital participatory Research in Equity, Access, Mobility, Innovation aNd Gender) in Sport Lab. • Her feminist, participatory action research focuses on sport for development and peace, equity, mobility justice, and climate justice in sport, recreation, and physical culture. • She recently produced the documentary Changing Gears, and collaborates with community and global partners to advance social justice.
	 Mitchell McSweeney Assistant Professor / University of Minnesota, USA	• Researcher with expertise understanding how sport and physical activity may contribute to or hinder 'development' (e.g., economic empowerment, conflict resolution) of individuals, communities and regions. • Specializes in using institutional theory and participatory action research approaches to investigate entrepreneurial strategies that are adopted and implemented by sport organizations, staff, and programs participants to achieve social missions. • Has experience conducting international and cross-cultural research with community partners.
	 Janet Otte Lead Community Researcher / Union of Hope Foundation, Uganda	• Janet has for eight years conducted digital participatory research among rural communities in Uganda on bicycles, mobility justice, and development, and published papers on the same. • She also has a wealth of experience in managing development projects among refugees, women's rights, HIV/Aids, and Livelihoods among rural communities in Uganda. • She has a MSC in Development and Security from the University of Bristol in United Kingdom.
	 Jeanette Steinmann PhD Candidate / University of British Columbia, Canada	• PhD Candidate in the School of Kinesiology, Sociocultural Group • Research interests include mobility justice, urban cycling, critical theories, and sport and the environment • Information and Research Coordinator for UBC's Centre for Sport and Sustainability
	 Brian Wilson Professor / University of British Columbia, Canada	• Director of the Centre for Sport and Sustainability in the School of Kinesiology • Research focuses on responses to sport-related environmental concerns, media coverage of sport-related social and environmental issues, and links between sport and peace • Co-editor of the Sport and Sustainability Media and Education Resource

○ Panel Session #2

Re-problematizing Empowerment and Gender Dynamics in Sport

Sports are often considered a symbol of fairness and equality, yet gender-based discrimination still exists. Sharing thoughts on empowerment and gender dynamics in sports, this panel delves into how we can promote cultural change and raise academic voices to advocate for creating an environment where individuals of all genders have equal opportunities to fully realize their potential in the field of sport.

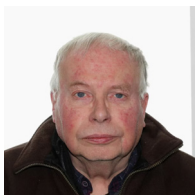
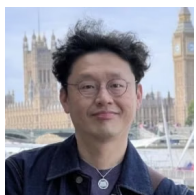
Role	Name	Profile
Chair	 Eunha Koh CEO / DEEP Korea Visiting Professor / Inha University, South Korea	Eunha's research explores the intersections of nationalism, globalization, and gender in Korean sport, as well as national sport policy and politics. Most recently, she has examined gender equality policies in Korean sport and their impact on sport professionals, including athletes, coaches, and physical education teachers. She previously served as Vice President of the International Sociology of Sport Association.
Panelists	 Toni Bruce Professor / University of Auckland, New Zealand	- Toni researches how media represent, and fans engage with, sport and athletes, especially related to gender, nationalism, dis/ability and ethnicity. - Her current focus is a 'feminine ethics of care' in women's sport fandom.
	 Ying Chiang Professor / Chihlee University of Technology, Taiwan	- Director of the Taiwan Society of Sport Sociology - Editorial board member of IRSS - Research interests include gender studies and the nationalism of sport in Taiwan.

Role	Name	Profile
Panelists	 Richard Pringle Professor / Monash University, Australia	• Richard predominantly examines social issues within sporting contexts associated with gender relations, masculinities, pain/injury and pleasure. • His current research investigates strategies to make the mining industry workforce more inclusive.
	 Emma Pullen Reader in Social Sciences / Loughborough University, UK	• Emma Pullen is a Reader in Social Sciences. • Her research interests broadly span the topic of gender equity in sport and exercise with a particular focus on disability and intersectionality, feminist debates and transdisciplinary approaches.

○ Panel Session #3

Re-imaging the Sociologies of Sport : De-centering and Localizing (the Western) Hegemony

By focusing on the Asian context, this session would challenge the dominance of Western-centric perspectives, offering a platform for voices and viewpoints often underrepresented in the global discourse. This discussion is particularly timely as Asia plays an increasingly prominent role in the sociology of sport. By exploring how local cultures, traditions, and social dynamics shape sports issues in Asia, the panel would provide valuable insights that can reshape the broader understanding of sports sociology. Moreover, this session aligns with broader academic movements towards decolonization and knowledge democratization, making it a critical conversation for a global audience. By emphasizing the Asian perspective, the panel session would contribute to a more balanced and equitable global sociology of sport, making it a crucial element of the conference's agenda.

Role	Name	Profile
Chair	 Alan Bairner Professor of Sport and Social Theory / Loughborough University, UK	• M.A. in Politics (Edinburgh) PhD in Political Theory (Hull) • Main research interest is the relationship between sport and politics • Author and editor of several books and author and co-author of numerous journal articles
Panelists	 Tzu-Hsuan Sean Chen Professor / Taiwan National Sport University, Taiwan	• Ph.D. in Journalism and Mass Communication, University of Wisconsin – Madison • President of Taiwan Society of Sport Sociology • TV Sports commentator and award-winning columnist

Role	Name	Profile
Panelists	 Yoko Kanemasu Associate Professor in Sociology / University of South Pacific, Fiji	• Yoko teaches social theory at the University of the South Pacific. • Author of Pacific Island Women and Contested Sporting Spaces (2023) • Editor of Towards a Pacific Island Sociology of Sport (2024)
	 Jung Woo Lee Senior Lecturer / University of Edinburgh, UK	• I am a Korean academic who works at a Scottish university. • My recent research focuses on sport, global politics and diplomacy. • I aspire to be an intellectual intermediary between the East and the West.
	 You Li Lecturer / Xiamen University of Technology, China	• PhD in Sport Culture (Waseda University), MSc in Social Science Research (Loughborough University), International Visiting Graduate Student (University of Toronto) • Research interests and expertise in ethnography and qualitative methods, sport and human development, physical culture/sports within Indigenous and minority communities in China • Wishing to uplift grassroots sporting experiences and bottom-up perspectives in China and beyond

○ ISSA 60th Anniversary Session

“ISSA, Peace, and International Understanding: 60 Years On”

The presentation will have four parts: first, to celebrate the 60th anniversary of our organization by exploring the origins of ICSS as part of the developing United Nations system following WW2, and the direct connections of ICSS with UNESCO; second, to consider the ways in which sociology of sport, especially ICSS/ISSA has been engaged in work that promoted peacebuilding and international understanding; third, to consider if, and how, the field of sport and the study of social sciences may further international understanding; and fourth, to consider the current state of the world and particularly the effects on children, and how our work may make a small contribution to better international understanding.

Role	Name	About
Speaker	 Peter Donnelly Professor Emeritus / University of Toronto, Canada	- Peter Donnelly is a Professor Emeritus at the University of Toronto. He is the founding Director of the Centre for Sport Policy Studies (1999–2021), and was a Professor in the Faculty of Kinesiology and Physical Education, University of Toronto. He was born in England where he taught school for several years, and then studied for graduate degrees at the University of Massachusetts. His first academic post was at the University of Western Ontario (1976–1979), and he worked at McMaster University (1980–1998) before being recruited to the University of Toronto (1998–2021). - His research interests include sport politics and policy, public sociology, children’s rights in sport, and mountaineering (history).
Moderator	 Parissa Safai Professor / York University, Canada	- Parissa Safai is Professor and Chair of the School of Kinesiology and Health Science in the Faculty of Health at York University. Her research interests focus on the critical study of sport at the intersection of risk, health and healthcare. - Her research and teaching interests also centre on sport and social inequality with focused attention paid to the impact of gender, socio-economic, and ethnocultural inequities on accessible physical activity for all.

**2025 World Congress of
Sociology of Sport**

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III

Detailed Schedule

2025 World Congress of
Sociology of Sport

○ Tuesday, July 8

12:30-19:00

Registration - Bldg #71. Gymnasium: Entrance hall

<Opening Ceremony> - Bldg #71. Gymnasium
Chair: Jaewoo Park (Executive Board Member, KSSS)

Opening Address #1

Parissa Safai (President of ISSA)

17:00-17:30

Opening Address #2

Jung Rae Lee (President of KSSS)

Welcome Address

JunKi Kim

(Executive Vice President for Planning and Communication of Seoul National Univ.)

Photo & Stage Setting Change

<Keynote Address>

17:30-18:30

"The Sociology of Sport: From Positivist to Post-truth Science"

Dominic Malcolm (Professor of Sociology of Sport, Loughborough University, UK)

Moderator: Parissa Safai

18:30-21:00

Welcome Reception

○ Wednesday, July 9 (09:00–13:30)

08:30–16:00	Registration - Bldg #71-1. Sport and Culture Research Building: Entrance hall			
Session 1 09:00–10:30	Room: 206 Theme: Sport, Politics & Policy #1 Chair: Mike Sam	Room: 211 Theme: Sport & (Post-) Colonialism Chair: Mark Falcous	Room: 212 Theme: - Chair: -	Room: 213 Theme: Sport, Development & Peace #1 Chair: Billy Graeff
Presentation 1 09:00-09:20	54 - Haewan Park, Dongguk University - <i>The Nature and Limits of Policy Design against Athlete Maltreatment</i> <u>Co-Authors:</u> Michael Sam, Steven Jackson	126 - Chunzhi Yu, Beijing Sport University - <i>A Study of the Decolonisation of Horse Race in Modern Hankow</i> <u>Co-Authors:</u> Aihong Zhang	-	15 - Tegwen Gadais, Université du Québec à Montréal - <i>Sport for Development and Peace initiatives with indigenous populations: A systematic review from international perspectives</i> <u>Co-Authors:</u> Umair Asif, Louis-Charles Pitre, Kazem Hozhabri, Laurie Décarpentrie, Jean-Jacques Rondeau, Jeremy Hapeta, Brent McDonald, Bente Skogvang, Rochelle Stewart-Withers, Natalia Varela Pulido
Presentation 2 09:20-09:40	226 - Tien-Chin TAN, National Taiwan Normal University - <i>Japan's Talent Cultivation and Recommendation System in International Sports: An Analysis from the Perspective of Intercultural Training and Realism</i> <u>Co-Authors:</u> Ke-Wen Wu	243 - SangHyun Hwang, University of Alberta - <i>Tracing the Origins of Paralympism in South Korea</i> <u>Co-Authors:</u> Danielle Peers	-	285 - Yu Furuta, Seijo University - <i>An Ecological Perspective on Women's Participation in Sports: Case Studies from Brunei, Cambodia, and Malaysia</i> <u>Co-Authors:</u> Aya Noguchi, Yushi Miyazawa
Presentation 3 09:40-10:00	254 - Mike Sam, University of Otago - <i>The paradoxes of sport integrity governance: Questioning good intentions and well-meaning institutions</i>	246 - Chi-Chen Tsai, National Taiwan Sport University - <i>Can the Hakka Speak? 'Double Colonization' of Hakka Lion Dance in Taiwan</i> <u>Co-Authors:</u> Dong-Jhy Hwang	-	290 - Billy Graeff, Federal University of Rio Grande - <i>Sport for Development and Peace in the Americas: past and present research</i>
Presentation 4 10:00-10:20	307 - Kyle Rich, Brock University - <i>Implementing safe sport policy: A case study of British Columbia Canada</i> <u>Co-Authors:</u> Eugene Tang	275 - Mark Falcous, University of Otago - <i>Next Goal Wins: Inverted Binaries, Colonialist Discourse and Redemptive Sports Narratives</i>	-	361 - Jeehoo Kim, Liverpool John Moores University - <i>An investigation into the benefits and challenges of using Olympic sport as a means of empowerment, integration, and advocacy for refugees</i>
10:30-11:00	Coffee Break - Bldg #71-1 : Room 101			
11:00-12:30	Panel Session ① - Bldg #71. Gymnasium <i>Sustainability Communication, Mobility Justice & Climate Action in the Sociology of Sport</i> Chair: Parissa Safai / Panelists: Lyndsay Hayhurst, Mitchell McSweeney, Janet Otte, Jeanette Steinmann, Brian Wilson			
12:30-13:30	Lunch - Bldg #71. Gymnasium			

Registration - Bldg #71-1. Sport and Culture Research Building: Entrance hall				
Room: 214 Theme: Sports & Media #1 Chair: Koji Kobayashi	Room: 307 Theme: Sport & Gender #1 Chair: Toni Bruce	Room: 308 Theme: Sport & Gender #2 Chair: Eunha Koh	Room: 309 Theme: Sport & Culture #1 Chair: Eivind Skille	Room: 310 Theme: Other Issues Related to the Sociology of Sport #1 Chair: Parissa Safai
7 - Daniel Añorve Añorve , Universidad de Guanajuato - <i>Journalistic gaps in the coverage of men's and women's soccer matches: UNAM Pumas teams (2017-2022)</i>	127 - Marie-Stéphanie Abouna , CY Ileps Agora Cy Paris Université - <i>From marginality to visibility: Social media's role in the feminisation of football</i>	33 - Bo Peng , The Chinese University of Hong Kong - <i>In the Name of Achievement: Women's Fitness Body in an Era of 'Positivity'</i>	198 - Antoine Marsac , Université Gustave Eiffel - <i>The development of outdoor activities in France : a qualitative approach</i> Co-Authors: Emilie Salamero, Fanny Le Mancq, Lucile Barbaudy, Fanny Dubois, Marie-Anastasia Aim, Cécile Fabry, Fatia Terfous	9 - Satwinder Rehal , The Philippine Women's University-Manila - <i>The time is nigh for a Sociology of Sport in the Philippines: a scoping review</i>
21 - Rachel Allison , Mississippi State University - <i>Gender Essentialism and U.S. Attitudes Towards the Media Coverage of Women's Sport</i>	202 - Toni Bruce , University of Auckland - <i>The rise and rise of women's sport: Analyzing cultural, organizational, and individual factors</i> Co-Authors: Cheryl Cooky, Dunja Antunovic	90 - Jiayu Li , Guangdong University of Technology - <i>Dilemmas Behind the Muscular Physique: Decoding Eating Disorders from Physical Cultural Perspective Among Chinese High-Level Female Bodybuilders</i>	241 - Eivind Skille , Inland Norway University - <i>Norwegian backcountry skiing - a global lifestyle sport?</i>	38 - Toomas Gross , University of Helsinki - <i>Ultrarunning and the sensations at the "edge of experience"</i>
211 - Wonyul Bae , Ithaca College - <i>Building Fan Connections and Personal Brands: An Analysis of Social Media Strategies by Female Professional Athletes</i> Co-Authors: Minseok Cho, Hoyeol Yu	329 - Gitika Talukdar , IOC Accredited Journalist - <i>Gender Stratification in Indian Newspapers: A content Analysis of Coverage for Indian Cricket Leagues</i>	113 - Can Wang , Kookmin University - <i>The Effects of Body Image Flexibility on Exercise Behavioral Regulation among Chinese Females</i> Co-Authors: Jie Cao, Woogyeon Jo	297 - Pepijn Boomgaard , Waseda University - <i>Exploring Motivation and Value in Martial Arts: A Qualitative Study of Dutch and Japanese Kendo Practitioners</i>	110 - Parissa Safai , York University - <i>Uneasy Agents of Academic Capitalism: Leading Kinesiology through Corporatized Landscapes</i> Co-Authors: Alixandra Krahn, Yuka Nakamura
238 - Koji Kobayashi , Otaru University of Commerce & Lincoln University - <i>Corporate cosmopolitanism and cyber-ethnonationalism: The case of Nike Japan's glocal advertisement</i>	385 - Tarlan Chahardovali , University of South Carolina - <i>Gender Marking in International Football: Fan Perceptions of Branding at the 2023 FIFA Women's World Cup</i>	272 - Elaine de Vos , Brunel University of London - <i>Fighting fit: Clothing, Equipment, and Material Objects as Identity Formation in Female Boxing</i> Co-Authors: Louise Mansfield, Neil Stephens	185 - Boying Cao , Beijing Sport University - <i>Exploring the Moral Impacts of Aesthetic Exercises: A Comparative Study of Gymnastics and Dragon and Lion Dances</i> Co-Authors: Jing Shi	165 - Fangfang Fu , Shanxi University of Finance and Economics - <i>From Sport to Play: The Non-Regulatory Transformation of Modern Sports Space</i> Co-Authors: Shengping Yang
Coffee Break - Bldg #71-1 : Room 101				
Panel Session ① - Bldg #71. Gymnasium <i>Sustainability Communication, Mobility Justice & Climate Action in the Sociology of Sport</i> Chair: Parissa Safai / Panelists: Lyndsay Hayhurst, Mitchell McSweeney, Janet Otte, Jeanette Steinmann, Brian Wilson				
Lunch - Bldg #71. Gymnasium				

○ Wednesday, July 9 (13:30–15:30)

Session 2 13:30~15:00	Room: 206 Theme: Sport, Power Relations & Social Justice Chair: Jack Sugden	Room: 211 Theme: Sport, Organization & Governance #1 Chair: Minhyeok Tak	Room: 212 Theme: Olympism / Olympic Studies #1 Chair: Ho Jin Chung	Room: 213 Theme: Sport, Politics & Policy #2 Chair: Steve Jackson
Presentation 1 13:30-13:50	195 - Matthieu QUIDU, Université Lyon 1 & L-VIS - <i>To take off my T-shirt or not, that is the (social) question! The bodily conformism behind going shirtless in CrossFit</i> Co-Authors: Lise CHARISSOU-PUJOL	5 - Marco Bettine, University of São Paulo - <i>The human rights demands of the 2023 FIFA Women's World Cup in social audit: an exploratory study on deliberative permeability in public and private entities</i>	96 - Minori Hara, Chiba university - <i>The impact on "internationalism" by the Refugee Olympic Team</i>	53 - Xiaoqian Hu, Tsinghua University - <i>The Power of Being Politically Correct, the Study of the Negotiation for the Change of Official Emblem of the 2022 Winter Paralympic Games</i>
Presentation 2 13:50-14:10	228 - Chien Tzu Lin, National Cheng Kung University - <i>Exploring Taiwanese Female Bodybuilding and the Phenomenon of Lifestyle Revolution: A Hermeneutic Approach</i> Co-Authors: Hui-Wen Lin	294 - Minhyeok Tak, Loughborough University - <i>Crisis-driven, overpromising but business as usual: Safe Sport policy development in South Korea</i> Co-Authors: Yoon Jin Kim, Daniel Rhind, Cecilia Stenling	130 - Junbin Yang, University of Maryland - <i>Policing the (Un)Predictable Crisis? Olympic Security, Surveillance Technologies, and Hyper-rationalization of (Ir)rationalities</i>	69 - Huiyu Yin, Loughborough University - <i>Comparative discourse analysis of Chinese official media and Chinese social media regarding naturalized athletes for the 2022 Beijing Winter Olympics in relation to Chinese national identity</i> Co-Authors: Alan Bairner
Presentation 3 14:10-14:30	286 - Jack Sugden, Liverpool John Moores University - <i>Football fan culture as resistance: the counter-hegemony of the Fans Supporting Foodbanks network</i>	301 - Seul Ki Park, Korea National Sport University - <i>Conflicts between the National Federation and Athletes in South Korean Elite Sports: A Focus on Dahrendorf's Conflict Theory</i> Co-Authors: Ik Young Chang	334 - Ho Jin Chung, Nanyang Technological University - <i>Not Athens, but Atlanta: One Man's Vision Behind the 1996 Centennial Olympic Bid</i>	188 - Ren-Shiang Jiang, National Taiwan University of Sport - <i>How Do We Learn from England? Exploring Collaboration and Tensions in Taiwan's Physical Activity Policies for Older Adults</i> Co-Authors: Sheng-Hsiang Chen
Presentation 4 14:30-14:50	350 - Chun-Chieh Lin, National Taiwan Sport University - <i>Standing like a Taiwanese? A transnational perspective on guest-workers' embeddedness in Taiwanese football</i>	364 - Ji Won Min, Korea National Sport University - <i>Whistleblower in South Korean Elite Sports System</i> Co-Authors: Ik Young Chang	389 - Joseph Maguire, Loughborough University - <i>The 'Great Game' and a Shared Ireland?: Identity, Meaning, Representation and Sport</i> Co-Authors: Katie Liston	321 - Kyujin Jin, University of Otago - <i>Exploring the conceptual value of the state-corporate-sport nexus for understanding contemporary sport diplomacy</i> Co-Authors: Steve Jackson, Mike Sam
15:00-15:30	Coffee Break - Bldg #71-1 : Room 101			

Room: 214 Theme: Sport Globalization & Mega-Events #1 Chair: Andrew Giles	Room: 307 Theme: Sport & Gender #3 Chair: Ying Chiang	Room: 308 Theme: Sport & Gender #4 Chair: Yoko Kanemasu	Room: 309 Theme: Sport & Culture #2 Chair: Bevan Erueti	Room: 310 Theme: Sport & New Technologies Chair: Anne Tjønndal
86 - Fumihiro Kaneko, Ritsumeikan University - <i>Will the Tokyo 2020 Volunteers "Shine" (Again)? Motivation and Initiatives towards a Post-Event Volunteer</i>	78 - Yue Yang, Tsinghua University - <i>Forging Feminine Mastery: A Genealogical Study of Power and Knowledge in Artistic Swimming</i> Co-Authors: Xiaoqian Richard Hu	27 - Kaixi Zhao, Loughborough University - <i>Honor? Dignity? Life? The Challenges and Opportunities in the Post-Retirement Lives of Female Athletes</i>	4 - Bernardo Buarque, FGV - <i>Memory displacements and persistence: a reading of Brazilian former goalkeeper Marcos Carneiro de Mendonça's testimonies (1967-1982)</i>	64 - Yu-Chi Huang, University of Tsukuba - <i>Balancing Technology and Human Judgment: A Case Study on the Impact of Electronic Strike Zones in Taiwan's Baseball League</i>
204 - Jeremy Hapeta, University of Canterbury - <i>Tino Rangatiratanga - Indigenous (Māori) Sovereignty and Reconciliation Efforts in the Context of the 2023 FIFA Women's World Cup</i> Co-Authors: Rochelle Stewart-Withers, Steven Rynne, Audrey Giles	92 - Emily Ankers, Brunel University London - <i>A poststructural feminist account of women and gender diversity in climbing: Exploring contingent and discursive gendered experiences</i> Co-Authors: Louise Mansfield, Tarryn Godfrey	220 - Merve Üsküplü, Istanbul Bilgi University - <i>A Bourdieusian Reading Through Women Footballers' Narratives: The Habitus Effect</i>	80 - Congcong Qi, Loughborough University - <i>"Who Can Represent Shanghai?": A Study of the "Derby" Rivalry Between Shenhua Fans and Port Fans</i> Co-Authors: Richard Giulianotti, Gareth Wiltshire	155 - Anne Tjønndal, Nord University - <i>The Ethics of Sports Technology</i> Co-Authors: Sigmund Loland
330 - Elsa Mangan, Victoria University - <i>Measuring the legacy of the FIFA Women's World Cup 2023: a critical examination of its impact on gender inclusion in grassroots football two years on</i> Co-Authors: Fiona McLachlan, Brent McDonald	143 - Aya Noguchi, Seijo University - <i>Empowerment process for female football players in Thailand: focusing on relational empowerment</i>	248 - Yoonho Ra, Korea National Sport University - <i>Breaking the Frame: The Challenges and Transformations of Women's Taekwondo Demonstration Teams</i> Co-Authors: Hyun Jung	203 - Bevan Erueti, Massey University - <i>Elite level sport and Indigenous partnership: A case study of Netball in Aotearoa New Zealand</i> Co-Authors: Toni Bruce, Margaret Henley	199 - Giancarlo Crocetti, St. John's University - <i>"Where are we now?": Perspectives on AI-Driven Sport Identification</i> Co-Authors: Yunjung Kim
186 - Boyang He, Xi'an Jiaotong University - <i>After cricket becomes an Olympic sport: what are the implications for the future development of the game in China?</i> Co-Authors: Linyang Li, Changjiang Liu	168 - Zhuomiao Zhao, Waseda University - <i>Women competing with men? Exploring Embodied Practices in Chinese Mixed Doubles Badminton</i>	252 - James Kay, Flinders University - <i>Back in the Game: Development of an evidence-based sport re-engagement intervention for female adolescents in South Australia</i>	375 - Ke-Wen (Nieminen) WU, National Taiwan Normal University - <i>The Cultural Codes behind the 2024 Paris Olympic Opening Ceremony: An Analysis from the Perspective of Hyperreality</i> Co-Authors: Jian-Zhi (Roger) HUANG, Yu-Chien PENG	218 - Frida Austmo Wågan Nord University - <i>A quest for legitimacy? The involvement of players in environmental governance and sustainability initiatives in football</i>
Coffee Break - Bldg #71-1 : Room 101				

○ Wednesday, July 9 (15:30–21:00)

Session 3 15:30~17:00	Room: 206 Theme: Sport and Culture in Korea #1 Chair: Wonjae Jeon	Room: 211 Theme: Sport, Race & Ethnicity #1 Chair: Judy Liao	Room: 212 Theme: Sport, Environment & Sustainability #1 Chair: Sun-Yong Kwon	Room: 213 Theme: Sport in Asia #1 Chair: Satoshi Shimizu
Presentation 1 15:30-15:50	137 - Chaoqi Li , Hoseo University - <i>Gender and Regional Disparities in Physical Activity and Health Among Older Adults in China: Exploring Social Inequalities and Policy Implications</i>	74 - Saimee Shin , Belmont University - <i>Where do I fit in? An autoethnography of my journey as an Asian American cheerleader</i> <u>Co-Authors:</u> <u>Stephen Shin</u>	61 - Attila Szathmári , Corvinus University of Budapest - <i>Sports' Contribution to a Sustainable Future Climate Solution</i>	55 - Tzu-hsuan Chen , National Taiwan Sport University - <i>Taiwan, East Asia, and MLB: Baseball's Evolving Dynamics Since the 1990s</i>
Presentation 2 15:50-16:10	262 - Minjae Kim , Hanyang University - <i>Analysing the Operational Status of Career Transition and Career Development Programs for Elite Athletes: The Case of 'Athlete Career Support' Project of KSOC</i> <u>Co-Authors:</u> Jaewoo Park, Yunseok Choi	75 - You Li , Xiamen University of Technology & Waseda University - <i>Navigating the Cultural Identities of Chinese College Students in Developed Countries: An Auto-ethnographic Exploration of Pick-up Basketball as a Diasporic Space</i>	279 - Sihyeong (Sean) Cho , Loughborough University - <i>Young people's perspectives on the 2018 Winter Games' developmental and environmental impacts: anthropocentrism with reason?</i>	273 - Satoshi Shimizu , University of Tsukuba - <i>Baseball and MLB in East Asia: Japanese Self-image since the 1990's</i>
Presentation 3 16:10-16:30	374 - JIHWAN RYU , Korea National University of Education - <i>Structural Challenges and Systemic Limitations in Public Sports Clubs: A Sociological Analysis of Youth Soccer Coaching</i> <u>Co-Authors:</u> WONJAE JEON	141 - Toyokazu Ishihara , National Institute of Fitness and Sports in Kanoya - <i>A consideration of the identity of second-generation immigrant athletes in the globalized sports world: From the case of a Filipino baseball player in Japan</i>	352 - Seungil Park , Seoul National University - <i>Banning Cooking and Camping on the Mountain: Ecological Modernization and Environmental Regulations in 1990s South Korea</i> <u>Co-Authors:</u> Sun-Yong Kwon	278 - Ik Young Chang , Korea National Sport University - <i>Baseball and MLB in South Korea: Intersections of Coloniality, Modernity, and Cultural Identity</i>
Presentation 4 16:30-16:50	388 - Jae A SIM , Gachon University - <i>Developing a Sports Rehabilitation System for Wheelchair Athletes: A Sociological Perspective</i> <u>Co-Authors:</u> Yi Eun Surk	190 - Judy Liao , University of Alberta - <i>(Almost) 100 Years of "Playing While Chinese:" Chinese Diaspora and Basketball in the Pacific Northwest</i>	359 - Hyeon Kim , Seoul National University - <i>Environmental Policy in Play: A Critical Review of South Korea's Professional Sports Sector</i> <u>Co-Authors:</u> Sun-Yong Kwon	-
17:00-18:00	ISSA Annual General Meeting - Bldg #71. Gymnasium			
18:30-21:00	Networking/Social - Hoam Faculty House, SNU-sha Café / Self-funded meal and drinks			

Room: 214 Theme: Sport & Disability #1 Chair: Dominic Malcolm	Room: 307 Theme: Sports & Media #2 Chair: Emma Pullen	Room: 308 Theme: Sport & Gender #5 Chair: Doo Jae Park	Room: 309 Theme: Sport & Migration Chair: Alan Bairner	Room: 310 Theme: Sport, Socialization & Belonging Chair: Mitchell McSweeney
158 - Eunjin Shin, Hokusei Gakuen University - <i>A study on the relationship between sports participation and the body : The experience of a Japanese wheelchair softball player</i>	11 - Lucie Forté, CreSco Université Toulouse 3 - <i>High-Level Sports Careers: Media Strategies on Instagram and Intersectional Dynamics</i> Co-Authors: <u>Florence Bourneton</u>	79 - Xuefei Han, Shanghai University of Sport - <i>The emergence or concealment of female sports fan identities? Practices and reflexivity among Young Urban Middle-Class Chinese Women</i> Co-Authors: Huan Xiong, Junyu Deng	48 - Carmen Silvia Rial, INCT Futebol & Universidade Federal de Santa Catarina - <i>Title IX and the Circulation of Brazilian Women Football Players (in the US)</i>	100 - Jianlin Gong, Guangdong University of Technology - <i>The cultivation of the organic solidarity of "Generation Z" by university sports associations from the perspective of cultural ecology</i> Co-Authors: Jiayu Li
287 - Niels Feddersen, Norwegian School of Sport Science - <i>Desiring Bodies</i>	51 - Matthew Hodler, University of Rhode Island - <i>"I will fire you on the spot": Labor and Content-Creation at Barstool Sports</i>	94 - Matej Christiaens, Liverpool John Moores - <i>Lived Experience of Women in Male-dominated Sport Business Management Programmes</i>	178 - Peizi Han, Beijing Sport University - <i>Policy Reforms and Global Player Mobility: The Impact of Chinese Women's Super League Regulations on Domestic and International Player Trajectories</i> Co-Authors: Alan Bairner	169 - Wang Yihang, Xi'an Jiaotong University - <i>The role of sport in (re)constructing the social cohesion between the relocated groups and the original inhabitants: a case study of Qinglongquan community in Hubei province, China</i>
338 - Chulho Eom, Seoul National University - <i>Beyond the Battlefield: Exploring Wounded Soldiers' Identity Recovery Through Sports</i>	124 - Xin ZHAO, Shanghai University of Sport - <i>Sports fandom in Chinese social media: self-expression, identity building, and community formation</i>	146 - Doo Jae Park, University of Michigan - <i>Critical Discourse Analysis of Women Baseball Fans in Korea: Reinforcement of Hegemonic Masculinity through Gender Performativity</i> Co-Authors: <u>NaRi Shin</u> , Jinsu Byun	296 - Dana Young, University of Melbourne - <i>Key mechanisms supporting social capital development through sport for migrant background women in Australia</i>	183 - Tram Bui, University of Montreal - <i>The "non-performativity" of DEI policies that address gender and/or racial discriminations in high-level sports: A scoping review</i>
-	219 - Chang-de Liu, National Chengchi University - <i>Cultural Citizenship in Accessing Significant Sports Events: Taiwanese Public Media's Three-Tier Strategy in the Multi-Platform Media Market</i>	210 - Keith Parry, Bournemouth University - <i>Beyond the Sidelines: Exploring the Fan Journey in Women's Football</i> Co-Authors: Payam Ansari	-	360 - JIM UEDA, Ottemon Gakuin University - <i>An Examination of the Position of Sports in Higher Education Governance: From the Perspective of Social Deviance and Reproduction</i> Co-Authors: GOICHI HAGIWARA, KENSUKE EHARA, KATSUHIKO ISHIKAWA
ISSA Annual General Meeting - Bldg #71. Gymnasium				
Networking/Social - Hoam Faculty House, SNU-sha Café / Self-funded meal and drinks				

○ Thursday, July 10 (09:00–13:30)

08:30~16:00	Registration - Bldg #71-1. Sport and Culture Research Building: Entrance hall			
Session 4 09:00~10:30	Room: 206 Theme: Sport and Culture in Korea #2 Chair: Kyulee Shin	Room: 211 Theme: Sport, Organization & Governance #2 Chair: Szilvia Perényi	Room: 212 Theme: - Chair: -	Room: 213 Theme: Sport, Politics & Policy #3 Chair: Emmanuelle Tulle
Presentation 1 09:00-09:20	117 - Xuemeng Hao , Hoseo University - <i>Exercise, Gender, and Well-being: A Comparative Study on Health-Promoting Behaviors and Quality of Life Among Resistance Training Participants</i>	207 - Chia-Hsuan Chang , National Taiwan University of Sport - <i>The Interplay between Social Capital and Scientific Factor - A Dynamic Analysis for Talent Identification of Junior High School Basketball Team in Taiwan</i> <u>Co-Authors:</u> Ren-Shiang Jiang	-	23 - Celia Marcen , Universidad de Zaragoza - <i>European sport policies in the frame of the Erasmus + Programme: A decade of contradiction between policies and politics</i> <u>Co-Authors:</u> Dominic Malcolm
Presentation 2 09:20-09:40	123 - Zijian Zhang , Hoseo University - <i>Gender Disparities in Physical Activity, Health, and Quality of Life Among Chinese Adults</i>	281 - Timothy Dawbin , The University of Otago - <i>The institutional landscape of youth sport integrity issues: Insights from New Zealand</i>	-	59 - Xiaohui Wu , German Sport University Cologne - <i>Mapping China's National Fitness Policy Landscape: A 30-Year Bibliometric Analysis (1995-2024)</i>
Presentation 3 09:40-10:00	215 - Hyun Jung , Korea National Sport University - <i>The Analysis of Sports Star types by Era as Depicted in South Korean Media</i>	295 - Haoyang Yu , Loughborough University - <i>Sport Governance Network Under the Strong Government Intervention: The Dynamics of China's Youth Football Network and Its Stakeholders</i> <u>Co-Authors:</u> Minhyeok Tak, Richard Giulianotti	-	66 - Jae-Gu Yu , Chung-Ang University - <i>The Stream of Korean Sport Policy through the lens of 'Guaranteed Country'</i> <u>Co-Authors:</u> Hyunjoo Cho
Presentation 4 10:00-10:20	327 - Soonil Kwon , Korea National Sport University - <i>The 2004 Professional Baseball Military Service Scandal in South Korea: A Qualitative Study on the Absence of Stigma and the Factors Enabling Career Continuation</i> <u>Co-Authors:</u> Ik Young Chang	384 - Szilvia Perényi , Hungarian University of Sports Science - <i>Parents of young athletes: Views and practices of sports organisations in Hungary</i> <u>Co-Authors:</u> Ilona Bodnár, Andrea Gál, Gabriella Dóczy-Vámos, Diána Szekeres	-	339 - Gülbeyaz Sert , Istanbul Bilgi University - <i>Framing Sports Policy in Turkey: A Comparative Analysis of AKP and CHP Election Manifestos (2002-2023)</i>
10:30-11:00	Coffee Break - Bldg #71-1 : Room 101			
11:00-12:30	Panel Session ② - Bldg #71. Gymnasium Re-problematizing Empowerment and Gender Dynamics in Sport Chair: Eunha Koh / Panelists: Toni Bruce, Ying Chiang, Cheryl Cooky, Emma Pullen			
12:30-13:30	Lunch & Posters - Bldg #71. Gymnasium			

Registration - Bldg #71-1. Sport and Culture Research Building: Entrance hall				
Room: 214 Theme: Sports & Media #3 Chair: Yunjung Kim	Room: 307 Theme: Physical Education & School Sport #1 Chair: JAEWOO PARK	Room: 308 Theme: Sport & Gender #6 Chair: Richard Pringle	Room: 309 Theme: Sport & Social Class Chair: Brent McDonald	Room: 310 Theme: Sport & Disability #2 Chair: Amy Chan Hyung Kim
60 - Bethany Geckle, Miami University - <i>Cruising and video games: A multi-strategic challenge to cis/heteronormativity in skateboarding</i>	40 - Wenting Dong, University of Malaya - <i>Connotation and Structural Analysis of University Students' Humanistic Qualities in Physical Education</i> <u>Co-Authors:</u> Syed Kamaruzaman Syed Ali, Azni Yati Kamaruddin, Changqing Xiang, Zhi Zhong	62 - Yu-Hsien Tseng, National Taiwan University - <i>Performing the gendered/genderless bodies in the Beauty and Rainbow of LGBT bodybuilding competition</i>	229 - Tengjun ZHOU, southwestern university of finance and economics - <i>Can Economic Boom Propel National Football Ascendancy? An Analysis from the Perspective of Social Class Mobility</i>	103 - Amy Chan Hyung Kim, florida state university - <i>Social outcomes of physical activity among adults with Autism Spectrum Disorder (ASD): A systematic review and meta-analysis</i> <u>Co-Authors:</u> James Du, Seyoon Oh, Eunhye Yoo, Hanhan Xue
72 - Christopher Finlay, Loyola Marymount University - <i>Interrogating Social Media Resistance to Caitlin Clark: Cultural Dynamics at the Intersections of Gendered, Racial, and Geographic Identities</i> <u>Co-Authors:</u> Lawrence Wenner	73 - Tomohiro Uozumi, Hosei University - <i>Addressing Coach Shortages and the Mandatory Licensing System: Challenges in Japanese School Sports</i>	214 - Jongho Kim, University of Ulsan - <i>Discourses on Transgender Athletes in South Korea: A Literature Review and Media Framing Analysis</i>	239 - Takuya Shimokubo, Juntendo University - <i>Examination of the Relationship Between Leisure Time Physical Activity and Family Background Among Japanese Adults: Which Pathway is Followed or Unfollowed?</i>	189 - Kailan Tang, University of British Columbia - <i>Experiences and perceptions of youth with spinal cord injury and parents on physical activity participation</i> <u>Co-Authors:</u> Andrea Bundon, Sara Kramers
347 - Tsunghan Wu, Chihlee University of Technology - <i>Between commercialized broadcasting rights of Olympic games and cultural civil rights: Taiwan's experience</i>	222 - Michelle Flemons, University of Bedfordshire - <i>Enabling innovative orientated physical education teachers: Understanding the subjective warrants' changes over time to overcome barriers to transforming physical education</i>	256 - Richard Pringle, Monash University - <i>Examining the sexed sporting body in the context of anti-gender advocates and trans female sporting bans</i>	277 - Adam Gemar, University of Cyprus - <i>Fan-width: Gender and social class in the breadth and depth of American sports following</i>	386 - Marie ALTERMATH, L-VIS & University of Lyon 1 - <i>The process of committing to an adapted physical activity clinical trial and research work when living with metastatic cancer</i> <u>Co-Authors:</u> Claire PERRIN
377 - Yunjung Kim, St. John's University - <i>Reproducing a perfect physique: Comparing two seasons of Physical 100</i> <u>Co-Authors:</u> Patrick Crowe, Vincent Peña	369 - GUNHONG KIM, Korea National University of Education - <i>Conceptualizing 'Good Physical Education Classes': Perspectives of Secondary School Physical Education Teachers</i> <u>Co-Authors:</u> WONJAE JEON			
Coffee Break - Bldg #71-1 : Room 101				
Panel Session ② - Bldg #71. Gymnasium Re-problematizing Empowerment and Gender Dynamics in Sport Chair: Eunha Koh / Panelists: Toni Bruce, Ying Chiang, Cheryl Cooky, Emma Pullen				
Lunch & Posters - Bldg #71. Gymnasium				

Thursday, July 10 (13:30–15:30)

Session 5 13:30~15:00	Room: 206 Theme: Sport and Culture in Korea #3 Chair: Woogyeon Jo	Room: 211 Theme: Sport, Development & Peace #2 Chair: Lyndsay Hayhurst	Room: 212 Theme: Sport Globalization & Mega-Events #2 Chair: Jung Woo Lee	Room: 213 Theme: Sport, Politics & Policy #4 Chair: Rodrigo Soto-Lagos
Presentation 1 13:30-13:50	118 - Haiqing Yang, Qiannan Normal University for Nationalities - <i>Nostalgia and Cultural Heritage Tourism as Social Memory: A Case Study of Shui Ethnic Minority Horse Racing</i> <u>Co-Authors:</u> Kyungsik Kim	14 - Kazem Hozhabri, Université du Québec à Montréal - <i>A Systematic Review of Sport for Development and Peace Reviews</i> <u>Co-Authors:</u> Tegwen Gadais, Umair Asif, Louis-Charles Pitre, Karen Petry, Simona Safarikova, Jean-Jacques Rondeau, Paquito Bernard	6 - Marina Ozdemir, University of Sao Paulo - <i>THE MEN'S WORLD CUP IN QATAR 2022 THROUGH THE LENS OF THE WESTERN MEDIA: SOFT POWER, SPORTS DIPLOMACY AND SPORTSWASHING</i> <u>Co-Authors:</u> Marco Bettine	131 - Diego Moreno, University of Otago - <i>Mastering the Political Craft: Discretion Among Street-Level Bureaucrats in Chile's Sport Sector</i>
Presentation 2 13:50-14:10	121 - Pan Ding, Hoseo University - <i>The Dynamics of Sociology of Sport: A Data-Driven Analysis of Research Trends and Intellectual Shifts in IRSS (1980-2024)</i> <u>Co-Authors:</u> Kyungsik Kim, Yi Ren, Zhenbo Zhang, Xiaodai Jia	236 - Mitchell McSweeney, University of Minnesota - <i>An alternative approach to sport for development and peace: The case of a nonprofit-government partnership in Brazil</i> <u>Co-Authors:</u> Michael Jonas	13 - Jung Woo Lee, University of Edinburgh - <i>The confrontation between the USA and China at Beijing 2022 and Paris 2024</i>	250 - Rodrigo SOTO-LAGOS, University of Santiago of Chile - <i>"Weak Spine, Weak Bones": Discourses on Physical Inactivity Among Public workers in the Areas of Education, Health, and Sport</i> <u>Co-Authors:</u> Gabriel Urzúa, Tatiana Castillo, Luiz Pozo, Pablo Romero
Presentation 3 14:10-14:30	122 - YU CHENG, Hoseo University - <i>Understanding the Mechanisms of Exercise Adherence: The Role of Flow and Habitus in Fitness Participation</i>	317 - Lyndsay Hayhurst, York University - <i>Rethinking what Counts: Transforming Monitoring and Evaluation in Sport for Development through Indigenous Knowledges and Feminist Data Justice</i> <u>Co-Authors:</u> Marika Wildeboer, Rochelle Stewart-Withers, Audrey Giles, Ashley Day	271 - Masayuki Takao, Tokai University - <i>Impacts of Hosting a Sports Mega-Event under Post-disaster Situation: An Intertemporal Comparative Analysis on Resident Survey in Kamaishi</i> <u>Co-Authors:</u> Takuya Shimokubo, Nobuhiro Nakajima, Masatoshi Mukoyama	355 - Taewan Kim, Seoul National University - <i>Institutional Logics and Complexity in Korean Community Sports Services</i>
Presentation 4 14:30-14:50	267 - Jun Hyeok Choi, Kookmin University - <i>Sociocultural Perspectives on 'Good Instructors' in Pilates through Keyword Network Analysis</i> <u>Co-Authors:</u> Yun-hee Lee, Bong-Yeol Yoo, Woogyeon Jo	363 - Siheon Song, Seoul National University - <i>Examining South Korea's Sport Official Development Assistance: Developmental Regimes Reconstructed?</i> <u>Co-Authors:</u> Sun-Yong Kwon	253 - Chloe Sher, University of Toronto - <i>A Cultural Account of Ethnic Differences in Sports Participation: Why Sports Membership Is Low among Chinese Canadians?</i>	358 - Kwon Kim, Seoul National University - <i>The Concept of "The Social" in Korean Sport Club Policies: Policy Discourse and Stakeholder Perceptions</i> <u>Co-Authors:</u> Sun-Yong Kwon
15:00-15:30	Coffee Break - Bldg #71-1 : Room 101			

Room: 214 Theme: Sports & Media #4 Chair: Tzu-hsuan Chen	Room: 307 Theme: Physical Education & School Sport #2 Chair: Ik Young Chang	Room: 308 Theme: Sport & Gender #7 Chair: Lucy Piggott	Room: 309 Theme: Sport & Public Health #1 Chair: Peter Donnelly	Room: 310 Theme: Sport & Gender #8 Chair: Cora Burnett
98 - Zhuobing Chen, Xi'an Jiaotong University - <i>A Comparative Study of Conceptual Metaphors in News Discourse on Table Tennis Contests in English and Chinese</i> <u>Co-Authors:</u> Boyang He, Wei Sun	19 - Wanyu Huang, The University of Sydney - <i>Impact of the PETE programs on graduating students' beliefs about teaching and learning</i>	95 - Radosław Kossakowski, University of Gdansk - <i>From 'collie' to the transformative masculinity: Experience of men working in women's soccer in the context of gender stereotypes and social change</i> <u>Co-Authors:</u> Natalia Organista, Rachel Allison	107 - Yannick LE HENAFF, Université Rouen Normandie - <i>The meanings of engagement: doing "adapted physical activity" in an addiction clinic in France:</i> <u>Co-Authors:</u> Elsa BOULET, Emilie GABORIT, Julia LEGRAND	32 - Ezinne Ofoegbu, Santa Clara University - <i>Interpersonal Exploitation as a Black Feminist Analytic: Examining Dehumanization, Power, and Labor Dynamics in U.S. College Athletics and Global Sport</i>
173 - Yongeun Kim, Chonnam National University - <i>News Media Framing of Inter-Korean Sports Exchange</i>	99 - Atsushi Nakazawa, Waseda University - <i>Japanese School Sports under Covid-19 Pandemic: A Sociological Record</i>	175 - Lucy Piggott, Norwegian University of Science and Technology - <i>The Integration of a women's and men's elite football club in Norway</i> <u>Co-Authors:</u> Malene Rosvold, Stig Arve Sæther	247 - Donghyung Kim, Loughborough University - <i>Cultural Difference and the Concussion Crisis: A Comparative Analysis of the UK and South Korea through Actor-Network Theory</i> <u>Co-Authors:</u> Dominic Malcolm, Borja Garcia-Garcia	68 - Cora Burnett, Stellenbosch University & University of Johannesburg - <i>Gender and disability justice in stratified socio-economic realities</i>
200 - Eunhye Yoo, Yong In University - <i>A Viewership Home Run?: Understanding Viewer Perceptions of "A Clean Sweep"</i> <u>Co-Authors:</u> Yunjung Kim	167 - Naoki Chiba, Chukyo university - <i>Neo-liberal Policies and the Outsourcing of Extracurricular Sports Activities in England's schools</i>	221 - Kathryn Henne, Australian National University - <i>Promoting Women in Australian Sports Leadership: A Case of Cultural Cloning?</i> <u>Co-Authors:</u> Jude Blacklock, Madeleine Pape, Kate Starre	380 - Stephen Sheps, Toronto Metropolitan University - <i>Ride for the cure? Philanthropy, Corporate Social Responsibility and Public Health in Canada</i>	101 - Ana Cikač, Institute for Kinesiology Research - <i>Bridging the Gap in Women's Sport Science Research: Addressing Sports Injuries</i> <u>Co-Authors:</u> Saša Pišot
208 - Joseph Silva, University of British Columbia - <i>Cool Poses, Sanitized Presentations: Mainstream Media Framings and the Recontextualization of Breaking and its Historical Context during the 2024 Olympic Games</i> <u>Co-Authors:</u> Brian Wilson	303 - Eon Hye Kim, Korea National Sport University - <i>The Evolution and Unintended Consequences of the Elite Sports Development System in South Korean Schools</i> <u>Co-Authors:</u> Ik Young Chang	224 - Kyra Margarete Angerer, University of South-Eastern Norway & Saudi Arabian Football Federation Institute of Research - <i>Socio-cultural factors that influence participation of women in and through sport in contemporary Saudi Arabia: Adapting and applying social inclusion as an analytical concept</i>	387 - Claire PERRIN, University of Lyon - <i>Coordination tools and interprofessional collaboration in Maisons Sport-santé in France. First results of a national survey</i> <u>Co-Authors:</u> Clément PERRIER	174 - Yanlin Li, Loughborough University - <i>Chinese Women's Volleyball Athletes and The Gender Norms in China: From Socialist Warriors to Long Leg Idols</i>
Coffee Break - Bldg #71-1 : Room 101				

Thursday, July 10 (15:30–21:00)

Session 6 15:30~17:00	Room: 206 Theme: Sport and Culture in Korea #4 Chair: Seung-Hyun Jang	Room: 211 Theme: Sport, Race & Ethnicity #2 Chair: Pat Rubio Goldsmith	Room: 212 Theme: Sport in Asia #2 Chair: Joshua Newman	Room: 213 Theme: Sport, Environment & Sustainability #2 Chair: Brian Wilson
Presentation 1 15:30-15:50	134 - Chen Zhang, Hoseo University - <i>Understanding the Socio-Psychological Dynamics of Adherence Among Chinese Fitness Participants Through the Socialization Process</i>	31 - Devon Goss, Oxford College of Emory University - <i>Out of Balance?: Race and Nation in American Olympic Gymnastics Commentary</i> Co-Authors: Nicole Kassabian	77 - Joshua Newman, Florida State University - <i>Steel Roses and Silk Suits: Post-cosmopolitan Branding and the Cultural Politics of Chinese Women's Soccer</i> Co-Authors: Ling'ai Wang	154 - Erin Sullivan, University of Toronto - <i>Reimagining Sport: Total Liberation, Anti-Speciesism, and Ecological Justice in Athlete Activism</i>
Presentation 2 15:50-16:10	306 - June Sun Rhyu, Korea Sports University - <i>An Examination of Professional Perceptions of Personal Trainers</i> Co-Authors: Ik Young Chang	93 - Arne van Lienden, Erasmus University Rotterdam & Radboud University Nijmegen - <i>Constructing the Black post/colonial athlete: Dutch media portrayals of Churandy Martina (2012-2024)</i>	152 - Zheng Jingtao, Tongji University - <i>Educational Re-adaptation of Professional Athletes: A Study of Chinese Football Players' Career Transitions in Higher Education</i> Co-Authors: Shen Yin hao, Zhang Chengmin	196 - Yannick LINOSSIER, Université Saint-Etienne & L-VIS - <i>Practicing Barefoot to reconnect with nature? Meanings, motivations and lived experiences of minimalism among recreational athletes.</i> Co-Authors: Matthieu QUIDU, Brice FAVIER-AMBROSINI, Matthieu DELALANDRE
Presentation 3 16:10-16:30	336 - NamHeon Kim, KYUNG HEE UNIVERSITY - <i>Surveillance society and changing power structures in sports groups</i> Co-Authors: Kwang Leong Han	149 - Pat Rubio Goldsmith, Texas A&M - <i>Is Baseball a "rich" kid sport or a "white" kid sport? Race, Class, and High School Athletic Performance in Baseball, Basketball, And Football</i> Co-Authors: Carol L. Goldsmith	266 - Hsin Chuan Chen, National Taiwan University - <i>Polarization and Peripheralization: The Implementation and Influence of VAR and SAOT in the Asian Football Confederation</i>	205 - Alexandra Arellano, University of Ottawa - <i>Millennial Traditional Fisherman-Surfer Practices and the Tourism-Heritagization of Ocean-Based Epistemologies in Huanchaco, Peru</i> Co-Authors: Carolina Espinoza Camus
Presentation 4 16:30-16:50	109 - Xiaoyan Chen, Hoseo University - <i>Tai Chi's Journey to Globalization: Tradition, Transformation, and Strategic Expansion</i> Co-Authors: Yajun Han, Qiang Chen, Junhe Cui	153 - K. Eri Lee, University of Minnesota - <i>Challenging Dominant Epistemologies: A Critical Review of the International Review of the Sociology of Sport</i>	320 - Gaowei Chen, Leipzig University - <i>Biopolitical Expansion: Changes in Modern Chinese Physical Educational Thought from a Sociology of the Body Perspective (1890s-1920s)</i>	319 - Eun Jung, Queen's University - <i>Are school gyms polluted or polluting? Examining the relationship between air and the moving body</i>
18:00-21:00	Networking/Social - Outdoor Activities 1) Watching Baseball - Jamsil Stadium 2) Han River Ferry Cruise *Pre-registration required			

Room: 214 Theme: E-Sports & New Sporting Activities Chair: Jeanette Steinmann	Room: 307 Theme: Sport Coaching & pedagogy Chair: Yoon Jin Kim	Room: 308 Theme: Sport & Gender #9 Chair: Michele K. Donnelly	Room: 309 Theme: Sport & Community Chair: Louise Mansfield	Room: 310 Theme: Sport & Gender #10 Chair: Ryan Storr
159 - Yushi Miyazawa, University of Tsukuba - <i>Surfing with Non-Human Rhythms: Style, Practice, and Alternative Temporalities in Japanese Surf Culture</i>	25 - Tamir Erez, Ono Academic College - <i>Coaching for "Fitting In": Coaches, Soccer, and Education in Professional Sports Clubs in Low-SES Towns in Israel</i> <u>Co-Authors:</u> Avihu Shoshana	56 - Ying Chiang, Chihlee University of Technology - <i>The Evolution of 'Sexual Harassment' Discourse in Taiwanese Sports Academia</i>	17 - Louise Mansfield, Brunel University of London - <i>Public narrative in community sport: enabling social change in health and wellbeing through local leadership, storytelling and collective action</i> <u>Co-Authors:</u> Robyn Smith, Jake Gifford, Emily Hunt, Jaspal Gill	34 - Ryan Storr, Swinburne University of Technology - <i>Heteroactivism in Sport: Understanding resistance to LGBTI+ inclusion in sport in Australia</i>
356 - Andy Chiu, The Education University of Hong Kong - <i>Framing Esports in Hong Kong Printed News (2020-2025): A Content Analysis</i>	270 - Yoon Jin Kim, University of Birmingham - <i>Walking the tightrope: Migrant coaches navigating safeguarding in high-performance sport</i> <u>Co-Authors:</u> Minhyeok Tak, Ik Young Chang	85 - Daniel Malanski, Université de Lyon 1 - <i>Flags and Figures: Gender Equality and Gender washing in the Olympics</i> <u>Co-Authors:</u> Brice Lefèvre	20 - Daniel Read, Loughborough University - <i>The Digital Divide in Exercise: Understanding the impact of Digital Capital on Sport and Physical Activity Participation</i>	52 - Jeffrey Bishara, victoria university - <i>Can Allyship Achieve Gender Equality?</i>
371 - SAETBYEOL HONG, Korea National University of Education - <i>Reconceptualizing E-Sports as Educational Technology (EdTech)-Based Physical Activity: A Sociocultural and Pedagogical Analysis</i> <u>Co-Authors:</u> WONJAE JEON	349 - Hojin Shin, Seoul National University - <i>Exploring Socio-Cultural Shift in Elite Sport Coaching in Korea</i> <u>Co-Authors:</u> Sun-Yong Kwon	119 - Amane Takahashi, kansai university - <i>Sociological Study on "Romantic Love Ban" in Japan's School Sports Clubs</i>	322 - Dong Young Ju, Daegu Haany University - <i>A Study on the Characteristics of the Sub-Culture of Darts Clubs : Focused on Darts Rating and Handicap</i> <u>Co-Authors:</u> Ahn Chan Woo, Kwon Goo Myeung	233 - İlknur Hacisoftaoğlu, Istanbul Bilgi University - <i>Embodied Empowerment: Rethinking Gender and Power Through a Body Movement-Based Feminist Program</i>
382 - Xiangyu Chen, Tsinghua University - <i>From a neophyte to a professional: The trajectory in serious leisure engagement of Chinese esports participants</i> <u>Co-Authors:</u> Xiaoqian Richard Hu	357 - Tamás Dóczy, Hungarian University of Sports Science - <i>Hungarian coaches' views and experiences related to young athletes' mental wellbeing and psychological abuse</i> <u>Co-Authors:</u> Diána Szekeres, János Novák, Andrea Gál	318 - Michele K. Donnelly, Brock University - <i>#GenderEqualOlympics: Irresponsible messaging about gender equality at the Paris 2024 Summer Olympic Games</i>	291 - Hye Jin Kim, Loughborough University - <i>Tensions Beneath the Surface: Analysing the Complexities of the 2024 Seoul Homeless World Cup</i>	342 - Daehee Kim, Chungnam National University - <i>Policy Marginalization and Physical Solidarity: The Hegemonic Masculinity Culture within Korea's CrossFit Scene</i>
Networking/Social - Outdoor Activities 1) Watching Baseball - Jamsil Stadium 2) Han River Ferry Cruise *Pre-registration required				

○ Friday, July 11(09:00–13:30)

08:30~12:00	Registration - Bldg #71-1. Sport and Culture Research Building: Entrance hall			
Session 7 09:00~10:30	Room: 206 Theme: Sport and Culture in Korea #5 Chair: Won Mi Lee	Room: 211 Theme: Sport, Organization & Governance #3 Chair: Alexandra Arellano	Room: 212 Theme: - Chair: -	Room: 213 Theme: Sport, Politics & Policy #5 Chair: Jorge Knijnik
Presentation 1 09:00-09:20	114 - Qingyang Shao , Hoseo University - <i>Exploring the Dynamic Evolution of Olympic Research: Insights from Keyword Network and Topic Modeling</i> <u>Co-Authors:</u> Kyungsik Kim	132 - Yi-Chun Huang , National Taiwan Sport University - <i>Women in Sports Leadership: A Case Study on Taiwanese Sports Organizations</i>	-	50 - Eunsu Lee , Hanyang University - <i>Professionalisation of Korean Breaking</i>
Presentation 2 09:20-09:40	115 - Sihong Sui , Hoseo University - <i>Mapping Intellectual Structure on Athlete Retirement in China through Social Network Analysis</i> <u>Co-Authors:</u> Ziwei Liang, Zhimin He, Yongdi Wang	161 - Yuancheng Tseng , Tsinghua university - <i>Research on the Participation of Social Forces in the Olympic Preparation Model of the China's Breakdancing National Team</i> <u>Co-Authors:</u> Fanghong yao	-	268 - Nam Ho Gu , Loughborough University - <i>A Mixed Pathway in Football Development Policy: Transition Between Modernization and Path Dependency</i>
Presentation 3 09:40-10:00	323 - Yongwoo Lee , Korea National Sport University - <i>Manipulation and Implementation of Character Education by Taekwondo Masters</i> <u>Co-Authors:</u> Wonmi Lee	231 - Peiwei Zhao , Renmin University of China - <i>Collaborative Sport Governance in IOC and the UN Women: A Case Study from the Perspective of Actor Network Theory</i>	-	325 - Jorge Knijnik , Western Sydney University - <i>Hinchas con memoria: Transitional justice and the political place of football in South America</i>
Presentation 4 10:00-10:20	162 - Dong Jin Seo , Konkuk University - <i>Exploring the Inequalities Experienced by Female Referees in the Male-Dominated Football World</i> <u>Co-Authors:</u> Hee Jin Seo, Ki Woon Kim	378 - Hanbit Park , University of Ottawa - <i>Unlocking Local Sport Councils: Organizational Dynamics and Contextual Influences Shaping Community Impact</i> <u>Co-Authors:</u> Alexandra Arellano, Stephen Stuart	-	344 - Taehee Kang , Seoul National University - <i>Institutional Progression of Professional Football Leagues in Korea, China, and Japan: A Comparative Analysis of Convergence and Divergence</i> <u>Co-Authors:</u> Hyundon Jung
10:30-11:00	Coffee Break - Bldg #71-1 : Room 101			
11:00-12:30	Panel Session ③ - Bldg #71. Gymnasium Re-imaging Sociology of Sport: East Asian Insights Chair: Alan Bairner / Panelists: Tzu-Hsuan Sean Chen, Yoko Kanemasu, Jung Woo Lee, You Li			
12:30-13:30	Lunch - Bldg #71. Gymnasium			

Registration - Bldg #71-1. Sport and Culture Research Building: Entrance hall				
Room: 214 Theme: Physical Education & School Sport #3 Chair: Dóczy Tamás	Room: 307 Theme: Sports & Media #5 Chair: Ilhaam Groenewald	Room: 308 Theme: Methods of Sociology of Sport Chair: Froukje Smits	Room: 309 Theme: Sport & Violence Chair: Hitoshi Ebishima	Room: 310 Theme: Olympism / Olympic Studies #2 Chair: Hyunjoo Cho
57 - Wei Ding , Capital University of Physical Education And Sports - <i>Empowering Youth Olympic Education: A Case Study of the Olympic Education Museum at CUPES</i> <u>Co-Authors:</u> Qiye Chen	128 - Ilhaam Groenewald , Stellenbosch University - <i>The impact of public university sport commercialisation on the overall sport strategy in South Africa</i> <u>Co-Authors:</u> Cora Burnett	148 - Gareth Wiltshire , Loughborough University - <i>Exploring the potential of AI-assisted data analysis for qualitative interview studies in the sociology of sport</i>	10 - Rudy Mondragon , Loyola Marymount University - <i>MVPs [Most Vulnerable Prizefighters] and the Brutal Economy of Boxing</i>	24 - Kaho Shinohara , Ritsumeikan University - <i>Social Legacy of the Tokyo 2020 Paralympics: a case study of a host town project by the Netherlands and Adachi-ward</i>
182 - Natalia Organista , Józef Piłsudski University of Physical Education in Warsaw - <i>The perception of gender relations in physical education in the opinions of PE teachers and PE teacher educators</i> <u>Co-Authors:</u> Zuzanna Mazur, Håkan Larsson	157 - Sanghyeon Kim , Deakin University - <i>Organisational Adoption of Media Technology in Live Sport: A Sociological Perspective through Field Theory and Mediatization</i>	383 - Froukje Smits , Utrecht University of Applied Sciences - <i>The art of giving voice in SfD projects</i>	209 - Erdoo Ankwaah , University of Iowa - <i>Sports for Conflict Resolution and Psychosocial Support: A Pathway to Peacebuilding</i>	67 - Hyunjoo Cho , Korea Institute of Sport Science - <i>Olympic Legacy Visioning in National Level - the case of Korea and KSPO</i>
353 - Dongsoo Jeong , Seoul National University of Education - <i>Reassessing the Role of Competition in School Sports Clubs: Policy Development and Teacher Perspectives</i>	314 - Te-Tsung Liu , National Taiwan Sport University - <i>Identity in Transition: Examining Multilingual Editions of Hockey Broadcasts</i> <u>Co-Authors:</u> Tzu-hsuan Chen	16 - Chia-Ting SUN , National Tainan Junior College of Nursing - <i>Using ELSI as an Analytical Framework: The Impact of Sports Technology on Human Nature, Subjectivity, and Performance Diversity in Competitive Sports</i>	255 - Hitoshi Ebishima , Seijo University - <i>Why Has the 'Magic Kettle' Gone? : The Subculture of the Alternative Medicine in Rugby Football and Changing Perceptions of the Risk Management in Relation to Brain Injury in Japan</i> <u>Co-Authors:</u> Dominic Malcolm	216 - Bora Hwang , University of Tsukuba - <i>Policy Coherence for Development in Action: Tokyo 2020 Olympic Education Legacy</i>
-	-	-	257 - Lars Dzikus , University of Tennessee, Knoxville - <i>Sexual Violence Prevention: Youth Sport Provider Knowledge and Needs Assessment</i> <u>Co-Authors:</u> YunJung Kim	362 - Yeonsoo Kim , Korea National Sport University - <i>The Value of Olympic Legacies for Future Generations: Analysis of the Social Impact of the PyeongChang 2018 Olympic Winter Games Legacy Project</i> <u>Co-Authors:</u> Ik Young Chang
Coffee Break - Bldg #71-1 : Room 101				
Panel Session © - Bldg #71. Gymnasium Re-imagining Sociology of Sport: East Asian Insights Chair: Alan Bairner / Panelists: Tzu-Hsuan Sean Chen, Yoko Kanemasu, Jung Woo Lee, You Li				
Lunch - Bldg #71. Gymnasium				

○ Friday, July 11(13:30–15:00)

Session 8 13:30~15:00	Room: 206 Theme: Sport and Culture in Korea #6 Chair: Jongho Kim	Room: 211 Theme: Other Issues Related to the Sociology of Sport #2 Chair: Tzu-hsuan Chen	Room: 212 Theme: Youth Sport Chair: NaRi Shin	Room: 213 Theme: Sport & Public Health #2 Chair: Anand Rampersad
Presentation 1 13:30-13:50	65 - YITIAN OUYANG , Silla University - <i>Environmental Awareness and Social Practices in Sports: ESG Initiatives in Marine Sports Organizations</i> Co-Authors: Min-Su Je, Inhyung Kim	125 - Nik Dickerson , Loughborough University - <i>Skateboarding through the Wake: A musical journey through Black ways of knowing and Being</i>	129 - Alex Gang , Washington State University - <i>From playgrounds to profit: The rise of private coaching in Korean youth football and its implications for labor, inequities, and commodification of skills</i> Co-Authors: Kyuhyun Choi, Eunah Jo, Jin Park, Ju Young Lee, Yong Chae Rhee, Yoonsik Hong	12 - Anand Rampersad , The University of the West Indies, St. Augustine Campus - <i>Physical Activity Prevalence Among Tertiary Students</i>
Presentation 2 13:50-14:10	111 - Yongping Zhang , Hoseo University - <i>The Social Impact of Digital Sports Culture in China: A Critical Examination of Its Benefits and Challenges</i> Co-Authors: Weiguang Lin, Cai Lin, Tong Zhao	345 - Aish Ravi , Monash University - <i>Racial literacy and anti-racism within University campus sport settings</i> Co-Authors: Dana Young	140 - yusuke hidaka , Ikuei University - <i>Reflecting on the establishment of Japanese "sports high schools" in the 1980s and 1990s</i>	234 - Jake Gifford , Brunel University of London - <i>Narratives of Obesity & Physical Activity: Exploring the stories of men in mid-life</i>
Presentation 3 14:10-14:30	274 - Dae-Bung Park , Korea National Sport University - <i>Understanding the Sociocultural Dynamics of Golf Athletes' Academy Transitions</i> Co-Authors: Won-Mi Lee	106 - Rémi Delafont , French Institute of Sport (INSEP) & University Paris Cité - <i>Exploring Olympic staff career development in the high-performance field: designing pathways for a wide range of professions</i> Co-Authors: Sylvaine Derycke, Hélène Joncheray	309 - Wonju Lee , Clemson University - <i>The role of regional demographic diversity in a resilient athlete development system against depopulation</i> Co-Authors: DooJae Park, Nari Shin	354 - Seowoo Lee , Seoul National University - <i>'Active Seniors' on the Recreational Playground : A Critical Examination of New Gerontology through the Park Golf Phenomenon in South Korea</i> Co-Authors: Sun-Yong Kwon
Presentation 4 14:30-14:50	390 - Min-Su Je , Silla University - <i>Analysis of Changes in Media Reports related to School Sports Club using Text Mining</i> Co-Authors: Yitian Ouyang, Inhyung Kim	179 - Yan Wang , Shanghai University of Sport - <i>Volunteers' Olympic nostalgia and its impact on post-event volunteering and sport participation</i> Co-Authors: Leyang Hou	367 - Robyn Smith , Loughborough University - <i>Co-developing Trauma-aware Approaches in Sport with Forced Migrant Youth</i> Co-Authors: Oliver Hooper, Ben Monro, Patricia Gozdz, Youcef El Barhdadi	-

Room: 214 Theme: - Chair: -	Room: 307 Theme: Sport in Asia #3 Chair: Guy Podoler	Room: 308 Theme: Elite vs. Sport for all Chair: Seami Lim	Room: 309 Theme: Sport & Culture #3 Chair: Yoonso Choi	Room: 310 Theme: - Chair: -
-	44 - Guy Podoler, University of Haifa - <i>Acting Identity: Expressive Koreanness in the Sports Biopic "Road to Boston"</i>	308 - Heeok Youm, Dongguk University - <i>An Exploratory Study on Career Education for Retired Athletes: Focusing on Identity Shift</i> <u>Co-Authors:</u> Han beom Kim, Jinwook Chung	333 - Chaewon Jeong, Seoul National University - <i>Structural Constraints on the Effectiveness of Sport Fan Activism</i> <u>Co-Authors:</u> Sun-Yong Kwon	-
-	177 - Zhuyuan Wu, Loughborough University - <i>Sports Exchanges between Mainland China and Taiwan: An examination of national and cultural identities across the Taiwan Strait</i>	332 - Seami Lim, Incheon National University - <i>It's my ATP League : The Social and Cultural Dynamics of the South Korean Amateur Tennis League</i> <u>Co-Authors:</u> Yong Doo Kim, Hanbeom kim, Wanyoung Lee	166 - Junyu Deng, Guangzhou Sport University - <i>Body Reconstruction and Occupational Empowerment: Chinese Young Women's Participation in Yoga Instructor Training Courses</i>	-
-	259 - Yu-Kuei Sun, Academia Sinica - <i>Baseball, Taiwanese Nationalism, and the Sajiao Culture: A Case Study of Taiwan's Baseball Fandom during the 2024 WBSC Premier12 Championship</i>	365 - Kuo-Feng Tseng, National Taiwan Normal University - <i>A case study of the difficulties of student-athletes' academic performance within elite sport system in Taiwan</i> <u>Co-Authors:</u> Chih-Fu Cheng	245 - Che-woon Park, Chungnam National University - <i>Not Just a Legal Issue: Uncovering the Social Structures Behind the Denial of Athletes' Labor Rights</i>	-
-	260 - Guan-Lin Chen, National Taiwan Sport University - <i>Chinese Taipei or Team Taiwan? The choice of Taiwanese university students purchasing national team's sports merchandise</i> <u>Co-Authors:</u> Yueh-Er Chen	-	366 - Liu Cheng, Beijing Sport University - <i>Cricket on Foreign Soil: Sport-Mediated Cross-Cultural Adaptation of South Asian Students in China</i>	-

○ Friday, July 11(17:00–21:00)

17:00-17:55

<ISSA 60th Anniversary Event & Closing Reception> - Bldg #71. Gymnasium

Chair: Ik Young Chang (Advisory Board of ISSA)
& Yoonso Choi (Deputy Secretary General of ISSA 2025 LOC)

Welcome Address

Parissa Safai (President of ISSA)

Congratulatory Remarks

- 1) Kwan Yong Choi (President, Korean Alliance for Health, Physical Education, Recreation, and Dance)
- 2) Hyun-mi Heo (President, Korean Association of Physical Education and Sport for Girls and Women)

<ISSA 60th Anniversary Session>

Moderator: Parissa Safai (President of ISSA)

Commemorative Address

Burnjang Lim (ISSA Honorary member)

60th Anniversary Special Speech

"ISSA, Peace, and International Understanding: 60 Years On"

Peter Donnelly (Professor Emeritus, University of Toronto)

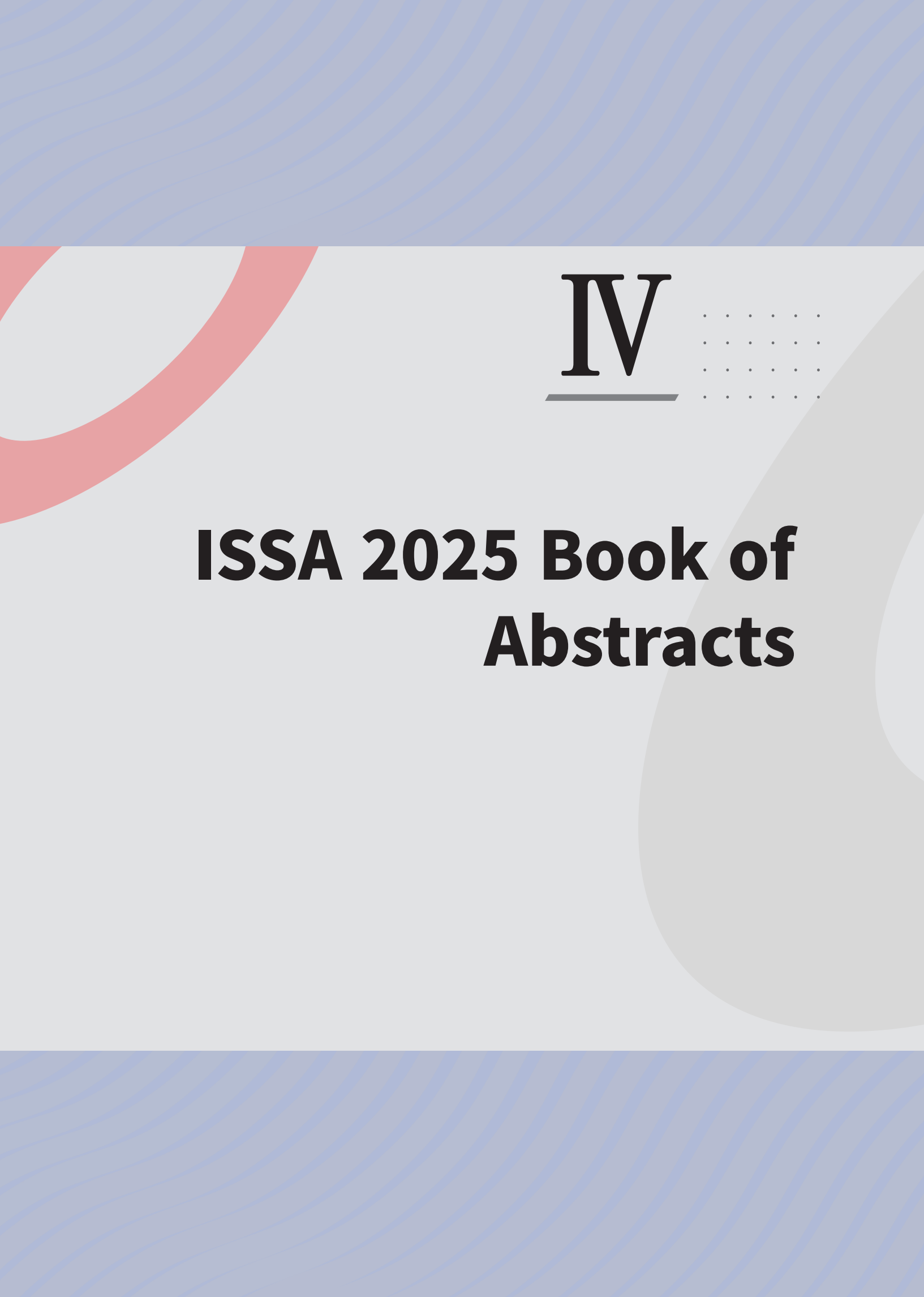
18:00-21:00

Meal & Networking

**2025 World Congress of
Sociology of Sport**

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IV

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Oral Presentation Abstracts



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**World Congress of
Sociology of Sport**

Elite vs. Sport for All

308 An Exploratory Study on Career Education for Retired Athletes: Focusing on Identity Shift

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For athletes, “retirement” signifies a process of desocialization; however, it is not merely an ending but can serve as an opportunity for new career transitions and resocialization. Accordingly, this paper aims to understand the identity changes experienced by retired athletes during the resocialization process from a sociological perspective through their career education experiences. In this study, we selected 10 retired athletes who had participated in the Korea Sports Council Career Support Center program and conducted two rounds of Focus Group Interviews to collect data, which were subsequently analyzed through a method of iterative comparative analysis.

The retired athletes expressed fear of shedding their athletic identity, a product of years dedicated solely to performance and rigorous training regimes, and conveyed the heavy burden of having to restart from the basics for a new identity transition. However, over time, they increasingly reported a strong sense of self-empowerment and recognition of their capabilities. This shift appears to stem from the structural limitations inherent in the inadequate career preparation during their athletic careers. Through career education, retired athletes systematically engaged in activities such as learning, acquiring certifications, and participating in internships—endeavors that were often taboo during their playing days—thereby experiencing an identity transition that transcends a singular identity. By examining the evolution of perceptions based on academic evidence and sociological theories, this study analyzes the process by which retired athletes positively adapt to new environments and suggests directions for policy support to facilitate successful career transitions.

Keywords

Retired athlete, Athlete career, Career support, Career development, Dual career

332 It's my ATP League : The Social and Cultural Dynamics of the South Korean Amateur Tennis League

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South Korea's amateur tennis league system is hierarchically structured by skill level, with tournaments divided into two divisions: the Open Division and the Rookie Division. Achieving outstanding results in the Open Division serves as a form of symbolic power (Lim, Kim, & Jang, 2022), as players accumulate social capital through sustained competition and institutionalised recognition. This competitive hierarchy functions as a field of distinction (Bourdieu, 1984), where athletic success confers status and legitimacy, reinforcing stratification and social differentiation within the amateur tennis community.

The culture of Open Division participants exhibits features of habitus formation that closely resemble those of elite athletes. Players engage in structured training programs, adopt a professional attitude, and manage their social and personal lives around the sport. Their deep involvement in tennis is an example of a serious leisure activity in which voluntary but highly disciplined participation promotes identity construction and social integration. Through regular tournament participation, they cultivate cultural solidarity and a shared field of practice, generating a sense of belonging while maintaining competitive rivalries that reinforce group hierarchies.

This study critically examines the social and cultural practices that underpin South Korea's elite amateur tennis league, focusing on lifestyle practices, embodied capital, and group identity formation. By interrogating the intersection of sport, power and social stratification, this research contributes to broader discussions of hierarchical differentiation, symbolic capital and the experiences of amateur athletes embedded in structured fields of competition.

Keywords

Amateur Tennis League in South Korea, Social Capital, Serious Leisure, Semi-Professional Identity, Transmission of Elite Culture

365 A case study of the difficulties of student-athletes' academic performance within elite sport system in Taiwan

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Balancing academic performance and athletic development is a persistent challenge for student-athletes in many countries. Similarly, this issue has received much attention from Taiwanese society; however, the problem still has not been solved. Little research on this balance positions the student-athletes' perspective to explore their thoughts and reasons, causing their academic performance is often worse than other students. This study used a single-case study focused on a collegiate baseball team to explore, from the athlete's perspective, the in-class environment and dynamics, the challenges encountered, and their interactions with lecturers. The data material includes interviews with coaches and athletes, document analysis of the institutional regulations and government policies, and participant observation of lectures for different athletes' courses. The findings reveal that athletes have followed the courses plan coaches selected to satisfy university graduation requirements, with selection criteria prioritizing the alignment of training and competition schedules. Consequently, athletes perceive coaches as primary intermediaries, negotiating academic accommodations with lecturers in instances of course absence due to athletic competitions; they regard obeying coaches' instruction as the principal means of maximizing playing opportunities. Moreover, despite athletes' awareness of negative perceptions and stereotypes associated with their academic performance, their primary strategy is to mitigate these biases by excelling in their athletic performance. Taiwan's National Sports Act establishes a specialized educational pathway for student-athletes from middle school to college. Athletic awards serve as the primary gateway to further education within this system, incentivizing a focus on competitive success over a balanced pursuit of academic and athletic excellence.

Keywords

Elite sport, student athletes, baseball, National Sport Act

E-Sports & New Sporting Activities

159 Surfing with Non-Human Rhythms: Style, Practice, and Alternative Temporalities in Japanese Surf Culture

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This study examines how surfing-specific practices are shaped by style and rhythm through analysis of the Japanese surfing magazine “Surfing World.” The distinctiveness of surfing lies in the bodily communication with nature, where waves emerge from complex interactions between various non-human elements such as underwater topography, wind patterns, and coastal structures. The practice of wave-riding occurs through the mediation of surfboards—human-made artifacts—in response to ephemeral wave events that can never be exactly replicated.

Surfers must attune themselves to non-human rhythms, as successful surfing requires translating these natural patterns into rideable waves. This intimate connection with non-human elements creates a unique temporal and spatial practice that diverges significantly from conventional human activities. The practice of surfing thus emerges as a momentary convergence of multiple agencies, both human and non-human.

Drawing on New Materialism theory, this research analyzes how surfing-specific rhythms generate distinctive lifestyles, as documented in “Surfing World” magazine published by J-Ocean. Through careful analysis of the magazine’s content, this study explores how the unique rhythms inherent in surfing practice are interpreted and transformed into lifestyle patterns. The findings reveal how surf-based life rhythms necessarily diverge from modern, anthropocentric temporal patterns, suggesting alternative ways of understanding human-nature relationships in contemporary society.

Keywords

Surfing, Lifestyle Sport, Rhythm, New Materialism

356 Framing Esports in Hong Kong Printed News (2020-2025): A Content Analysis

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This study examines the evolving news framing of esports in Hong Kong from 2020 to 2025, a period marked by significant developments, including the impact of COVID-19 and esports' debut as a medal event in the Asian Games. Through a content analysis of Hong Kong's printed news media, this research investigates how the legitimization of esports as a sport has progressed in the city, particularly in light of coverage of local athletes' successes in regional and international esports competitions. It is observed that there has been a decline in the association of esports with negative connotations, such as gaming addiction, indicating a positive shift in public perception and contributing to its growing acceptance as a legitimate sport in the city. However, this legitimization narrative is intertwined with a shift in the focus of esports development in Hong Kong. Prior to the Asian Games, news coverage emphasized local-level initiatives and grassroots development. Subsequently, the narrative has increasingly prioritized regional integration, aligning with the central government's policies and the broader Greater Bay Area development strategy, as the local esports industry was devastated by the aftermath of COVID-19 and restrictive anti-pandemic policies. This research explores this dynamic shift and analyzes how news framing has both reflected and potentially influenced this transition. The study concludes by discussing the implications of these framing trends for the future of esports in Hong Kong, considering the interplay between local aspirations, national policy, and the growing global prominence of esports.

Keywords

Esports, content analysis, news framing, printed news, Hong Kong

371 Reconceptualizing E-Sports as Educational Technology (EdTech)-Based Physical Activity: A Sociocultural and Pedagogical Analysis

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This study critically explores the multifaceted sociocultural and educational dimensions of e-sports, assessing its feasibility as EdTech-based content for school physical education and proposing a conceptual framework for its curricular integration. The primary aim is to establish a foundational framework for its adoption. Guided by means-end chain theory, this study employed the APT (Association Pattern Technique) laddering method to systematically map the underlying value structures embedded in e-sports as an educational and social phenomenon. The APT laddering process followed these steps: content analysis → implication matrix → value system, with cross-analysis conducted using SPSS 27.0. The findings indicate that e-sports possess distinct attributes such as accessibility, convenience, entertainment, spatial transcendence, competitiveness, safety, program diversity, equity, and individuality, reflecting broader social and technological transformations in physical activity and education. Keywords associated with the benefits of e-sports encompass enhanced sociability, stress relief, academic improvement, increased confidence, career development opportunities, and economic advantages. Additionally, e-sports were found to encompass a diverse set of values, including educational, psychological, social, and leisure dimensions, underscoring its potential role in shaping contemporary youth culture and physical activity patterns. First, the central ladder was identified as “Entertainment → Stress Relief → Psychological Value.” Second, another ladder emerged as “Entertainment → Stress Relief → Leisure Value.” Third, “Individuality → Increased Confidence → Psychological Value” was derived. These findings offer critical sociological insights into the evolving identity and cultural positioning of e-sports within school-based physical education. Furthermore, this study substantiates the feasibility of e-sports as an EdTech-based physical activity, while proposing a theoretical foundation for its pedagogical integration within formal physical education curricula.

Keywords

Physical education, Educational Technology(EdTech), e-sports, means-end chain theory, APT laddering technique

382 From a neophyte to a professional: The trajectory in serious leisure engagement of Chinese esports participants

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eSports has developed from a niche market to a worldwide phenomenon, however, there are limited research examining it as a serious leisure pursuit. This study aims to investigate the leisure behaviors and experiences of Chinese esports participants. Enlightened by the constructivist grounded theory, we conducted eight semi-structured interviews with professional esports players who have went through the stage of serious leisure. Findings indicate that esports participants evolve through their leisure practices in a temporally patterned, yet non-linear development, encompassing three main stages: 'the acquaintance stage', 'the advancement stage', and 'the expansion stage'. It is further revealed by our study that significant effort and durable benefits are prioritized over other characteristics of serious leisure participation of hardcore players. The study provides a heuristic for understanding the serious/work continuum within the esports context, and also sparks off attention to the gender-based differences associated with esports community.

Keywords

esports, esports participants, serious leisure, grounded theory, China

Methods of Sociology of Sport

16 Using ELSI as an Analytical Framework: The Impact of Sports Technology on Human Nature, Subjectivity, and Performance Diversity in Competitive Sports

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The rapid advancement of technology has profoundly transformed human society and the dynamics of global interactions. In recent years, sports technology has emerged as a new experimental field in the competition for national strength. Countries have increasingly begun to apply sports technology alongside resources such as big data to enhance their overall competitive level in sports. This has given rise to ethical debates that warrant further examination, particularly concerning human-technology collaboration, athlete autonomy, and data management, which have yet to receive adequate attention. This paper adopts the “Ethical, Legal, and Social Implications” (ELSI) framework to explore the development trends of sports technology, with a focus on East Asia. It examines the blurred boundaries between humans and sports technology, encompassing the following three primary points: First, how standardized technology systems, based on big data and ideal performance models, may reduce athletes’ individual style, creativity, diversity, and the uncertainty of performance. Second, how the intervention of sports technology might diminish athletes’ control over their perception, intuition, and bodily awareness, thereby undermining the importance of lived experiences and the expression of human nature. Third, how these optimization processes may lead to the homogenization of competitive sports content, potentially resulting in a lack of diversity in competitive formats or athlete representation. This paper further illustrates how the ELSI framework enriches our understanding of sports technology. By exploring these intersections, it aims to make a meaningful contribution to sports science and social ethics.

Keywords

Modernity, Intervention, Self-perception, Social Interaction,
Ethical, Legal, and Social Implications (ELSI)

148 Exploring the potential of AI-assisted data analysis for qualitative interview studies in the sociology of sport

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In considering the past, present and future trajectories of the sociology of sport, it would be remiss not to explore the new innovations in qualitative methods that have been opened up by recent advances in Large Language Models (LLMs) - artificial intelligence tools such as ChatGPT. There now exists a small but rapidly growing number of studies attempting to develop ways of using LLMs for qualitative research, with the data analysis stage being a key focus area. The topic typically raises a number of important concerns such as the trustworthiness of findings and issues around data management but also offers promising potential for reducing the burden of labour-intensive work (e.g., transcribing and coding) as well as helping to reduce risks related to human error. This paper reports on early findings from a research project - QUAiL - aiming to (a) better understand qualitative researchers' opinions about the use LLMs for data analysis and (b) develop and test a novel protocol that uses LLMs for data analysis of interview data. Findings will be interpreted within the sociology of sport landscape which serves as a particularly interesting test site because of the embodied nature of much of the phenomena that we study.

Keywords

Methods, qualitative, AI, Interviews

383 The art of giving voice in SfD projects

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Research is needed in SfD that can empower participants, contribute to social change, humanize institutions, de-stigmatize minorities, and give a voice to silenced groups. Giving voice to participants in qualitative research projects in SfD can be challenging, however, especially when such research is based on interviews. Researchers and participants may come from different cultures and draw on vocabularies that may be misunderstood. These challenges have led researchers to use visualization and digital methods based on art-based research such as the use of video participatory research and photovoice. The use of these methods may contribute to a critical dialogue between researchers and participants, to understanding their experiences and enhancing their empowerment and to realizing equality and justice for participants. However, the complexity of the actual collaboration between a diverse group of researchers and participants in art-based research extends beyond methodology and remains largely under-researched. Specifically, relatively little is known about how the degree of empowerment and the realization of equality and justice for participants may be enhanced and may also be limited. In this presentation I therefore, will reflect on why participatory art-based approaches work in certain contexts and are limited by structural conditions in other contexts. How might this complexity shape practices of and realization of equality, inclusiveness and equity in SfD projects that purport to give voice to participants? I discuss this complexity by drawing on work that relies on the use of art-based methods with SfD participants in two refugee reception centers.

Keywords

Sport for Development, Methods, Ethics

Olympism / Olympic Studies

24 Social Legacy of the Tokyo 2020 Paralympics: a case study of a host town project by the Netherlands and Adachi-ward

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The Tokyo 2020 Olympic and Paralympic Games (Tokyo 2020), whose vision was ‘Unity in Diversity,’ can be regarded as a catalyst for promoting the Sustainable Development Goals and Diversity and Inclusion in Japan. Since the Tokyo 2020 Action and Legacy plan was formulated by the Tokyo 2020 Organizing Committee in 2016, there have been a wide range of activities delivered by various stakeholders. Ishizaka (2024) indicated an urgency for evaluating impacts of the activities in the host communities of Tokyo 2020 in the framework of post mega-event studies. Therefore, this study focuses on the Game Changer project (the GC project) in Adachi-ward, launched by the Netherlands Olympic Committee and Sports Federation for creating a more inclusive society through Para sport in cooperation with the Japan Sport Council in 2017. The study will investigate and discuss the transformation of its stakeholders’ perceptions and systematic change towards people with disabilities as a social legacy of Tokyo 2020. Through this study, it is clarified that, firstly, the initiative first aimed to liberate the project stakeholders from conventional stereotypes and ableist thinking. Secondly, Adachi-ward has challenged their communities by combining existing and new policy initiatives to develop a foundation towards their goals.

Reference: Ishizaka, Yuji, 2024, “What has the Tokyo Games has left behind? (in Japanese), in: Yuji Ishizaka, Takato Ozawa, Fumihiro Kaneko, Rieko Yamaguchi (Ed.), Sociology of Mega event’s legacy: What has Tokyo 2020 Olympics left behind? (in Japanese), Seikyusha, 15-26.

Keywords

Legacy, Para sport, Community development, inclusive society, disability

67 Olympic Legacy Visioning in National Level the case of Korea and KSPO

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The purpose of this research was to identify the roles of Korea Sports Promotion Foundation (KSPO) in spreading Olympic Values and to provide fundamental data for KSPO's Olympic Values Vision. For the purposes, a three-round Delphi survey was conducted. As the result of the Delphi survey, a total of 4 dimensions and 22 tasks were derived. Firstly, for the 'Excellence' value dimension, 5 tasks including 'talent identification and development', 'linking school-community-elite sports', 'achievement rewards system reform', 'providing community sports facility', and 'post-event stadium utilization' were suggested. Secondly, for the 'Respect' value dimension, 7 tasks including 'respecting diversity and non-discrimination', 'safeguarding players and staff's rights', 'gender equality', 'fair play and anti-doping', 'sports participation for the underprivileged', 'good governance', and 'environmental ethics in sports' were allocated. Thirdly, for the 'Friendship' value dimension, 6 tasks including 'international players exchange program', 'Olympic value-based citizenship education', 'sports ODA', 'understanding cultural differences through sports', and 'developing human resources for international relations' were categorized. Lastly, for the 'Founding the Basis for Spreading Values' dimension, 4 tasks including 'increasing public awareness of Olympic Values', 'establishing a platform for Olympic education', and 'supporting sports science and policy research' were proposed as the areas that KSPO takes a part in spreading Olympic Values. The findings of this research will provide policy makers with practical insight into establishing a strategic vision for KSPO in promoting and spreading the Olympic Values.

Keywords

Olympic Value, Olympic Movement, Olympic Legacy, Korea Sport, Sport for Development

96 The impact on “internationalism” by the Refugee Olympic Team

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The main aim of this paper is to discuss nationalism in the modern Olympics by focusing on the Refugee Olympic Team (ROT). ROT was formed at Rio 2016, Tokyo 2020, and Paris 2024 Games. This is a very different way to participate in the Olympics, as in principle, each competitor or team is affiliated to a National Olympic Committee. This study tries to analyze the impact of the ROT on “internationalism,” one of the basic ideas in the Olympic Movement. The research question is “How is ROT represented in the Olympic publicity promotion process?”

This paper used Critical Discourse Analysis as the research method. Main source for this research includes press releases from the IOC and UNHCR, as well as three Japanese newspapers, namely Yomiuri, Asahi, and Mainichi.

As a result, this paper found that there are three keywords, “Country”, “Refugee”, and “Athlete”, which are strongly associated with ROT. The IOC and UNHCR used these words with almost the same meanings, while ROT athletes referred to them with more serious and concrete meanings. There are no big differences in the representation of ROT among media. In conclusion, ROT athletes represented not only internationalism but also cosmopolitanism as they are associated with multiple aspects of identities.

Keywords

Refugee Olympic Team, Olympic, Nationalism, Internationalism

130 Policing the (Un)Predictable Crisis? Olympic Security, Surveillance Technologies, and Hyperrationalization of (Ir)Rationalities

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Primarily inspired by remarkable contributions from the sociology of sport, this presentation examines a macro-level empirical example within the sport and physical cultural realm: the Olympic Games and surveillance. It comprises three main sections. The first section briefly reviews the history of topics related to surveillance and security in the Olympic Games. It investigates the Munich 1972 Games and the 9/11 attacks in relation to the standardization and intensification of Olympic security. Section two explores critical issues of two surveillance technologies adopted in the Olympic Games: (1) Closed-Circuit Television (CCTV) and (2) Facial Recognition System (FRS). It analyzes the impacts and limitations of these technologies. Then, it addresses the ultimate repercussions, which normalize “economic and securitized stratification” by employing David Lyon’s idea of social sorting. Finally, section three draws relevant conclusions. With recourse to George Ritzer’s concepts of irrationality of hyperrationality and somethingness/nothingness, it highlights the “security exceptionalism” and “the fortressification of host cities” that the historic Olympic figure Pierre de Coubertin could never have possibly envisioned.

Keywords

CCTV, FRS, Olympic Games, Surveillance, Technology

216 Policy Coherence for Development in Action: Tokyo 2020 Olympic Education Legacy

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This study examines the concept of policy coherence, encompassing vertical, horizontal, and temporal dimensions, within the governance framework of the Tokyo 2020 Olympic education legacy. Policy coherence is essential for aligning objectives across governance levels, fostering collaboration among stakeholders, and ensuring sustainability over time (OECD, 2018). Vertical coherence is assessed by analysing the alignment between the International Olympic Committee's (IOC) global educational goals, Japan's national education policies, and their implementation in local schools. Horizontal coherence explores the coordination among ministries, NGOs, and private sector partners at the same governance level, while temporal coherence evaluates the continuity and adaptation of policies from pre-Games planning through post-Games legacy. Using qualitative methods, including document analysis of IOC reports, national policies, and regional plans, the research identifies key successes—such as the promotion of global citizenship and sustainability education—and systemic challenges, including resource disparities, coordination gaps, and post-Games program discontinuities. Findings underscore the role of multilevel governance in achieving coherent education legacies and provide sociological insights into governance dynamics, cultural localisation of global values, and the broader social impacts of global mega-events.

Keywords

Policy coherence, Multilevel Governance, Olympic education, Olympic legacy, Tokyo 2020

334 Not Athens, but Atlanta: One Man's Vision Behind the 1996 Centennial Olympic Bid

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Atlanta's successful bid for the 1996 Centennial Olympic Games marked a transformative moment in its evolution into a global city. This research aims to investigate the pivotal role of William Porter "Billy" Payne, whose singular vision, relentless dedication, and strategic acumen were instrumental in securing Atlanta's successful bid, positioning the city ahead of competitors like Athens. Employing Michel Foucault's "History of the Present" framework, this study explores how Payne's leadership drew upon historical foundations, cultivated a strong regional identity, and fostered key partnerships to elevate Atlanta's candidacy on the global stage. By crafting a compelling vision and rallying diverse stakeholders, Payne was able to redefine Atlanta's image, presenting it as "The World's Next Great City" and a symbol of the "New South." His ability to unify support across political, economic, and civic spheres ultimately proved decisive in securing the bid's success. Through an analysis of archival records, historical documents, media coverage, and key events, this paper demonstrates how Payne's individual agency played a crucial role in aligning collective action with broader global dynamics, solidifying Atlanta's place on the international stage. These findings illustrate how visionary leadership, rooted in historical and cultural narratives, can strategically influence the planning and success of Olympic bids, offering new insights into the intersection between sport sociology and urban studies.

Keywords

William Porter "Billy" Payne, Atlanta 1996 Centennial Olympic Games, Olympic Bid Strategy, Visionary Leadership, Sport Mega-Event Planning

362 The Value of Olympic Legacies for Future Generations: Analysis of the Social Impact of the PyeongChang 2018 Olympic Winter Games Legacy Project

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Preserving and utilizing Olympic legacies after the Games is a crucial task for host cities. The PyeongChang Nundong-i Passport Program, which provides local children with opportunities to participate in winter sports (skiing) using facilities and resources from the PyeongChang 2018 Olympic Winter Games, represents a key example of Olympic legacy utilization in South Korea. This study examines the social impact of the program in three key domains: 1) sports interest (degree and diversity of participation), 2) understanding of Olympic legacy (awareness of Olympic sustainability, understanding of winter sports facilities, and willingness to preserve Olympic legacies), and 3) regional identity formation (sense of belonging and regional pride) among lower-grade elementary school children in PyeongChang. A total of 180 survey responses were collected and analyzed using SPSS 24.0. Frequency analysis examined demographic characteristics, and a paired t-test assessed pre-post program differences. The findings showed that, 1) sports interest significantly increased, with both the level and diversity of participation improving. 2) understanding of the Olympic legacy was significantly enhanced, with greater awareness of Olympic sustainability, improved knowledge of winter sports facilities, and a stronger willingness to preserve Olympic legacies. 3) regional identity was reinforced, as participants demonstrated a stronger sense of belonging and pride in PyeongChang. This study provides empirical evidence of the positive impact of Olympic legacy programs on future generations and the sustainability of host cities. Furthermore, it explores how large-scale sporting events serve as a tool for addressing social, cultural, and economic challenges in regions facing population decline.

Keywords

PyeongChang 2018 Olympic Winter Games, Olympic legacy, PyeongChang Nundong-i Passport Program, Sustainability, PyeongChang Heritage Foundation

389 The ‘Great Game’ and a Shared Ireland?: Identity, Meaning, Representation and Sport

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This paper examines historical and contemporary interdependencies in Ireland, north and south. We explore how individual and group identities and traditions on the island were and are understood, felt, expressed and promoted through the medium of modern sport. We examine the interweaving of sportcraft and statecraft, and how group notions of identity contour and shape possibilities for engagement that might, in some conditions, allow for potential mutual understanding and reconciliation. We analyse ‘Ireland’ and Irish-British relations through the historical and contemporary development of Olympic sports and track and field athletics, in the spirit of a public and policy sociology about a shared Ireland; this can potentially inform decisions about sport-related issues in the build-up to a referendum on Irish reunification. Without reference to the centrality of sport for identities, considerations of a shared Ireland are more likely both to reaffirm silences, shadows and collective amnesia and to limit future opportunities.

Keywords

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Other Issues Related to the Sociology of Sport

9 The time is nigh for a Sociology of Sport in the Philippines: a scoping review

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Sport in society is intertwined where the former is a telling reflection of the latter. Sociologists of sport therefore examine the various impacts of sport in the lives of people and in structuring societies through a critical outline of the historical and cross-cultural influences in the sociogenesis of sport. The Philippines, like any other society, has a rich sporting culture with notable icons including legendary boxing icon, Manny Pacquiao, among many others, and a unique basketball culture in the Southeast Asian region. There has however been a gap in a coherent sociological discourse on sport in the country, and representation similar to the Korean Society for the Sociology of Sport, and the Japan Society of Sport Sociology. This paper argues for institutionalizing the sociology of sport in the Philippines in tandem with the theme of the 2025 World Congress of the Sociology of Sport. This argument rekindles calls made during the International Council of Sport and Physical Education meeting held in December 1962 in Manila with the theme on the cultural values of sport in the Orient and the Occident. Despite the call, the Philippines has lagged in grounding sport as a coherent discipline that in effect inhibits the realization of its importance in contemporary society and culture. Employing a scoping review, this paper highlights several entry points that may serve as the basis for fermenting the field of sociology of sport in the Philippines which may serve as a foundation for its future direction.

Keywords

Sociology of sport, basketball, Paquiao, The Filipinas, The Philippines

38 Ultrarunning and the sensations at the “edge of experience”

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Although ultrarunning almost inevitably involves subjecting one’s body to self-inflicted pain and suffering, it has also been described as a pleasurable, meditative and even spiritual endeavor (e.g., Austin 2007; Jones 2004; Koski 2015). Ultrarunners occasionally report sensations that anthropologists of religion (e.g., Luhrmann) would place at “the edge of experience.” These include the more conventional experiences of “flow” and “runner’s high,” but also visions, hearing voices, and moments of self-transcendence. Drawing on the example of recreational ultrarunners in Estonia and ethnographic data from semi-structured interviews, blog analysis, and participant observation at various ultrarunning events, this paper examines how runners reflect on and make sense of such experiences, as well as the vocabulary they use to describe “the edge of experience” sensations. Building on Taylor’s (2007) concept of “fullness” and Luhrmann’s (2020) approach to “kindling the presence of invisible others,” I argue that runners reframe these experiences - often deemed “almost mystical” - as a particularly meaningful and valuable part of ultrarunning. These experiences are claimed to lead to a unique state of consciousness and contribute to a broadened, deepened, and more “authentic” way of being in and experiencing the world. At the core of this state is an engagement with one’s own body and the running environment in novel ways.

Keywords

Ultrarunning, edge of experience, transcendental experiences, Estonia

106 Exploring Olympic staff career development in the high-performance field: designing pathways for a wide range of professions

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Olympic staff include various professions in the high-performance field (HPF). A large number of studies have been carried out to assess the career paths and steps of well-known professions such as coaches, sport scientists or physiotherapists. However, regarding the ongoing professionalization of Olympic staff, emerging and diversified forms of professions like craftsmen or community managers remain under-researched.

Drawing upon career path model and turning points in the light of conversion of capital, this presentation aims to provide insights into how these professionals navigate their career to and in the HPF in different sporting contexts.

Data were collected in 2024 from 24 semi-structured interviews (11 women, 13 men). Participants were currently working as Olympic staff in the French HPF. While seeking to maintain heterogeneity of professions, all the participants were involved in helping Olympic athletes or teams to improve their sporting performance.

We focused on 1) similarities and differences between the career paths and 2) facilitators and obstacles for each steps given the diversity of professions, status and profiles. Results identified two distinguishing features of professions in the HPF: 1) professions with restricted access such as those requiring a sport-specific diploma; 2) specific-skills or multi-skilled professions for whose skills are not directly related to the HPF. The study illuminates how career steps are consolidated or reformulated depending on the combination of these features with status, job security and career opportunities. The findings suggest that career paths are a multifaceted process encompassing normative steps, individualized objectives and unexpected events.

Keywords

High-performance, Professions, Career paths, Career steps

110 Uneasy Agents of Academic Capitalism: Leading Kinesiology through Corporatized Landscapes

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Because of decades of incremental hollowing out of public funding for post-secondary institutions, universities are more reliant than ever on both attending to the dictates of sitting governments to secure funding and looking outside of traditional government funding sources to attract alternative sources of revenue. Alignment with industry, business and the labour market has risen to the surface as a key metric of evaluation and success for Canadian universities, and this dovetails with a broader neoliberal political economic backdrop where individualistic, market-centric, and economic-rationalist thinking and practices are constructed as commonsensical approaches to how we conduct ourselves and our institutions. In this presentation, we share reflections from academic administrators in Canadian kinesiology university departments/Faculties tasked with leading their academic units amid such tensions. Drawing on critical political economy and the concept of academic capitalism, we explore how university administrators are ‘packaging’ and managing kinesiology programs in ways that respond to and align with pressures of corporatization, marketization, and vocationalization, including their need to constantly legitimize kinesiology as a worthwhile discipline. Additionally, we identify how administrators attempt to resist these demands through their sense of social citizenship and care for community, collective interests, and identities. We conclude by discussing the subsequent potential for Kinesiology administrators to be social citizens, where it is constrained and made possible in their work, and the implications of modelling social citizenship for Kinesiology students and graduates.

Keywords

Post Secondary Education, Academic Capitalism, Corporatization, Kinesiology Chairs

125 Skateboarding through the Wake: A musical journey through Black ways of knowing and Being

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This paper draws on Christina Sharpe's theoretical framework of the wake and wake work to illuminate how Black creative practices function as evidence of the construction of alternative worlds and ways of being in an anti-Black world. By combining the music and aesthetics of Blue Note Records, Black skater Chris Pastras's part in the skate film *A Visual Sound*, skate media featuring Chris Pastras (skater/co-owner of Stereo) and Stephanie Pearson (first pro Black woman skater), and my own auto-ethnographic writing I produce what Christina Sharpe calls Wake Work. An analytic and a way of occupying and breaching knowledge of our lives in the wake (Sharpe, 2016). I entangle, disentangle, and reassemble these various texts to produce a textual concept album, and consequently a body of knowledge about Black men and women in sport outside of our present racial logics (McKittrick, 2021). An album about hearing and listening to Black voices, historical Black accomplishments, Black sounds and images of home, and Black bodies in motion to provide glimpses into Black life. These tracks set to the rhythm of Black knowledge construction use skateboarding and music to highlight daily ruptures to anti-Blackness and colonialism to prompt us to learn, teach, and share about how we may live, imagine, and build other worlds outside of white supremacy.

Keywords

skateboarding, Blackness, decolonial methods, music, Black knowledge construction

165 From Sport to Play: The Non-Regulated Transformation of Modern Sports Spaces

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Sports spaces are service-oriented fields constructed to meet the evolving demands of sport and physical activity. Historically, as the natural attributes of sports activities gave way to social attributes, sports spaces shifted from openness and spontaneity to standardization and normalization. Quantified and regulated physical parameters—such as turf height and moisture levels in football fields or elasticity standards for basketball court flooring—transform space into a disciplinary apparatus.

However, in China, current physical activity and sports trends reflect a growing desire for physical and existential expression among individuals. Against this backdrop, this study examines two research questions: (1) What are the current design trends in sports spaces in China? (2) What sociocultural forces are driving these developmental trends? Adopting a critically reflective research paradigm, this study synthesizes literature from the sociology of sport and spatial philosophy. Methodologically, it draws on phenomenological observation, semi-structured interviews, and theoretical reflection.

The findings reveal that an increasing institutionalisation and technorationality of modern Chinese society have sparked a growing need for unregulated, flexible, and experience-oriented sports spaces. This developmental shift reflects a “reverse return” of sports spaces from Sport to Play, echoing Japanese scholar Ken Kageyama’s concept of TROPS—an inversion of the word “sport”. TROPS advocates transcending the specialization and exclusivity of competitive sports in favor of co-creation, participation, and equality, and weakening the constraints of rules. This study demonstrates how the developments of sports spaces in China reflect the philosophy and design thinking of TROPS, reflecting a shift in modern Chinese movement and sport culture.

Keywords

Sports Space, Play-Game-Sport Continuum, Non-Regulated Space, TROPS Sport perspective, Foucault’s Theory of Bodily Discipline

179 Volunteers' Olympic nostalgia and its impact on post-event volunteering and sport participation

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In recent years, cities have increasingly shown an interest in using the hosting of the Olympic Games to promote Olympic legacy, including fostering positive memories, encouraging volunteering and boosting sport participation (e.g., Paris, Beijing, Tokyo, Pyeongchang). Nostalgia refers to an individual's longing for past experience (Holbrook, 1993). Cho et al. (2014) indicated that nostalgic feelings arise when individuals yearn for positive experiences and memories. Nostalgia might be considered a component of the Olympic legacy for volunteers, since some volunteers have reported their Olympic volunteering as a once-in-a-lifetime positive experience (Green and Chalip, 2004; Dickson et al., 2014). Thus, this study aims to explore volunteers' Olympic nostalgia and its influence on their behavior post-event, specifically volunteering and sport participation. The research mainly adopts Cho and Lee's (2022) volunteer nostalgia scale, which consists of 20 items across five factors: volunteer experience, volunteer environment, volunteer socialization, volunteer personal identity, and volunteer group identity. Data were collected via an online survey in July, 2022, from a sample of 232 volunteers who have been involved with the Beijing 2022 Winter Games. The findings reveal that nostalgia related to experiences and the event environment positively influence future volunteering. However, it is interesting to find that volunteer personal identity has a negative impact on post-event volunteering. In the context of sport participation, volunteer environment had a direct effect, while volunteer personal identity again demonstrates a negative influence. From a managerial perspective, the findings offer valuable insights into strategies that can enhance volunteering and sport participation post-event.

Keywords

nostalgia, Olympic Games, sport participation, volunteering

345 Racial literacy and anti-racism within University campus sport settings

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Sport has often been touted as intrinsically 'Australian' and as a popular leisure pastime for players and fans alike, the physical, mental and social benefits of participating in sport are well established. However, sport - from grassroots to elite competitions - can be viewed as a 'microcosm of wider society' (Adair and Vamplew 1997), in which experiences of sexism, classism, homophobia, transphobia and racism remain rife (Spaaij et al. 2018). Campus Sport is offered at universities as a positive way for students and staff to participate in a physical and social activity whilst a member of their university community, and although there is limited empirical evidence for the Australian context, the literature suggest it is also a site of structural and interpersonal racism.

This exploratory mixed methods research, conducted across three highly diverse Victorian university settings with students and sports administration staff explored firstly, the racial literacy of students and staff involved within campus sport how universities are undertaking anti-racism action in the context of their organisational commitment to provide a campus free from discrimination. Findings suggest when presented with examples of racism in university sport settings obvious forms of racism were easily identifiable by participants, however more subtle forms such as microaggressions or institutional racism were more difficult to recognise. Broader institutional policies and practices are suggested to not adequately support the intentions of staff within campus sport settings, or the University sports clubs themselves, to both proactively address racism and support the victims of racism.

Keywords

Racial literacy, Anti-racism, Sports administration, Campus sport, University sport

Physical Education & School Sport

19 Impact of the PETE programs on graduating students' beliefs about teaching and learning

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Physical education (PE) socialization is the process by which individuals learn and internalize social norms, values, behavioral patterns, and role perceptions through physical activities in social interactions, profoundly impacting pre-service PE teachers' beliefs and teaching practices. The PETE (Physical Education Teacher Education) program, as a core part of PE teacher training, not only teaches professional knowledge and teaching skills but also reshapes the belief system of PE teachers to a certain extent. This study explores how the PETE program affects graduates' teaching and learning beliefs from the perspective of PE socialization. The study found that teachers' beliefs about PE are mainly derived from their early experiences in PE, sociocultural influences, and the systematic training in the PETE program and that the PETE program, through critical reflection, practical teaching, and social justice education, can challenge and change teachers' inherent conceptions of PE to a certain extent and motivate them to shift from the traditional teaching model centered on competition and skills to a student-centered teaching approach. However, due to the regional variability in the quality of PETE programs, there is also unevenness in their impact on the socialization of PE.

Keywords

PETE programs, socialization, teacher beliefs

40 Connotation and Structural Analysis of University Students' Humanistic Qualities in Physical Education

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The United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Olympic Committee (IOC) have raised higher expectations for the quality physical education and the holistic educational function it embodies. To improve the quality of physical education, a questionnaire on humanistic qualities in physical education was adapted and analyzed based on the literature on the content and structure of students' humanistic qualities in physical education. There is a great lack of humanistic education for students in university physical education. The visual analysis of humanistic qualities research in Web of Science (WOS) found that the concept of humanistic qualities is widely applied in medical and nursing education but rarely explored in physical education, meanwhile, with a lack of empirical research on humanistic qualities in physical education. A questionnaire survey was conducted with 1,278 undergraduate students from 28 universities across 14 provinces in seven administrative regions of China, and the collected data were analyzed by factor analysis and structural equation modeling through SPSS version 26 and AMOS version 26. The findings indicate that humanistic qualities in physical education consist of humanistic knowledge in physical education, sportsmanship, sports ethics, and sports values. These factors have a positive impact on the humanistic qualities in physical education of university students. This study can provide empirical evidence for the study of humanistic qualities in physical education, improve the university students' humanistic qualities in physical education, and lay a theoretical foundation for the high-quality development of physical education in holistic education.

Keywords

Structural analysis, Humanistic qualities, Physical education

57 Empowering Youth Olympic Education: A Case Study of the Olympic Education Museum at CUPES

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This study investigates how Olympic Education Museums can effectively foster youth engagement with Olympic values in the post-Olympic era, using the Olympic Education Museum at Capital University of Physical Education and Sports (CUPES) as a case example. It explores the museum's pedagogical role in cultivating the values of excellence, friendship, and respect among young learners through immersive, experiential educational programming. Based on field observations, stakeholder interviews, and comparative analysis with international Olympic museums, the study identifies three core pathways through which the museum operationalizes Olympic education: interactive exhibitions, curriculum-integrated educational activities, and the adoption of digital tools such as virtual reality. These strategies aim to create a culturally resonant, youth-centered learning experience. The Findings suggest that the CUPES Olympic Education Museum has established a systematic and replicable model that connects Olympic heritage with contemporary pedagogical practices. Its efforts have not only strengthened campus Olympic culture but have also contributed to the localization of Olympic values in China. Furthermore, the museum actively engages in the legacy transformation of the Beijing Winter Olympics, integrating both traditional and emerging media to reach broader youth audiences. The study and its findings are significant because they provide valuable insights for policymakers, educators, and museum professionals seeking to promote and sustain Olympic education in China and Beyond.

Keywords

sports culture, Olympic culture, physical education, school sports

73 Addressing Coach Shortages and the Mandatory Licensing System: Challenges in Japanese School Sports

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Japanese school sports are at a turning point. Traditionally, students have participated in sports as extracurricular activities through the “bukatsudo” system, sustained largely by unpaid teacher labor. However, this reliance on unpaid work is increasingly seen as problematic, leading to moves to abolish “bukatsudo” and transition youth sports outside of schools.

This transition, however, is not progressing smoothly. One major issue, particularly outside urban areas, is a shortage of coaches and insufficient funding to hire them. While addressing unpaid teacher labor is essential, there are currently few alternatives, as there is neither a sufficient pool of sports coaches nor adequate financial resources to support them.

At the same time, Japan is beginning to promote expert coaching as a way to address the issue of unqualified or inexperienced teachers previously serving as coaches. One approach being introduced is the mandatory licensing system for sports coaches. While this system aims to ensure quality coaching, it may also risk exacerbating the coach shortage, as fewer individuals will meet the required qualifications.

The dual challenge of improving the coach shortage while gradually implementing mandatory licensing raises a critical question: Are these goals compatible, or are they fundamentally at odds?

I aim to explore this issue not only from the perspective of sustaining youth sports in Japan but also by critically analyzing how licensing systems shape authority and access within youth sports coaching.

Keywords

Coach shortage, Mandatory licensing system, Unpaid labor, Bukatsudo

99 Japanese School Sports under Covid-19 Pandemic: A Sociological Record

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Beginning in early 2020 and through to the present, Covid-19 has affected Japan, and the entire world. How were sports, especially school sports, operating under such terrible conditions? Previous studies have discussed the pandemic's impact on the sports industry, including numerous case studies documenting approaches from different countries (e.g. Pedersen et al. eds., 2020). This study contributes to that literature, presenting detailed information and a more robust understanding about Japanese school sports during Covid-19.

The aim of this study is to describe a sociological record of Japanese school sports during the first two years of the pandemic. This study sets three objectives: 1) to describe how the Japanese government and schools coped with the Covid-19 pandemic focusing on school sports issues from the early part of 2020, 2) to analyze the number and trends of mass infections in school sports, 3) to examine why those mass infections occurred, and how schools handled, or should have handled the infections.

We started the investigation of Covid-19 pandemic cases inside school sports by using newspaper databases. We then made a list of mass infections and analyzed the quantitative trend and qualitative character of each. Finally, we examined the mechanism of mass infections.

In conclusion, we found that at least 530 cases of mass infections occurred in school sports by the end of December 2021, and that there was a definite risk of infection and transmission via Japanese school sports. This study implies the necessity to regulate school sports in a future pandemic.

Keywords

youth sport, junior high school, high school, Japanese society

167 Neo-liberal Policies and the Outsourcing of Extracurricular Sports Activities in England's schools

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Williams and Macdonald (2015) raised concerns that the introduction of neoliberal policies into Australian education led to the providing external services of physical education (PE) classes and extracurricular sports activities (ESA) at some schools, resulting in a lack of expertise among PE teachers. Does this outsourcing also occur in other countries implementing neoliberal policies? This study examines “A Sports” (a pseudonym), a private company that provides coaches to primary and secondary schools in England. The study aims to examine the content and strategies of A Sports’ ESA support projects. Expert interviews were conducted with two representatives from A Sports—Mr. A and Ms. B— in April 2020 and March 2025. In England, primary school teachers receive only two hours of university training in PE, which is insufficient for teaching PE effectively. In response, the British government launched the ‘Premium’ policy in 2013, allocating funding for sports activities in schools. This policy enabled companies like A Sports to expand their operations by dispatching sports instructors to schools. Founded in 1999, A Sports has 12 offices across England, serving approximately 25,000 students each month in over 40 different sports. Each office employs 12 to 15 qualified coaches who deliver sports programs at local schools. A Sports offers a range of services, including PE classes, teacher coaching, and extracurricular activities such as morning, lunchtime, and after-school sports for primary schools. More specialized coaches are provided for secondary schools.

Keywords

Neo-liberalism, Outsourcing, Physical Education, Extracurricular Sports Activities, England

182 The perception of gender relations in physical education in the opinions of PE teachers and PE teacher educators

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Numerous studies have found that girls and boys are often treated differently in physical education (PE) in terms of their assumed skills and physical capital. Furthermore, they are marginalized during lessons when they do not conform to heteronormativity. Drawing on Michel Foucault's theory, this study aimed to analyze the perception of gender relations in PE among Polish PE teachers and PE teacher educators. Individual in-depth interviews were conducted with 23 PE teacher educators (women = 10; men = 13) and 37 PE teachers (women = 16; men = 19). The research was conducted in 2022 and 2023 as part of a broader study on gender in PE practice.

The findings indicated that the informants did not perceive gender equality as a crucial issue for ensuring effective teaching. Both PE teachers and PE teacher educators expressed views that could be interpreted as sexist, yet they were not aware of their biases.

The participants adhered to a rigid binary concept of gender and focused on differences between female and male students, as well as between prospective female and male teachers. The perception of students and future teachers, as well as the methods of conducting lessons for these groups, was strongly influenced by a discourse of biological essentialism and athletic abilities. The study reveals that viewing PE primarily through the lens of sport—including gender divisions in sport and the hierarchy between men's and women's sports—may hinder the participants' ability to critically examine gender relations during PE lessons.

Keywords

gender, PE, PE teacher, PE teacher educators, sports

222 Enabling innovative orientated physical education teachers: Understanding the subjective warrants' changes over time to overcome barriers to transforming physical education

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Introduction: Innovative pedagogies in Physical Education (PE) are often 'washed out' in favour of a sport as technique, traditional games based curriculum; limiting innovative orientated PE teachers in disrupting the group habitus (shared dispositions) in the field and promoting much needed change. Aim: Explore how PE teachers 'subjective warrant change over time to reduce washout, disrupt the group habitus inherent within the field and promote pedagogies / curriculum conducive to 21st Century learners. Methods: Informed by the interpretivist paradigm, semi structured life story interviews were conducted with 29 PE teachers at different career stages. Complementing Occupational Socialisation Theory (OST) framework, Bourdieu's habitus, field and practice were adopted as thinking tools to inform thematic analysis of the personal, situational and societal factors influencing the subjective warrant over time. Results: Four themes were identified; 1) Feelings of accountability, affirmation and acceptance within the profession change over time. 2) The imbalance between pedagogical content knowledge (PCK) and Subject Content Knowledge (SCK) valued in schools leads to washout. 3) Increased administration/pastoral responsibilities impact on teacher innovation. 4) Factors influencing innovative orientated teachers to pursue other roles in school. Conclusion: Traditional curriculum SCK is exchanged as capital for acceptance and affirmation within the PE field. When traditional SCK and innovative PCK are equal, innovative orientated teachers are empowered to promote curriculum and pedagogical change, consequently disrupting the group habitus. The role and responsibility of teachers needs to be valued to ensure high quality, innovative teaching.

Keywords

disrupting the group habitus, subjective warrant, occupational socialization, curriculum and pedagogical change, physical education

303 The Evolution and Unintended Consequences of the Elite Sports Development System in South Korean Schools

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The dominant discourse on elite sports development in South Korean schools has focused on protecting student-athletes' right to education, with an emphasis on academic achievement, educational values, and socialization. This approach has been praised for enhancing academic achievement and facilitating post-athletic career transitions. However, critics argue that it restricts student-athletes' right to train and make autonomous decisions. In contrast, the minority discourse on athletic rights stresses the need to acknowledge student-athletes' unique status and integrate existing elite sports structures. Recently, a neutral perspective has emerged—while supporting academic participation as a principle, it also calls for policy reforms that reflect the perspectives of (student-) athletes, coaches, and parents (Myung, 2020). This study examines how the tensions between these competing discourses have shaped the evolution of South Korea's elite sports development system in schools. Through a systematic literature review and in-depth interviews with coaches, and parents, the study finds that: (1) policies such as minimum academic performance requirements have reduced official training hours, leading to increased reliance on private training with cost; and (2) some student-athletes have sought alternative educational institutions to better balance their academic and athletic commitments. This study offers insights into the ongoing transformation of student-athlete development policies and provides recommendations for achieving a more equitable balance between educational and athletic rights within school sports programs.

Keywords

Evolution, Unintended Consequences, Elite Sports Development System, Student-athlete, South Korean School

353 Reassessing the Role of Competition in School Sports Clubs: Policy Development and Teacher Perspectives

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Competition is a fundamental aspect of all sports activities and has been subject to ambivalent evaluations. In South Korea, school sports clubs incorporate competition in various forms; however, previous research has often undervalued its significance. This study aims to explore the educational implications of competition in school sports clubs by analyzing policy developments and examining how competition is perceived and managed in practice.

To this end, we analyzed 22 policy documents from three types of school sports clubs from 2008 to 2024. Additionally, in-depth interviews were carried out with 11 teachers over a two-month period in 2019. The findings indicate that school sports clubs emerged in response to a paradigm shift in school physical education, the increasing emphasis on character education, and the expansion of new sports. These factors led to a policy orientation that prioritized sports participation over competition. However, due to the inherently competitive nature of sports and the prevailing win-oriented structure of sports programs, competition has progressively gained emphasis.

Teachers played a pivotal role in redefining competition within school sports clubs. Rather than viewing competition as an external contest against opponents, they sought to frame it as an individual challenge and an element that coexists with cooperation rather than opposes it. While excessive competition can have negative consequences, competition also serves an important educational function in fostering student growth and development. Therefore, a reassessment of the role and significance of competition within school sports clubs is necessary to ensure a balanced and pedagogically meaningful approach.

Keywords

school sports club, elementary schools, school physical education, physical education policy

369 Conceptualizing ‘Good Physical Education Classes’: Perspectives of Secondary School Physical Education Teachers

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This study aims to assist novice physical education teachers in developing a comprehensive pedagogical perspective on effective teaching practices by analyzing and categorizing secondary school physical education teachers’ conceptualizations of ‘Good Physical Education Classes.’ Additionally, it seeks to provide insights that encourage reflective practice among experienced teachers. To achieve the research objectives, this study conducted in-depth interviews with 20 secondary school physical education teachers across the nation. Additionally, the researcher incorporated reflexive field notes to capture contextual insights. The collected data were analyzed using a 6-step thematic analysis procedure. The analysis identified five distinct conceptual models of ‘Good Physical Education Classes’ as perceived by secondary school physical education teachers. The first model, the ‘All-in-One Approach,’ prioritizes in-depth specialization in a single sport, fostering students’ deep engagement and affinity with that sport through structured physical education programs. Second, it is a new sports type. This type of class that considers new sports to be more suitable in many ways than formal sports in physical education classes and composes classes focusing on new sports. Third, it is a trend-setter type. This type of class that introduces and teaches a recent popular sports or newly created sports due to technological advances. Fourth, it is the pursuit of happiness. This perspective prioritizes students’ enjoyment of physical activity, employing diverse, game-oriented activities to enhance engagement and satisfaction. Fifth, physical strength is a national power type. This type promotes students’ ability to independently manage their health, focusing primarily on foundational physical exercises. These findings provide a structured understanding of how secondary school physical education teachers define and implement ‘Good Physical Education Classes,’ offering insights that can inform curriculum development and teacher training initiatives.

Keywords

Physical education classes, Physical education teacher, Perspectives on teaching, Secondary education

Sport & (Post-) Colonialism

126 A Study of the Decolonisation of Horse Race in Modern Hankow

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This study explores the decolonisation practices of horse racing in modern China, focusing on Hankow as a case study. As an imported Western sport, horse race in China faces challenges related to self-awareness and subjectivity construction. Through historical analysis, it examines how the sport embodied anti-imperialist and decolonizing characteristics, with particular attention to race sovereignty, competitive formats, economic philanthropy, and cultural significance. In colonial Hankow, the foreign-run racecourse symbolized privilege and social exclusion, barring Chinese participation. In response, the Huashang Race Club was established to reclaim agency and provide a space for Chinese engagement. Unlike the wholesale adoption of British practices, the Hankow race organizers tailored rules and imported horses from Zhangjiakou to create a localized racing system. Sports meetings were also introduced to enhance national health and morale. Additionally, voluntary and disaster-relief races raised funds for charitable causes and supported government efforts during crises. Concurrently, Chinese horse owners further integrated cultural identity by naming horses and stables with references to classical Chinese literature, infusing the sport with local significance. The study concludes that the Huashang Race Club's establishment represented a critical response to colonial discrimination and a broader effort to assert national self-respect and self-strengthening. Horse racing in Hankow became a symbol of cultural resistance and national revival.

Keywords

Horse Race, Decolonisation, Modern China

243 Tracing the Origins of Paralympism in South Korea

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The purpose of this study is to challenge Western-centric narratives of Paralympism by critically examining South Korea's complex disability history within a postcolonial context. Paralympism has been deeply intertwined with historically discursive concepts of disability and emerged during periods of significant social, political, and economic transformation. Drawing on Bhambra's 'Connected Sociologies' as the theoretical framework, this study repositions the origins of Paralympism in South Korea within both historical dimensions (retracing pre-Paralympic and disability movements) and geopolitical dimensions (its predecessors and impacts outside Western countries). To investigate how Paralympic ideologies and practices have interacted with broader socio-political dynamics, this research employs an archival method. A diverse range of historical records, official documents, and academic research, spanning from the Japanese colonial era to the Park Chung-hee administration, have been analyzed to explore the historical contingencies that shaped the emergence of Paralympism in South Korea. During Park Chung-hee's administration, South Korea's national team, composed of disabled veterans, participated in the 1968 Paralympic Games. While most disabled people were excluded from institutional frameworks, the government allocated resources to disability sports. The bodies of athletes became political sites, embodying discourses of statism, anti-communism, and eugenic ideals. They represented overcoming backwardness, restoring inferior ethnicity, and highlighting state benevolence, while also setting norms about whom to include and exclude in society. The origins of Paralympism in South Korea were shaped by the selection of disabled individuals who aligned with state ideologies, as well as by the exploitation and exclusion of those outside the Paralympic movement.

Keywords

Paralympism, Postcolonial Paralympic Studies, Connected Sociologies

246 Can the Hakka Speak? ‘Double Colonization’ of Hakka Lion Dance in Taiwan

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From a postcolonial perspective, this study explores the trend of traditional Chinese sports activities influenced by modern sports in the West and the dilemma of Taiwan’s traditional Hakka lion in the face of the lion dance rules formulated by the International Dragon and Lion Dance Federation headquartered in China, forming a “double colonization” of Taiwanese Hakka lions. Drawing on newspapers, government archives, competition data, and interviews, this study applies postcolonial concepts for content analysis and discussion. The findings reveal that under the influence of rules formulated by the International Dragon and Lion Dance Federation, Taiwan transforms traditional physical activities into competitive sports. However, regulations for the Hakka lion dance event at Taiwan’s Citizens Sports Games were only established in 2019; before that, Hakka lion dance teams had to follow the same rules as other types of lion dance. Meanwhile, most participants in Hakka lion competitions are professional dragon-lion troupes aiming to earn prize money rather than traditional Hakka troupes, indicating that commercial challenges often accompany the competitive process. In summary, the traditional Hakka lion dance and professional dragon lion troupes have evolved on parallel tracks. Contributing factors include associations that control competition entries, a capitalist market environment, and the gap between traditional lion dance practices and standardized competition rules. The transition from traditional folk sports to the Hakka lion dance highlights the silencing of the Hakka people’s voice and the multiple marginalized positions of the Hakka lion dance within Taiwan.

Keywords

competition, traditional sports, lion dance

275 Next Goal Wins: Inverted Binaries, Colonialist Discourse and Redemptive Sports Narratives

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This paper offers a critical commentary on the sports-comedy film *Next Goal Wins* (NGW) (2023). Based on true events, the film tells the story of the American Samoan football team's 2011 FIFA World Cup qualifying match. Directed by New Zealander Taika Waititi, NGW traverses post-colonial relations and critiques, gender identities, personal struggle, and sport as a redemptive site. The film is framed as a 'tale of two islands' embodied by two key characters: white European coach Thomas Rongen (played by Michael Fassbender), who is bought in to turn the team's fortunes around, and Jaiyah Saelua (played by Kaimana) a key player who is fa'fafine - a female identifying third gender. This paper offers commentary on themes including the constructions of the protagonists as embodiments of a broader 'culture clash'. NGW inverts colonialist discourse through these two embodiments, inverting 'white saviour' narratives - through the Rongen - who is intolerant, rigid, and flawed. Saelua, who embodies Samoan identity in contrast, is conveyed as free, tolerant and expressive. NGW simultaneously reinforces colonialist discourse in a variety of ways through framings of 'island life' as simple, unsophisticated, slow, and spiritual. Both characters ultimately find redemption in their relationship and familiar to the sports film genre, NGW frames football as a site through which community and common humanity can be redeemed.

Keywords

sport, film, post-colonial, football

Sport & Community

17 Public narrative in community sport: enabling social change in health and wellbeing through local leadership, storytelling and collective action

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This paper explores the significance of a public narrative approach in identifying and mobilizing local leaders towards collective action for increasing engagement in community sport and physical activity for public health and wellbeing in Southall, London, UK. Public narrative is the process, practice and pedagogy of recognising, expressing and sharing personal and collective values to stimulate and support others into action through storytelling.

Within a long-term collaborative research strategy (2021-2024) twenty-seven semi-structured interviews were conducted with local leaders between August-September 2024. An agenda of questions guided the interview conversations which explored experiences of becoming and being a leader with a focus on sport/physical activity for community/social change in public health and wellbeing. Three broad and overlapping themes characterise public narrative leadership in Southall. These themes were (i) authoring stories of the self and us (ii) complex relational and partnership working and (iii) local innovation and transformational change. The themes reflect drivers for leadership success serving to develop grassroots improvement of access to and engagement in community sport. Public narrative leadership was also central in mobilising leaders to promote and sustain a wider social movement for public health and wellbeing by informing collective decision making between community members, community organisations, and local authority public health, travel and transport, and parks and leisure teams about the value of and processes for community-driven sport and physical activity for health and wellbeing.

Keywords

community sport, public health, public narrative, storytelling, leadership

20 The Digital Divide in Exercise: Understanding the impact of Digital Capital on Sport and Physical Activity Participation

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The sport and physical activity sector in the United Kingdom is transitioning to online processes (e.g., finding information, watching sport, booking spaces). An estimated 12.1 million people in the United Kingdom, however, are classified as having very low digital capabilities unable to access and/or utilise internet-connected devices, termed the digital divide. There is no evidence on whether the digital divide impacts physical activity which is problematic considering the health benefits of exercise and pre-existing inequalities in participation.

Digital capital was applied as a conceptual lens for analysis defining an individual's access to technology and their digital competencies. Digital capital is a 'bridge' allowing individuals to convert offline resources into online behaviours explaining how social inequalities are intensified by digital transitions. Quantitative and qualitative data were collected at digital literacy classes in London over a three-month period including a survey (n=22) and fieldwork as a volunteer.

Overall, low digital capital exacerbated physical activity inequalities connected to pre-existing economic (e.g., income), cultural (e.g., English literacy), and social (e.g., social isolation) disparities. Finding information, booking activities, and taking part in online classes were common issues. Physical activity was typically through lifestyle (e.g., walking to work) rather than planned activities or sport. Social networks involving family and community aided individuals in overcoming digital challenges.

The findings demonstrate that the digital divide exacerbates the impact of 'offline' social inequalities on physical activity. For sporting bodies, interventions focused on digital literacy alone are unlikely to improve activity levels if they fail to address wider socio-economic inequalities.

Keywords

Bourdieu, Digital Divide, Digital Capital, Social Exclusion, Physical Activity

291 Tensions Beneath the Surface: Analysing the Complexities of the 2024 Seoul Homeless World Cup

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The 2024 Seoul Homeless World Cup faced significant challenges despite its aim to support individuals experiencing hardships and promote social inclusion. This study examines these challenges through political, economic, and cultural perspectives, highlighting their interconnected nature and overall impact. Politically, insufficient preparation time due to the event's sudden confirmation and the absence of a clear governance structure caused confusion in decision-making and weakened stakeholder collaboration. This lack of coordination undermined efficiency and created conflicts between the event's social mission and practical organisation. Economically, securing sponsorship proved difficult. The event relied entirely on sponsorship, yet public institutions struggled to raise funds within the limited preparation period, and corporations hesitated due to perceived low promotional benefits. Consequently, financial instability arose, complicating budget allocation and overall management. This uncertainty further limited resources available for event operations and outreach. Culturally, societal perceptions of homelessness in South Korea remained narrow, focusing primarily on housing issues rather than broader aspects of social reintegration. The event's purpose of fostering community engagement was inadequately communicated, leading to limited public awareness. Additionally, media coverage often overemphasised participants' personal struggles, detracting from their dignity and overshadowing the event's broader mission. These political, economic, and cultural conflicts were interconnected. The sudden confirmation and limited preparation time led to financial instability, which shaped media narratives that emphasized personal struggles. Likewise, negative societal perceptions hindered sponsorship efforts. Addressing these challenges requires a comprehensive approach integrating political, economic, and cultural solutions to improve efficiency and align the event's mission with its execution.

Keywords

Homeless World Cup, Social Sport, Sport Events, Football

322 A Study on the Characteristics of the Sub-Culture of Darts Clubs : Focused on Darts Rating and Handicap

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This study examines the subcultural characteristics of soft darts clubs, which have recently become very popular among the MZ generation and are gaining attention as an indoor leisure sports centered on on/off line competitions. In particular, the Korea Darts Federation is preparing to host the 2025 Darts World Cup in Seoul in September, and is working to popularize and spread dart culture in Korea based on this.

To achieve this, we tried to understand their subcultures by classifying the characteristics of darts clubs by type. Accordingly, ten active members of the darts Clubs were selected as research participants, and data were collected focusing on in-depth interviews and participatory observations. The collected data was converted into text data through transcription work, and the following conclusions were drawn through the analysis process of categorization and conceptualization of meaning.

First, the characteristics of the darts clubs game operation were shown to be the hosting of house tournaments centered on handicaps, a betting culture through matches between members, and a competition participation culture centered on on/off line competitions.

Second, the social relationship characteristics of darts clubs were revealed as a unique SNS culture of the club, regional club associations, and relationship building through online communication.

Third, the cultural characteristics of darts clubs were revealed to be a ranking culture centered on ratings, an increased sense of club membership through monthly meetings, and self-fulfillment through increased ratings.

Keywords

darts clubs, sub-culture, darts rating, handicap

Sport & Culture

4 Memory displacements and persistence: a reading of Brazilian former goalkeeper Marcos Carneiro de Mendonça's testimonies (1967-1982)

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In a span of fifteen years, Brazilian former goalkeeper Marcos Carneiro de Mendonça (1894-1988) gave two testimonies to the Museum of Image and Sound. An icon of the so-called amateurism in the history of national football, having been Fluminense's goalkeeper during the belle-époque, idol of the Brazilian team and protagonist of the first South American title of the modality in 1919, Marcos' trajectory is a recurring target of academic interest among historians and researchers, whether in biographical and imagery aspects, or archival ones. This presentation revisits the construction of the athlete's persona and meaning, emphasizing less his biography, images and well-known scrapbook, held in the National Library, and more these two oral testimonies. The main purpose is to take the two testimonies together as if they were one, extended in time, to identify their continuities and discontinuities. Reusing this sound source helps us to understand the interviewers' strategies in assuming the past and, on the other hand, allows us to understand how the interviewee himself builds the pioneering spirit of his sports figure and directs the episodes and aspects of the soccer technique, especially those of the goalkeeper position, which he considers worthy of remembrance, in consonance with the historical period and the institutional space in which the interviews were granted.

Keywords

History of football, Amateurism, Memories, Interviews, Museum of Image and Sound

80 “Who Can Represent Shanghai?”: A Study of the “Derby” Rivalry Between Shenhua Fans and Port Fans

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This paper examines the symbolic relationship between football fandom and local identity, emphasising its foundations in regional and cultural identity, focusing on the motivations for supporting clubs across different levels of competition in China. The study centres on Shandong Taishan F.C., a strong team, and Dalian Yingbo F.C., a less prominent club. Through qualitative interviews and observations of football supporters, the research explores why fans remain committed to their clubs despite disparities in performance and how less successful teams maintain a large and loyal fan base.

The paper explores how fans of successful teams often derive pride, prestige, and a sense of belonging from their association with consistent victories and dominance. It further explores how supporters of weaker teams prioritise loyalty, emotional resilience, and hope for future success, fostering a deep and enduring connection to their club. Crucially, fans of both clubs consistently cite a shared motivation for their support: “This is my hometown team.” Fan identity, derived from local identity, is shaped by regional and cultural affiliations, which emerge as the most significant factors underpinning their loyalty.

This study highlights how contrasting forms of fandom reflect broader psychological needs and sociocultural values within the Chinese context, including community ties, symbolic representation, and the pursuit of identity validation through football. Additionally, this paper investigates the complexities of fan loyalty and support amidst modern influences such as globalisation and commercialisation, revealing how regional and cultural identities intersect with current global and digital influences to shape the contemporary sports fan experience.

Keywords

China, football, fandom, regional identity, cultural identity

166 Body Reconstruction and Occupational Empowerment: Chinese Young Women's Participation in Yoga Instructor Training Courses

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Chinese young women are facing anxieties about their appearances and body shapes, as well as career development bottlenecks, which prompt them to enter industries that align with the contemporary Chinese societal advocacy of “women’s growth”. Some of them are entering the yoga instructor profession via participating in yoga instructor training courses.

This study conducted interviews with 13 young women who transitioned into yoga instructor training courses, examining 1) their motivations for participating in these courses; 2) their actions within these training programs; and 3) the capital of body reconstruction and occupational empowerment they acquired through the process. This study reveals that 1) yoga has become an integral part of a “healthy lifestyle” for women in the context of contemporary societal aesthetic values that emphasize well-being and slenderness. Consequently, these women have integrated it into their health trajectories, thereby enhancing their body capitals.

2) Via participating in these training courses, they are preparing and laying the foundation for future careers as yoga instructors. These courses also expand their social networks and communities of shared interests, thereby increasing their social capitals.

3) Commercial training institutions induce their identification with and active participation in body reshaping, which highly aligns with the “women’s growth” values advocated by contemporary Chinese socio-cultural discourse. Yet, this also leads them to be entangled in consumerism and the male gaze. This is a result of the collusion between patriarchy and commercialized consumerism, which in turn legitimizes the unequal status of women under the “women’s growth” career perspective.

Keywords

body reconstruction, career empowerment, body capital, career choice, yoga instructor training

185 Exploring the Moral Impacts of Aesthetic Exercises: A Comparative Study of Gymnastics and Dragon and Lion Dances

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Gymnastics and Dragon and Lion Dance, as aesthetic sports, not only enhance physical fitness but also play an important role in moral education and cultural transmission. With the increasing attention to sports ethics, this study explores the differences and similarities in moral concepts among students specializing in these two disciplines and analyzes their impact on athletes' professional ethics and social responsibility.

This study adopts a mixed-methods approach, combining both qualitative and quantitative techniques. A lexical hypothesis method was used to identify key moral concepts in both sports, and a structured questionnaire survey was administered to participants to assess the importance of these moral concepts. Additionally, a comprehensive literature review and statistical analysis were conducted, with descriptive and inferential analyses performed using SPSS 29.0 to assess the significance of differences between the two groups.

The study found that gymnastics students emphasize "law-abiding," while Dragon and Lion Dance students focus more on "filial piety." Both disciplines help cultivate shared moral values such as "patriotism" and "unity." Gymnastics promotes a strong awareness of sportsmanship and fair competition, while Dragon and Lion Dance integrates more traditional cultural values. Factors such as gender, grade, and family background also significantly influence the development of students' moral concepts. Differences in cultural background, training methods, and competitive demands lead to varied emphases in moral education. This suggests that sports education should not only focus on skill development but also integrate ethics education, thereby promoting the holistic development of sports and enhancing its contribution to society.

Keywords

Gymnastics, Dragon and Lion Dance, Moral Education, Sports Ethics

198 The development of outdoor activities in France: a qualitative approach

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In France, outdoor activities (APPN: horse-riding, climbing, canoeing...) have become widely practised activities. They now involve 25 million people. Our research programme[1] focuses on this social evolution. For the past sixty years, these practices have been analysed in the context of the Civilisation of Leisure (Dumazedier, 1962), originally developed by French sociology. Studies in this field initially focused on the social dimensions of sporting events. Far from being reduced to rest and relaxation as they were during the “Thirty Glorious Years”, NCCPs are now part of active lifestyles. The aim of this paper is to understand what is at stake. Our research programme aims to understand these changes over the long term. In particular, it enables us to establish profiles of practitioners, as it includes an analysis of quantitative surveys measuring activity rates. To complement this data collection, a qualitative section is being carried out to understand the aspirations of participants. Semi-structured interviews were conducted between June and September 2024. A number of different approaches emerged. The issue raises the question of autonomous practitioners who appear in statistical surveys but remain “discreet” or even barely visible in the public arena. The aim is therefore to gain a better understanding of how they use their practices.

[1] Terfous et al “Data on physical, sporting and outdoor recreational activities in France: implementation of a multiple approach” funded by the Institut national de la jeunesse et de l’éducation populaire.

Keywords

outdoor physical activities, qualitative survey, France, evolution, social profiles

203 Elite level sport and Indigenous partnership: A case study of Netball in Aotearoa New Zealand

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In 2024, Aotearoa New Zealand became the first nation to celebrate the centenary of Netball as a formalised national sporting organisation. Hence, Netball is considered the 'national sport for women' and has been central to Aotearoa women's lives and social wellbeing for over 120 years. This presentation supplies the findings of a case study that describes the sponsorship relationship formed between Te Wānanga o Raukawa, a Māori (Indigenous) tertiary institution and the Central Pulse ANZ Netball premiership team.

Using a co-operative case study design that emphasises collaborative research endeavours within Indigenous contexts, this presentation reveals some of the ways in which the unique sponsorship relationship has encouraged mātauranga-ā-iwi (specific tribal/Indigenous knowledge) and how this knowledge has been embraced by the Central Pulse team. The narratives of those involved are utilised to acknowledge the importance and role of Te Wānanga o Raukawa to instil te reo Māori (Māori/Indigenous language) and tikanga Māori (customary system of values and practices) inspiring and contributing to a body of knowledge that once again identifies the influence te ao Māori - the Māori (Indigenous) worldview continues to have in sport in Aotearoa New Zealand and specifically in the Netball context.

Keywords

Netball, Indigenous, Empowerment, Partnership

241 Norwegian backcountry skiing - a global lifestyle sport?

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This original paper examines the cultural and social dynamics of backcountry skiing in Norway. We investigate the characteristics of lifestyle sports within their specific contexts and highlight the elements of identity politics and social belonging. Utilizing social phenomenology and nature dwelling as theoretical perspectives, we focus on the sensuous experiences of backcountry skiing, the way meaning is created through being in active engagement with nature, and the emotional spectrum of which backcountry skiing unfolds.

Through a methodology of embodied auto-ethnography, told from a skier-researcher perspective, this study generates and presents in-depth experiences through two contradictory in-situation vignettes from the winter mountains, shedding light on the dynamic processes of human-human and human-nature relationships of backcountry skiing. Most importantly, the study shows how the human-human relationship and the human-nature relationship are interrelated; the perception and experience of nature is highly dependent on social dimensions among the ski partners.

Our study demonstrates the potential of embodied auto-ethnography to enrich the understanding of lifestyle sports as unique experiences. This research contributes to an understanding of how backcountry skiing functions as a medium for both individual expression and communal belonging within the sociocultural context.

It further contributes to a discussion about the local and global. For one thing, backcountry skiing in Norway feels 'very Norwegian' (for a Norwegian). For another, it resembles (other) lifestyle sports cultures, which are surrounded by an atmosphere of being global. Thus, this presentation will focus on backcountry skiing as an activity positioned between global lifestyle sport and national tradition.

Keywords

lifestyle sport, backcountry skiing, Norway

245 Not Just a Legal Issue: Uncovering the Social Structures Behind the Denial of Athletes' Labor Rights

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This study examines why and how the legal recognition of professional athletes as workers remains absent in South Korea, despite international norms that affirm athletes' labor rights as essential to sound sports governance practices. The inquiry explores why athletes within high-capacity, state-driven elite sports institutions are excluded from legal protections and examines the institutional factors that tolerate this exclusion. Through a neo-institutionalist lens, the study analyses how historically rooted power relations, organizational interests, and culturally legitimized norms and values influence legal frameworks and policy inaction. Drawing from sociological and historical institutionalism, the study argues that Korea's elite sports system—grounded in state-led development and nationalist imperatives—has produced institutional structures emphasizing discipline, control, and performance over labor protection and athlete representation. The study adopts a qualitative approach, utilizing in-depth interviews with key stakeholders such as union leaders, legal experts, sports organization executives, and government officials. These interviews explore how institutional norms and stakeholder interests interact to shape the current legal and policy landscape. The findings reveal that denying labor rights is not merely a legal oversight but stems from institutional inertia, resistance from stakeholders with a vested interest in maintaining the status quo, and the state's implicit complicity. Therefore, this research offers a valuable contribution to sociological and institutionalist knowledge by providing an alternative lens to understand how institutional logics embedded power relations, and the historical configuration of governance in professional sports shape the legal recognition of rights.

Keywords

Labor Rights in Sport, Professional Athletes, Sports Governance, A neo-institutionalist analysis, Power Relations

297 Exploring Motivation and Value in Martial Arts: A Qualitative Study of Dutch and Japanese Kendo Practitioners

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Kendo, a Japanese martial art rooted in traditional swordsmanship, has undergone a significant transformation since its inception. Initially practiced as a combat-focused discipline, it has evolved into a modern art form emphasizing self-discipline, character building, and personal growth. While its popularity has spread globally, it is crucial to assess how the traditional values of kendo are preserved as it reaches different cultural contexts. The Netherlands presents a particularly relevant case. Dutch culture, known for its strong individualism, low hierarchy, and limited emphasis on achievement, contrasts sharply with Japan's collectivist and achievement-oriented society. Previous research suggests that although Dutch and Japanese kendo instructors are influenced by their cultural background, they both strive to maintain traditional kendo values in their practice. However, there is a lack of research on how practitioners perceive the promotion of values in kendo, as well as a gap in in-depth studies examining motivational factors in kendo. Through qualitative in-depth interviews with 10 Japanese and 10 Dutch kendo practitioners, this study explores the motivations of Dutch and Japanese kendo practitioners and how they perceive the promotion of kendo's values. Thematic analysis will be used to identify key patterns and differences in how both groups approach and perceive kendo, shedding light on the impact of cultural backgrounds on martial arts practice. Ultimately, this research aims to enhance understanding of how in light of history, traditional practices like kendo are maintained, adapted, and reinterpreted across diverse cultural settings, thereby contributing to the field of sports sociology and cross cultural studies.

Keywords

martial arts, culture, values, Japan, Netherlands

333 Structural Constraints on the Effectiveness of Sport Fan Activism

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In recent years, sport fans have garnered attention not merely as spectators, but as active agents of social commentary and practices. While prior research has largely focused on the structural causes of sport fan activism and the organizational characteristics of activist groups, studies examining the individual practices and capacities of fans remain comparatively limited. Moreover, existing literature has predominantly centered on European football supporters, leaving the experiences of sport fan activism in non-Western contexts unexplored.

Thus, this study aims to investigate the interaction between structural constraints and individual agency, as perceived by participants involved in Korean professional baseball fan activism. Data were collected through document analysis and in-depth interviews. The document analysis included articles from news media and posts from online fan communities, while in-depth interviews involved eight individuals with fan activism experience, including three organizers and five participants.

Findings indicate that participants experienced structural constraints stemming from the nature of activist group organization, the asymmetrical relationship between fans and clubs within the league, and broader norms and institutions in Korean society. Despite these constraints, fans continued to engage in activism by leveraging personal resources such as time, energy and access to information, as well as their heightened sensitivity to social issues and prior experiences in civic engagement. Through their practices, they fostered shifts in perception and behaviour within fan communities and pursued change by developing and implementing strategic actions aimed at overcoming structural barriers.

Exploring the interaction between structural constraints and individual agency sheds light on the active role of sport fans and contributes to expanding the sociological understanding of fan participation and influence in sport.

Keywords

sport fan activism, Korean professional baseball, structural constraints, fan agency

366 Cricket on Foreign Soil: Sport-Mediated Cross-Cultural Adaptation of South Asian Students in China

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This study examines how cricket, as a culturally significant sport embedded in South Asian identity and collective memory, facilitates cross-cultural adaptation among South Asian international students in China. The unique cultural significance of cricket in South Asian societies makes it an ideal case for investigating sports-mediated cultural adaptation in transnational contexts.

The research employs a mixed-methods approach combining ethnographic fieldwork and structural equation modeling. Data collection included six months of participant observation, in-depth interviews ($n=20$), and questionnaire surveys ($n=100$). We applied PLS-SEM to analyze the relationships between cricket participation, cultural adaptation, and identity reconstruction, while employing thematic analysis to interpret qualitative data through a cultural hybridity lens.

Our findings reveal how cricket practices in China manifest distinct cultural hybridity, creating new forms of cultural expression and adaptation. First, cricket establishes a distinctive “Third Space” where cultural differences undergo creative reinterpretation, evidenced through hybrid playing formats and blended ceremonial practices that integrate South Asian traditions with Chinese elements ($r=0.68$, $p<0.001$). Second, participants develop what we term an “adaptive sporting identity,” transcending their roles as athletes to become cultural intermediaries who actively negotiate between cultural spheres through sports organization and cultural interpretation. Third, cricket organizations emerge as vital platforms for intercultural engagement, fostering networks that significantly enhance participants’ cultural adaptation outcomes and cross-cultural competence ($r=0.72$, $p<0.001$).

These findings advance our understanding of how traditional sports can serve as vehicles for cultural adaptation while maintaining cultural heritage, offering practical implications for international education policies.

Keywords

Cricket, cross-cultural adaptation, cultural hybridity, Third Space, South Asian students

375 The Cultural Codes behind the 2024 Paris Olympic Opening Ceremony: An Analysis from the Perspective of Hyperreality

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As the grand cultural theatre, the opening ceremony of the 2024 Paris Olympics blends historical events, famous city landmarks, performing arts, and digital technologies to create an unprecedented, gorgeous, and magnificent visual spectacle. The ceremony reimagines various iconic historical and cultural scenes, including the theatrical imagery of “The Phantom of the Opera”, the symbolic elements of the French Revolution, and representations of the 19th-century or other past Parisian cityscapes, presenting French culture in a temporally transcendent manner. Additionally, elements from literature, music, and classical art were woven into the event, reinforcing a sense of historical grandeur while simultaneously modernizing cultural narratives. This study applies Jean Baudrillard’s theory of simulacra and hyperreality to analyze how the ceremony constructs a performative space that transcends history and reality. Through an analysis of official documents, and media contents, this research categorizes different types of simulacra within the event, revealing how it dissolves the boundaries between reality and fiction, turning Paris into a highly symbolized cultural theatre. The study results indicate that the opening ceremony of the 2024 Paris Olympics does not merely represent French culture but constructs a hyperreal narrative. By employing elaborate visual storytelling, digital illusions, and symbolic reenactments, it immerses audiences in a meticulously orchestrated system of signs. The interplay of historical references and digital spectacle reinforces Paris’s image as a global cultural epicenter while simultaneously blurring the lines between historical authenticity, artistic interpretation, and grand visual fantasy.

Keywords

2024 Paris Olympics, Jean Baudrillard, hyperreality, Opening Ceremony, Cultural Representation

Sport & Disability

103 Social outcomes of physical activity among adults with Autism Spectrum Disorder (ASD): A systematic review and meta-analysis

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Social isolation disproportionately affects adults with Autism Spectrum Disorder (ASD), leading to adverse health outcomes and decreased quality of life. While physical activity has shown promise in enhancing social skills and creating better social environments, no systematic review has specifically examined its effects on social outcomes among adults with ASD. Especially the effects of different types of physical activity (unorganized physical activity, exercise, and sport) on adults with ASD remain understudied and poorly differentiated. This systematic review and meta-analysis (CRD42023460881) aims to quantitatively synthesize existing research on the relationship between physical activity and social outcomes among adults (18+ years) with ASD. It specifically examines (1) the social outcomes associated with different types of physical activity among adults with ASD, (2) the varying effects between different physical activity types, and (3) the potential impact of aging on the relationship between physical activity participation and social outcomes. Data were collected through a systematic search of 11 major databases, following PRISMA guidelines, and a total of 20,996 relevant peer-reviewed research articles were retrieved. The modified AXIS and QUIPS tools were used for quality assessment. The analysis combined narrative review with meta-analytic techniques, including correlation coefficient synthesis. Further findings and implications will be presented at the conference. This study will be a stepping stone to developing an evidence-based framework for sport-based intervention programs specifically designed to enhance social relationships and reduce isolation in this vulnerable population.

Keywords

physical activity, autism spectrum disorder, social outcomes, exercise, sport

158 A study on the relationship between sports participation and the body : The experience of a Japanese wheelchair softball player

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The aim of this study is to explore the difficulties experienced by wheelchair users in sports participation, based on interview survey data from three Japanese wheelchair softball players. Drawing on Kleinman's concept of "illness" (1988), our analysis suggests that modern society's demand for hygiene makes sports participation difficult for wheelchair users who can experience uncertain physical symptoms beyond their control, such as bowel control problems. Furthermore, excessive behaviors involving sacrificing physical well-being for sports participation were observed due to anxieties that physical symptoms might inconvenience others and fears of becoming targets of ridicule.

Previous studies have reported a low rate of wheelchair users in sport (Kamide, 2017, Ushiki et al., 2021). Barriers include delays in making facilities accessible, lack of transportation and assistance for mobility, and insufficient sports programs tailored to disabilities. However, focusing on the bodily experiences of the subject, this study reveals that internal factors related to the participants' (perceptions of their) own bodies also contribute to their decisions to forgo sports participation.

The study aims to highlight the bodily experiences and challenges of wheelchair softball players, but also identify opportunities and measures to allow wheelchair users to participate in sports with peace of mind. This will simultaneously highlight necessary knowledge required for realizing a society where able-bodied and disabled people have equal opportunity to participate and thrive in Japanese sports and society.

Keywords

wheelchair softball player, sports participation and the body, bowel control problems, smell, realization of an inclusive society

189 Experiences and perceptions of youth with spinal cord injury and parents on physical activity participation

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Adolescence is a critical period to form self-concepts, attitudes, and behaviours that shape adulthood. For youth with spinal cord injuries (SCI), adolescence can be challenging as they rely on parental support but strive for greater independency, self-esteem, a sense of contribution to society, and navigate relationships with peers. Physical activity (PA) can serve as a powerful social vehicle for this development and support overall health. However, youth with SCI are often challenged with physical, attitudinal, and institutional barriers that restrict their PA participation. Parental support plays a crucial role, providing their child resources for meaningful PA participation that prioritize accessibility and adaptability. Despite their vital role, little research explores parents' experiences seeking PA opportunities while supporting their child's needs and interests. Parents often grapple with conflicting emotions of encouraging health-promoting behaviours while safeguarding their child from negative experiences. This research also aims to explore youths' perspectives on what they seek from their PA participation, how they experience parental support, and how society, culture, and power dynamics shape youth and parents' experiences across various PA settings (e.g., recreational activities, sports, exercise, fitness). Grounded in critical disability studies, with a constructionist lens, the study used semi-structured interviews with youth with SCI (aged 15-24) who have engaged in PA and the parents of youth with SCI who have supported their child's PA engagements. The findings aim to deepen understandings of the socio-cultural aspect of disability and PA, inform, policy change, and guide the development of inclusive PA programs and educational resources.

Keywords

Youth with spinal cord injury, parents, physical activity, critical disability studies, and sociocultural studies

287 Desiring Bodies

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Many of us fumble our way towards meaningful connections. On this path, all kinds of hierarchies and boundaries develop as people work out who is in and who is out (Lamont & Molnár, 2002). Of course, many evaluations of others happen almost automatically as people try to figure out their place. I draw on a 26-month ethnography exploring the lives of persons with an acquired neurological injury (i.e., brain or spinal cord). Focusing on 'bodies' helps pay attention to life told through a changed body. Accordingly, 'desiring bodies' combines analyses of bodies desired in contemporary culture and how marginalised bodies enact their desires for meaningful connections (Frank, 2013). Data was generated during rehabilitation camps, adapted physical activities, mundane moments, and online representations. Observing random encounters with non-disabled people helped develop knowledge about bodies desired in contemporary culture. People with invisible injuries were mostly interpreted as non-disabled by passersby and desired members of 'normalcy.' Nonetheless, when their injury became apparent, it often led to unease and distancing. Thus, they were forced to cross a symbolic boundary to be interpreted as disabled. Prejudice and unease from society and friends meant that many felt disconnected and undesired. Hence, rehabilitation camps and adapted physical activity served as a forum for developing connections with people who understood their situation, thus serving a desire for meaning. Acquiring an injury can expel people from past connections and compel them to seek new ones. Adapted physical activities seem to be a forum for feeling desired by others.

Keywords

illness, spinal cord injury, traumatic brain injury, parasport

338 Beyond the Battlefield: Exploring Wounded Soldiers' Identity Recovery Through Sports

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Wounded soldiers often experience trauma and identity confusion after leaving the military, especially when they suffer disabling injuries. Research shows that sport participation has a positive impact on the identity development of such a population. However, research focusing specifically on identity recovery through sports remains limited. This study explores wounded soldiers' injury-related experiences and their process of identity recovery through sports.

Through purposive sampling, eight former soldiers with severe injuries were selected for the study, including one who competed in the 2023 Asian Games and seven who competed in the 2023-24 National Games. Data collection involved semi-structured and photo-elicitation interviews, and qualitative data were analyzed using thematic content analysis.

The research participants demonstrated a loss of identity following their injuries. The analysis revealed six main themes associated with their experiences. Injury-related themes included: (i) disruption of life due to trauma, (ii) loss of social networks, and (iii) rediscovering oneself through reflection. Participation in sports led to the emergence of recovery themes: (iv) dreaming again, (v) motivation to live through goal setting, and (vi) becoming a proud family member.

Wounded soldiers face significant challenges due to unexpected and traumatic injuries, but through sports activities, they can regain optimism, set new life goals, and reconstruct their sense of self. This study offers a broader understanding of how sports participation facilitates identity recovery among wounded soldiers.

Keywords

Wounded soldiers, physical injuries, disability, sports activities, qualitative research

386 The process of committing to an adapted physical activity clinical trial and research work when living with metastatic cancer

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This sociological study focuses on a clinical trial based on Adapted Physical Activity (APA) as a means of mitigating the undesirable effects of treatment and combating cancer.

It explores the ways in which patients whose prognosis is vital to engage in APA.

The aim is to situate the process of commitment (Becker, 1985) simultaneously within a sporting career, a professional career and an illness trajectory (Strauss, 1992).

The qualitative methodology combines an ethnographic survey and semi-structured interviews with patients and professionals.

Physical activities make sense (Blumer, 1992) and help to maintain identity during this period of weakening.

The study highlights ways of coping with the disease and the research perspective.

Keywords

Metastatic cancer, Adapted Physical Activity, career, disease trajectory, clinical trial

Sport & Gender

27 Honor? Dignity? Life? The Challenges and Opportunities in the Post-Retirement Lives of Female Athletes

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Towards the end of 2024, former Chinese gymnast Wu Liufang became embroiled in controversy after sharing suggestive “thirst trap” videos on China’s version of TikTok. The videos, which received widespread attention, led to her account being given partial restrictions, sparking a widespread public debate, with many discussing what retired female athletes should or should not do. A review of the post-retirement lives of female athletes in China reveals diverse outcomes: some marry into wealth, others become social media influencers or run small businesses. Some struggle, however, with unemployment and financial difficulties.

The transition from competitive sports to retirement presents female athletes with unique challenges and opportunities, often marked by profound changes in their identity, goals, and lifestyle. This presentation explores the multifaceted lives of retired female athletes, raising questions about what roles they should take on, what society expects of them, and the challenges and opportunities they encounter after retirement. Do retired female athletes face additional societal constraints, gender discrimination, or limited career options?

Using semi-structured interviews and media analysis, this research examines the multidimensional challenges and potential opportunities faced by retired female athletes from the perspectives of sociocultural expectations, gender roles, and career development.

Keywords

Retired Female Athletes, Post-Retirement Challenges, Gender Roles, Sociocultural Expectations, Career Development

32 Interpersonal Exploitation as a Black Feminist Analytic: Examining Dehumanization, Power, and Labor Dynamics in U.S. College Athletics and Global Sport

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Claims of racial exploitation in U.S. college athletics, particularly in American football and men's basketball, can be traced back several decades and are often explained in terms of the commercialization of men's college sports, labor inequities, and economic exploitation. The absence of Black women in discussions of exploitation in U.S. college athletics maps onto larger patterns of misogynoir and erasure of Black women in college athletics public and scholarly discourse. The unique experiences of Black women in athletics capture dehumanization in U.S. college athletics. Dehumanization is a function of interpersonally exploitative relationships and systems, wherein one's power and esteem are sustained by restricting another individual's access to resources and opportunities, and devaluing and dehumanizing the other's humanity, resources, abilities, and skills.

This presentation will introduce interpersonal exploitation as an ecological analytical frame for making sense of relationships across various micro-, meso-, and macro-systems, and how these relationships contribute to the exploitation of Black women and other similarly situated populations. A multilevel framework allows explorations of how societal, organizational, and interpersonal relationships support, nurture, and reinforce other forms of exploitation within sport organizations. Understanding interpersonal exploitation in U.S. college athletics has global implications on sport, as international recruitment and globalization of U.S. sports continues to influence sport across the globe. While this framework is situated in a U.S. context, intersecting oppressions related to race, gender, ethnicity, class, etc., demonstrate a need to understand the implications of interpersonal exploitation in sport organizations, globally.

Keywords

Black women, US college athletics, exploitation, labor, dehumanization

33 In the Name of Achievement: Women's Fitness Body in an Era of 'Positivity'

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The fit ideal, disseminated from the culture of fitspiration on social media, is often positioned as a symbol of health and empowerment. However, its implications deserve scrutiny due to its links to body dissatisfaction and psychological distress. Unlike the predominant thin ideal, which is tied to patriarchal oppression as articulated by Michel Foucault's concept of the disciplinary society, the fit ideal presents a more complex paradox. While it incorporates elements of self-sexualization and objectification, it also intertwines ostensibly positive discourses with harmful impacts. This theoretical analysis explores how the fit ideal extends beyond the disciplinary mechanisms of the thin ideal, encompassing a dual role that combines empowerment narratives with the pressures of self-optimization. Drawing on Byung-Chul Han's concepts of achievement society and psychopolitics, this paper examines how the fit ideal fosters body dissatisfaction, self-exploitation, and possibly burnout. It perpetuates a model of self-discipline that, under the guise of positivity, enforces a regime of constant self-improvement, sustaining cycles of dissatisfaction and psychological strain. Furthermore, reclaiming the female body and embodied experiences requires a critical interrogation of these ideals, including their ties to neoliberal selfhood and the commodification of feminism, both of which perpetuate patriarchal oppression. By examining these power dynamics, this analysis offers a nuanced understanding of how contemporary fitness culture intersects with feminist empowerment and the relentless pursuit of self-optimization in the 21st century.

Keywords

fitness, female body, feminist empowerment, achievement society, neoliberalism

34 Heteroactivism in Sport: Understanding resistance to LGBTIQ+ inclusion in sport in Australia

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Australia has seen a sharp increase in resistance to the advancement of LGBTIQ+ equalities in recent years; from anti-trans demonstrations and tours of so called 'gender critical' activists, to protesting and the intimidation of people at drag queen story time events. Sport has not been immune from such activity; with both global and Australian sport federations banning transgender women from participating in elite sporting competitions, and bills introduced into parliament to 'save women's sport and exclude transgender people from playing both elite and community level sport. In this presentation I argue that sport has been a fertile ground for such activism, with a history and culture of anti-LGBTIQ+ discrimination, hostility, and indifference to LGBTIQ+ people.

In this presentation I draw upon my own research, fieldwork, and work as a practitioner for the organisation I co-founded - Proud2Play, to discuss the ways in which sport has become a key platform to mobilise and advance resistance to LGBTIQ+ equalities. Drawing upon the concept of diversity work (Ahmed, 2014;2017) and heteroactivism (Nash and Browne, 2020), I outline the ways in which sport has been used to advance the interests and work of heteroactivists, and the impact of this work upon the Australian sport sector. I conclude that the efforts made to resist LGBTIQ+ equalities within Australian sport have been successful, paralysing administrators from enacting LGBTIQ+ policies and practices.

Keywords

LGBTIQ+, homophobia, resistance, sexuality, gender

52 Can Allyship Achieve Gender Equality?

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This presentation seeks to critically examine a ‘Men as Allies’ program taking place in an Australian sporting organisation. The program is viewed within the broader social political context, to explore the limitations and potential of allyship initiatives. The analysis situates gender inequality within political economic social relations that shape the possibilities for interpersonal relations. Through fieldnote excerpts and theoretical reflections, the discussion critiques the current depoliticised focus and overemphasis on individual self-reflection and deemphasis of structural transformation of hegemonic institutions. Observations from the program reveal the challenges of addressing problematic interpersonal behaviours while neglecting deeply rooted structural inequalities. The historic professionalisation of such programs within organisations that seek to foster healthy masculinities to ‘pink wash’, risk depoliticising anti-violence efforts and sidelining feminist principles of equity and intersectionality. Understanding gender as an emergent property highlights how macrostructural power relations shape everyday interactions, reinforcing hegemonic and hybrid masculinities that obscure the processes that reproduce these inequalities. The research advocates for allyship programs to explicitly confront systemic barriers, promote feminist principles, and contribute to sustainable change by addressing the underlying conditions perpetuating inequality.

Keywords

Masculinities, Allyship, Hegemony, Violence

56 The Evolution of ‘Sexual Harassment’ Discourse in Taiwanese Sports Academia

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The term “sexual harassment” first appeared in Taiwanese news media in the 1980s, highlighting a case involving a female American soldier. The magazine *Awakening* discussed this issue in its inaugural edition in 1982. The 1990s saw several campus sexual harassment incidents in Taiwan, leading to the publication of the first anti-sexual harassment handbook in 1993. On May 22, 1994, the Taiwan Women’s Link held an anti-sexual harassment march, the first such protest in Taiwan. Taiwan’s gender equality legislation includes the Act of Gender Equality in Employment (2002), the Gender Equity Education Act (2004), and the Sexual Harassment Prevention Act (2005).

Researchers (Wang, 2021; Wang, 2024) note that discussions around “sexual harassment” reflect the evolving gender consciousness in Taiwanese society. Wang (2024) argues that changes in terminology indicate shifts in concepts and gender relations, mirroring Taiwan’s transforming attitudes toward sex and the body. However, sexual harassment persists. This study examines discursive shifts in Taiwanese sports academia from 2014 to 2024. At the end of the 2000s, “sexual harassment” was not seen as an infringement on sexual autonomy but as a challenge in sports education. Male coaches were identified as primary potential perpetrators, leading to measures like avoiding one-on-one interactions with students of the opposite sex. Today, the discourse remains scarce, with fewer than 10 studies in major journals, focusing on institutional comparisons and gender equality contexts. Sexual harassment has not become a core topic, and relevant experiences are still only limitedly discussed.

Keywords

gender issues, discourse analysis, sociology of sport

62 Performing the gendered/genderless bodies in the Beauty and Rainbow of LGBT bodybuilding competition

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In 2022, the first non-binary divided bodybuilding competition emerged in Taiwan which garnered attention from gender minority athletes and those who are friendly to LGBTIQ issues. The competition offered three events—Physics, Sports Bra Physics, and Bikini—allowing participants to register for any event without gender restrictions. Each event was further divided into two groups based on height or weight to ensure fairness. This study aims to explore how the “Beauty and Rainbow of LGBT” bodybuilding competition challenges the binary sex framework and to understand how competitors perform gendered or gender-neutral bodies in the competition. Additionally, the study seeks to investigate how competitors express diverse sporting bodies through their body and training practices. The participants of this study included the organizer, the judges, competitors and trainers of the Beauty and Rainbow of LGBT bodybuilding competition. A total of 10 participants were interviewed, with the goal of expanding to 20 participants by July 2025. Among the 10 participants, 8 competitors with various gender identities and sexual orientation were involved, along with 1 organizer and 1 judge. It is anticipated the results of this study could be helpful in deconstruct the rigid linear perspective among sex-gender-sexuality, and thus to re-recognize the sporting bodies with both masculinity and femininity in bodybuilding; moreover, it could be the basis of rethinking the possibility of setting competition categories that in not based on binary genders in different levels and sports.

Keywords

bodybuilding, performativity, LGBT sporting bodies, gender

68 Gender and disability justice in stratified socio-economic realities

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Post-colonial rule in sub-Saharan Africa prioritized economic growth and political stability whilst driving an agenda for racial transformation in sport. A 2014 baseline study in selected sports (athletics, basketball, boxing, judo, and soccer), followed by the 2021 regional study (for the able-bodied and netball added), and the 2023 regional study (adding all types of disabilities) in five countries (Lesotho/Botswana [switch to Botswana in 2023], Malawi, South Africa, Zambia, Zimbabwe showed a high level of gender inequality. Women/girls comprised 9.5% of the overall participation, excluding netball. They occupied a third of leadership positions (a 10% increase from 2014) 22% were women coached (up 2%) and 24.2% were technical officials (down 2.6%). As an outlier, netball had a 98% female participation, but men increasingly took up leadership to make up about a third (34.7%) of that cohort, but dominated in coaching (53.8%) and technical roles 53.5%). Para sports (physical disabilities) followed a similar trend as able-bodied sports, whilst women lead in “deaf sport” (100% female leaders) and for people with intellectual disabilities (64.3 % women). Participation across all disability types is 1% compared to the 15% global norm. Contextual realities and political aspirations translate into para sports following a similar trend of male domination in all roles. Male hegemony is entrenched in traditional male sports (boxing and soccer). Men are strategic and intentional in accessing a gateway into sports like netball, compared to women who mostly follow developmental pathways and progress from player to leadership.

Keywords

Gender inequality, disability, leadership, participation, sub-Saharan Africa

78 Forging Feminine Mastery: A Genealogical Study of Power and Knowledge in Artistic Swimming

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The study adopts a Foucauldian genealogical perspective to examine the transformation of gender discourse in artistic swimming. It highlights the importance of challenging the established gender norms and stereotypes in artistic swimming to promote greater gender inclusivity. By investigating archival documents and media coverages related to artistic swimming, the study unveils two discursive factors that result in the constitution of contemporary female-dominant discourse. First, male discourse has gradually diminished along with the development of the sport. Second, the continuous accumulation of female discourses concerning artistic swimming has produced genealogical knowledge aligned with female swimmers' physical and aesthetic traits. This knowledge ultimately contributes to the label of artistic swimming as a feminine sport and empowers women within its domain. The genealogical examination reveals the constructive nature and the production of the power/knowledge in artistic swimming and scrutinises the epistemological and historical antecedents of the prevalent stereotype surrounding the swimming pool.

Keywords

knowledge, genealogy, artistic swimming, female, Foucault, discourse, power

79 The emergence or concealment of female sports fan identities? Practices and reflexivity among Young Urban Middle-Class Chinese Women

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This study employs semi-structured interviews and thematic analyses of eighteen young urban middle-class women who self-identify as sports fans to explore supporting styles, identity types and the influencing factors on identity emergence of female sports fans in contemporary China. The research identified two types of sports fan identities among the participants: producer-consumer sports fans and consumer-citizen sports fans. These identities were formed through the four main supporting styles, namely, spectating, secondary creation, in-depth learning, and consumption. The study reveals that these identities exhibit characteristics of stratification, reflexivity, and resistance. The emergence of female sports fan identities has been driven by a number of key factors, including social class, the profound impact of third-wave feminism, and the pervasive effects of the globalization of sports. The study concludes that the emergence of sports fan identities among young urban middle-class women is reconstructing the traditionally male-dominated cultural landscape of sports fandom. This reconfiguration is not only a profound reflection on the gender power structures, but also a proactive resistance strategy and action. It also reflects the structural forces that choose to conceal their feminist stance in the process of their identity emergence.

Keywords

Female sports fans, identity practices, Chinese young women, third-wave feminism, sports fandom culture

85 Flags and Figures: Gender Equality and Gender washing in the Olympics

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Since their inception in London in 1908, the Summer Olympic Opening Ceremonies' Parades of Nations reflect our time's shifting geopolitical and socio-cultural landscape. These events showcase the emergence and dissolution of nations and highlight the aesthetic evolution of Olympic tradition and the increasing diversity of competing athletes. One of the most notable of such changes is the growing participation of women within the Olympic framework, both as competitors and as symbolic representatives of their nations, taking on roles as flag bearers for their National Olympic Committees. This presentation addresses the question: to what extent can the distribution of gender ratios among participants and flag bearers in the Olympic Parade of Nations serve as an index for assessing gender equality and gender washing among participating nations? To answer it, we analysed data from the IOC Historical Archives in Lausanne, focusing on the gender distribution of Olympic flag bearers and athletes over a century of Olympic history. We then compared the data of each nation with its respective historical gender equality indicator. The results of this socio-historical study divided countries into different groups, including those which - despite having a large number of female athletes in their delegations - have systematically refused to appoint women as their nations' flagbearers and those which - in spite of having their delegations primarily dominated by men - used the parade of nations to improve their image concerning gender equality by appointing women as their delegation symbolic leaders.

Keywords

Gender, Nationalism, Olympic Opening Ceremonies, Parade of Nations, Flag bearers

90 Dilemmas Behind the Muscular Physique: Decoding Eating Disorders from Physical Cultural Perspective Among Chinese High-Level Female Bodybuilders

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By highlighting the dilemmas behind the muscular physique of Chinese high-level female bodybuilder, this article extends the notion of the physical culture in sports field. Utilising Foucauldian theoretical resources, this article produces an analytical framework for the dilemmas behind the muscular physique. Through empirical materials that were gathered based on semi-structured interviews conducted in China with high-level female bodybuilders, this article reveals the the cultural dilemmas clued by eating disorder during the cultivate of muscular physique. The findings show that there are three-tier dilemma from social and cultrual sense: 1) the rules of women's bodybuilders competition is transplanted from the men's rule which is not based on feminine traits; 2) the agreement process of sports aesthetic is rife with masculine hegemony which is against women's well-being; and 3) behind the muscular physique of female bodybuilder, there is a power that categorises bodies and makes them subject to someone else by control and dependence. Facing the dilemmas, female athletes often feel compelled to "develop characteristics consistent with masculinity" and even define their femininity as "unrelated or even contrary to sports". This article demonstrates the analytical capacity of Foucauldian theoretical resources for sport sociology analyses in the Chinese context.

Keywords

female bodybuilder, muscular physique, eating disorders, masculine hegemony, contemporary China

92 A poststructural feminist account of women and gender diversity in climbing: Exploring contingent and discursive gendered experiences

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Rock climbing has been historically male dominated, with contemporary climbing spaces being host to a web of power dynamics that continue to perpetuate gender inequality. In this paper, I will draw on key elements of poststructural feminism to frame a preliminary analysis of oral history interviews with women and gender diverse people who climb. The data comes from 18 named oral history interviews that will be archived at the British Library and made publicly accessible. This paper problematizes gender as unfixed, with gendered experiences in climbing playing out as fluid and changing. I highlight the importance of interrelating elements of identity in gendered experiences of climbing. Finally, I deconstruct the operationalization of (gendered) power through examining social and cultural instances and relations. Through examples of data analysis, I will explore the value of poststructural feminism as a theoretical toolbox for examining gendered experiences in evolving sporting spaces. In doing so, the paper advances understanding of the complexity of the gendered social world of rock climbing and the contemporary politics of gender, womanhood and sport.

Keywords

Poststructuralist feminism, rock climbing, gender

94 Lived Experience of Women in Male-dominated Sport Business Management Programmes

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In the four decades since the Sex Discrimination Act, women have comfortably overtaken men in pursuing higher education. Despite this progress, significant gender disparities persist in sport business management programs. Women are 40% less likely to enrol in business courses and make up only 25% of sport business graduates. Additionally, sport is recognised as a hegemonic masculine environment that promotes traditional masculine ideals while marginalising those who do not conform to these traits, particularly women. Considering the minority position of women in sport business management programs combined with the hegemonic masculine nature of sport, it is important to understand women undergraduate experiences to identify the barriers they face, the factors that support their success, and how these programs can be transformed into more inclusive and equitable learning environments.

This study explores women's lived experiences in these programs, focusing on their sense of belonging, barriers encountered, and factors supporting their aspirations. Using purposive sampling, women from sport business degrees at three UK universities participated in this research. A participatory action method, photovoice, was employed to capture experiences through photography and narratives, complemented by focus group discussions. Reflexive thematic analysis, guided by theories of gender equity and belonging, underpinned the study.

Preliminary insights suggest structural and social barriers, including exclusionary classroom climates, persistent stereotypes, and a lack of role models, significantly impact women's sense of belonging. Nevertheless, positive influences, such as supportive peer networks and inclusive practices, provide pathways to improve their educational experiences.

Keywords

Sense of belonging, Lived Experience, Higher education, Sport Business Management, Gender disparities

95 From ‘collie’ to the transformative masculinity. Experience of men working in women’s soccer in the context of gender stereotypes and social change

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This study explores the transformation of masculinity experienced by men involved in coaching women’s soccer. Drawing upon semi-structured interviews with male coaches of women’s teams, we demonstrate that entering the underprivileged space of women’s soccer can trigger a shift in men’s attitudes within the football field. While some initially perceived coaching women as a form of “relegation” and a diminished status (reinforcing the underprivileged position of women’s football), this experience led to a transformative process for others. This transformation manifested in a desire to challenge the status quo, express solidarity with female players, and appreciate their passion for the game, particularly in the face of the obstacles they need to overcome. A form of “transformative” masculinity emerged among the participants. This type of masculinity, while not characterised by a revolutionary stance towards the patriarchal relationships prevalent throughout the culture and soccer sphere, acknowledges the inequalities and discrimination faced by women. In some instances, supportive masculinity manifests in a willingness to raise awareness about these inequalities, support female players and women’s soccer, and ultimately strive for social change.

Keywords

Masculinity, women’s football, social change, gender relations, transformation

101 Bridging the Gap in Women's Sport Science Research: Addressing Sports Injuries

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Elite athletes are increasingly affected by injuries, yet female athletes remain underrepresented in sports medicine research, with a ratio of 65% male to 35% female participants. Injury prevention models developed for males are often applied to female athletes without sufficient interdisciplinary grounding. This study highlights that injury prevention models based on male athletes may overlook gendered differences, necessitating machine learning approaches that recognise women's distinct physiological and psychosocial risk factors.

Psychosocial factors (e.g. pain perception and perfectionism perception) are assessed using validated questionnaires, including the Sports Inventory for Pain and the Sport Multidimensional Perfectionism Scale-2 (measuring pressure from mistakes, coaches and parents). In combination with the OSTRC Overuse Injury Questionnaire, these instruments refine the model's ability to capture multidimensional risk factors for injury in first-division female athletes in Slovenia (volleyball, handball, football; N = 300).

A high response rate was achieved. Preliminary results show two complementary yet opposing pain factors: high coping (pain as part of the game) and low body awareness (pain as an obstacle, not as a signal to stop). These results align with theories interpreting sports injuries as institutionalised violence in modern sports.

Understanding injury risk factors improves prevention, especially given the findings that point to a meritocratic view of pain, where injuries are seen as a means to climb the sporting hierarchy, potentially normalising pain neglect. The increasing severity of injuries raises the question of responsibility and requires reflection on systemic forces and gender differences in the perception of injury and pain.

Keywords

Women in sport, sports injuries, injury prevention model, psychosocial factors, meritocratization of pain

113 The Effects of Body Image Flexibility on Exercise Behavioral Regulation among Chinese Females

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This study explores the sociocultural dynamics influencing Body Image Flexibility (BIF) on Exercise Behavioral Regulation (EBR), focusing on the mediating role of Self-Compassion (SeC) and the moderating effect of Social Connectedness (SoC) among Chinese females.

A total of 327 Chinese female participants were recruited through convenience sampling, utilizing online chat forums and email correspondence to capture diverse social experiences. A pilot study with 88 participants refined the research instruments for cultural relevance. SPSS Process Macro 4.0 and Amos were used to analyze the interaction between psychological constructs and social factors.

Results showed a significant positive relationship between BIF and autonomous motivation in exercise, alongside a negative correlation with controlled motivation. This suggests flexible body image perceptions promote self-determined exercise, while rigid ideals contribute to externally driven motivations. Additionally, BIF had a statistically significant indirect effect on EBR through SoC, indicating self-compassion mediates the link between positive body image and adaptive exercise behaviors.

SoC emerged as a key moderating variable. Participants with lower social connectedness displayed a stronger relationship between BIF and adaptive EBR, suggesting that without social pressures, individuals align exercise behaviors with intrinsic motivations. Conversely, higher social connectedness imposed normative pressures, potentially reducing autonomous exercise regulation by aligning behaviors with societal norms.

In conclusion, this study highlights the interplay between body image flexibility, self-compassion, and social connectedness within Chinese females' sociocultural context. The findings deepen understanding of how psychological resilience and social structures shape exercise motivations, offering insights for interventions promoting autonomous, healthy physical activity engagement.

Keywords

body image flexibility, exercise behavioral regulation, self-compassion, social connectedness

119 Sociological Study on “Romantic Love Ban” in Japan’s School Sports Clubs

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In Japan, “Romantic Love Ban” is often imposed on student-athletes, especially those involved in competitive school sports. This study examines the status and underlying ideology of the ban, focusing on how it infringes on the human rights of young athletes. It draws on the concept of homosociality, which highlights same-sex bonding, institutional norms, and gendered power dynamics present in non-romantic relationships.

The methods include a questionnaire and interviews with the quantitative component reporting on the features and trends, whilst the qualitative component articulates the contextual realities by drawing on participants’ narratives. The 492 respondents’ questionnaire explored experiences of the “Romantic Love Ban” during their junior high and high school years. Findings show that around 10% of students experienced this rule, with female student-athletes being three times more likely than males to be subjected to it. Semi-structured interviews were conducted with two female university students majoring in sports. While previous studies have pointed to misogynistic attitudes from male coaches toward female athletes as a driving force behind the ban, this research also uncovers elements of homosocial bonding and tacit acceptance among students and staff.

The results suggest a silencing of dissent and a normalization of deeply embedded cultural practices. The “Romantic Love Ban” reflects not only overt sexism but also complex gender norms reinforced through school sports. This study provides insights into how gender is constructed and maintained in Japanese educational sports settings and highlights the need to question the power dynamics behind cultural rules.

Keywords

Romantic Love Ban, School sports clubs, Gender Inequality, Homosociality, Misogyny

127 From marginality to visibility: Social media's role in the feminisation of football

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This paper looks at the past, present and future of women's football. It explores how social networks, major vectors in the digital age, are redefining gendered representations and supporting the development of women's sport.

Using the sociology of sport and gender (Connell, 1987; Menesson, 2006; Pfister, 2010) and research into social media (Hutchins & Rowe, 2012; Pegoraro et al., 2012, 2017; Rowe et al., 2023), this analysis draws on data from the European Women in Sport (E-WinS) project to highlight good practice at European level, revealing the international dynamics of the feminisation of football. A survey of the Instagram, Facebook and Twitter accounts of players in the French national team completes the picture, illustrating the growing importance of social networks. Historically under-represented (Cooky et al., 2015), women's football seems to have found a space for emancipation in social networks. These platforms reach huge audiences in terms of the number of followers and generate significant engagement, reinforcing their central role in the media coverage of women's football. These results show both their ability to circumvent exclusion mechanisms (Cooky et al., 2015; Petty & Pope, 2019) and their limitations, particularly in the reproduction of symbolic and social inequalities.

In short, this paper shows how social networks can become a lever for real and lasting equality in women's sport, while contributing to a broader reflection on developments in the sociology of sport.

Keywords

Women's football, feminisation, visibility, social media, gender, sociology of sport

143 Empowerment process for female football players in Thailand: focusing on relational empowerment

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This study examined how women negotiate and struggle to achieve their goals and aspirations in the process of women's empowerment while internalizing the norms of family and kinship communities, which are essential as a place to live, into their identities. The study also revealed the role of sports, which consists of ideologies, male-dominated, and heterosexist norms, in this empowerment process by examining the situation and experience of female university football players in Thailand. This contributed to Kabee's women's empowerment process by revealing the process of relational empowerment process between female players and families, kinships, teammates, and themselves. The theoretical framework draws on the symbolic interaction theory. The data for this study were collected using two methods: semi-structured interview and participant study, with the grounded theory approach and the case study approach. There were a total of 26 interviewees from women's football clubs at K and S universities in the Women's University League in Thailand. As a result of this study, parents in Thailand recognized that they desired to fulfill their children's desires. Children recognized that their desires were to meet their parents' desires as much as possible. They repeatedly negotiated and searched for a compromise between their and their parents' desires. The agreed-upon compromise point was a mutually agreeable point, and the silence served as a signal.

Keywords

Empowerment, Sport, Gender, Thailand, Southeast Asia

146 Critical Discourse Analysis of Women Baseball Fans in Korea: Reinforcement of Hegemonic Masculinity through Gender Performativity

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This study explores media discourses surrounding women baseball fans in Korea, focusing on how these discourses reinforce hegemonic masculinity (Connell & Messerschmidt, 2005). Sport has long been a gendered cultural production, generating gender ideology by framing gender differences as inherent, reinforcing masculinity as a social norm, and normalizing the marginalization of women (Park & Shin, 2024; Sveinson & Hoeber, 2015, 2016). Despite sport's historical exclusion of women, the population of women baseball fans in Korea has increased in recent years (Yoon, 2024). While previous studies examine how women become sport fans (Kim et al., 2024), the ways media discourses essentialize masculinity and reaffirm asymmetric power structures of gender and sexuality remain understudied. Therefore, we developed the following research questions: (1) What gendered discourses are produced by Korean media? (2) How do these discourses reinforce hegemonic masculinity entrenched in sports and larger society in Korea?

We use Fairclough's (2006) critical discourse analysis to examine 80 news articles collected through BigKinds and Google, aiming to uncover how Korean media (re) produces discourses that normalize sporting masculinity (Cooky & Messner, 2018). Drawing on Butler's gender performativity (1990) as our theoretical framework, we identify three themes. First, the discourses trivialize women's sport fanship by portraying women fans as inauthentic individuals lacking sport knowledge. Second, this 'soft-fanship' dehumanizes women fans, predominantly casting them as consumers who engage with sport only to consume 'male-athletes' as merchandise. Third, the discourses of consumptive participation legitimize the inauthenticity of women's fanship. Further theoretical implications will be discussed at the conference.

Keywords

Gender, Masculinity, Sport Fanship, Discourse Analysis

168 Women competing with men? Exploring Embodied Practices in Chinese Mixed Doubles Badminton

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Sex-segregated competition serves as a central organizing principle in the structure of sport. However, some feminist scholars argue that sex-segregated competitions risk reinforcing the narrative that all men are inherently superior to women across sports. As a response to this critique, gender-integrated events, such as mixed relays in athletics at the Paris Olympics, have gained visibility. Despite this shift, the phenomenon of mixed-sex competition remains underexplored, particularly in everyday, non-elite contexts. An interesting case is badminton, where mixed doubles was introduced as early as 1899. In mixed doubles, the most common tactical formation is “woman in front, man at the back”. The central question is not whether women “can” play the backcourt, but why the woman-front, man-back configuration is perceived as tactically optimal and how women athletes negotiate or challenge these norms. Theoretically, the study adopts a sociological perspective on the body to research how gender norms are produced and sustained through role division and embodied routines in mixed doubles badminton. Methodologically, the study draws on two months of participant observation in Chinese amateur clubs, including field notes and video data. Through thematic analysis of match footage from both mixed and men’s doubles games, the findings reveal that even when positional flexibility is possible, mixed doubles pairs tend to maintain gendered divisions, with men dominating the backcourt and women restricted to the net. In contrast, men’s doubles show more dynamic role-switching. These suggests that women’s acceptance of gendered arrangements in mixed-sex competitions is shaped by narratives of female athletic subordination.

Keywords

sex integration, gender, embodiment, badminton mixed doubles, women

174 Chinese Women's Volleyball Athletes and The Gender Norms in China: From Socialist Warriors to Long Leg Idols

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Unlike many countries where male sports dominate media coverage and national pride, Chinese female sports, especially volleyball, have historically received greater attention due to their significant national achievements. Traditionally portrayed as genderless national warriors, these athletes have been symbols of socialist ideology. Yet, since the late 1970s, rapid socio-political and economic transformations in China have led to evolving gender norms and ideologies, influencing the portrayal of female athletes in media and public discourse when they represent the national pride.

Focusing on Chinese women's volleyball, which garnered legendary status in the 1980s and reemerged in the 2010s, this research examines how these athletes' gender portrayals have shifted over time, reflecting broader societal changes. The study employs media analysis and focus groups to track changes from the 1980s to the 2010s, during which profound economic and social transformation in China. Initially depicted in terms of socialist, genderless androgyny, recent portrayals increasingly accentuate femininity, transitioning towards more gender-specific discourses such as "long leg idols." This evolution in media representation and intergenerational discourse indicates a rising gender consciousness within Chinese society. By analysing these changes, the study aims to uncover the broader implications of evolving gender representations, particularly how they intersect with shifting socialist, traditional Confucian, and neoliberal ideologies in China. This research contributes to a deeper understanding of the dynamic interplay between gender, sport, and national identity in contemporary Chinese society.

Keywords

Sport, Gender, Femininity, Chinese women's volleyball, Discourse analysis

175 The integration of a women's and men's elite football club in Norway

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Since the 1990s, the merging of men's and women's sports clubs and organisations have been encouraged to achieve efficiency, share resources, and contribute to the advancement of women in sport. Within football, there has been a particular focus on the benefits of access to facilities and status for integrated women's clubs. Yet, concerns have also been raised about the fragility of relationships between men's and women's sides when women's clubs have financial dependence on men's. Within Norway, several high-status men's football clubs have integrated women's clubs into their organisations since 2020. However, no known research has been conducted on this phenomenon within the Norwegian context. Our research aimed to explore the processes and outcomes of one such integration process a year after its implementation. In doing so, we drew on 11 in-depth interviews with individuals representing different roles (players, coaches, and administrative leaders) across both the men's and women's teams to explore their perceptions and experiences of this process and examine which factors were most influential in shaping these.

We draw on Graebner et al.'s (2017) four perspectives on sociocultural integration to aid our gendered analysis of the human, social, and cultural aspects of the integration process and outcomes. Specifically, we will discuss the interrelation of culture, identity, justice, and trust in and through the integration process from the perspectives of those representing both the women's and men's clubs. This includes interrelated findings on initial motivations and priorities, opportunities and benefits, and threats and challenges experienced.

Keywords

Sociocultural integration, merger, women's football club, men's football club, gender

202 The rise and rise of women's sport: Analyzing cultural, organizational, and individual factors

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In this presentation, we analyze the rise of the media coverage of women's sports in the Western context, focusing specifically on the U.S. and New Zealand. Through a comparative lens, we identify cultural, organizational, and individual factors that contribute to the rise of women's sports in the two countries. First, we provide an overview of patterns in women's sports coverage and consider how the shifting articulations pertaining to the relationship between femininity and athleticism, as well as international national success, normalize the visibility of elite women's sports (Bruce, 2016; Cooky et al., 2021). Then, we identify organizational factors in the media industries, such as the rise of women's sports focused platforms and the integral role of women's sports organizations and athletes in creating content (e.g., Crawford, 2024). Finally, we consider how individual-level factors, such as journalists' attitudes, education, and social identities, might factor into coverage and newsroom cultures (Hardin, 2005; Laucella et al., 2017). Theoretically, we integrate cultural studies, sociology of sport, and feminist sports media studies to reflect on the current moment and contemplate possible futures for women's sports coverage in the U.S. and New Zealand.

Keywords

women's sport, longitudinal change, media, culture, organisations

210 Beyond the Sidelines: Exploring the Fan Journey in Women's Football

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The rapid growth of women's football in England offers a timely opportunity to examine fan engagement within a sporting context that has historically been marginalised compared to men's sports. Despite increasing popularity and visibility, limited research has explored the holistic fan journey—spanning pre-game preparations, in-game experiences, and post-game activities—across both professional and non-professional levels. This study addresses these gaps by employing qualitative methodologies, including text-based and video participant observation diaries, to map the lived experiences of fans. Drawing on theories of fan engagement and gendered sport consumption, this research identifies the critical touchpoints, barriers, and moments of joy that shape fan interactions with women's football. The findings of this research, which will be presented at the conference, will uncover specific barriers to engagement and inclusivity, offering a deeper understanding of the unique fan cultures within women's football. This study contributes to the academic discourse on fan engagement in women's sports and provides practical recommendations to enhance fan experiences, foster inclusivity, and support the sustainable growth of women's football in England.

Keywords

Women's Football, Fan Engagement, Fan Experience, Inclusivity in Sport, Fan journey

214 Discourses on Transgender Athletes in South Korea: A Literature Review and Media Framing Analysis

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In November 2024, at a domestic competition in South Korea, transgender athlete Na Hwa-rin secured the championship title, surpassing other female competitors. This event ignited widespread controversy, sparking intense debates on the inclusion of transgender athletes in women's sports divisions. This study examines the discourses surrounding transgender athletes in South Korean sports, focusing on two key areas: (1) an analysis of academic literature on gender segregation in sports and its implications for transgender inclusion, and (2) a media framing analysis of domestic news coverage to explore how these debates are constructed and contested in public discourse.

The first research focus involves a critical literature review of existing academic discussions on gender-based separation in sports. This study examines the theoretical foundations supporting both segregationist and integrationist perspectives, analyzing the underlying value systems that shape these arguments. Particular attention is given to the dominant rationales for excluding transgender women from women's sports, including fairness and the technical principles of competition, to assess their logical consistency and empirical validity.

The second research focus employs media framing analysis to investigate how the debate on transgender athletes is represented in South Korean media. This study draws upon press reports on transgender athletes from the Korea Press Foundation. By analyzing media narratives and the framing strategies employed, this study identifies the mechanisms through which conflict and competition over transgender inclusion are constructed in the public sphere. The findings reveal a deep ideological divide, highlighting the need for alternative perspectives informed by sociological insights and critical reflection.

Keywords

Transgender, Unfair Advantage, Discourse, Gender Identity, Discrimination

220 A Bourdieusian Reading Through Women Footballers' Narratives: The Habitus Effect

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Throughout history, patriarchal habitus and unequal distribution of capital have excluded women from football. By participating in football, women challenge these structures and contest the dominant habitus, amplifying their voices and fostering transformative change within the field.

In this context, this narrative inquiry applies a Bourdieusian lens to explore the football stories of women in the Girls on the Field Footballer Development Program, focusing on how habitus, capital, and field shape their experiences. It emphasizes participants' stories to understand lived experiences through a shared, collaborative process (Clandinin, 2007). By conducting semi-structured interviews, the study identifies two key narrative threads: 1. Urban vs. Rural Fields: "Because I am very grateful to my teachers," and 2. Redistributing Social Capital: Diverse Responses in Football.

The participants' narratives reveal how their internalization of the social field shapes their actions. Those from larger cities initially engaged with football but now seek capital elsewhere. Others, introduced to football through educational opportunities, transformed their lives with the support of football programs, aiming to redistribute social capital and empower others. For some, gratitude motivates efforts to establish initiatives that give back to their communities, while others approach football with passion and personal fulfillment. In conclusion, their stories emphasize how their habitus, shaped by unique experiences, influences their engagement with the same football field and program, leading to diverse outcomes and actions.

Keywords

Bourdieu, Habitus, Empowerment, Narrative, Women's Football

221 Promoting Women in Australian Sports Leadership: A Case of Cultural Cloning?

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Despite a surge in the popularity of women's sport and formal efforts to promote the inclusion of transgender and gender diverse people in sport, cisgender men hold most sports leadership roles in Australia. Drawing on data collected through 52 semi-structured interviews and organizational archives, this analysis illuminates how practices promoted as efforts to diversify sport leadership reflect narrow constructions of gender inclusion that tend to privilege white, cisgender women. We find that these practices are repeated across organizational contexts, illuminating narrow imaginings of women leaders. These findings lead us to argue they reflect what Philomena Essed and David Theo Goldberg describe as "cultural cloning": the process whereby institutionalised and normative desires for sameness contribute to forms of exclusion. Here, we discuss how efforts to support gender inclusion contribute to the production of group norms that privilege and reproduce certain normative attributes and behaviours as desirable - and often essential - for progression in sport professions. We show that these group norms affirm a form of hegemonic femininity, whereby successful women leaders are those who affirm rather than challenge the status quo. In doing so, this paper draws attention to how inclusion efforts can almost paradoxically contribute to the production of sameness - and intersectional domination - in the name of promoting diversity. To conclude, we discuss how a stronger focus on cultural cloning can enhance understandings of exclusionary practices in sport and their endurance over time.

Keywords

gender, sports leadership, cultural cloning, hegemonic femininity, Australia

224 Socio-cultural factors that influence participation of women in and through sport in contemporary Saudi Arabia: Adapting and applying social inclusion as an analytical concept

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Globally, women lag behind men in sports participation and physical activity, a phenomenon that is also evident in Saudi Arabia. Recently, the Saudi government has invested significantly in sports and health through its Vision 2030 strategy, which aims to strengthen the Kingdom's presence in sports, public health, entertainment and tourism. This is evident in the hosting of major sporting events and the transformation of the national physical activity infrastructure. To date, little research has explored developments in women's sport in contemporary Saudi Arabia. In response to this gap, this study investigates socio-cultural factors influencing Saudi women's participation in sport and physical activity through critical adaptation and application of the analytical concept of social inclusion. Over the span of 10 months of fieldwork, data was collected through participatory observations and 12 individual interviews with officials, managers and stakeholders in the Saudi sports sector with a particular focus on football. Data analysis revealed three key socio-cultural themes shaping women's participation in sport. First, pioneering women leaders have fostered a strong sense of ownership, organic development and community involvement. Second, the promotion of national socialisation, heritage and nationalism in Saudi women's sport is perceived as balancing traditional customs, and national pride. Thirdly, the growing recognition of sport as a tool for empowerment in Saudi Arabia highlights the importance of family involvement, career development, and increasing female participation in technical roles. This research significantly contributes knowledge on women's participation in sports in Saudi Arabia and gender dynamics in the context of transformative social change.

Keywords

Saudi Arabia, women participation, sport and physical activity, socio-cultural factors, social inclusion

233 Embodied Empowerment: Rethinking Gender and Power Through a Body Movement-Based Feminist Program

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This study explores the impact of the “Hareketle Güçlenme” (Empowerment Through Movement) program, a training of trainers designed to empower civil society facilitators working with girls through a feminist perspective. The program emphasises body-movement based learning, using movement and play to challenge gender norms and foster empowerment. Drawing on a feminist new materialist framework, this study employs diffractive analysis to explore how bodies, emotions, and material conditions interact during the training process to produce new ways of knowing and being. The research is grounded in participatory observation and semi-structured interviews, with the researcher openly engaged in the field. Bodies are approached as active agents in meaning-making rather than passive objects of knowledge. Program activities—such as boundary-setting exercises and voice-training workshops—are analysed as material-discursive practices reshaping participants’ embodied experiences of gender and power. Findings highlight that empowerment emerges through embodied encounters, where facilitators experience shifts in their sense of agency through movement exercises. These shifts are material transformations, reflecting the entanglement of bodies and emotions. Diffractive analysis reveals how gendered norms are both reproduced and disrupted in these practices, producing new forms of relationality and collective empowerment. This study illustrates how movement-based interventions grounded in feminist new materialism create transformative spaces to renegotiate traditional gender and body/movement boundaries. It highlights the importance of rethinking knowledge production as an embodied and situated practice, generating new possibilities for feminist action in body movements and civil society.

Keywords

new materialism, diffractive analysis, body movement, feminist program

248 Breaking the Frame: The Challenges and Transformations of Women's Taekwondo Demonstration Teams

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Sports have traditionally reproduced male-dominated structures and norms, reinforcing power hierarchies and cultural practices. This phenomenon has caused inequality in gender and power and has become a pressing social issue. Accordingly, efforts have been made within the sports sector to address inequalities and promote changes in societal perceptions. Taekwondo, as Korea's national martial art, reflects a male-dominated structure and culture. With over 100 million practitioners in 210 countries, Taekwondo's influence continues to expand, reinforcing its male-dominated culture. Despite these characteristics, the Women's Taekwondo Demonstration Team was formed and continues to work toward bridging the gender gap and reshaping public perception. However, there are few empirical studies on women's taekwondo demonstration teams. Therefore, this study aims to explore the barriers faced by women's Taekwondo demonstration teams and the strategies they have employed to overcome them.

Drawing upon in-depth interviews with Women's Taekwondo Demonstration Team, this study reveals that: 1) Women's Taekwondo demonstration teams encountered barriers, including societal expectations of femininity, lack of support, and limited human resources. 2) To address these barriers, the teams have employed strategies such as enhancing athletes' expertise, emphasizing performance outcomes, and utilizing media to shape their image.

The findings of this study contribute to the discourse on gender inequality in sports, offering insights into cultural transformation and proposing actionable policy and institutional reforms. By examining this case, the study provides a valuable framework for understanding efforts to foster equity within male-dominated sports, advancing academic and practical discussions on gender inclusivity in the global sports arena.

Keywords

Women's Taekwondo Demonstration Team, Gender Inequality, Barriers, Strategies

252 Back in the Game: Development of an evidence-based sport re-engagement intervention for female adolescents in South Australia

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Despite the well-documented benefits of sport participation, adolescent dropout remains a pertinent issue, with the rate of dropout higher in girls than in boys. Recent scholarship has proposed that dropout from youth sport is not the crisis that it is often portrayed as and may instead be due to developmentally appropriate changes during adolescence. Nonetheless, youth sport dropout often leads to sustained disengagement from sport and other, less structured forms of physical activity. Therefore, easy avenues for re-engagement in sport must be present to ensure that those adolescents who drop out are not lost indefinitely.

This study used a co-design process involving 23 adult stakeholders and primary qualitative data from 30 female adolescents to create an evidence-based sport re-engagement intervention. Key components of the intervention included: (1) targeted sport showcases to increase visibility of sporting opportunities for recently disengaged girls; (2) An app-based mentorship program connecting female adolescents with female athletes and leaders; and (3) The development of re-engagement guidelines for State Sporting Organisations to ensure equitable, high-quality competitive opportunities for female adolescents.

Re-engagement is an under-prioritised area of sport participation research that could have a beneficial effect on overall participation rates. It is anticipated that this intervention will improve participation outcomes for female adolescents by ensuring that those who have previously dropped out of sport have easy ways to re-engage. This study may also serve as a blueprint for future targeted participation interventions and has potential to fundamentally improve how sport participation initiatives are designed and delivered.

Keywords

Participation, re-engagement, female, adolescent, co-design

256 Examining the sexed sporting body in the context of anti-gender advocates and trans female sporting bans

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A growth in diverse genders and sexualities over the last two decades is evidenced by the increased use of multiple pronouns. This growth has also provoked an anti-gender backlash. Butler (2024) contends that the anti-gender advocates aim to preserve the so-called natural categories of male and female and, indirectly, the patriarchal family. The trans issue in sport has become a hot political topic and trans* female athletes have borne the brunt via a cascade of sporting bans. The overlapping issues associated with attempts to ensure sporting fairness and the categorization of 'bodies' has been described as a wicked problem as the information needed to understand the problem also depends on one's ideas for solving it. In this paper, I examine the problems associated with the scientific attempt to determine if a body is either 'male' or 'female'. Drawing from Butler I argue that the scientists who are looking to find only two sexes, via biological testing, are in fact constructing sex in relation to circulating discourses of gender. I conclude by drawing from Karen Barad to offer another way of knowing bodies to illustrate how biology, materiality, discourse, and power relations intra-act to produce a range of bodies.

Keywords

Anti-gender ideology, trans female athletes, sporting bans

272 Fighting fit: Clothing, Equipment, and Material Objects as Identity Formation in Female Boxing

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This paper seeks to examine the material culture of boxing and how it impacts on the experiences of female boxers. By focussing on the clothing and equipment worn and used by women in boxing gyms, we can explore the importance of such material items to the female identity formation of women who actively participate in what has previously been seen as the masculine space of the boxing gym. It draws on data collected during an ethnographic study which developed a novel method using the material objects in a boxer's kit bag alongside traditional ethnographically-informed methods. The analysis shows that females use clothing as a means of undoing femininity in the boxing gym. The findings also illustrate that female boxers in this study consider that boxing equipment, not designed for female bodies serves to symbolically and physically exclude them from 'fitting in' to the culture and space of the boxing gym.

Keywords

Material culture, Femininity, Identity, Gender

318 #GenderEqualOlympics: Irresponsible messaging about gender equality at the Paris 2024 Summer Olympic Games

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The International Olympic Committee's (IOC) promotion of Paris 2024 as the first "gender equal Olympics" has been repeated constantly. Media outlets, sport governing bodies, and even women's sport advocacy groups, have uncritically accepted and echoed the IOC's celebratory messages. It is necessary to read beyond the hashtag (#GenderEqualOlympics) to understand the accuracy of these claims, and to more realistically assess what has been achieved. By the IOC's own account, they "distributed quota places equally to male and female athletes - 50:50. For the first time in Olympic history, there will be full gender parity on the field of play" (IOC, 2024). Having the same number of men and women athletes compete at the Olympic Games would be a significant gender equality-related accomplishment, if it was realized. But claiming that the Paris 2024 Games were "gender equal" based on this one, exclusively numerical, and limited accomplishment is not only inaccurate, it is irresponsible. In this presentation, I investigate the IOC's #GenderEqualOlympics claims and demonstrate the substantial work still required to achieve true gender equality at the Olympic Games. Among other decisions, prioritizing the smaller size of the Paris 2024 Games (10,500 athletes), the IOC created a situation in which gender equality was not achieved, and, in fact, was impossible to achieve.

Keywords

gender equality, gender parity, Olympic Games

329 Gender Stratification in Indian Newspapers: A content Analysis of Coverage for Indian Cricket Leagues

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Indian cricket is traditionally a male dominated sport because of the entrenched hegemonic masculine culture contributing to female cricket receiving less and biased media coverage. The statistics shows that only 4% of the female cricket get media coverages globally. The demand for the equal depiction of athletes in the Indian media has always been a topic of discussion with reference to debates around gender inequality in traditionally male sports. This study examines the comparative media coverages of men's and women's Indian cricket leagues, exposing the ways in which the sports media simultaneously challenge and reinforce dominant perceptions of cricket as a male domain. Using media framing theory for the content analysis the two highly circulated English newspapers of India (The Hindu and The Telegraph) have been selected and examined to get the result of gender inequality in terms of women cricketers compared to their male counterparts. The comparisons feature a gender lens regarding portrayals, word count and number of photographs.

A total number of 296 URL online news articles were selected for analysis relevant to the topic that were published between May 2019 and December 2020. The number shows a male bias of 66.2% compared to 33.8% reporting on female cricket and players. Statistical analysis was done on data imported from Microsoft excel sheets to coding using SPSS for generating descriptive statistics (including cross tabulation and T-test). Gender inequality and stereotyping prevailed as framed by journalists in terms of content, frequency and photos. The word count of articles for women cricket and players were similar in both newspapers.

Keywords

Content analysis, Media framing, Women's sports, Cricket leagues, Gender inequality

342 Policy Marginalization and Physical Solidarity: The Hegemonic Masculinity Culture within Korea's CrossFit Scene

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This study examines how young South Koreans in their 20s and 30s, marginalized by state policies, turn to CrossFit clubs to cultivate survival-oriented, hegemonic masculinity-based solidarity. Despite being a focal point in political discourse, youth are often symbolically utilized during elections but neglected in substantive policymaking. With limited state support, many have turned to physical training as a means of survival, using CrossFit as a site of commitment and social bonding. In these spaces, young adults develop muscular, resilient bodies as physical capital and cultivate social capital through generationally aligned identities. CrossFit fosters physical solidarity through rigorous training practices that aspire to an idealized masculinity, transcending gender lines. Senior members share career and life advice with juniors, integrating mentorship into their routines. Abandoning hope for state-driven support, these young Koreans use CrossFit to construct alternative networks of resilience and social mobility. This research employs critical participant observation at a prominent CrossFit club in Daejeon, South Korea, supplemented by in-depth interviews. By analyzing the physical culture of this youth demographic, the study theorizes CrossFit as a response to political exclusion and a means of collective identity formation in the absence of state welfare.

Keywords

Policy Exclusion, Gendered Physical Culture, Embodied Solidarity, CrossFit as Social Space

385 Gender Marking in International Football: Fan Perceptions of Branding at the 2023 FIFA Women's World Cup

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The first FIFA-sanctioned women's tournament in 1991 was titled the "1st FIFA World Championship for Women's Football for the M&M's Cup," reflecting FIFA's reluctance to associate its premier "World Cup" brand with the women's game. The tournament received limited media coverage and was not televised in the United States, despite the U.S. national team securing the title (Murray, 2019).

Despite advancements in gender equity, women's sport continues to be underrepresented and framed in ways that reinforce gendered hierarchies in media coverage (Cooky et al., 2013; Fink, 2015). One significant mechanism is gender marking, wherein men's sport is positioned as the default while women's sport is linguistically othered. Messner et al. (1993) describe gender marking as the practice of privileging male athletes as the central sporting subjects while presenting women's competitions as secondary. This pattern is particularly evident in the nomenclature of major sporting events (i.e., Copa América vs. Copa América Femenina, etc.) which reinforce male-centered norms by positioning men's competitions as the default.

Drawing from semi-structured interviews with 43 fans from diverse national backgrounds at the 2023 FIFA Women's World Cup, this study examines perceptions of gender marking in the tournament's branding. It explores how fans interpret the linguistic distinction between the FIFA Women's World Cup and the FIFA World Cup and assesses its broader implications for the perceived legitimacy and value of women's football. Findings contribute to ongoing discussions on gender equity in sport, particularly the role of branding and language in shaping public perceptions of professional women's competitions.

Keywords

Women's football, Gender marking, FIFA, Women's World Cup, Fan Perceptions

Sport & Migration

48 Title IX and the Circulation of Brazilian Women Football Players (in the US)

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The circulation of Brazilian women football players (“rodar”) broadens the frontiers of Brazilian migration flows to countries never before reached by Brazilian migrants, such as Equatorial Guinea. It also mirrors the circulation of male athletes, who travel abroad seeking better financial opportunities and greater prestige. For both men and women, circulation means an increase in economic and symbolic (“footballistic”) capital, and it can also serve as a way of financing their clubs of origin.

Although there are similarities, there are also important specificities. For women, it may represent a way to experience a space of freedom (in many dimensions, including sexuality). Women football players, however, have not achieved the same recognition as men. Their salaries and visibility in the media remain significantly lower than those of their male counterparts, both in Brazil and abroad. This disparity can be explained not only by the long history of women’s exclusion from sports but also by the persistent and hegemonic view of football as a male domain—a view that excludes women. Fortunately, this attitude has been gradually changing, albeit slowly.

In this paper, I will focus on the emigration of Brazilian football players to the US, possibly influenced by a law issued in 1972 that radically transformed the sports landscape in the country.

Keywords

Brazil, Women Football Players, Migration, Title IX, Rodar

178 Policy Reforms and Global Player Mobility: The Impact of Chinese Women's Super League Regulations on Domestic and International Player Trajectories

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The mobility of football players has been extensively studied from historical, economic, geographical, social, cultural, and sporting perspectives, with a predominant focus on European contexts. However, limited attention has been given to the migration of female footballers, particularly within the Chinese context, as the nation aspires to revive the legacy of its “Steel Roses.” This paper examines the impact of recent policy reforms in the Chinese Women's Super League (CWSL), specifically the introduction of a salary cap and modifications to foreign player registration regulations. These reforms are analyzed for their influence on the international mobility of footballers, highlighting two key trends: the influx of foreign players into the CWSL and the growing participation of Chinese players in overseas leagues. Through case studies of prominent players such as Tabitha Chawinga and Temwa Chawinga, as well as Chinese athletes like Shen Mengyu and Wang Shuang, the study identifies patterns that reflect broader shifts in reform and professionalization in Chinese women's football. By exploring players' lived experiences abroad, as documented in media and public discourse, the paper situates these movements within China's broader strategic ambitions to become a global sports powerhouse. The findings provide valuable insights into how regulatory changes in domestic leagues can shape the global sports landscape and influence player career trajectories.

Keywords

Chinese Football, Sport Migration, Women's Football, Professionalization, Sport Policy

296 Key mechanisms supporting social capital development through sport for migrant background women in Australia

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Participation in sport is well-known to support migrants to maintain their human and cultural capital, whilst also offering opportunities to learn and undertake new cultural experiences in their destination country. However, there are many assumptions regarding outcomes that may arise through participation in a common interest such as sport, such as social capital, and how this varies for individuals from diverse and often marginalised backgrounds. Therefore, it is vitally important to explore and recognise enablers within a space that are different to the dominant discourse. As gender equity pursuits increase around the world for women to have the same opportunities as men -the gendered nature in how social connections are made, and how subsequent benefits may flow is well recognised, but this often vastly differs across diverse, racialized groups of women due to entrenched racism and discrimination toward migrant groups. Hence, an intersectional approach to social capital research is vital to understand variations in the experience and access to opportunities within sport settings for all women (Young et al., 2024).

This paper reports on findings from a qualitative study which aimed to understand key mechanisms associated with the development of social capital for women with a range of migration backgrounds in Australia. Two major themes and 5 sub-themes emerged from thematic analysis undertaken through an applied intersectional lens: 1. Organisational support: Embodying intersectional feminism, and Welcoming Club Culture; and 2. Enablers for bonding to bridging social capital development: Connection through shared norms and values, Building Trust, and Acts of Reciprocity.

Keywords

social capital, intersectionality, community sport, women in sport, migration

Sport & New Technologies

64 Balancing Technology and Human Judgment: A Case Study on the Impact of Electronic Strike Zones in Taiwan's Baseball League

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Taiwan's Chinese Professional Baseball League (CPBL) has benefited from the Ministry of Science and Technology (MOST)'s establishment of the "Precision Sports Science Research Project" in 2018 to research and develop Taiwan's locally-developed "Karma Zone" system, and the electronic strike zone system of the "Karma Zone" has been officially introduced into CPBL's broadcasts in 2020. The system assists in determining good and bad pitches. However, this approach has also led to discussions in various circles, with the most important questions being 'Do we need umpires with electronic strikes?' and 'Should we use humans to judge strikes or should we use machines?' In this study, semi-structured interviews were conducted with six people who are involved in the implementation of baseball technology in Taiwan, including the project manager of the MOST, technology developers, CPBL manager, umpire, coach, and player, and supplemental document analyses were conducted. The results of the study showed that the introduction of the electronic strike zone did improve the fairness and accuracy of the game, and effectively reduced the influence of umpire human factors on the outcome of the game. However, this technology has also increased the psychological pressure on umpires, and even triggered some umpires' rejection of the technology, as certain decisions still need to rely on referees' experience to make judgement. Therefore, how to achieve effective collaboration between technology and human judgement will become an important direction for further research in the future, so as to ensure that technological assistance can achieve the best results.

Keywords

sports technology, sports science, baseball development, umpire, electronic strike zone

155 The Ethics of Sports Technology

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During the last five years, we have witnessed an uptake in cutting-edge sports technologies, including wearables, extended reality (XR), video-assisted refereeing, bio-medical enhancements, and an increasing use of artificial intelligence (AI) within all areas of sport. Despite these advancements, the ethical challenges posed by such technological innovation remain underexplored in sociological literature. This study addresses this gap by developing a typology of sports technologies and their associated ethical challenges, accompanied by an ethical checklist for their evaluation. Drawing on interdisciplinary perspectives from the philosophy of sport and the sociology of sport, the typology identifies and examines key areas of technological innovation: advancements in sports equipment, wearable technology, bio-medical enhancements, data analytics, the virtualisation of sport, and AI applications. The ethical checklist evaluates these technologies based on criteria such as fairness, risk of harm, environmental impact, gender and intersectional issues, social inequality, transparency, privacy, and governance. Together, the typology and checklist provide a theoretical framework for understanding how technological innovations introduce new dimensions to traditional ethical issues in sport, including fairness, athlete safeguarding, and the evolving nature of athletic performance. The proposed Ethics of Sports Technology framework also offers guidance for sports practitioners and stakeholders, supporting the responsible integration of novel technologies while addressing its ethical and societal implications. In this way, our work contributes to fostering a more equitable and thoughtful application of technology in sport.

Keywords

technological innovation, AI in sport, sport tech, theory development

199 “Where are we now?": Perspectives on AI-Driven Sport Identification

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With advancements in AI, sports organizations increasingly utilize AI-based systems for facility management, media broadcasts, and performance enhancement. Despite the proliferation of machine learning, deep learning, and data analytics to uncover patterns, optimize decision-making processes, and enhance athlete performance, these tools are seldom applied to sports talent identification. For example, since 2009, 16 National Sports-Gifted Youth Centers have conducted physical fitness tests assessing muscle strength, flexibility, and endurance to identify youth talent. However, there is minimal discussion on AI-driven sport talent identification and its future potential. This study explores the current utilization of AI-driven sport talent identification systems and investigates perspectives on integrating such technologies to enhance talent identification through AI technologies. Interviews with sports officials, administrators, and coaches are conducted to understand the perspectives and potential opportunities to incorporate AI-driven technology in the talent identification process. By bridging the gap between traditional methods and emerging AI technologies, this research aspires to contribute to a more efficient, data-driven, and inclusive approach to sport talent identification. Furthermore, we seek to understand social contexts created and reproduced through the integration and appeal of AI-driven technology introduced to sport organizations.

Keywords

AI technologies, sport talent identification

218 A quest for legitimacy? The involvement of players in environmental governance and sustainability initiatives in football

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Football's environmental footprint and the sustainability of its commercialized, growth-driven sporting models are increasingly under scrutiny from stakeholders, including fans, sports media, and players. Responding to this scrutiny, many football clubs and federations are expanding their efforts to mitigate their environmental footprint through sustainability initiatives. Although football players are among those most affected by sustainability initiatives, their involvement in the development of these initiatives remains understudied. Through interviews with sustainability leaders in football clubs and federations this article examines their experiences with including professional players in environmental governance and sustainability initiatives. The analysis demonstrates how many clubs and federations seem to include players in environmental governance and initiatives to legitimize the efforts of the organization. As many clubs and federations perceive professional players to be particularly effective in creating fan engagement around initiatives, they often engage players to front initiatives and campaigns instead of including them in the development and implementation of environmental policies and initiatives. Grounded in good governance and the concept of 'deliberate democracy' (Kihl et al., 2007), constraining and facilitating factors for including players in the development - and not just the communication of - environmental policies and initiatives are considered and debated.

Keywords

Sustainability, environmental policy, deliberate democracy, good governance, environmental initiatives

Sport & Public Health

12 Physical Activity Prevalence Among Tertiary Students

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The World Health Organization (WHO) recommends that adults engage in at least 150-300 minutes of moderate-intensity physical activity (PA) per week, 75-150 minutes of vigorous-intensity PA per week, or an equivalent combination of moderate- and vigorous-intensity PA throughout the week for optimal health benefits. This study assessed the levels of PA among students for three periods: pre-COVID-19 pandemic, during the COVID-19 pandemic, and post-pandemic from a sample of 162 students using convenience sampling techniques. The Global Physical Activity Questionnaire (GPAQ) developed by the World Health Organization (WHO) was used to assess PA. The findings show that for the pre-pandemic period, 66.3% and 73.2% of the sample engaged in vigorous and moderate levels of PA, respectively. During the pandemic, the prevalence of PA declined to 38.9% and 53.6% for both vigorous and moderate levels of PA, respectively. After the pandemic, there was an increase in vigorous and moderate levels of PA, but it was below pre-pandemic levels. There were significant gender differences in vigorous and moderate levels of PA during the pre-pandemic period, where males engaged in higher levels of PA than females. However, there were no significant differences in vigorous and moderate levels of PA between males and females during the pandemic or post-pandemic periods. This study showed that while PA was generally high and students were able to meet the WHO's recommended guidelines, a significant gender gap exists, where males tend to have higher PA engagement than females.

Keywords

Physical Activity, Tertiary Students, Prevalence Level

107 The meanings of engagement: doing “adapted physical activity” in an addiction clinic in France:

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Adapted Physical Activity (APA) is a form of supportive care widely used in the delivery of care for chronic illnesses. In France, it has seen significant development, including within addiction treatment clinics, which are the core of this study. However, several studies highlight the challenges patients face in appropriating these programs. This communication explores the dynamics of engagement with APA. How do patients engage (more or less, in different ways) with this activity during treatment? What meanings do they attribute to it, and how do these meanings evolve over time? Our analysis adopts a critical perspective on narrative approaches to illness, examining how the experience of addiction and APA is shaped within a specific social and institutional context.

The study draws on data from two addiction treatment clinics, including interviews with 7 healthcare professionals and 33 residents, and observation conducted over 8 months.

We present three configurations, corresponding to three residents, illustrating the diversity of dynamics identified: (i) when APA is not considered from a therapeutic perspective; (ii) when APA is seen as therapeutic with a focus on long-term benefits; (iii) when APA is viewed as therapeutic but only for short-term benefits.

We argue that engagement with APA must be understood both temporally—varying over the course of treatment—and in relation to the evolving meanings of addiction and recovery. These engagements also need to be analyzed in the light of day-to-day activities and organizational contexts, which contribute to social inequalities in care engagement.

Keywords

adapted physical activities, addiction, narrative studies

234 Narratives of Obesity & Physical Activity: Exploring the stories of men in mid-life

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Background: Obesity and physical activity (PA) are complex and affected by interconnected biological, sociological, and psychological factors. Established medicalised ideals about obesity, PA, and health remain dominant in health policy and practice. Whilst critical work on obesity and PA exists, it predominantly focuses on women's experiences.

Aim: To examine men's stories of obesity, fatness and PA across the lifecourse, and consider how their experiences, perceptions, and meanings of obesity and PA differ for people of diverse identities.

Methods: Ten men categorised as overweight (BMI $\geq 25\text{kg/m}^2$) or obese (BMI $\geq 30\text{kg/m}^2$) and aged 40 years or older were recruited. A life history framework was used to conduct semi-structured interviews (n=40) with participants. Each interview focused on a different time point: (1) present day, (2) childhood, (3) adolescence, and (4) early adulthood. Data was analysed using thematic narrative analysis and explored through a theoretical analysis of intersectionality.

Results: The findings show that men's experiences of obesity and PA are primarily shaped by their sense of masculinity, marked by four overlapping themes: (1) physicality and bodily performances, (2) bodily control and discipline through PA (3) the role of social stigma and exclusion from PA, and (4) camaraderie and belonging in PA places and spaces.

Conclusion: This research provides insights into how men categorised as overweight or obese negotiate dominant narratives of obesity which shape their PA experiences and engagement across the lifecourse. The findings provide nuanced understandings that challenge biomedical assumptions of fatness and can inform policy and practice.

Keywords

obesity, physical activity, intersectionality, sport, masculinity

247 Cultural Difference and the Concussion Crisis: A Comparative Analysis of the UK and South Korea through Actor-Network Theory

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This study investigates the sociocultural dimensions of the concussion crisis by comparing the United Kingdom and South Korea's responses to sport-related concussions (SRC). Using Actor-Network Theory (ANT) as the primary theoretical framework, the research examines the interconnected roles of human and non-human actors—such as athletes, coaches, policymakers, safety protocols, and educational campaigns—and provides a robust framework for mapping the dynamic interactions influencing SRC practices.

Specifically, the United Kingdom's public health-centric, community-driven model, which prioritizes education and collective responsibility, contrasts sharply with South Korea's hierarchically structured approach, rooted in traditional values and centralized authority. This comparative analysis highlights how cultural attitudes, institutional structures, and actor-networks shape the understanding and approaches to SRC to reveal the diverse ways societies prioritize athlete safety, competitive values, and long-term health considerations.

The research aims to advance theoretical perspectives on SRC by demonstrating the applicability of ANT in uncovering the complex networks through which cultural norms and institutional actions co-construct responses to SRC. By focusing on the interplay between societal values, institutional practices, and broader actor-networks, the study further contributes to an understanding of the cultural dynamics shaping the global discourse on SRC.

Keywords

concussion crisis, sport-related concussions (SRC), Comparative cultural studies, Actor-Network Theory (ANT), United Kingdom and South Korea

354 ‘Active Seniors’ on the Recreational Playground : A Critical Examination of New Gerontology through the Park Golf Phenomenon in South Korea

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The demographic shift toward an aging population has increased interest in physical activities for older adults. Among these, park golf has gained prominence as a physical activity that enhances mobility, health, and social interaction, particularly among South Korea’s so-called ‘active seniors.’ This activity is often framed within ‘new gerontology,’ which emphasizes improving the quality of life in old age.

New gerontology, as a dominant aging discourse, promotes an idealized view of aging. However, it has been criticized for insufficiently representing the lived experiences of older adults and for reinforcing exclusionary narratives that marginalize vulnerable groups. Therefore, a critical examination of new gerontology is necessary to understand the emergence and evolution of the park golf phenomenon in South Korea.

This study aims to analyze the relevance of new gerontology to the park golf phenomenon by exploring participants’ experiences and perceptions through the lens of ‘critical gerontology.’ Specifically, it examines how participants perceive and engage with the dominant aging discourse within this context. Data were collected through unobtrusive observations and in-depth interviews with park golf participants. Findings suggest that participants generally accept new gerontology as a normative framework. At the same time, the study revealed aspects of park golf participants’ experiences and perceptions that are difficult to capture or explain within the framework of new gerontology. These aspects are closely connected to South Korea’s cultural context and class-based perceptions. This study reveals the sociological implications of these limitations, providing critical insights into the phenomenon.

Keywords

aging population, park golf, new gerontology, critical gerontology, South Korea

380 Ride for the cure? Philanthropy, Corporate Social Responsibility and Public Health in Canada

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Every year, thousands of people participate in walks, runs, rides and other sporting events to raise funds for hospital networks to conduct medical research in cities and countries around the world. The fundraising serves a public good, raising millions of dollars for medical research annually. Yet the reliance on the donor class, illness survivors, and significant corporate investment to raise funds creates a problematic, consumer-driven solution to a significant social problem, a solution driven by the entrenchment of neoliberal policy orientation into the public sphere.

A comprehensive study that builds upon the existing research into survivor and participant narratives, addresses the impact of neoliberalism on public health policy and health research, and an inquiry into the role of sponsors and corporate social responsibility will provide a novel and more complete picture of the complex, often contradictory nature of sport-based medical philanthropy events. Building from the groundbreaking work of King (2006), I intend to explore this issue in the Canadian context, with an emphasis on long distance cycling events for Cancer research. The top-line sponsor of many Canadian events is from the extractives industry - a sector known to be connected to increased rates of cancer, yet claims to support finding a cure.

At the NASSS conference in November, 2024 I presented my initial theoretical and methodological frameworks. This presentation will focus on the first stage of interviews I will conduct while training for and participating in the Ride to Conquer Cancer in Toronto, Canada in June, 2025.

Keywords

Public Health, Neoliberalism, Philanthropy, Cycling

387 Coordination tools and interprofessional collaboration in Maisons Sport-santé in France. First results of a national survey

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The aim is to study how public action on Health Enhancing Physical Activity (HEPA) is deployed in French territories, caught up in the tension between professional demands and objectives of the State's intermediary actors. The possibilities for networking the many actors are analyzed, in order to improve their collaboration. Mixed-methods approach is used : semi-structured interviews with 122 managers of French Maisons Sport-santé (FMSS) ; 173 questionnaires completed by FMSS ; and a network's sociometric analysis of 3 FMSS

The results show that 1) certain tools are ineffective (directories, multiplication of measures...) (2) A professional dedicated ton-coordination is needed to accompany the patient from hospital to sports club 3) Collaboration is multiplied when a specialist of Adapted Physical Activity is coordinator.

Keywords

Public action, Health Enhancing Physical Activity, Coordination tools, professional collaboration, Adapted Physical Activity teachers

Sport & Social Class

229 Can Economic Boom Propel National Football Ascendancy? An Analysis from the Perspective of Social Class Mobility

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In the wave of economic globalization, football has transcended the realm of sports and become a significant marker of a country's soft power. However, rapid economic growth has not successfully contributed to the rise of national football. An empirical study based on the FIFA world rankings (points) data of men's national football teams from 219 countries and regions between 1992 and 2021 has found that countries with rapid economic growth tend to perform worse in men's football, with a one-percentage-point increase in GDP growth associated with a decrease of 9.351 points in their FIFA ranking score. Further investigation shows that economic growth, by reducing income inequality and increasing educational intergenerational mobility, enhances social mobility, thereby altering young people's preferences for career choices and ultimately inhibiting the growth of the national football population and the improvement of football standards. This research finding provides a new perspective and explanation for understanding the relationship between China's rapid economic growth since the reform and opening up and the long-term underperformance of its men's national football team. In light of this, to promote the development of Chinese football, while maintaining economic growth, efforts should be made to enhance the attractiveness and security of football as a profession, establish a comprehensive youth football training system, and deepen the social popularization and identification with football culture.

Keywords

economic growth, national football development, class mobility, career choice

239 Examination of the Relationship Between Leisure Time Physical Activity and Family Background Among Japanese Adults: Which Pathway is Followed or Unfollowed?

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This study examined the relationship between leisure time physical activity (LTPA), childhood background, and socio-economic status (SES) in the context of health disparities, a global issue influenced by health behaviors in developed countries. LTPA, a crucial health behavior, contributes to SES-related health disparities, making its understanding vital for addressing inequality. Prior research suggests that individuals from wealthier or more educated families are more likely to engage in LTPA, with two pathways identified: through achieved SES or childhood sports experience. However, the dominance of these factors varies across countries and its detail remains unclear.

A cross-sectional survey was conducted in Japan's Kanto region using stratified two-stage random sampling, targeting 40 townships and 50 individuals per location. The study investigated LTPA (dependent variable), family SES (independent variable), and two mediators: achieved SES and childhood sports experience.

Results revealed that family SES was positively linked to respondents' SES but not to childhood sports experience. However, no significant associations were found between family SES, achieved SES, childhood sports experience, and LTPA. These findings suggest a complex interplay of factors, with detailed results to be in the presentation.

Keywords

Socio-economic status, sports experience, health disparities, Japan

277 Fan-width: Gender and social class in the breadth and depth of American sports following

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This study investigates the complex relationships between gender, social class, and the consumption patterns of spectator sports in the United States, investigating both the breadth and depth of sports following, or Americans' 'fanwidth'. Utilizing a unique and contemporary national dataset and various statistical methods, this research reveals significant gendered and social class-based disparities in sports fandom. Findings suggest that individuals from higher socioeconomic backgrounds exhibit both wider and more intense engagement in sports following, challenging previous assumptions about sports fandom. Moreover, despite evolving societal norms, traditional gender roles persist within the realm of sports consumption, with men, particularly from higher social classes, displaying more voracious fandom than women. This study not only contributes to the understanding of cultural consumption patterns but also underscores the enduring impact of gender and social class on leisure activities generally and male-coded activities specifically. By exploring the unique cultural domain of sports, this research offers valuable insights into broader discussions on inequality and cultural engagement.

Keywords

consumption, culture, fan-width, gender, social class

Sport & Violence

10 MVPs [Most Vulnerable Prizefighters] and the Brutal Economy of Boxing

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Robert “Lil’ Rob” Ledesma is a professional boxer from Texas, with 3 wins and 12 losses. He accepted his 12th fight on less than 10 days’ notice, facing a fighter from Oscar De La Hoya’s Golden Boy Promotions. Unlike most fighters who have 6-8 weeks to train, Ledesma had no trainer or team—just his son. I sat ringside as he scored a 1st-round knockdown but quickly fatigued. The fight went to a decision, and he lost by a single point. In the locker room, Ledesma was visibly dejected, then vomited and was put on concussion protocol. He did all this for less than \$5,000.

Ledesma is what I call an MVP—Most Vulnerable Prizefighter—used by promoters to boost the records of rising prospects. Promoters favor MVPs because they perform well in defeat, enhancing the value of future stars. MVPs are opponents that one boxer described to me as “fighters who are sent to the slaughterhouse.” Boxing relies on MVPs to create world champions. The MVPs I interviewed suffer injuries like slurred speech, blood in their urine, and detached retinas. Often, injuries surface later, forcing boxers to cover their own medical costs.

This paper examines what I call the “Brutal Economy of Boxing,” which exploits MVPs—often fighters of color and poor whites—without offering healthcare, pensions, unions, or minimum salary. Despite the dangers, MVPs persist, driven by love for a sport that rarely protects them. Their sacrifices reveal the deep inequities of an industry built on the exploitation of its most vulnerable.

Keywords

Boxing, Sports, Ethnography, Political Economy, Agency

209 Sports for Conflict Resolution and Psychosocial Support: A Pathway to Peacebuilding

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Sports have emerged as a powerful tool for conflict resolution and psychosocial support, fostering social cohesion, healing, and resilience in post-conflict and vulnerable communities, (Kaidal et al., 2014). Conflict often leads to displacement, and structured sports interventions can mitigate tensions, rebuild trust, and promote emotional well-being among individuals affected by conflict, (Petry & Moustakas, 2025). Using the case study of Psychosocial Initiative for Internally Displaced Persons (IDPs) in Benue State Nigeria, this study highlights the role of sports in facilitating the dialogue, teamwork, and mutual understanding between IDPs and host communities. Using in-depth interviews with stakeholders and IDPs, the study seeks to examine how participation in sports can offer therapeutic benefits such as stress relief, trauma recovery, and self-esteem boost, particularly among the youth. Sports can be strategically employed to promote peace by encouraging understanding, tolerance, respect for human dignity, moral development and social unity, (Dunning, 1990). This study utilizes Lederach's (1997) Conflict transformation theory to explore how sports can facilitate long-term relationship building and resilience in IDP settings, and Erikson's (1950) psychosocial theory in life's resetting moments where participation in sports can foster healing and well-being at a disruptive stage in life.

This paper contributes to the growing discourse on sports as a dynamic mechanism for peacebuilding and mental health support, advocating for its integration into global conflict transformation frameworks. I argue that the use of sports for conflict resolution and psychosocial support takes on a unique characteristic due to the complex realities of displacement, trauma, and resource limitation.

Keywords

sports for peace building, conflict resolution, psychosocial support, Internally Displaced Persons, Social Cohesion

255 Why Has the ‘Magic Kettle’ Gone?: The Subculture of the Alternative Medicine in Rugby Football and Changing Perceptions of the Risk Management in Relation to Brain Injury in Japan

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Japan Rugby Football Union (JRFU) established a medical committee within the union in 1953 and began to seriously address serious head or neck injuries that are unique to the sport. It was found that the committee members were initially made up of doctors who had experience in the sport, and that a subculture of alternative treatment for players with concussions using a rugby-specific “magic kettle” had coexisted in a delicate relationship. However, as scientific knowledge about the symptoms and aftereffects of concussion became clear, and as medical science became more widely adopted in the world of sports, the “magic kettle” disappeared. The disappearance of this magic kettle reveals the efforts of those involved in rugby management to make the sport safer (international rule changes, domestic rule setting and improvement of the playing environment). While these efforts have been successful, new dangers (increased size of players and speed of play, physical strain on players due to changes in the quality of the game, and intensified contact play due to changes in jerseys and protective gear) are offsetting these efforts, raising concerns about the future management and development of the sport. To solve these problems, we discussed solutions from the perspectives of “biotechnological solutions,” “solutions by gameplay,” and “cultural transformation.” To solve the problems, we must look for solutions not only within the micro-society surrounding the sport, but also within the broader macro-society network.

Keywords

Concussion, Magic Kettle, Alternative Treatment, Rugby Football

257 Sexual Violence Prevention: Youth Sport Provider Knowledge and Needs Assessment

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The purpose of this study was to examine the knowledge and actions of youth sport providers (officials, administrators, and coaches) regarding the prevention of sexual violence. This exploratory, descriptive single case study utilized semi-structured interviews within a community-engaged, collaborative project. The first step in this project were a needs and knowledge assessment. The community partner was a local sport organization serving about 1,000 youth aged 8-18, with 10 full-time staff and numerous volunteers.

Findings revealed that despite mandatory online training for sexual violence prevention (e.g., SafeSport), participants had mixed understanding of key concepts like grooming and were unclear about reporting responsibilities. The organization lacked written policies for prevention and reporting, and participants were generally unaware of state mandatory reporting laws. Few demonstrated a robust understanding of power dynamics in sport abuse. Participants expressed fatigue with numerous mandatory online trainings (e.g., concussion protocol, coaching certificates) and suggested that in-person, interactive training could enhance personalization and communication.

Barriers to implementing prevention strategies included time constraints, lack of prioritization, and the taboo nature of sexual abuse. Participants recommended prioritizing prevention efforts by leadership, providing clear guidelines, and offering more personalized training. We will discuss implications for practitioners and future research.

Keywords

Sexual Violence Prevention, Youth Sport Providers, Community Engagement, Policy Implementation, Power Dynamics

Sport and Culture in Korea (Korean Session)

65 Environmental Awareness and Social Practices in Sports: ESG Initiatives in Marine Sports Organizations

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This study examines how several international marine sports events integrate Environmental, Social, and Governance (ESG) principles into their practices, promoting environmental sustainability, social equity, and governance transparency. By analyzing the sociocultural impact of these events and their positioning within broader social structures, this research highlights their role in advancing sustainable practices in the sports industry.

Using qualitative document analysis, this study explores sustainability policies, along with reports, websites, academic research, and news articles to investigate the relationship between ESG practices and social outcomes.

The 2024 Youth Sailing Championship implements environmental practices, such as electrification and waste management, to reduce energy consumption, while addressing social equity by providing sustainability education for youth participants. Governance efforts are demonstrated through inter-organizational initiatives like the Seaside Sailor Cleanup. Similarly, the 2024 World Surfing Games addresses environmental challenges through mangrove restoration, plastic-free initiatives, and effective waste management. The event also fosters social engagement through climate awareness campaigns and educational activities, while showcasing institutional collaboration with organizations such as the Puerto Rico Organizing Committee and the Surfrider Foundation.

These international marine sports events demonstrate collective action and institutional cooperation, contributing to social capital formation, environmental responsibility, and youth development. This study underscores the potential of marine sports events as social mechanisms that advance environmental awareness, social participation, and governance innovation, positioning them as catalysts for social transformation and sustainability.

Keywords

Nonprofit marine sports organizations, ESG management, sustainability, social structures, social governance

109 Tai Chi's Journey to Globalization: Tradition, Transformation, and Strategic Expansion

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Tai Chi is a traditional Chinese martial art and health exercise that has developed into a sport harmonizing body and mind under the influence of Taoist and Confucian philosophies. The process of Tai Chi establishing itself as a global sport and its contemporary reinterpretation has emerged as an important research topic. This study aims to analyze the historical tradition, transformation, and the globalization process of Tai Chi as a sport, to understand its global spread and cultural changes, as well as to explore strategies for establishing it in the global sport market.

This study analyzed the historical tradition, development process, transformation, and globalization of Tai Chi through a literature review. The findings show that Tai Chi has moved away from being a traditional Chinese martial art and has embarked on the path of globalization as a sport that emphasizes health and well-being. The contemporary reinterpretation of Tai Chi highlights its characteristics as a health-focused sport, meeting global demand. Additionally, Tai Chi has gained popularity among those pursuing healthy lifestyles worldwide, as it aligns with the wellness trend, and has gained international recognition through world competitions.

The globalization of Tai Chi provides important implications for cultural exchange and soft power, extending beyond the mere spread of a sport. Tai Chi reinterprets traditional Chinese values in a postmodern context, creating new opportunities in the global health and exercise market. To continue its globalization, it is necessary to maintain a balance between traditional and modern characteristics, adapting strategies to local cultural and organizational contexts.

Keywords

Tai Chi, Globalization, Tradition, Transformation, Strategic Expansion

111 The Social Impact of Digital Sports Culture in China: A Critical Examination of Its Benefits and Challenges

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The rapid advancement of digital technology has fundamentally transformed sport consumption and participation, extending beyond mere changes in engagement methods to influence social interaction, socialization, and the commercialization of sport culture. Consequently, analyzing the social impact of digital sport culture has become a critical research area for understanding the evolving role of sports in the digital era and elucidating its broader sociocultural implications. This study examines the effects of digital sport culture on sport consumption and participation behavior, the development of the sport industry, and social interaction within Chinese society. To achieve this objective, the study employs a multifaceted research methodology, incorporating case studies and content analysis of digital sport platforms, interviews with stakeholders, and a review of government policies on digital sport. The findings indicate that the proliferation of digital sport culture has led to declining physical activity levels, increasing commercialization of sport participation, expansion of the e-sport industry, growing concerns over privacy on digital fitness platforms, and the emergence of new forms of social interaction and socialization within online sport communities.

This study examines the impact of digital sports culture on Chinese society through Castells' network society theory and Srnicek's platform capitalism theory. These findings suggest that China's digital sports culture is not merely a byproduct of technological advancement but a force reshaping social structure, economic inequality, and personal identity. Ensuring sustainable development requires a policy framework that balances social equity with technological innovation, alongside targeted efforts to reduce participation disparities, promote public health, and strengthen generational cohesion.

Keywords

Digital Sport Culture, Commercialization, Socialization, Critical Analysis, Chinese Society

114 Exploring the Dynamic Evolution of Olympic Research: Insights from Keyword Network and Topic Modeling

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Olympic studies are crucial for examining the impact of global, cultural, and social change on the field of sport studies and constitute a significant area of interest within the sociology of sport. Although Olympic studies have been actively conducted worldwide, comprehensive research tracing the overall trajectory of Olympic studies remains limited. This study aims to address this gap by analyzing scholarly articles indexed in the Web of Science database from 2000 to 2020. The primary objective is to examine the evolution of Olympic studies and explore its past, present, and future directions through topic modeling.

The dataset consists of 2,010 articles published between 2000 and 2024, each containing the keyword “Olympic” in the title. For analysis, bibliographic information such as the author, year of publication, journal name, title, and abstract were extracted. Data analysis employed keyword network analysis and topic modeling, which enabled the identification of key trends and the evolution of research topics in Olympic studies over time. The findings revealed that Olympic research topics have evolved over time, with key topics emerging that represent the essence of Olympic research. Additionally, through topic modeling, both “hot” and “cold” topics related to the Olympics were identified.

This study employs Giddens’ theory of structuration, Granovetter’s theory of embeddedness, and Barabási’s theory of preferential attachment and growth to interpret and explain the findings. It highlights the dynamic evolution of Olympic research, contributing to a comprehensive understanding of how academic focus has shifted in response to global, cultural, and social changes.

Keywords

Olympic, theory of structuration, theory of embeddedness, preferential attachment and growth

115 Mapping Intellectual Structure on Athlete Retirement in China through Social Network Analysis

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Athlete retirement is an important research topic in sociology of sport because it is closely related not only to the social adaptation of individuals but also to national sports policies. Although global research on athlete retirement is expanding, there is relatively little academic interest in China. The lack of research on trends in this field highlights the need for empirical investigation into how athlete retirement has been studied in China and the knowledge system developed around it. This study systematically investigates research trends on athlete retirement in China and reveals the fundamental knowledge structure of this field.

This study collected bibliographic information from 525 research papers on athlete retirement available in the CNKI database in China. This study analyzed abstracts by extracting nouns through social network analysis. Since the 2000s, research on athlete retirement has evolved from broad discussions to focused analyses of social and policy issues and, by the 2020s, to multidimensional studies on individual adaptation. The focus has shifted from sport environments to career transitions and social adaptation, reflecting a holistic approach to integration. Key areas now include social mobility, welfare, education, and policy, emphasizing strategies to foster resilience and development.

The findings suggest that athlete retirement is not merely an individual transition, but a complex process shaped by social structures, institutions, and social networks. Accordingly, theoretical frameworks in the sociology of sport, such as structural functionalism, social capital theory, and institutional theory, are valuable for systematically interpreting the results and deriving practical implications.

Keywords

Intellectual Structure, Research Trend, Athlete Retirement, Social Network Analysis, China

117 Exercise, Gender, and Well-being: A Comparative Study on Health-Promoting Behaviors and Quality of Life Among Resistance Training Participants

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In contemporary society, exercise plays a critical role in shaping health outcomes and social identity, extending beyond mere physical activity. Resistance training, in particular, is experienced and interpreted differently based on gender. From a social constructionist perspective, health-promoting behaviors and quality of life in resistance training are influenced not only by biological differences but also by social expectations and cultural norms. Applying Bourdieu's capital theory, participation in resistance training serves as a means of accumulating physical capital, which subsequently impacts individuals' social and psychological well-being.

This study examines fitness club members in Hebei Province, China, utilizing stratified cluster random sampling to select a sample of 1,000 participants. The findings reveal significant gender differences in resistance training participation levels, which, in turn, influence health-promoting behaviors and quality of life.

From a social constructivist perspective, fostering a cultural environment that challenges gender stereotypes associated with resistance training and encourages the development of diverse forms of body capital is imperative. To this end, media, educational institutions, and public policy initiatives should play a pivotal role in promoting inclusive exercise participation. Furthermore, when applying Bourdieu's capital theory, it is evident that resistance training participation is shaped not only by physical capital but also by social and psychological factors. Consequently, resistance training programs should integrate strategies that enhance the link between health-promoting behaviors and quality of life, moving beyond a narrow focus on physical ability improvement.

Keywords

Resistance Training, Social Constructionist, Capital Theory, Health-Promoting Behavior, Quality of Life

118 Nostalgia and Cultural Heritage Tourism as Social Memory: A Case Study of Shui Ethnic Minority Horse Racing

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The traditional sport of horse racing among the Shui ethnic group in Guizhou Province functions as a critical mechanism for reproducing social memory and preserving cultural heritage. As an embodied cultural practice, it reinforces collective identity while adapting to socio-economic transformations. Nostalgia bridges past and present, fostering communal cohesion and facilitating both the commodification of heritage and tourists' emotional engagement. Existential authenticity further shapes tourist satisfaction and revisit intentions. Despite its significance, research has yet to systematically examine how traditional sports construct social memory or how heritage tourism negotiates cultural preservation and commercialization. This gap necessitates a scholarly inquiry through the lens of cultural sociology and memory studies.

This study investigated tourists who visited the Shui ethnic minority in Guizhou, China, to observe traditional horse racing, employing a purposive sampling method to select a sample of 794 participants. The findings indicate that nostalgia, as a form of social memory associated with horse racing, reinforces national identity and has a significant impact on tourists' revisit intentions.

This study underscores the significance of cultural authenticity as a sociological mechanism in reinforcing collective identity and fostering emotional connections within the context of heritage tourism. Additionally, it highlights the role of traditional national sports as a platform for cultural preservation and socio-economic development, emphasizing the necessity of culturally sensitive and sustainable practices to balance commercialization with heritage conservation. This analysis provides valuable insights into social memory and cultural heritage tourism, contributing to the sustainable development and contemporary utilization of traditional sports.

Keywords

Shui Ethnic Minority Horse Racing, Social Memory, Cultural Heritage, Nostalgia, Traditional National Sport

121 The Dynamics of Sociology of Sport: A Data-Driven Analysis of Research Trends and Intellectual Shifts in IRSS (1980-2024)

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Since its establishment in 1964, the International Sociology of Sport Association has played a pivotal role in shaping the academic development of sport sociology. Since 1966, it has contributed to the intellectual structure of the field through the publication of the IRSS, thereby fostering research and scholarly exchange. The intellectual structure of sport sociology comprises a systematic body of knowledge that integrates distinct theories and methodologies to analyze sport-related social phenomena.

While Mullins' framework suggests a transition from a normal stage to a speciality stage, empirical analysis is required to substantiate this progression. The task of elucidating the intellectual structure of the sociology of sport diagnoses its past and present and provides valuable insights into its future trajectory. To ensure a systematic analysis, this study categorizes the data into five distinct decadal periods, spanning from the 1980s to the 2020s. Employing social network analysis and topic modeling, this study analyzes abstracts to identify the intellectual structure of the discipline, trace the emergence and prevalence of new research themes, and examine longitudinal trends in the field.

The findings indicate that the primary research topics within the sociology of sport have experienced substantial evolution. Furthermore, this study identifies both dominant research areas that have garnered considerable academic attention and relatively underexplored domains. By applying social network theory, including Granovetter's theory of embeddedness and Barabási's theory of preferential attachment and growth, this study elucidates the dynamic transformations within the knowledge structure of sport sociology.

Keywords

Sociology of Sport, Intellectual Structure, Research Trends, Theory of Embeddedness, Preferential Attachment and Growth

122 Understanding the Mechanisms of Exercise Adherence: The Role of Flow and Habitus in Fitness Participation

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China's fitness industry has undergone rapid commercialization and expansion, driven by increasing public discourse on health and physical well-being. However, the high attrition rate among fitness club members suggests that long-term exercise adherence is not merely a matter of individual choice but is shaped by structural inequalities in access to physical culture and institutional constraints. From a sociological perspective, exercise adherence is best understood as a socially constructed phenomenon, influenced by social structures, cultural capital, and institutional frameworks rather than purely by personal agency.

This study examines the social and psychological determinants of exercise adherence and proposes sociologically informed strategies to enhance long-term participation in physical activity. A stratified cluster random sampling method was used to recruit 1,000 members from commercial fitness clubs in Zhejiang Province, China.

Findings indicate that exercise adherence is significantly influenced by socio-demographic and socio-psychological factors, particularly flow experience. These results align with Bourdieu's habitus theory, suggesting that individuals' exercise behaviors are shaped by their social environment and embodied dispositions. Furthermore, Csikszentmihalyi's flow theory highlights that a socially immersive and intrinsically rewarding exercise environment is critical for sustaining long-term participation.

This study underscores that exercise adherence is not solely a product of individual willpower or physical ability but a socially conditioned practice. The findings support Bourdieu's habitus theory, illustrating that disparities in exercise participation arise from structural inequalities and social stratification. Therefore, policy interventions that promote inclusivity and accessibility in fitness culture are essential to reducing participation gaps and fostering equitable engagement in physical activity.

Keywords

Habitus, Socio-psychological Factors, Flow Experience, Exercise Adherence, Structural Inequality

123 Gender Disparities in Physical Activity, Health, and Quality of Life Among Chinese Adults

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Physical activity is a critical determinant of health and quality of life; however, participation levels and their associated benefits exhibit significant gender-based variations. In the Chinese context, deeply embedded sociocultural norms and gender roles are likely to shape disparities in physical activity engagement, health outcomes, and overall quality of life. This study aims to investigate gender differences in physical activity levels among Chinese adults and to analyze their implications for health and quality of life.

To achieve this objective, the study employed a stratified cluster random sampling method, dividing Shandong Province into four regions—east, west, south, and north—and selecting a gender-balanced sample of 600 adults. The findings reveal statistically significant gender disparities in health and quality of life based on physical activity levels. These disparities cannot be solely attributed to biological differences but are instead shaped by broader structural factors, which can be understood through the theoretical lenses of the social determinants of health and Bourdieu's capital theory. Specifically, variations in physical activity engagement, health outcomes, and quality of life are influenced by socioeconomic status and cultural capital, underscoring the role of systemic inequalities rather than individual agency.

The study's findings suggest that gender-based disparities in physical activity contribute to broader inequalities in health and quality of life, highlighting the necessity of addressing these issues through structural interventions. To mitigate such disparities, the implementation of gender-sensitive health policies and physical activity programs is essential. Furthermore, enhancing institutional support and fostering greater societal awareness are crucial to improving accessibility to physical activity, particularly for women and socioeconomically disadvantaged populations.

Keywords

Gender Disparities, Physical Activity Levels, Social Determinants of Health, Quality of Life, Capital Theory

134 Understanding the Socio-Psychological Dynamics of Adherence Among Chinese Fitness Participants Through the Socialization Process

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In recent years, the participation rate in fitness training in China has increased rapidly under the influence of social, cultural, and psychological factors. However, adherence to long-term fitness training remains inconsistent, highlighting the need for a deeper understanding of the socio-psychological mechanisms that influence adherence from the perspective of sport socialization process.

This study aims to analyze the impact of socio-demographic and socio-psychological factors on exercise adherence among Chinese fitness participants within the framework of sport socialization. Specifically, it explores how these factors shape individuals' participation in and sustained engagement with fitness activities. Furthermore, by identifying key determinants of long-term adherence, this study seeks to contribute to the development of more effective strategies for promoting sustained exercise participation.

To achieve this, this study identified adult fitness participants in Henan Province, China, as the target population and employed a stratified cluster random sampling method to select a sample of 1,000 individuals. The analysis reveals that socio-demographic characteristics and socio-psychological factors exert both direct and indirect significant effects on exercise adherence. These findings offer valuable insights into the patterns of exercise adherence among Chinese adults and the underlying mechanisms that influence long-term participation in fitness activities.

Given that socio-demographic characteristics and socio-psychological factors play a significant role in exercise adherence, a multifaceted approach is essential for promoting sustained participation in fitness activities. Beyond enhancing individuals' intrinsic motivation, efforts should also focus on improving social and structural factors to create a supportive environment for long-term adherence. Through such measures, exercise can become a more inclusive and widely accessible social activity rather than one confined to specific demographic groups.

Keywords

Sport Socialization, Exercise Adherence, Socio-Psychological Factors, Socio-Demographic Characteristics

137 Gender and Regional Disparities in Physical Activity and Health Among Older Adults in China: Exploring Social Inequalities and Policy Implications

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As China's elderly population continues to grow, gender and regional disparities in physical activity and health have become increasingly evident. Variations in socioeconomic status, cultural norms, and healthcare accessibility create unequal opportunities for older adults to engage in physical activity, influencing their overall health and well-being. Addressing these disparities is essential for promoting healthy aging and fostering social inclusion.

This study aims to analyze disparities in physical activity (PA) and health outcomes among older adults based on gender and geographic location (urban vs. rural), utilizing data from the 2018 and 2020 China Health and Retirement Longitudinal Study (CHARLS).

The findings indicate that differences in physical activity levels across gender and region contribute to unequal health outcomes, particularly in chronic diseases and mental health. In particular, women and rural residents have lower participation in physical activity than men and urban residents, a disparity with significant health implications.

These results can be interpreted through Pierre Bourdieu's theory, which asserts that social structures shape individual behaviors and that disparities in economic, cultural, and social capital contribute to systemic inequalities. Women and rural older adults, constrained by structural barriers, are less likely to prioritize physical activity, leading to lower participation rates and worsening health disparities.

To reduce these health inequalities, it is imperative to develop targeted physical activity interventions that address gender and regional disparities, with an emphasis on improving accessibility for women and rural populations. Furthermore, investing in community-based exercise infrastructure and public health initiatives can encourage greater physical activity participation among older adults, contributing to improved health and well-being.

Keywords

Chinese Older Adults, Physical Activity, Health, Social Inequality

162 Exploring the Inequalities Experienced by Female Referees in the Male-Dominated Football World

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In the context of Korean football, the preponderance of male referees and officials has contributed to an environment that is somewhat male-centric. This study explores the inequalities and marginalization experienced by female referees within this environment, with a focus on social, cultural, environmental, and institutional factors. To this end, in-depth interviews were conducted with eight female referees at various levels, including FIFA international referees, WK League referees, and amateur level referees, all registered with the Korea Football Association. The findings of this study reveal several key issues. First, female referees face oppression from parents, coaches, and players due to biases against women's physical abilities. This often results in female referees being excluded from important matches due to the male-preference culture in refereeing. Second, the male-dominated environment leads to female referees receiving less recognition and fewer rights compared to their male counterparts. For instance, they were compelled to share changing rooms and shower facilities with male referees, often having to use these facilities after their male counterparts, particularly in lower leagues. Female referees often acquiesced to these conditions to maintain their careers rather than resist them. Finally, the male-centric system, which includes annual fitness tests, training, and exams, did not accommodate career breaks due to pregnancy and childbirth, which led to many female referees retiring prematurely. This study contributes to the academic discourse on the marginalization of female referees in Korea's male-dominated football culture and aims to inform policy and institutional reforms for a more equitable refereeing environment in the future.

Keywords

Football Referee, Female Football Referee, Gender Inequality, Male-Dominated Culture, Gender-Equal Culture

215 The Analysis of Sports Star types by Era as Depicted in South Korean Media

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This study empirically examines the relationship and consumption patterns between media sports and sports stars in Korean society by analyzing their characteristics and evolving images over time. Through this research, it is expected that a more comprehensive research domain can be presented, moving beyond the limited thematic scope addressed in existing sports sociology, media studies, and sociological theory research. The study employed literature reviews, expert meetings, and media content analyses. The literature reviews mapped the existing research landscape, while expert meetings were held regularly to analyze the social context and enhance the study's reliability. For media content analysis, sports figures featured in media materials between 1920 and 2024 were selected, and relevant data were collected and analyzed. The results are as follows: The sports stars of Korea, as generated through the media, were distinguished by objective and subjective characteristics. Objective characteristics included personal traits (achievements), frequency of coverage, and the (sports)events, while subjective characteristics were presented as mythical narratives, ideological identification, and social situations. This work was supported by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea(NRF-2024S1A5A8021989)

Keywords

celebrity, ideology, image, media, narrative, sport

262 Analysing the Operational Status of Career Transition and Career Development Programs for Elite Athletes: The Case of ‘Athlete Career Support’ Project of KSOC

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This study examines the Korea Sport & Olympic Committee’s career transition and career development programs for elite athletes. The purpose of the study is to analyse their operational status, and to derive policy implications for enhancing the quality of the programs. The study draws on evidence from a literature review, and this is supplemented by data from a series of in-depth interviews. An analysis is conducted using Weber’s (1985) qualitative content analysis method and organised by the two principal themes: the operational status and practical conditions (e.g., budget requirements, detailed operational systems, feedback mechanisms) and athletes’ participation experiences (e.g., participation pathways, satisfaction, effectiveness, and follow-up management).

The study observes that as the challenges faced by elite athletes in resocialization have increasingly been recognized as a social issue, largely due to their failure to establish dual careers, the KSOC has been implementing the ‘Athlete Career Support’ project since 2013. However, despite being in place for over a decade, this initiative has not led to a significant reduction in the unemployment rate among retired athletes.

The study indicates that a modular curriculum should be developed to overcome the limitations of sporadic career competency training and to facilitate systematic career transition support. The study reveals that consideration should be given to requiring athletes to complete career awareness education as a prerequisite for registering with the KSOC to expand the project and increase its visibility gradually. The study also identifies that addressing the shortage of vocational counsellors requires the active use of mentoring programs to train career counselling professionals. The study concludes that it is necessary to sophisticate their performance evaluation system with a focus on feedback mechanisms.

Keywords

Career Transition, Career Development, Retired Athlete, Athlete Career Support

267 Sociocultural Perspectives on ‘Good Instructors’ in Pilates through Keyword Network Analysis

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This study applies a sociological lens to examine how studio owners, instructors, and members conceptualize a “good Pilates instructor” and identify the competencies involved. Drawing on Bourdieu’s notion of physical capital and Lave and Wenger’s Communities of Practice, we conducted in-depth interviews with 16 participants (5 owners, 6 instructors, 5 members). Analyzing transcripts via UCINET 6.0, NetDraw, and CONCOR revealed key words and clusters. Studio owners emphasized roles in operations, member relations, and self-development, referencing terms like “member,” “body,” “teaching,” “class,” “Pilates center,” and “oneself”. Instructors highlighted “member,” “professionalism,” “body,” “exercise sensation,” “role,” and “communication,” casting themselves as “sensory experts” fostering bodily autonomy through feedback. Members prioritized “teaching,” “body,” “exercise sensation,” “learning,” “professionalism,” and “muscle,” indicating they view Pilates as an educational, self-improvement practice rather than mere exercise. These findings underscore the sociocultural dimensions of Pilates instruction, where instructors mediate health norms and enable physical capital accumulation. The CONCOR analysis revealed differing priorities: owners focus on class organization and service, instructors stress leadership and communication, and members emphasize educational competence and supportive environments. By transcending technical skills to serve as cultural and social facilitators, Pilates instructors shape participants’ embodied knowledge and identity. In Korea, Pilates extends beyond fitness to include posture correction, health management, and personal development. This research clarifies the specialized expertise required of Pilates instructors and underscores the broader social significance of their work, providing a foundation for further inquiry into “good instructors” in various physical activity contexts.

Keywords

pilates instructor, physical capital, communities of practice, centrality analysis, CONCOR analysis

274 Understanding the Sociocultural Dynamics of Golf Athletes' Academy Transitions

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This study aims to analyze the sociocultural factors influencing golf athletes' decisions to transition between golf academies. Unlike Korea's structured elite sports development system, golf athletes demonstrate a fluid pattern of academy mobility driven by performance enhancement and personal development. Using a qualitative research approach, this study examines the transition process through in-depth interviews and participant observations. Participants were selected based on their experience of at least five years as golf athletes and a history of transitioning between academies three or more times. Data were analyzed through the grounded theory framework, employing open coding, axial coding, and selective coding to identify key patterns. Findings indicate that academy transitions are influenced by a complex interplay of performance-related, psychological, and institutional factors. Understanding these transitions provides critical insights into the career development trajectories of golf athletes and offers practical implications for policy and coaching strategies in golf academy management.

Keywords

Golf athletes, golf academy, transition process, academy mobility, grounded theory

306 An Examination of Professional Perceptions of Personal Trainers

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Recently, the demand for personal trainers in South Korea has significantly increased due to a growing interest in health, wellness, and dieting. However, this surge in demand has also led to concerns about unqualified or underqualified trainers, contributing to negative perceptions of personal trainers. Nevertheless, there is limited research on public perceptions of personal trainers. Therefore, this study aims to explore public perceptions by analyzing 4,156 news articles published between 2020 and 2025, sourced from the BigKinds database provided by the Korea Press Foundation. Keywords including “personal trainer,” “fitness trainer,” and “health trainer” were utilized for data collection. Text mining techniques, including TF-IDF (Term Frequency-Inverse Document Frequency) and LDA (Latent Dirichlet Allocation), were applied to analyze perception patterns. The findings indicated that positive perceptions were associated with keywords such as “expertise,” “effective exercise guidance,” and “personalized management,” whereas negative perceptions were linked to terms such as “lack of professionalism,” “gender-related issues,” and “trust issues.” This study provides empirical insights into public perceptions of personal trainers and is expected to serve as a basis for future research and practical applications in the fitness industry.

Keywords

Personal trainers, public awareness, big data, text mining

323 Manipulation and Implementation of Character Education by Taekwondo Masters

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In Korea, character education is a core aspect of modern education and holistic development. Taekwondo, as the national sport, incorporates this value into dojangs as a fundamental principle. However, despite the structured guidelines set by the Korea Taekwondo Association and Kukkiwon, masters adapt and manipulate character education in varied and individualized ways.

This study examines how Taekwondo masters manipulate and implement character education. The research involved eight masters with over 20 years of training and 10 years of dojang management experience. Data were collected through literature review, in-depth interviews, participant observation, and analysis of dojang materials. The findings reveal two key themes. First, manipulation of character education is shaped by individual training and teaching experiences, which lead to educational manipulation and commercial manipulation. Taekwondo masters engage in educational manipulation by utilizing their personal expertise to adapt character education to specific circumstances, ensuring its relevance to students. Simultaneously, they employ commercial manipulation by leveraging character education as a strategic tool to align with market demands and enhance the business aspects of dojang. Second, the implementation of character education is carried out through digital communication, participatory classes, promotion tests and competitions, and uniforms and behavioral guidelines.

This study highlights the dual nature of character education in Taekwondo dojangs, where educational and commercial manipulation coexist. The findings underscore the pivotal role of masters in balancing these aspects to maintain the authenticity and integrity of character education while addressing the practical realities of dojang operations.

Keywords

taekwondo dojang, character education, taekwondo masters, manipulation, implementation

327 The 2004 Professional Baseball Military Service Scandal in South Korea: A Qualitative Study on the Absence of Stigma and the Factors Enabling Career Continuation

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The 2004 South Korean professional baseball military service scandal is a prominent example of professional athletes' failures to fulfill their moral and social responsibilities as public figures. According to Article 39(1) of the South Korean Constitution, "All citizens shall have the duty of national defense under the conditions as prescribed by Act." Failure to comply with this duty results in legal sanctions and widespread public condemnation that often lead athletes to end their careers. However, although many players employed illegal means to evade military service during the 2004 scandal, most were able to continue their careers successfully without major interruptions. This study examined the sociocultural dynamics, media environment, public attitudes, and the baseball clubs and Korea Baseball Organization's (KBO) organizational responses that contributed collectively to the lack of strong social stigmatization against these players. Drawing upon interviews and literature analysis, four key findings emerged: 1) South Korean society at the time emphasized the positive role of professional baseball, showing leniency toward players' moral standards; 2) media limited its coverage to protect the sports industry's economic value; 3) restricted media reporting and societal attitudes prevented the public from recognizing fully the scandal's scope; and 4) swift support from clubs and the KBO, fan-relationship rebuilding, and players' self-management enabled career continuity. This study revealed how the moral responsibilities of professional athletes and public expectations are recalibrated within specific social contexts and temporal shifts. It also analyzed the respective roles of sports organizations and media in managing and responding to such incidents.

Keywords

Military Service Scandal, Korea Baseball Organization(KBO), Stigma, Baseball, South Korea

336 Surveillance society and changing power structures in sports groups

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This study approached the change in the power structure of sports organizations from the perspective of surveillance to analyze the effects of surveillance on the change process. While traditional sporting groups have long maintained a panopticon of discipline, expecting obedient bodies from athletes in keeping with their traditions and culture, in the modern world this discipline has shifted to leaders, representing a shift in power distribution. The changes in the power structure of sports groups were analyzed through qualitative research methods. Participants were selected from athletic departments and coaches with at least 10 years of experience in organized sports. Data collection was conducted using literature review and in-depth interviews, and the data was analyzed using phenomenological analysis. The results of the analysis show that the changing power structure of sports organizations has led to the emergence of factors that can be explained by different concepts of surveillance. Synopticon, which is related to media exposure, and Sousveillance, which is related to surveillance from below, are the main categories, confirming the relationship between the development of surveillance and changes in power structures. We believe that this research will provide a better understanding of some of the shifts in power structures and social conflicts that may emerge as larger societal issues in the future due to radical technological developments.

Keywords

Surveillance, sports groups, power

374 Structural Challenges and Systemic Limitations in Public Sports Clubs: A Sociological Analysis of Youth Soccer Coaching

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The current study examined the operational challenges faced by youth soccer coaches in public sports clubs and proposed strategies to improve the youth athlete sports development system. Public sports clubs function as non-profit entities operating on a membership-based registration system, emphasizing voluntary participation and democratic governance, distinguishing them from conventional amateur sports clubs. The study incorporated 12 key stakeholders, including youth soccer coaches, officials from the Korea Sports Council, and representatives from affiliated institutions. Employing an ethnographic framework grounded in qualitative research, data were gathered through participant observation at soccer training sessions, a combination of semi-structured and unstructured in-depth interviews, and comprehensive document analysis. Data analysis followed the constant comparative method (CCM), including open coding, categorization, and category verification. The findings revealed that coaches faced significant challenges, including the burden of various tasks beyond training, which included administrative reporting, parent consultations and promotional activities, as well as the inability to provide specialized training due to staff shortages. While a volunteer system was suggested as an alternative, issues such as lack of continuity and administrative burden were identified as limitations. Ultimately, chronic shortages of manpower and financial resources emerged as the most pressing structural constraints, highlighting the necessity for comprehensive systemic reforms from a multidimensional perspective. These findings underscore the imperative for sustained scholarly inquiry into the structural dynamics shaping the development of elite athletes within public sports clubs. Providing adequate institutional support to these clubs can enhance their operational sustainability and, in turn, facilitate the broader evolution of Korea's sports development infrastructure.

Keywords

Public sports club, Public sports club coach, Youth soccer, Youth elite athlete, Soccer coach

388 Developing a Sports Rehabilitation System for Wheelchair Athletes: A Sociological Perspective

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Wheelchair athletes face unique physical and systemic challenges, with 52% experiencing upper limb pain due to imbalanced posture caused by sports activities and daily wheelchair use. These injuries highlight the urgent need for a comprehensive exercise rehabilitation service system. However, a significant disparity exists between resources available for disabled athletes compared to non-disabled athletes, reflecting broader societal inequalities, such as limited access to specialized rehabilitation programs, inequitable resource distribution, and entrenched stereotypes about disability in sports.

This study integrates sports sociological concepts to address these systemic gaps, emphasizing the importance of inclusive policies and adaptive systems. Using a multi-method approach, the research conducted a systematic literature review, Delphi analysis with 15 experts, and surveys with 120 wheelchair athletes. Findings reveal insufficient support systems, with common injury areas including the shoulders, arms, back, and core, often exacerbated by barriers to rehabilitation resources and adaptive sports opportunities.

A rehabilitation service system was developed based on the analysis, incorporating conditioning exercises, reinforcement movements, and tailored interventions. Key sociological factors identified include injury classification and the role of rehabilitation in fostering social inclusion, empowerment, and equity.

This study demonstrates the transformative potential of rehabilitation systems not only to improve the physical well-being of wheelchair athletes but also to promote equity and dismantle structural inequalities in sports. It calls for systemic changes to ensure athletes with disabilities have the same opportunities to recover, perform, and thrive as their non-disabled peers.

Keywords

Exercise rehabilitation, Service system, disabled athlete, Delphi analysis

390 Analysis of Changes in Media Reports related to School Sports Club using Text Mining

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This study analyzed changes in media reports on school sports clubs using text mining.

Based on 7,922 news articles collected through Big Kinds from 2007 to 2023, 27,286 keywords were extracted, and changes in key themes were analyzed by period (Period 1: 2007-2011, Period 2: 2012-2018, Period 3: 2019-2023). Using NetMiner 4.5, we conducted TF-IDF analysis, semantic network analysis, and network visualization. The conclusions drawn from this are as follows.

In the TF-IDF analysis, important keywords were 'physical education', 'participation', and 'support' in Period 1; 'education', 'region' and 'event' in Period 2; and 'health', 'physical fitness', and 'COVID' in Period 3.

Semantic network analysis revealed that keyword centrality varied by period. However, 'sports', 'physical education', 'school' and 'student' consistently emerged as central terms, reflecting how media coverage evolved with the development and policy shifts of school sports clubs.

Specifically, Period 1 showed high centrality for 'sports', 'physical education', 'school', 'student', 'education', 'operation', 'activation', 'health' and 'participation'.

Period 2 highlighted 'sports', 'physical education', 'school', 'student', 'competition', 'character', 'violence', 'female students', and 'facilities'.

Period 3 included 'sports', 'physical education', 'school', 'student', 'health', 'competition', 'COVID', 'exercise', 'online' and 'communication'.

Keywords

Text Mining, School Sports Club, Media Reports, Change

Sport Coaching & Pedagogy

25 Coaching for “Fitting In”: Coaches, Soccer, and Education in Professional Sports Clubs in Low-SES Towns in Israel

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This study examines how high school soccer coaches who coach youth in the framework of professional sports clubs in low-socioeconomic-class (SES) towns in Israel define their roles. The research method adopted for this qualitative study was semi-structured in-depth interviews, conducted with 15 male soccer coaches working in low-SES towns. The findings revealed five primary themes reflecting the coaches' descriptions and explanatory accounts: a description of the youth athletes' life spaces, the coaches' perceptions of their own roles, the core values to which the coaches subscribe, the relationships between the coaches and the youth athletes' parents, and a description of the youth athletes' future orientation. These findings contribute to a discussion of the linkage between education, sport, and SES or the implications of SES in informal education spaces.

Keywords

Coaches, soccer, habitus, cultural capital, class

270 Walking the tightrope: Migrant coaches navigating safeguarding in high-performance sport

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Safeguarding athletes has emerged as a key integrity initiative globally. However, coaching at high-performance and elite levels inescapably involves intensive training regimes, which often risk falling into abusive practices. This paper examines the delicate and vulnerable task of elite sports coaching - walking the fine line between excellence and abuse. To investigate the double-sided nature, this study focuses on coaching within the specific case of migrant coaches. Migrant coaches, as embodiments of their home countries' cultural norms, provide a unique social-experimental setting to observe the clash and negotiation between differing sporting and social norms of host and donor countries. Migrant South Korean coaches serve as the main case for this study, given the contrast between Western societies' recent emphasis on athletes' well-being guided by the concept of 'Safe Sport', and the South Korean coaching framework shaped predominantly by the former military-style training regime. Drawing on micro-sociological approaches, the analysis of qualitative data from documents and interviews with six South Korean coaches will discuss two key themes: (a) how migrant coaches perceive the host country's societal norms, coaching regime and safeguarding standards as different from those of their home country; and (b) how they construct their coaching knowledge and practices through reconciliation of, and negotiation with, the foreign countries' norms of integrity in sport. This study is a step towards accumulating much-needed knowledge to inform athletes, coaches, sports administrators and other stakeholders engaged in safeguarding athletes and their welfare.

Keywords

Safe Sport, Coach Migration, Elite Sport, Social Norms, Athlete Welfare

349 Exploring Socio-Cultural Shifts in Elite Sport Coaching in Korea

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This study examines the increasing participation of elite student-athletes in private coaching services conducted outside of school team training as a manifestation of structural shifts in the culture within Korean school sport. Rather than focusing on the economic logic of supply and demand, this study views the rise of this phenomenon as a result of institutional, relational, and cultural shifts.

Since the 2000s, policy changes aimed at protecting student-athletes' rights have coincided with internal reflection on past coaching practices. These shifts have weakened traditional hierarchies and reduced training hours within school teams, prompting student-athletes to increasingly turn to external training resources. This has opened up new "selectable pathways" for training.

Based on in-depth interviews with student-athletes, school coaches, private providers, and parents, this study finds that private coaching services are often perceived as complementary or alternative resources. However, they also reinforce disparities in access to training, largely shaped by differences in school-level institutional support and family resources. In some cases, persistent issues such as limited staffing and institutional constraints have made private coaching services a de facto necessity for student-athletes. While these services may offer certain positive outcomes—such as greater flexibility—they also raise new concerns, including the privatization of training, increased financial burdens on parents, and misalignment between institutional and private coaching.

Keywords

Sport coaching, School sport, Private coaching service, Student-athlete, Socio-cultural shifts

357 Hungarian coaches' views and experiences related to young athletes' mental wellbeing and psychological abuse

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The research group GYISZVÉD, established at the Hungarian University of Sports Science, aims to provide a scientific understanding of risk and preventive factors of violence and abuse in sports and to foster a professional discourse on this highly taboo subject. One element of the research focused on practising coaches, their working conditions, their views related to coaching competences, their knowledge related to safeguarding protocols, and their experiences in connection with various forms of abuse, both as present-day coaches and as former athletes. The objectives of the present paper are (1) to explore how coaches see certain problematic behaviours among their athletes and their impact on coaching work, and (2) to reveal their experiences of psychological abuse as athletes and coaches. Data were collected through an online survey in 2023-24 among coaches (N=863) and analysed with quantitative methods. The results underline that coaches are aware of some forms of problematic behaviour among their youth athletes, primarily excessive phone use and bullying, and they find these to have some negative impact on their coaching work. With regards to their experiences related to psychological abuse, we encountered differences in every examined dimension: a higher percentage of respondents experienced various forms of psychological violence as an athlete in the past, than as a coach in the present. These differences can partly be explained by the subjectivity of their perceptions, but the extent of the differences clearly underline the changing of norms related to coaching behaviour and styles.

Keywords

violent and abusive coaching, safeguarding, child protection, deviances

Sport Globalization & Mega-Events

6 THE MEN'S WORLD CUP IN QATAR 2022 THROUGH THE LENS OF THE WESTERN MEDIA: SOFT POWER, SPORTS DIPLOMACY AND SPORTSWASHING

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The text examines Western journalistic discourses from the perspective of culture, political values, and international relations during the coverage of the 2022 World Cup in Qatar. We explore Soft Power, Sports Diplomacy, and Sportswashing concepts and analyze the discourses through a historical context about the Islamic and Arabic World, Qatari academics' perspectives, human rights issues, and international media placement. Considerations include the use of sports to position Qatar as an active player in development programs and to present positive facts to improve geopolitics in the region.

Keywords

Soft Power, Sportswashing, Sports Diplomacy, Human Rights, International Media Coverage

13 The confrontation between the USA and China at Beijing 2022 and Paris 2024

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In the 2020s, international relations are in flux. In this volatile climate, world politics often interrupts the staging of a global sporting contest. In this respect, this paper critically examines the politicisation of the Olympics in the post-Covid world. More specifically, it discusses how the recent hegemonic rivalry between the USA and China complicated the organisation of the 2022 and 2024 Olympic Games in Beijing and Paris respectively. It also looks at how American and Chinese media, most notably the New York Times and the Global Times, further escalated the tone of the conflicts at the two Olympics. In 2022, the US and its democratic allies in the West diplomatically boycotted the opening and closing ceremonies of the Olympic Winter Games in Beijing because of the alleged human rights violations in China. In 2024, the US authorities questioned the integrity of the Chinese swimmers at the Olympic Aquatic Centre in Paris, and the two sides expressed antipathy between them during the competitions due to this doping allegation. These episodes were by no means isolated incidents but reflected the deepening Sino-American geopolitical tensions in world affairs. Moreover, American and Chinese newspapers vehemently castigated each other for politicising the Olympics in Beijing and Paris. Such a media blame game only exacerbates distrust and disrespect between the established and emerging superpowers. Despite the IOC's call for international peace, these hostilities in the Chinese and French capitals only prove the vulnerability of the Olympics to geopolitical volatility.

Keywords

Olympics, Geopolitics, Media, USA, China

86 Will the Tokyo 2020 Volunteers “Shine” (Again)? Motivation and Initiatives towards a Post-Event Volunteer

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Volunteer programme has been getting more important at the Olympic and Paralympic Games both to deliver the successful Games, and to create a “volunteering legacy” from the Games. In this context, scholars investigate how far the Olympic and Paralympic volunteers are motivated to a post-event volunteer (Dickson & Benson, 2013; Koutrou & Pappous, 2016), and how a post-event volunteering legacy is facilitated by stakeholders, such as host cities (Nichols et al., 2017) and organising committees of the Games (Holmes et al., 2024).

This paper examines the volunteer legacy of the Tokyo 2020 Olympic Games and Paralympic Games (“Tokyo 2020”). In particular, the study focuses 1) how the volunteers experienced Tokyo 2020 and then are motivated to a post-event volunteer, and 2) what kind of initiatives developed to facilitate a post-event volunteering legacy from Tokyo 2020. In-depth semi-structured interviews were used to collect primary data. Interviews were conducted with six people (three from a volunteer group and three officers from relevant municipalities).

Key findings of this study are as follows: Firstly, due to the COVID-19 pandemic, some of “Field Cast” (the Games volunteers) and most of “City Cast” (City volunteers) had fewer or no volunteering opportunities during Tokyo 2020. However, according to the interviewees, this “loss” seems to lead them to a post-event volunteer. Secondly, some of the interviewees point out that sharing information and experience about volunteering via online platforms set by the relevant municipalities and online communities of the volunteers is the key to furthering a post-event volunteer.

Keywords

mega-event, legacy, volunteering, the Tokyo 2020 Olympic Games and Paralympic Games

186 After cricket becomes an Olympic sport: what are the implications for the future development of the game in China?

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Cricket's recent inclusion in the 2028 Los Angeles Olympics raises important questions about China's future plans for developing the sport, given the country's ongoing strategy of prioritizing Olympic disciplines. To assess the potential impact of cricket attaining Olympic status, it is first necessary to examine how the Chinese sports system enables and constrains the development of team sports. Drawing on a critical review of existing literature and semi-structured interview data, this study develops a theoretical framework to analyze the influence of China's sports system on team sports development. Consequently, it highlights three key structural processes: the enduring dominance of the state-led 'Whole-Nation System,' the prioritization of Olympic success and 'gold medal supremacy,' and the interdependence of education and sports. These characteristics have profoundly shaped the recent development of cricket in China, manifesting in four major processes: (a) cricket's positioning within the 'Olympic priority' framework, (b) the institutional role of specialist sports universities, (c) the athlete grading system, and (d) state-feminism in sports. These processes form the foundational framework for cricket's future development in China and introduce unprecedented dynamics to the global landscape of the sport. Ultimately, this study advances our understanding of how the Chinese sports system both facilitates and constrains sport development, providing important insights into the implications of Olympic status for the future of cricket in China.

Keywords

cricket, China, Olympic status, sport system, impact

204 Tino Rangatiratanga - Indigenous (Māori) Sovereignty and Reconciliation Efforts in the Context of the 2023 FIFA Women's World Cup

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Sport mega-events like the Fédération Internationale de Football Association (FIFA) World Cup have been known to argue the importance of connecting to development strategies for host nations in the global South, or the development goals of Indigenous populations in the global North. As seen in the lead up to the 2023 (FIFA) Women's World Cup much was made about the various ways in which organisers were going to 'be better' and 'do better' than past tournaments in light of the treatment of Indigenous peoples. For example, Peterson (2023) reported, "More than any previous tournament, the Women's World Cup [co-hosted] in Australia and New Zealand has leaned into both including and showcasing the Indigenous cultures of both nations" (para. 1). These actions were broadly framed by the event organisers as contributing to the reconciliatory agendas between Indigenous peoples and settlers in both nations. However, the Spanish national team, "La Roja", sparked controversy by posting a video mocking the haka, 'Ka Mate,' a cultural treasure to Māori, the Indigenous people of Aotearoa New Zealand. This led to public outcry, calls for apology, and efforts to reconcile relations.

In this presentation, we explore this incident, by centring Indigeneity and local voices. We consider critically the past, present, and future trajectories of sport mega-events as authentically championing an Indigenous agenda. We consider the role of sociology of sport in informing such trajectories.

Keywords

FIFA, Aotearoa New Zealand, Australia, Indigenous, sport mega-events

253 A Cultural Account of Ethnic Differences in Sports Participation: Why Sports Membership Is Low among Chinese Canadians?

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Understanding and addressing racial and ethnic differences in sports participation is crucial for fostering an equitable, healthy, and cohesive society. Past research suggests that people of Chinese descent residing in North America exhibit low participation in sports and physical activities. In this study, I outline and test four major theories that explain why this may be the case. I use data from the Canada/World Values Survey. My analysis shows that Chinese Canadians have the lowest rates of sports membership among major racial and ethnic groups in Canada. However, popular theories including SES inequality, racism, immigration, and social integration cannot fully explain why sports membership is lower among Chinese Canadians. In the end, I outline a cultural theory that highlights the role of parenting and cultural socialization in explaining Chinese Canadians' low participation in sports and physical activities.

Keywords

Sports participation, Canada, immigrants, Chinese, World Values Survey

271 Impacts of Hosting a Sports Mega-Event under Post-disaster Situation: An Intertemporal Comparative Analysis on Resident Survey in Kamaishi

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The Great East Japan Earthquake, which occurred on March 11, 2011, caused significant damage to the local communities of the Tohoku region. The earthquake resulted in over 20,000 deaths, including those who are still missing. Under such circumstances, it was hoped that hosting the 2019 Rugby World Cup would provide an opportunity for the people of Tohoku to demonstrate their recovery from the disaster and promote further recovery. Our joint research team conducted a questionnaire survey of residents in Kamaishi City, Iwate Prefecture, the host city of the event, in 2018, before the event, and in 2024, after the event. Our survey mainly was composed of questions regarding their evaluation of the event, the sense of community fostered through the event, and the media they used to gather information on the event. The following points were found in the analysis:

- There was no statistically significant difference in residents' attitudes toward the event between the two time points.
- There was no significant change in the percentage of respondents who believed the event would have an impact on promoting recovery from the disaster.
- Those who had lost their jobs due to the disaster evaluated the event more negatively and were more skeptical about its impact on promoting recovery than who had not.
- The sense of community in Kamaishi City as a "Rugby Town" did not significantly change between the two time points.

We will present the results of our other detailed analyses in our presentation.

Keywords

Sport Mega-event, post-disaster, quantitative survey, intertemporal comparison

330 Measuring the legacy of the FIFA Women's World Cup 2023: a critical examination of its impact on gender inclusion in grassroots football two years on

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Global sporting mega events are regularly justified for their capacity to provide some form of legacy, for example improved infra-structure, economic impacts or increased participation. The 2023 FIFA Women's World Cup (2023WWC) is the largest women's sporting event in the world and a stated legacy goal of hosting the event for Football Australia (FA) was to "unlock the untapped football potential of the Asia-Pacific region, deliver record-breaking crowds and long-term participation growth" in football for girls and women (FA, 2021). FA and Football Victoria have both stated goals of achieving 50/50 gender equality across all types of participation in football by 2027 and hoped to utilize the 2023WWC as a springboard to dramatically increase participation levels. Positioning the 2023WWC in the broader narrative of women and girls experiencing a 'boom' in their sporting opportunities (McLachlan, 2019), this study critically engages with the mechanisms responsible for establishing a legacy and the real time effects for women, girls and gender diverse people in grassroots football clubs. Utilising a mixed methods approach grounded in a critical feminist framework, this project seeks to understand the relationship between policy and practice in measuring the social legacy of the 2023WWC in relation to the access, representations, and experiences of women, girls and gender diverse people in football in Victoria, Australia. Preliminary findings from a pre 2023WWC survey (n=130), pre 2023WWC focus groups (n=5) and interviews (n=7) and post 2023WWC focus groups and interviews will be shared in addition to plans for the remainder of the study.

Keywords

Legacy, gender, policy, football, mega-events

Sport in Asia

44 Acting Identity: Expressive Koreanness in the Sports Biopic “Road to Boston”

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The 1947 Boston Marathon was won by Korean runner Suh Yun-bok who set a world-best time. Suh was coached by Sohn Kee-chung with the support of Nam Sung-yong, two prominent runners who won the gold and bronze medals, respectively, at the 1936 Berlin Olympics marathon. The film “Road to Boston” (“1947 Boseuton”; dir. Kang Je-gyu, 2023) tells the story of these three accomplished Korean athletes. The movie made a splash. It was released on Chuseok and was a big box-office hit during this major South Korean holiday, despite receiving mixed reviews from critics. This paper draws from theoretical and empirical literature on the relationship between sports, nationalism, and the cinema. Particularly, it identifies the various ways by which Korean identity is depicted. As a biopic celebrating a significant sporting achievement that took place on the eve of the establishment of the South Korean state, it is not surprising that there is an emphasis on nationalist elements. However, I argue that, in this context, the devices used to articulate Koreanness not only convey the historical significance of the sporting success under discussion, but, more importantly, engage with tensions and complications surrounding contemporary concepts of South Korean national identity. Thus, by recreating a piece of sporting past, “Road to Boston” reveals said tensions and makes a statement addressed to present-day South Korean society on the preferred notion of identity recommended for the 2020s.

Keywords

South Korea, identity, sports films, Road to Boston, sports heroes

55 Taiwan, East Asia, and MLB: Baseball's Evolving Dynamics Since the 1990s

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Baseball is Taiwan's national pastime. Since Chin-feng Chen made his MLB debut in 2002, 17 Taiwanese-born players have appeared in the league. This presentation aims to examine MLB as the core of baseball's world system and its impact on East Asia in general, with a specific focus on Taiwan since the 1990s. To analyze these dynamics, this presentation will adopt and revise Immanuel Wallerstein's World System Theory. In addition to a geographical dimension, a longitudinal perspective will be incorporated to explore these phenomena. Three distinct periods since the 1990s will be identified: 1) 1990-2001: The Pre-MLB Era; 2) 2002-2019: The Glory of Taiwan and the Golden Generation; 3) 2019-present: The Dormant Era.

Within this framework, the intra-East Asian dynamics will also be analyzed to illustrate how MLB's influence has grown increasingly pervasive. The intra-regional flow of baseball talent has evolved, if not diminished. In the 1990s and 2000s, Japan served as the regional center, or, semi-peripheral, attracting top players from Taiwan and Korea. However, since the mid-2010s, MLB has emerged as the sole desired destination for elite talents across the three baseball-crazed East Asian countries. Despite this trend of talent export to MLB, all three nations continue to see growing attendance numbers at domestic games. Could this represent a new mode of coexistence between East Asian baseball and MLB? Or is a rival pan-East Asian league on the horizon? This presentation will explore these possibilities and outline a vision for the future.

Keywords

East Asia, World System, Taiwan, Major League Baseball, sport labor migration

77 Steel Roses and Silk Suits: Post-cosmopolitan Branding and the Cultural Politics of Chinese Women's Soccer

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In this study, we examine Prada's 2024 social media advertising campaign featuring Chinese women's national soccer team players as brand ambassadors, exploring the intersection of popular nationalism, consumer culture, and sports-based luxury branding in China's evolving marketplace. Our interpretive framework combines the notion of 'post-cosmopolitanism' with sport glocalization theorizations to analyze how global luxury brands adapt to local markets through sport figures in China's transition from "foreign worship" (嗜洋) to "cultural confidence" (文化自信). Using critical discourse analysis, we examine the campaign's textual-visual features, discursive practices, and broader social implications within China's post-cosmopolitan turn. Our analysis reveals three key dimensions: first, the campaign's sophisticated integration of Chinese cultural elements with luxury signifiers demonstrates a nuanced balance between local resonance and global prestige; second, the discursive positioning of women's national team players as embodiments of cultural confidence transforms luxury consumption narratives into expressions of national pride; and third, Prada's strategic shift from celebrity ambassadors to national athletes reflects an astute response to China's evolving consumer culture. This analysis advances sport consumer culture literature by demonstrating how luxury brands utilize athletes as cultural intermediaries in emerging markets, while extending critical discourse analysis approaches to sport-luxury brand convergence in post-cosmopolitan contexts. These findings suggest successful luxury brand localization in contemporary China requires more than surface-level cultural adaptation; it demands recognition of post-cosmopolitan consumer sensibilities where global prestige must be actively mediated through local cultural frameworks.

Keywords

Post-cosmopolitan nationalism, Sport-luxury convergence, Cultural intermediaries, Glocalization strategies, Critical discourse analysis

152 Educational Re-adaptation of Professional Athletes: A Study of Chinese Football Players' Career Transitions in Higher Education

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¹Tongji University

While research on athlete career transitions has received significant attention, little is known about professional athletes in China. Against the backdrop of the recently enacted sport-education integration policies in China, this research targets a group of professional football players, who re-enter higher educational institutions to prepare for alternative careers. The aim is to provide a comprehensive understanding of this career transition mechanism and the consequences it entails. Data are initially collected from an online survey with 96 of these athlete-students. Further, semi-structured interviews are conducted with 12 respondents recruited from the online survey, aiming to obtain more information for in-depth interpretation. Drawing on Pierre Bourdieu's (1986) cultural capital and Sarah Thornton's (1995) subcultural capital as theoretical references, the dataset is analyzed using thematic analysis, facilitating emerging themes centered on educational aspirations and adaptation, reconstruction of social relations and institutional support. The findings reveal that their primary purposes for pursuing further education diversify as many genuinely commit to improving their educational capital for alternative occupations such as coaching. Contrastingly, the others, especially star players with substantial economic capital, regard further education mainly as an indispensable achievement of life to be accomplished. Their emotional challenges, peer relationships and difficulties in academic studies are also examined, foregrounding the explicit tension between mainstream cultural capital and sport-specific subcultural capital in these athletes' educational journeys. Based on the findings, this study seeks to inform pertinent policymaking, institutional optimization and academic inquiries regarding the educational mechanism of athlete career transition in China.

Keywords

Career Transition, Professional Football players, Athletes in Higher Education, Cultural Capital, China

177 Sports Exchanges between Mainland China and Taiwan: An examination of national and cultural identities across the Taiwan Strait

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As this presentation will show, Taiwan has experienced a convoluted history of sport development and national identity construction. As a sensitive core issue of China-US relations, the peculiar cross-strait relationship has also become increasingly visible and affects the entire Asia-Pacific region. By exploring the political implications of sport itself and examining the role of sport in the course of political evolution, the history of sports exchanges across the Taiwan Strait provides a significant and distinctive context. Indeed, the intersection of sport, politics and history is potentially important for further mutual understanding and reconciliation.

After the third transition of the ruling party in Taiwan's history, the "Olympic formula" established for over 40 years and the "1992 Consensus" seen as prerequisite for cross-strait exchanges by mainland China, have both been constantly discussed, examined, and even challenged to some extent. The era of using politics as a "pointer" for cross-strait sports exchanges has not yet passed and is worthy of further in-depth exploration in this research area.

The present paper draws upon a larger study which will examine sports exchanges across the Taiwan Strait, the evolution and political arm-wrestling involved in cross-strait relations, and how the transition of cultural and national identity have interacted and influenced each one another in different eras. Case studies and semi-structured interviews have been used to explore representative themes or events, including Olympic representation dispute, political connotations in major events, and Taiwan's name change referendum.

Keywords

Cross-strait Sports Exchange, Cross-strait relationship

259 Baseball, Taiwanese Nationalism, and the Sajiao Culture: A Case Study of Taiwan's Baseball Fandom during the 2024 WBSC Premier12 Championship

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In November 2024, Taiwan's national baseball team won the gold medal at the 2024 WBSC Premier12 tournament in a surprising fashion. After defeating baseball powerhouses such as South Korea, the Dominican Republic, Cuba, and the United States, Taiwan shut out Japan 4-0 in the championship game at Tokyo Dome to become world champions of baseball, winning their first title at the Premier12 tournament. This victory, celebrated as a landmark moment in Taiwan's baseball history, carried profound cultural and political significance amid tense and complicated Taiwan-China relations.

This paper examines and analyzes the fan expressions during this tournament while contextualizing them within this geopolitical backdrop. While drawing on existing research about the connection between baseball and nationalism within the Taiwanese context (Morris 2010; Yu & Gordon 2006), I argue that these fan expressions also articulate Taiwan's *sajiao* culture, a unique Taiwanese cultural aspect discussed in Yueh's (2017) work on contemporary Taiwanese popular culture and everyday communication. In short, the celebrations and expressions surrounding this Premier12 Championship not only showcase how baseball has been thoroughly ingrained into Taiwan's national historical narrative, but they also demonstrate a profound engagement with *sajiao* communication practices. Baseball and the *sajiao* culture both signify Taiwan's distinctive, un-Chinese cultural elements, and in this specific case, they work in tandem to assert a Taiwan-centered subjectivity and national consciousness amid intensified military and political pressure from Beijing's government.

Keywords

Baseball, Taiwanese Nationalism, *Sajiao* Culture, Taiwan-China Relations

260 Chinese Taipei or Team Taiwan? The choice of Taiwanese university students purchasing national team's sports merchandise

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This paper explores the name of Taiwan in the international sports arena and the results of Taiwanese university students' choice of national team sports product names. Chinese Taipei is the name of the Taiwan national team, but it is not the state's official name. Under the excellent performance of Taiwanese athletes, the goods printed with the Chinese Taipei symbol are selling well, which is different from the emerging national identity of Taiwan. This study used semi-structured interviews to collect data from 10 university students who had purchased or owned Taiwan national team sports products. The study results showed that the university students had a similar idea of Taiwan's national identity and identified Taiwan as the state's name but had different ideas about the name of Taiwan's sports team. It is concluded that the emergence of sports commodification can help Team Taiwan and national team supporters to condense the national identity, shape the Taiwanese national imagination and identity, and through the catalysis of sports commodification, the respondents can think more clearly about Taiwan's national identity and understand the meaning of Taiwan nationalism behind it.

Keywords

Chinese Taipei, commodification, team Taiwan

266 Polarization and Peripheralization: The Implementation and Influence of VAR and SAOT in the Asian Football Confederation

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Since the introduction of the Video Assistant Referee (VAR) and the Semi-Automated Offside Technology (SAOT) at the 2018 and 2022 FIFA World Cup, the Asian Football Confederation (AFC) has gradually integrated technology into its competitions. By the 2024/25 season, the AFC overhauled its club competitions. VAR was fully adopted in the top-tier Asian Champions League Elite, and the SAOT was already in use during the AFC Asian Cup 2023. As a FIFA/AFC Elite Referee for over a decade, the author reviewed the impact of technological intervention on football refereeing through long-term ethnographic records and participant observation. The results suggest that while integrating technology in sports is a trend, the high costs of VAR/SAOT and the stringent facility requirements have led to a polarization among AFC's member associations. Economically and football-developed member associations have complied with new policies and competition regulations, enhancing their rankings and the growth of domestic football industries. Conversely, associations unable to meet the technical and financial demands of VAR/SAOT have been peripheralized. This polarization entrenched the regional disparities of football, especially in ASEAN and South Asian countries. The peripheralization of specific member associations—such as Taiwan—has become an imminent concern. Historically, when Taiwan's national team struggled to compete at Asia's core, the country maintained relevance in Asian football through the participation of its referees. However, under the new policies and regulations, Taiwan's football is drifting further from the core of Asia, even the refereeing. Taiwanese national sports policies must address the challenges immediately before the peripheralization becomes irreversible.

Keywords

Video Assistant Referee, Semi-Automated Offside Technology, Polarization, Peripheralization, Asian Football Confederation

273 Baseball and MLB in East Asia: Japanese Self-image since the 1990's

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On March 22, 2023, in the locker room before the World Baseball Classic (WBC) final, Shohei Ohtani told the Japanese players, "Let's stop admiring the opposition (USA)." This reflects Ohtani's true feelings, and the historical admiration, respect and intimidation felt by many Japanese for Major League Baseball (MLB) players who are physically strong, hit the ball far and have good upper body strength when throwing snap pitches.

As the Japanese national team became world champions in the 2023 WBC, it is useful to analyze the changes in body image since Nomo moved to the Dodgers in 1995, when players began to move more frequently between the Nippon Professional Baseball Organization (NPB) and MLB.

This presentation will feature players such as Nomo, Ichiro, Darvish, and Ohtani. Based on the theory of cultural acceptance and transformation (Shimizu, 2010), it analyzes and considers the kind of potential and evaluation (self-image) shown to the Japanese public by pitchers and batters. In other words, it explores how this self-image has changed as Japanese construct their own self-image (collective imaginary) of what Japanese people should be like. Furthermore, it clarifies what changes these player interactions have brought to the NPB.

Keywords

Major League Baseball (MLB), Nippon Professional Baseball Organization (NPB), Japanese player, collective imaginary, self-image

278 Baseball and MLB in South Korea: Intersections of Coloniality, Modernity, and Cultural Identity

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This study explores the evolution of baseball in South Korea, highlighting its complex interactions with the United States. Introduced by American missionaries in 1904, baseball initially served as a tool to propagate Western values on the Korean Peninsula. During Japan's 36-year colonial rule (1910-1945), baseball became "Japanized," reflecting Japanese cultural elements like the Samurai spirit. However, after Korea's liberation in 1945, the U.S. used baseball to promote American modernity, reinforcing its cultural and ideological influence. In the late 20th Century, globalization and South Korea's neoliberal shift further intensified Major League Baseball's (MLB) impact. The South Korean National Baseball Team's International successes, such as Olympic victories and the World Baseball Classic (WBC), elevated national pride while reinforcing the cultural coloniality on MLB through the migration of star players and the media's focus on MLB. Recently, Korean baseball has experienced a shift away from its dependence on MLB. Notably, in 2024, the Korea Baseball Organization (KBO) League surpassed 11 million spectators, driven by unique fan cultures, affordable entertainment, and the enthusiasm of younger generations, particularly women. The emergence of a new fan base and investments in infrastructure suggest a promising future for Korean baseball. However, the continued migration of talented players to MLB and the impact of MLB policies highlight the ongoing coloniality of MLB on Korea. Korean baseball exemplifies a multi-layered cultural identity shaped by coloniality, modernity, and regional uniqueness, evolving into a distinct phenomenon within East Asian sports culture.

Keywords

Baseball, Major League Baseball (MLB), Korea Baseball Organization (KBO), Coloniality, Modernity

320 Biopolitical Expansion: Changes in Modern Chinese Physical Educational Thought from a Sociology of the Body Perspective (1890s-1920s)

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This study focuses on the transformation process of modern Chinese physical education thought from the 1890s to 1920s from a sociology of the body perspective. The study uses Michel Foucault's theory of knowledge and power and Chris Schilling's theory of "corporeal realism" to analyze that the development of physical education thought in modern China always faced the discourse guided by two large-scale power systems, nationalism and imperialism. The principles of physical education, which seem to represent nature and have scientific legitimacy, are the result of the combined effect of the invasion of Western cultural forces and the state itself, which formed a merging under the scientific discourse and shaped the generalized and scientific knowledge system of physical education; on the other hand, modern physical education thought, and its practice have continuously strengthened the concept of the body as the first order of biological understanding, which in a practical sense has enhanced Chinese people's physical ability and body concept and made the meaning of modern scientific discourse based on the physical entity of the nation.

It concludes that the scientific system of modernity with Western standards constantly regulated the modern Chinese national body. The core of the development was the need to adapt to the "competitive" forms of the contemporary world. The study seeks to develop the theory of biopolitics further: the transnational nature of national physical competition at the beginning of the twentieth century, as evidenced by sports development, goes beyond the governance of a single national government.

Keywords

physical education, biopolitics, scientific discourse, transnational, knowledge-power

Sport, Development & Peace

14 A Systematic Review of Sport for Development and Peace Reviews

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Over the past decade, Sport for Development (SFD) and Peace (SDP) research has grown, reflecting sport's potential to contribute to the Sustainable Development Goals (SDGs). Although numerous reviews cover specific themes within this field, a comprehensive evaluation of these reviews is lacking. This study aims to conduct a systematic review of SFD/SDP literature to provide an updated and holistic overview of the research landscape.

Using a scoping-systematic review approach based on PRISMA-ScR guidelines, 21 reviews published since 2000 were identified across multiple databases, including Scopus, SPORTDiscus, and Google Scholar. Publications in eight languages, including grey literature, were analyzed. Experts were consulted, authorship networks were mapped using R software, and the quality of reviews was assessed.

Results show a variety of thematic areas, such as health promotion, gender equality, education, managerial aspects, and critical pedagogy, all linked to SDGs. However, methodological limitations, the absence of quality assessments, and a dominance of English-language publications hinder consensus on sport's developmental potential. There is a need for greater linguistic and disciplinary diversity to globalize the discourse and enrich perspectives.

The study emphasizes the importance of moving beyond colonial narratives to embrace diverse development paradigms, including intra-European viewpoints. It recommends a shift toward bottom-up approaches with long-term monitoring and culturally sensitive evaluations. A methodological revision is also essential to capture the multi-level impacts of sport initiatives more effectively and to integrate insights from various disciplines for a deeper understanding of SFD/SDP's role in development.

Keywords

Sport for development, sport for peace, development through sport, scoping review, systematic review

15 Sport for Development and Peace initiatives with indigenous populations: A systematic review from international perspectives

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This systematic review explores Sport for Development and Peace (SFD/SDP) initiatives involving Indigenous populations, with the aim of providing a comprehensive analysis of the research landscape from an international perspective. Indigenous communities, often marginalized due to historical and structural inequalities, are increasingly engaging in SFD/SDP programs to foster health, education, cultural preservation, and social cohesion.

Following PRISMA-ScR guidelines, 37 studies published between 2000 and 2024 were analyzed, covering multiple geographic regions, including Oceania, Europe, and the Americas. The review highlights the diversity of program structures, objectives, and outcomes. Central themes include youth empowerment, health promotion, cultural revival, and intergenerational reconciliation. However, challenges persist, such as limited funding, logistical constraints, and political tensions. A major finding is the need for programs to incorporate culturally sensitive practices and ensure community involvement at all stages.

Results emphasize the potential of SFD/SDP to promote well-being and empower Indigenous participants, yet the effectiveness of these initiatives depends on aligning them with local traditions. Programs that integrate Indigenous sports practices demonstrate more lasting impacts. Despite the growing interest in SFD/SDP with Indigenous populations, most studies are published in English, indicating a need for greater linguistic inclusivity.

This review offers practical insights for practitioners, policymakers, and researchers, encouraging participatory approaches and sustainable policies tailored to Indigenous contexts. It also identifies gaps in the literature, such as the need for longitudinal studies to understand long-term impacts. Overall, this review underscores the importance of culturally adaptive, community-led SFD/SDP initiatives for fostering meaningful development and reconciliation in Indigenous communities globally.

Keywords

Sport for development and peace, indigenous, first nations, development through sport, systematic review

236 An alternative approach to sport for development and peace: The case of a nonprofit-government partnership in Brazil

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While sport for development and peace (SDP) continues to grow, sociologists of sport have highlighted the way in which SDP nonprofits must bear the responsibility of addressing social issues, often supported by the private sector, which continues to (re)produce neoliberal, market-driven approaches that relieve governments from their responsibility to provide social programs (Klein & Darnell, 2024; Wilson & Hayhurst, 2009). This presentation offers an alternative approach to SDP to remedy such critiques by providing insight from a study into a nonprofit-government partnership in SDP. Focusing on the case of Instituto Fazer Acontecer (IFA), an SDP organization in Brazil, this study explored the cost-sharing approach of IFA with municipal governments in the state of Bahia. 28 semi-structured interviews with staff and program participants were conducted, followed by thematic analysis (Braun & Clarke, 2017). Findings provide insight into IFA's approach, including the division of responsibilities between IFA and municipalities and the training of SDP 'socio-educators', who teach IFA's Sport 3 Methodology. Key benefits of the partnership include sharing of resources, sustainability of SDP programs, and positive associations with IFA by communities. Challenges included tensions between teaching SDP (i.e., Sport 3 Methodology) compared to sport development (i.e., enhancing athletic abilities) and efficient management of the cost-sharing approach across all 26 municipalities. Theoretically, we advance how nonprofits and governments may work together in a cost-sharing approach that contrasts with neoliberal undertones in the SDP field. In line with the conference theme, we identify future directions for SDP collaborations for both researchers and practitioners.

Keywords

sport for development and peace, government, partnership, cost-sharing, nonprofits

285 An Ecological Perspective on Women's Participation in Sports: Case Studies from Brunei, Cambodia, and Malaysia

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¹Seijo University

Since the first ASEAN-Japan Ministerial Meeting on Sports in 2017, Japan and the ASEAN states members have emphasized increasing women's participation in sports (Japan Sport Agency, 2017). This initiative is outlined in the ASEAN Work Plan on Sports 2021-2025, which aligns with the Sustainable Development Goals (SDGs) and includes gender-focused objectives in areas such as leadership, accessibility, and safety. Despite these efforts, the strong gender norms in Southeast Asia, influenced by religious and sociocultural factors, pose significant challenges. Utilizing Bronfenbrenner's Ecological Systems Theory, this research examined the complex interplay between structural inequalities and societal expectations that hinders women's active participation and sustained involvement in sports. This qualitative case study conducted semi-structured focus group interviews with diverse participants including government officials, national sports committee members, female university students from sports departments, and NGO workers. These discussions aimed to identify (a) the perceived benefits of engaging in physical activity and sports in enhancing women's well-being and (b) the sociocultural and structural barriers impeding their participation. The findings underscore the need for ongoing research to develop targeted strategies that address the unique cultural and societal contexts influencing women's sports participation in the region. This research contributes to a deeper understanding of the factors limiting women's sports involvement and proposes avenues for fostering greater gender equality in sports across Asia.

Keywords

women in sports, Southeast Asia, ASEAN, gender equality, sport and development

290 Sport for Development and Peace in the Americas: past and present research

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The last 30 years have seen the flourishing of a field of practice and research known internationally as Sport for Development and Peace (SDP), ‘broadly understood as the intentional use of sport and play to achieve non-sporting goals and outcomes’ (Graeff, Šafaříková, Sambili-Gicheha, 2024, p. 26) and understood as a highly contested sector of global civil society (Giulianotti, 2012; 2018). A striking feature of the field is the global North/South divide (Schulenkorf et al., 2016). Based on this panorama, we have been developing research on the topic in the Americas. In the first round of research, between 2021 and 2023, we conducted research in Brazil (3 locations), Colombia and Uruguay. Now, from 2024 to 2026, we are developing research in Canada, the United States, Mexico, Guatemala, Colombia, Argentina, Uruguay and 8 locations in Brazil. The development of the research initially revealed a great distance between the local practices of agents involved in the field and the global policies of transnational organisations such as the UN’s 2030 Agenda. In addition, the themes of school and drugs appeared prominently, something we considered important since these subjects have not been prominent in “international” research in the field. In the ongoing research, we are advancing in the search for the senses and meanings given to the field and to the work in this field from the perspectives of the people involved in the initiatives and to understand how these people understand their activities in comparison with the approaches of transnational organizations.

Keywords

Sport for Development and Peace, America, Agenda 2030

317 Rethinking what Counts: Transforming Monitoring and Evaluation in Sport for Development through Indigenous Knowledges and Feminist Data Justice

Lyndsay Hayhurst¹, Marika Wildeboer¹, Rochelle Stewart-Withers²,
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Quantitative indicators and statistical data have largely become the most widely accepted and powerful approach to research evaluation, governance and methods of discerning information, whether to advise public policy, health determinants, or programme implementation (Davis et al., 2015; Stone, 2020). Relatedly, there has been enormous growth in indicator culture in monitoring, evaluation, accountability, and learning (MEAL) within Sport for Development (SFD). While quantitative indicators can provide valuable insights as to the impact of SFD initiatives, they can also perpetuate colonial legacies, marginalize Indigenous methodologies, and overlook the voices and lived experiences of the communities involved (Saskamoose et al., 2017).

In this paper we integrate theoretical perspectives from feminist data justice studies (D'Ignazio & Klein, 2023), decolonial praxis and Indigenous epistemologies, engaging key scholarship on relationality, co-production, and participatory research, to consider the ways feminist data justice and Indigenous knowledge systems can inform decolonial approaches to MEAL in SFD. We ask, how, if at all, can we shift away from the powerful persuasion of quantifiable indicators to more contextually rooted and relational understandings of program “impact”? We then consider how the integration of Indigenous knowledge systems and feminist data justice approaches in MEAL might challenge and disrupt “indicator culture” in SFD, creating pathways for holistic, community-centered definitions of success that resist the reductive tendencies of Western Knowledge Systems.

This paper offers a forward-looking vision for decolonizing MEAL in SFD. We advocate for a future trajectory in SFD in which broader understandings and indications verses indicators of success get to count.

Keywords

Decolonise, Feminist Data Justice, Indicator Culture, Indigenous Knowledge Systems

361 An investigation into the benefits and challenges of using Olympic sport as a means of empowerment, integration, and advocacy for refugees

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As the number of refugees around the world has increased, the International Olympic Committee (IOC) introduced the Équipe Olympique des Réfugiés (EOR), Refugee Olympic Team in October 2015. While the Olympics have traditionally been a competition between nations, refugee athletes have been included since the 2016 Rio Olympic Games. According to the IOC, these athletes and the refugee team symbolize ‘hope’ for refugees globally. However, media coverage during the Rio 2016 and Tokyo 2020 Games primarily focused on the International Olympic Committee (IOC) and the United Nations High Commissioner for Refugees (UNHCR), rather than the experiences of the refugees themselves. This article investigates the impact of refugee participation in the Olympic Games on refugee athletes, the refugee community, and IOC and stakeholders. Utilizing qualitative data and in-depth interviews, this research will reveal the perceptions and implications surrounding refugee participation in the Olympics. The findings will raise critical questions about the impact of Olympic participation on the refugee community. This study contributes to scholarly discourse by exploring whether refugee involvement in the Olympics is a genuine source of empowerment or is instead employed by IOC stakeholders for sportswashing purposes. The results will shed light on both short-term achievements and potential long-term implications for future participation, thereby advancing our understanding of the correlation between sports, refugee identity, and international representation.

Keywords

Olympic Games, International Olympic Committee, Refugee athletes, Sport for Development and Peace

363 Examining South Korea's Sport Official Development Assistance: Developmental Regimes Reconstructed?

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In South Korea, most Sport for Development and Peace (SDP) initiatives take the form of state-led Official Development Assistance (ODA). Since the early 2010s, the government has led sport ODA, which has become a distinct domain through the involvement of various actors. However, existing research largely focuses on non-state actors like NGOs, with limited attention to state-led approaches.

Sport ODA reflects developmental state logic but operates through complex interactions among diverse actors, challenging traditional explanations. This study adopts Pempel's(2021) concept of developmental regimes to analyze sport ODA as shaped by state institutions, socioeconomic forces, and external forces. It addresses two key questions: (1) Which actors constitute the developmental regime? (2) How are these actors connected to the neoliberal paradigm?

The findings reveal that sport ODA in South Korea is shaped by three distinct actor types: state institutions lead with strong centralized control; various implementing bodies participate as socioeconomic forces; and external forces exert limited influence.

Each actor engages with neoliberal policy logics in different ways. State institutions pursue both efficiency and legitimacy through results-driven governance approaches. Socioeconomic forces implement policy based on differing interests, guided by autonomy and market competition, and operate through institutionalized forms of competition. Finally, external forces act as symbolic tools aligning with global discourses, reinforcing performative legitimacy rather than fostering genuine partnership.

This study applies the concept of developmental regimes to reconceptualize sport ODA as a space shaped by diverse actors, offering a more structural and multi-dimensional view of the Korean SDP model.

Keywords

Sport Official Development Assistance (ODA), Developmental Regimes, South Korea

Sport, Environment & Sustainability

61 Sports' Contribution to a Sustainable Future Climate Solution

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Proactively addressing climate change is crucial for the preservation of human civilisation in the long term. Therefore the study aims to support sports and sustainability practices and research by describing an investigation of climate-related issues and exploring the sports industry's capacity to promote climate action. The research involved the construction of a comprehensive sustainability framework for sports and identified components that may function as stages or indices of development in the Degrowth transition. The study describes how two future-oriented and participatory research techniques: backcasting and the Delphi technique were used with a group of international stakeholders, including sports and media managers, athletes, fans, academic experts, and federation executives, to explore the sustainability aspects that will influence the future of sports. The findings highlight the significance of balancing sports and technological development, including in the application of self-imposed limitations, while adopting a localized approach to reevaluating the role of sports in combating climate change. The findings underscore differing perspectives about the impact of technological changes and the role elite athletes should play in tackling such urgent challenges. The results also challenge the idea that a sporting event's financial worth should supersede its effects on the community and environment.

Keywords

elite athlete, climate change, Degrowth, sport, strong sustainability

154 Reimagining Sport: Total Liberation, Anti-Speciesism, and Ecological Justice in Athlete Activism

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This dissertation investigates the transformative role of high-profile vegan athletes who advocate for social, environmental, and animal justice within the sports industry. Utilizing critical narrative analysis and semi-structured interviews with athlete activists and advocates, the study proposes to focus on the social media presence of vegan and plant-based athletes across the digital platform, Instagram. Through a detailed observation and analysis of their digital activism, my research proposes to explore how these athletes challenge traditional societal norms of meat-eating and speciesism in sport, while promoting discourses around social justice and more-than-human sustainability. The theoretical framework of total liberation will guide this inquiry, integrating social, ecological, and animal liberation perspectives to analyze how athletes engage in direct-action tactics to disrupt social injustices and human-centric environmentalism in sports. Drawing on critical physical cultural studies, anti-colonial studies, environmental justice and anti-speciesist literatures, my study seeks to demonstrate how athletes can contribute to broader societal changes by advocating for more just and ethical sporting practices. By examining the intersections of social justice, anti-speciesism, and ecological activism within various sporting domains, I aim to extend academic discourse on total liberation, highlighting and justifying its relevance to redefine sports as a platform for a more-than-human social and environmental justice.

Keywords

total liberation, ecological activism, vegan athletes, more-than-human

196 Practicing Barefoot to reconnect with nature? Meanings, motivations and lived experiences of minimalism among recreational athletes

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In a context where we can 'suffer from a lack of nature' (Louv, 2005), practicing an outdoor activity is sometimes no longer enough to reconnect with the environment. Some recreational athletes decide to take their desire for rewilding a step further (Dalgarrondo & Fournier, 2020) by removing their conventional sports shoes in favour of huarache sandals, minimalist shoes or barefoot. This paper analyses the motivations and meanings underlying the commitment to a minimalist sporting practice aimed at 'doing better with less or without' (Goulet & Vinck, 2022). Within a socio-phenomenological approach, we also describe the changes in bodily experiences produced by the withdrawal of sports shoes, particularly in terms of relationships with nature, emotions and sensoriality.

We compare three empirical studies. Firstly, we formalized the promises made by the three main promoters of minimalist running: Christopher McDougall, Ken Saxton and Blaise Dubois. Secondly, we conducted a semi-directive interview with 40 minimalist athletes in trail running, MovNat and fitness. Finally, we carried out a collective auto-ethnography over a period of 6 months into minimalist running: one co-author realized 50 sessions in barefoot, sandals or minimalist shoes, at the end of which he explained orally his emotions and bodily sensations.

The results show that reducing the distance between the foot and the ground is associated with an increased sense of freedom, a refinement of haptic perceptions and a reconnection with the body and natural environment. However, the transition to a minimalist practice is an uncertain, fragile and ambivalent process.

Keywords

Minimalism, Barefoot, Detachment, Lived experience, Socio-phenomenology.

205 Millennial Traditional Fisherman-Surfer Practices and the Tourism-Heritagization of Ocean-Based Epistemologies in Huanchaco, Peru

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Huanchaco, a coastal town in northern Peru, showcases the complex relationship between ancestral traditions and modern surf tourism. Known for its designation as one of the world's eleven World Surfing Reserves, Huanchaco brands itself as a place of "living culture," where the ancient practice of fishing with "caballitos de totora" (reed boats) remains central. This tradition, rooted in the Moche-Chimu civilizations (100-700 CE), symbolizes the region's enduring connection to the ocean. In recent years, surf tourism has revitalized the caballitos by transforming them into tourist attractions. Local fishermen and their families have adapted by offering surfing schools and caballito de totora tours, allowing visitors to experience the ocean through an ancestral lens. While this has brought economic opportunities, the expansion of tourism has also raised concerns about the sustainability of the fishing tradition and the environmental impacts of increased development.

The fishermen-surfer communities of Huanchaco maintain a millennia-old relationship with the ocean. Using caballitos de totora, these fishermen continue the practice of subsistence fishing, which involves cultivating reeds and crafting boats that last about a month. This knowledge is embedded in a sophisticated ecological system, where the ocean serves as both a source of sustenance and recreation. However, the growth of surf tourism and urbanization poses risks to the preservation of this cultural heritage. Local conservation efforts, led by fishermen-entrepreneurs and surf school members, highlight the potential for sustainable coastal management. By balancing tourism with environmental and cultural preservation, Huanchaco's fishermen-surfer culture may provide a model for sustainable tourism practices.

Keywords

Surf, tourism, indigenous, sustainable

279 Young people's perspectives on the 2018 Winter Games' developmental and environmental impacts: anthropocentrism with reason?

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Sports mega-events such as the Olympic Games deliver the potential to bring developmental benefits and environmental risks to hosts. While literature on environmental impacts of hosting sports mega-events has focused on human needs in contemporary capitalism as a causal source of environmental issues, it seems to remain relatively indifferent to how people at the scene perceive these issues. Drawing upon two competing environmental ethics (anthropocentrism and ecocentrism) as conceptual tools, this paper examines how young people from the Olympic hosting regions interpret the relative significance of the developmental benefits and environmental damages. Drawing from semi-structured interviews with 15 young people from the hosting areas of the 2018 Winter Games (Pyeongchang, Jeongseon and Gangneung) in South Korea, the analysis reveals four main ways in which the young people's anthropocentric views were manifested: (1) valuing nature based on human needs; (2) perceiving developmental benefits as immediate while viewing environmental impacts as distant, and (3) viewing Olympic-led development as a necessary evil to address the regional gap in (economic) development. The findings suggest that the predominance of anthropocentric thinking among young people derives from the long-standing underdevelopment in the region. Given that humans (and our anthropocentric thinking) are the main contributors to, and problem-solvers of environmental issues, understanding their anthropocentric views may serve as an important initial step towards tackling environmental challenges posed by mega-sport events.

Keywords

Sport mega-events, environmental impacts, young people, anthropocentrism, 2018 Winter Olympics

319 Are school gyms polluted or polluting? Examining the relationship between air and the moving body

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Since 2013, South Koreans have become increasingly concerned about air pollution and its adverse impact on children's health and safety. School physical education has been severely impacted because children are particularly vulnerable and outdoor physical activities are considered risky, leading to class cancellations. In response, the South Korean government has implemented various policies to keep students safe and healthy in schools. These policies focus on turning gyms into small "air pockets" equipped with air quality technologies to contain clean air and healthy bodies indoors. Drawing on feminist writing on the human-nature relationship and discard studies literature on pollution, I shed light on how air always flows through the porous boundaries of human bodies, buildings, and borders of nations. I demonstrate that air diffuses the binary of pollution and polluted. This paper challenges the dualist approach in the government's responses to air pollution. It also calls into question the ethical and responsible ways to live, breathe, and move in a polluted environment.

Keywords

air pollution, school gyms, the body, feminist relational ontology, environmental justice

352 Banning Cooking and Camping on the Mountain: Ecological Modernization and Environmental Regulations in 1990s South Korea

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Since the 1970s, South Korea has pursued government-led economic development initiatives focused on industrialization and economic growth. By the 1980s, improvements in transportation infrastructure and increased leisure time contributed to the growing popularity of mountain hiking. However, this surge in hiking activities resulted in significant environmental degradation and ecosystem disruption. In response, regulatory measures were introduced, including a ban on cooking and camping in 1990, followed by the implementation of the natural sabbatical system and night hiking restrictions in 1991.

This study examines the institutional processes underlying the formation and development of Korea's mountain hiking regulation policies, the responses of key stakeholders, and the broader contextual conditions shaping these policies. Data were collected through document analysis and in-depth interviews.

Findings indicate that regulatory policies of the 1990s diverged from earlier approaches in both purpose and implementation. Specifically, the 1990s policies were characterized by a stringent, control-oriented approach centered on 'prohibition' and 'enforcement', in contrast to the earlier 'education and guidance' -based regulatory strategies. Stakeholder responses to these regulations were categorized into three patterns: 'acceptance', 'compromise', and 'rejection'.

The study further analyzes the 1990s hiking regulations within the framework of ecological modernization. It argues that while these policies were based on rule-based interventions to address environmental issues arising from industrialization, they overlooked the resulting environmental inequalities and social conflicts. This paper concludes with critical implications regarding the interplay between economic growth and environmental conservation within the growth-centered ecological modernization paradigm.

Keywords

regulation policy, ecological modernization, mountain hiking, South Korea

359 Environmental Policy in Play: A Critical Review of South Korea's Professional Sports Sector

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In response to the growing importance of addressing the climate crisis and environmental issues, professional sports have emerged as a key arena within sustainability discourse. Environmental policy has been implemented in Korean professional sports through the institutional dynamics of international sports organizations and government agendas, prompting diverse initiatives. However, the responses of professional sports clubs have varied significantly, with some remaining at a symbolic level. Previous studies have primarily examined case-based approaches or focused on club-level strategies, without critically addressing the structural and discursive formation of environmental policy within professional sports.

This study aims to examine the development process of environmental policy in Korean professional sports and explore the response of professional sports clubs. To achieve this, Fairclough's Critical Discourse Analysis (CDA) was applied, analyzing a range of materials, including official announcements, news articles, and institutional reports from leagues and clubs.

The findings indicate that environmental policy in domestic professional sports has developed in response to global environmental norms and national policy agendas. Initially, these initiatives took the form of symbolic declarations and campaigns, but they gradually evolved into more formalized practices such as certification systems and sustainability reports. Club responses were closely shaped by contextual factors such as league governance, financial capacity, and local policy environments. Moreover, environmental initiatives were linked to enhancing league and club image and securing sponsorships. In conclusion, while environmental policy has entered Korean professional sports, its selective use by clubs suggests a symbolic engagement with sustainability, raising questions about the extent of actual organizational change.

Keywords

Professional sport, Environmental policy, Club response, Critical discourse analysis

Sport, Organization & Governance

5 The human rights demands of the 2023 FIFA Women's World Cup in social audit: an exploratory study on deliberative permeability in public and private entities

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The paper seeks to analyze deliberative democracy, based on Jürgen Habermas' theory, applying it in the context of public and private entities, with a focus on gender equality in the 2023 Women's Football Cup. The text will present a replicable model of social audit, integrating Habermas' communicative rationality with the guidelines of the Brazilian Courts of Auditors. A connection will also be established between communicative rationality and administrative practices for the management of complex systems, since they share foundations of validity, correctness, sincerity and truthfulness. The questions are based on the reports produced by the international media during the mega-event, using gender inequality as a category. The central argument lies in measuring the permeability of democratic civic common sense and identifying barriers to communication and effective engagement. The aim is to contribute to civic education and the integration of theory and practice in the face of the challenges of participatory democracy. The research presents two important results: the first confirms recent research on gender inequality in sports, as media coverage has shown disparities in women's football; and the second is the failure to comply with the rules of civic transparency of the entities analyzed.

Keywords

Human Rights, Gender Equality in Sports, Deliberative and Participatory Democracy, 2023 FIFA Women's World Cup

132 Women in Sports Leadership: A Case Study on Taiwanese Sports Organizations

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In September 2024, the Australian government launched the “National Gender Equality in Sports Governance Policy,” which states that by July 2027, 50% of all board directors are women and/or gender diverse in sports organizations. In Taiwan, on the other hand, women in leadership of sports organizations are the core and purpose of this study. This study considers research questions with a three-scale framework. At the macro-scale: What is the gender structure and power relations of the leadership of sports organizations in Taiwan? Why? At the meso-scale, how is the gender culture in organizations produced? On the micro-scale, which women are involved in leadership in organizations? This study takes seven sports organizations as the research object and collects data from official archives, newspaper databases, and in-depth interviews for content analysis. Structuralism and gender theory are used to analyze the research contents. The results show that the number of men in leadership in Taiwan’s sports organizations was much higher than that of women. Moreover, the failure of the 2022 amendment to the Chinese Taipei Football Association’s charter to ensure women’s participation in leadership shows that the gender culture of the organization is not friendly to women. Lastly, women in leadership in sports organizations are predominantly of high socio-economic status. To sum up, Taiwan’s sports organizations safeguard the interests of men in their systems and selection mechanisms, and the gender hierarchy of the organization defends the rights and interests of vested interests by denying women’s abilities.

Keywords

sports organizations, Chinese Taipei Football Association, gender culture, gender hierarchy

161 Research on the Participation of Social Forces in the Olympic Preparation Model of the China's Breakdancing National Team

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Breakdancing has gained wider recognition and attention globally. This study aims to analyze the Olympic preparation model of the Chinese breakdancing national team, characterized by a “government-led + social support” approach.

By employing literature analysis and semi-structured interviews, this study reviews the selection process, support system, training arrangements, and the involvement of social forces in the preparation of the Chinese breakdancing national team.

The preparation system for the national breakdancing team is structured with the Social Sport administrative center of the General Administration of Sport of China serving as the supervisory body, the Breakdancing association as the responsible entity, and social forces as the supporting stakeholders. The advantages of incorporating social forces include: establishing diversified training approaches, fostering iterative innovation, and enhancing participation coverage in the sport. However, risks are also identified, such as a lack of hardware resources, insufficient professionalization of social forces, and potential disputes arising from new interest distribution mechanisms. Strategies to mitigate these risks include leveraging government support to address resource shortages, enhancing the professionalism and autonomy of social forces, and constructing a new mechanism for multi-stakeholder participation in the Olympic preparation of breakdancing.

The traditional Olympic preparation model may not fully suit emerging sports like breakdancing. Preparation strategies should align with the sport's unique characteristics, current status, and national needs. It is crucial to harness the advantages of multi-stakeholder collaboration, forming a decision-making mechanism for Olympic preparation policies that is government-led, association-involved, and market-driven.

Keywords

Breakdancing, Olympic Games, Preparation model, Social force, National team

207 The Interplay between Social Capital and Scientific Factor - A Dynamic Analysis for Talent Identification of Junior High School Basketball Team in Taiwan

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In Taiwan, talent identification is predominantly conducted through entrance exams for the Athletic Classes. However, the fairness and transparency of this process are often called into question due to the influence of social factors. This study focuses on the recruitment process for Taiwan's junior high school basketball team, applying the theoretical frameworks of stakeholder theory, social network analysis, and social capital. It explores how interpersonal relationships, trust, and network structures impact the outcomes of talent identification, offering a social science perspective on athletic recruitment in Taiwan. This study adopts qualitative research methods, employing document analysis and semi-structured interviews. Participants included basketball players, coaches, and school officials from three local junior high schools in Taichung City. Data collection also included a review of literature on grassroots basketball in Taiwan, scientific approaches to talent identification, and athletic recruitment. The result shows that: 1. The system established for the recruitment of junior high school basketball teams is characterised by a networked model. The recruitment process involves tightly connected stakeholders, whose interactions are shaped by processes of social capital. 2. The recruitment process revealed a "core-periphery" social network structure. Core stakeholders (junior high school and elementary school coaches) wield significant decision-making power, while peripheral stakeholders (parents and elementary school players) have limited involvement. 3. Beyond scientific evaluation results, factors such as "social status," "trust relationships," and "cooperation" also play important roles in athletic recruitment. Particularly in competitive contexts, strong ties are more likely to enhance successful talent identification outcomes.

Keywords

Basketball, Stakeholder Theory, Social Network Analysis, Talent Identification, Athlete Recruitment

231 Collaborative Sport Governance in IOC and the UN Women: A Case Study from the Perspective of Actor Network Theory

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Increasing complexities in global sport governance require the collaboration of multiple international organizations and governments, with traditional governance issues such as gender discrimination still persist, while new issues continue to emerge, international organizations are no longer able to tackle governance challenges solely, global sport governance requires the collaboration of multiple international organizations and governments. The collaborative governance, its development as well as the mechanism between International Olympic Committee and UN Women holds considerable significance. This study constructs diachronic corpora featuring the collaborative sport governance of IOC and UN Women in the framework of actor-network theory, with which high frequency governance participants and **keywords** are analyzed via AntConc 4.2.4, while BibExcel and Ucinet 6.0 are employed to illustrate their heterogeneous networks, main problems faced in each period as well as participation in a chronological manner. Utilizing the Blau index and Ucinet 6.0, the study calculates networks' heterogeneity index and density, exploring the development and mechanism of collaborative sport governance, the results show that IOC and UN Women's collaborative sport governance revolves around female leadership, anti-violence and welfare; campaigns and programs need to integrate international organizational governance, Olympic legacy inheritance, governmental gender equality, commercialization of sponsorship, etc; governance participants were the most diverse from 2017 to 2019 and exhibited the highest connectivity from 2020 to 2023, indicating that the diversity of participants in collaborative sport governance fluctuates with problems, but multilateral connections have witnessed a continuous steady increase.

Keywords

Collaborative sport governance, Actor-network theory, IOC, UN Women

281 The institutional landscape of youth sport integrity issues: Insights from New Zealand

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Youth sport is widely celebrated for fostering physical, social, and developmental benefits; yet concerns about athlete wellbeing, fairness, and ethical practices underscore persistent integrity challenges. This study investigates the integrity issues that may originate from the institutionalised structures of youth sport's development system. It asks which integrity issues arise across multiple sports (and their particular organisational contexts) and what institutional arrangements or mechanisms contribute to these integrity issues?

In contrast to previous research, this analysis is guided by a political economy-based institutional perspective to acknowledge the fact that integrity issues are often systemic not solely due to the actions of individual bad actors. This study examines three sports in New Zealand: Rugby Union, Swimming, and Football. Data were gathered through 23 semi-structured interviews with representatives of schools, clubs, private academies, and coordinating bodies in the country's largest urban centre (Auckland).

Findings reveal five core integrity challenges: an early performance/ competition focus, overtraining and burnout, early specialisation, poaching, and rule breaking—each found to be rooted in institutional rules, practices, and narratives. These problems transcend individual misconduct, arising instead from systemic incentives that reward short-term competitive success.

Differences across schools, clubs, and private academies further complicate governance with each delivery mode bringing their own limitations. This research is significant in that it probes the largely underexamined structural and systemic aspects of integrity challenges in youth sport. By viewing integrity through an institutional lens, this research highlights how political and economic motivations shape organisational behaviours that, in turn, affect young athletes' experiences.

Keywords

Sports integrity, youth sport, sport delivery, political economy, institutional theory

294 Crisis-driven, overpromising but business as usual: Safe Sport policy development in South Korea

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The safe sport initiatives have been predominantly developed and implemented in Western liberal democracies where collaborative governance is commonplace. Accordingly, research has taken for granted this form of governance as basic conditions under which policies are developed and delivered. The purpose of this paper is to explore Safe Sport policy initiatives in South Korea which maintains a more traditional form governance with different actors, motivations and operating logics. Analysing data from interviews with a total of 64 participants (policy providers, regulatees and beneficiaries) and policy/media documents, this paper examines how its top-down institutional arrangements influence safeguarding efforts in the sport sector.

Findings reveal that the clear lines of authority and accountability and government performance evaluations work effectively for swift policy changes. However, the crisis-driven nature of the initiatives results in overreactions and overpromises (excessive punishments, redundant reporting channels, etc.). Moreover, the top-down structure creates a significant gap between policy development and frontline practice, where the most up-to-date measures fail to integrate into daily operations. From the findings, we conclude that the country's policymaking and delivery has quickly shifted the sector's attitude to Safe Sport from 'opposition' to 'reaction', but hardly made critical actors 'proactive' about safeguarding, contributing to maintaining the de facto priority on performance.

Keywords

Safe Sport, safeguarding, sport governance, sport policy, South Korea

295 Sport Governance Network Under the Strong Government Intervention: The Dynamics of China's Youth Football Network and Its Stakeholders

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While network governance in sport has been extensively studied, research remains limited on the coexistence of hierarchy and networks within sport governance system. This study aims to investigate the dynamics of a governance network operating under strong centralised control. Using the Chinese Youth Football Governance Network (CYFGN) as a case, this study focuses on the interactions among stakeholders within the network. Drawing from network governance theory and resource dependency theory, two questions are addressed: What are defining features of the CYFGN under strong government intervention; How do the power distribution and resource dependencies in the CYFGN influence its operation? Analysing data from interviews with 25 participants who are affiliated with key stakeholder organisations and policy/media documents, this study reveals that although CYFGN appears to take the form of a Leadership Group-Governed Network with resource interdependencies among members and the government, conflicts often lead to stronger government intervention, resembling a Network Administration Organisation-Governed structure. Despite low trust and organisational goal misalignment, the government ensures a certain degree of effectiveness by setting high-level network goals, organising regular meetings, and forming expert groups to enhance coordination. Interestingly, the Chinese Football Association's (CFA) independent status, recognised by football's international governing body allows it to maintain a degree of autonomy within CYFGN, avoiding excessive government intervention and preserving network governance effectiveness. The results contribute to research on sport governance by bringing insights into the relationships among resource and power; and into the mechanisms through which hierarchical control and network dynamics coexist and shape governance outcomes.

Keywords

youth sport, governance, networks, power, resource

301 Conflicts between the National Federation and Athletes in South Korean Elite Sports: A Focus on Dahrendorf's Conflict Theory

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In August 2024, a significant conflict emerged when An Se-young, the gold medalist in women's badminton singles at the Paris Olympics, accused the Badminton Korea Association (BKA) of unfair practices. This study analyzes the ongoing conflict between An and the BKA through Dahrendorf's Conflict Theory, analyzing media reports, government investigation documents, and BKA meeting records. According to Dahrendorf, conflict originates from unequal authority distribution within Imperatively Coordinated Associations (ICA). The conflict process unfolded in three stages: a) In the initial stage, An challenged the existing authority structure, while the BKA defended it, leading to the formation of "conflict groups" to secure and protect their respective interests. b) The conflict escalated as it met several Dahrendorf conflict conditions. The BKA's restriction on individual sponsorships in favor of corporate sponsorships met the condition that "authority linked to other rewards amplifies conflict." c) The ongoing conflict remains unresolved. However, "evolutionary structural change" has occurred. The BKA president failed to secure re-election and was suspended, leading to partial leadership replacement. The theoretical framework employed in this study draws on the perspective of Ralph Dahrendorf, providing a useful analytical lens for examining various aspects of conflict within sports organizations. It highlights sports as a "contested terrain" where competition revolves around authority. It explores the potential for restructuring authority within organizations.

Keywords

South Korean Elite Sports, An Se-young, Badminton Korea Association, Ralf Dahrendorf, Conflict Theory

364 Whistleblower in South Korean Elite Sports System

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Korean elite sports are often described as a “Cartel of Silence” and have long been plagued by corruption and human rights violations. In response, the Korean government established the Korea Sport Ethics Center (KSEC) in 2020 under the Ministry of Culture, Sports, and Tourism to promote fairness and protect athletes’ rights. However, individuals who speak out against corruption and human rights abuses are frequently stigmatized as traitors and face retaliation. Despite the existence of legal protections, these measures have failed to produce tangible effects. As a result, whistleblowers continue to experience organizational retaliation, including biased competition judgments, blacklisting in recruitment, and exclusion from national team selection. This study focuses on examining the structural limitations of the whistleblower protection system in Korean elite sports. Media analyses of whistleblower cases and in-depth interviews with whistleblowers who experienced severe retaliation were conducted. The findings reveal four major issues: (1) a lack of checks and balances due to the concentration of legislative, administrative, and operational functions within a single organization; (2) power imbalances arising from hierarchical structures; (3) a lack of transparency in personnel decisions, athlete selection, and disciplinary actions; and (4) the absence of external oversight. Additionally, cultural traits such as authoritarianism and collectivism, combined with sports-specific factors like paternalism and exceptionalism, further exacerbate barriers to effective whistleblower protection. The findings of this study provide valuable insights for developing policies aimed at mitigating these barriers and strengthening protections for whistleblowers in Korean elite sports.

Keywords

Elite Sports System in Korea, Whistleblower, Organizational Retaliation, Korea Sport Ethics Center(KSEC), Human Rights

378 Unlocking Local Sport Councils: Organizational Dynamics and Contextual Influences Shaping Community Impact

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Sport policy has gradually shifted its focus from solely prioritizing elite and organized sports for the sake of sport itself to emphasizing the value of community-based sport initiatives in promoting broader social objectives such as social inclusion and community development. While the growing recognition of sport's role in driving social impact is evident, the literature addressing how local sport policies achieve these outcomes underscores the importance of a bottom-up, multi-sectoral approach. This approach requires collaboration among governments, policymakers, and community leaders, alongside critical analysis of the alignment between local sport policies. However, the understanding of the roles played by public, private, and non-profit actors in local sport governance remains incomplete. Addressing these gaps necessitates a nuanced exploration of interdependencies, power dynamics, and resource allocation-moving beyond the simplistic assumptions of the 'Great Sport Myth', which suggest that increased participation in sport inherently leads to social equality.

This paper examines the role of local sport councils in the formulation and implementation of community sport policy, with a particular focus on their capacity to facilitate sport-related initiatives and advance policy objectives. Using the Ottawa Sport Council (OSC) in Canada as a case study, this reflexive analysis explores how central policy discourse intersects with OSC's practices and how contextual factors influence its organizational capabilities. Understanding the extent to which local sport governance fosters community engagement through local sport organizations, while also emphasizing the need for comparative analyses across diverse regional contexts, will be critical to advancing this field of study.

Keywords

Community sport development, local sport policy, social goals, local sport organization, community engagement

384 Parents of young athletes: Views and practices of sports organisations in Hungary

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Protection of underaged athletes in sports organisations raised high attention in recent years in Hungary. However, the conduct of sports coaches in this matter relies on the regulations and practices of sports organisations; the culture developed towards young athletes. As most members of these sports organisations are underaged, the role and involvement of parents and the expectations of sports organisations toward parents are critical. The aim of this research is to explore the frequency and content of sports organisations' communication with the parents of underaged athletes; the existence of written safeguarding policy and locker room code of conduct; practices and regulations of locker-room operations; furthermore, the ways safeguarding documents are displayed and disseminated.

As part of a comprehensive research conducted in the area of risks and preventive factors of violence and abuse in sports (GYISZVÉD), data were collected through an online survey in 2023-2024 among Hungarian coaches (N=863), and analysed with quantitative methods. The results show that according to settlement type, the size of organisation and athletes' age, sports organisations have different practices, and the role of coaches diversified.

It seems, that formalised regulations and meetings with parents are more frequent in larger clubs, and they rely on parents in a more formalised way than smaller, one division clubs do. In smaller sport organisations more informal relations characterise operations, and the relationship with parents. In general, however, it seems coaches need more guidance in the changing societal environment of sport and in the recently increasing expectations toward them.

Keywords

regulations, organisational culture, safeguarding, child protection, parents

Sport, Politics & Policy

23 European sport policies in the frame of the Erasmus + Programme: A decade of contradiction between policies and politics

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Erasmus is the European Union programme created in 1987 to promote cooperation between universities across Europe. Eventually, it expanded into Erasmus +, which aims to support education, training, youth, and sport in Europe, and has two defined periods, with specific funding and priorities for each: 2014-2020 and 2020-2027. The Erasmus + Sport sub-programme was launched in 2014 under the Sport Unit of the European Education and Culture Executive Agency.

This work aims to analyse European sport public policies through the Erasmus + programme in relation to the changes that have taken place in Europe at a political and social level in the programme's 10 years. For this purpose, the projects awarded under the 'Sport' heading from 2014-2023 are analysed, focusing on: the type of action; the topic selected; and the priorities addressed.

The results show that, even though the proposed evaluation process involves a blind peer review and a financial capacity check by the evaluation unit, the balance of political forces in the European Parliament, the rise of far-right parties and neoliberal policies in the region, and the presence of lobby groups exert pressure on the final funding decision. The pressures generate contradictions between the explicit goals of the programme, and the delivery of policy.

This study helps to better understand a fundamental part of sport public policies, such as funds allocation and distribution to different entities, regions, or priorities, questioning the expressed ideas of redistribution and European solidarity.

Keywords

Social change, Neoliberalism, Sport, European Solidarity, European Union

50 Professionalisation of Korean Breaking

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The inclusion of breaking, a dynamic street dance characterised by its acrobatic movements and stylistic footwork, in the Paris 2024 Olympics has significantly accelerated its formalisation in many countries. This paper examines the transformation of breaking in South Korea, analysing the nuanced processes of professionalisation across organisational, systemic, and occupational dimensions. Employing document analysis and semi-structured interviews, this study identifies four key findings.

First, the traditionally informal structures of the Korean breaking community have undergone substantial organisational professionalisation, exemplified by the establishment of two distinct subcommittees dedicated to breaking. Second, systemic professionalisation is evident through increased government funding, expanded sponsorship opportunities, the development of specialised breaking training facilities within a national sports centre, and the introduction of elite competitions. Third, the implementation of talent identification initiatives along with coaching and referee certification programmes marks a significant step towards standardised professionalism. Finally, this wave of professionalisation has reshaped the identities and practices of breakers, aligning them more closely with the personas of traditional athletes.

The findings highlight the transformative impact of Olympic inclusion, illustrating its capacity to elevate a cultural and informal activity into a recognised Olympic sport. This transformation is particularly pronounced in contexts such as South Korea, where government intervention actively drives sport development. However, the exclusion of breaking from the Los Angeles 2028 Olympics raises critical questions about the sustainability of this professionalisation journey and its potential implications for the sport's future trajectory.

Keywords

Breaking, action sports, Olympics, professionalisation, Korea

53 The Power of Being Politically Correct, the Study of the Negotiation for the Change of Official Emblem of the 2022 Winter Paralympic Games

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Along with its unprecedented pandemic context, the 2022 Winter Paralympics also witnessed an unique policy change in its history: the change of the Games' official emblem two years after its official release. The policy change is the climax of the dynamic decision-making/negotiation procedure between the IPC and the government-run BOCOG, respectively upholding strong beliefs and attempting to realise them in the way in which the emblem is sought to be modified or maintained. More importantly, it also highlights the effect of the ideological and political significance associated with the negotiation by the two sides.

The study investigates this unprecedented case through examining qualitative data collected through interviews with senior personnel and archival documents with the Advocacy Coalition Framework. It highlights the change in the belief system of the two parties and the interaction between the policy subsystem and the broader political and socio-economic system. The findings also reveal the role of political correctness, so-claimed and upheld by respective coalitions, in the shift in their belief system and the power dynamics in the negotiation. The paper concludes with a discussion concerning the ACF's four pathways of policy change and a response to one of the questions that is raised in the ACF literature for further research.

Keywords

BOCOG, IPC, Advocacy Coalition Framework, negotiation, policy change

54 The Nature and Limits of Policy Design against Athlete Maltreatment

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Athlete maltreatment has drawn significant attention from governing bodies, stakeholders and the global public. While a number of policies have been introduced to address maltreatment, their effectiveness calls for an analytical approach to policy design incorporating three considerations: an acknowledgment of policy and political goals, an understanding of path-dependence and adaptation, and an anticipation for conflict. Focusing on South Korea's responses to scandals, this study draws from 18 interviews with government officials, sport organisation managers and athletes. Findings first suggest that while revised rules have led to heightened political legitimacy, they have also generated conflicting perspectives on punishments and ambiguities in the management of training camps. Second, data suggests that the Korea Sport Ethics Centre (KSEC), the new agency tasked with investigating maltreatment, lacks independence, adequate staff and professionals, sufficient authority to investigate and punish, and trust amongst athletes. Third, stakeholders reported the limitations of educational programmes, including incomplete coverage in a one-hour compulsory programme, repetitive content and a disproportionate focus on sexual abuse. Consequently, this article suggests that when policy makers neglect design considerations (such as the inertia of previous policies or stakeholder conflict), countermeasures for addressing maltreatment may be prone to ambiguity and failure.

Keywords

Athlete maltreatment, policy design, countermeasure, elite sport, politics

59 Mapping China's National Fitness Policy Landscape: A 30-Year Bibliometric Analysis (1995-2024)

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Objectives: Since its launch in 1995, the National Fitness Program has become one of China's most influential public sports policies. Currently, it serves as a key component of the Healthy China 2030 strategy, which emphasizes "preventive healthcare" and enhancing health literacy. This study aims to map the evolving patterns of China's National Fitness-related policies from 1995 to 2024 at the national level.

Methods: This study analyzes 531 national-level policy documents extracted from policy databases through bibliometric analysis. To identify changes in policy features, themes, and institutional cooperation across different developmental stages, the analysis employs time-series analysis, co-word analysis, and network analysis. Gephi software is used for network analysis and co-word visualization.

Findings: The findings highlight three distinct stages in the evolution of the National Fitness Program, each characterized by specific policy volumes, thematic focuses, and influencing factors. High-frequency terms and keywords clustered in each stage, showing changing policy priorities, according to co-word analysis. Legal and administrative regulations were most commonly mentioned, according to a network analysis of policy references; the highest reference rates were found for policies issued by the General Administration of Sport, the State Council, and the National People's Congress. Over time, collaboration networks shown greater inter-agency coordination and a growing number of collaborative policy issuances.

Discussion/Conclusion: These findings underscore the critical role of collaborative governance and regulatory frameworks in shaping the trajectory of national fitness policies. Future studies should look into how these policies affect long-term public health effects and grassroots sports participation.

Keywords

national fitness, policy evolution, bibliometric analysis

66 The Stream of Korean Sport Policy through the lens of ‘Guaranteed Country’

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Sports policies have changed to reflect the values of each government in accordance with its national management framework, such as promoting people's health, expanding the base of sports, and creating a sports ecosystem. The Park Geun-hye administration aimed to achieve a balanced development of recreational sports, elite sports, and the sports industry through "Sports Vision 2018," and laid the foundation for the current sports industry and policy implementation with the multidimensional goals of improving people's health, strengthening the country's status, and contributing to economic growth. Through this process, Korea has developed into an advanced sports nation and has established the concept of a sports welfare nation by establishing a foundation for the daily life of sports, including facilities, programs, and leaders that can be enjoyed by all citizens. In light of these facts, it is necessary to recognize the differences in policy changes and implementation processes and the attitudes of each government toward the welfare state and the security state. Furthermore, it is necessary to analyze whether each policy change process has a distinct purpose from the previous government and explore its policy implications. The purpose of this study is to analyze the differences in the weight of welfare state and security state perspectives through changes in sports policy by government. To this end, this study examines the changes in sports policy through a comparative analysis of the Park Geun-hye government's Sports Vision 2018, the Moon Jae-in government's Sports Vision 2030, and the Yoon Seok-yeol government's First Basic Plan for Sports Promotion.

Keywords

Welfare, Sport Policy, Guaranteed Country, Korean Sport

69 Comparative discourse analysis of Chinese official media and Chinese social media regarding naturalized athletes for the 2022 Beijing Winter Olympics in relation to Chinese national identity

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China selected naturalized foreign athletes for the 2022 Beijing Winter Olympic Games which, as with the naturalization of footballers previously, had implications for what it means to be Chinese. The aim of the presentation is to reveal how and to what extent Chinese national identity has been changed. The research methods included thematic and critical discourse analysis. Through the analysis of Chinese mainstream media content of the naturalization strategy, it was found that the Chinese official media played the role of rationalizing the knowledge of super/pan national identity, which puts more emphasis on the idea of ‘national community’ while respecting the diversity of individual national identities. Based on Chinese social media content regarding the Chinese winter sports’ naturalization, it was also possible to consider if the Chinese public’s attitudes towards the naturalized athletes have become more inclusive or exclusive. Having compared these two different data sets, the presentation assesses to what extent the Chinese public’s response to the naturalized athletes was influenced by the Chinese mainstream media coverage of Chinese winter sports’ naturalization. The results reflect a changing perception Chinese national identity.

Keywords

2022 Beijing Winter Olympics, Naturalization, Chinese National Identity, Media Analysis

131 Mastering the Political Craft: Discretion Among Street-Level Bureaucrats in Chile's Sport Sector

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Building on Lipsky's foundational work, there is growing interest in understanding the conditions shaping the work of street-level bureaucrats (SLBs) which are those that are at the forefront of service delivery and interact directly with citizens and clients. However, in middle-income countries like Chile, particularly in the context of sport, further research is needed.

This study examines how SLBs from the Ministry of Sport (MINDEP) and the National Institute of Sport (IND) navigate bureaucratic structures and exercise discretion in implementing sport policy.

Drawing on street-level bureaucracy and institutional theory, a qualitative approach was employed. Data were collected through semi-structured interviews with SLBs from MINDEP and IND, and analysed using MAXQDA 2024 qualitative software.

The findings suggest that SLBs actively adapt to public sector rules, leverage networks, negotiate, and collaborate across sectors to address local needs. However, despite sharing 'clients', MINDEP and IND bureaucrats operate with distinct tools and approaches, emphasizing the importance of multilevel collaboration and local advocacy.

This study sheds light on the discretionary practices of SLBs in Chile's sport sector, highlighting the tensions between formal institutional demands and local needs. It contributes to the broader understanding of sport policy implementation in middle-income countries, and particularly with respects to SLBs unwritten political craft.

Keywords

Sport, Policy & Politics

188 How Do We Learn from England? Exploring Collaboration and Tensions in Taiwan's Physical Activity Policies for Older Adults

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Taiwan faces the significant challenges of an aging population and has enacted policies to encourage physical activity among older adults. These policies aim to enhance quality of life, reduce healthcare expenditure, and foster an inclusive society. However, implementing these policies requires coordination between two distinct entities: the Ministry of Health and Welfare and the Sports Administration. Differences in priorities—where the public health sector emphasises preventative health and holistic wellbeing, and the sports sector focuses on athletic participation and competition—have created significant challenges in policy delivery. The UK is often a learning model for Taiwan's sports policies, illustrating successful integration of multiple sectors. The UK's campaigns foster partnerships between public health and sports organisations, effectively increasing physical activity participation rates. Drawing on the UK's experience, this study examines Taiwan's public health and sports sectors, focusing on resolving conflicts and strengthening intersectoral synergy. Grounded in the Strategic Relational Approach, this study investigates how structural constraints and strategic agency influence the interactions between the two sectors. The study explores differences in goals, operational frameworks, and resource management through in-depth interviews and document analysis. Public health emphasises preventative, population-wide health improvement, while sports prioritise targeted programs for specific groups. Divergent priorities often lead to competition and misaligned strategies. The study highlights strategic measures, such as integrating physical activity into chronic disease prevention programs, effectively addressing both sectors' objectives. These findings offer recommendations to improve inter-agency coordination in promoting physical activity among older adults and provide insights for policymaking and international discourse on aging societies.

Keywords

sport policy, aging society, physical activity, governance of sport

226 Japan's Talent Cultivation and Recommendation System in International Sports: An Analysis from the Perspective of Intercultural Training and Realism

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The purpose of this research is to examine the current state of talent cultivation and recommendation in Japan and to map their human resources within international sports organizations for further analysis of their political and social implications. This study is conducted from intercultural training and realism perspectives in international relations. The research is based on official and semi-official documents issued by Japan, along with interviews with relevant officials, foreign affairs personnel, scholars, and experts. The results are discussed in three sections: "cultivation system," "recommendation system," and "dynamics." In the "Cultivation Mechanism" section, there are two main mechanisms: the "TIAS International Course Model" for cultivating current students and the "JISLA Academy" for cultivating in-service staff. In the "Recommendation Mechanism" section, it can be summarized as follows: (1) organizing international events to increase interaction with IOCs and IFs, (2) subsidizing Japanese National Federations' staff members for internships at International Federations, (3) subsidizing Japanese leaders of National Federations to be selected into International Federations, (4) providing Japanese National Federations with information about their candidacy for International Federations by the JOC and JSC, and (5) establishing strategic alliances within Asian countries. "Dynamics" encompasses three main factors: meeting the requirements of hosting the Tokyo Summer Olympic Games, expanding Japan's influence on international sports affairs, and strengthening Japan's influence on rules and referee selections of Olympic sports organizations. This aligns with realism theory, viewing sports competition as a global arms race, seeking to assert Japan's voice in global politics, diplomacy, and the Olympic sports arena.

Keywords

Japan, international sports affairs, intercultural training, realism, government

250 “Weak Spine, Weak Bones”: Discourses on Physical Inactivity Among Public workers in the Areas of Education, Health, and Sport

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Physical inactivity is a widespread issue, affecting a significant portion of the global population, with government interventions primarily focusing on schools, though with limited impact. These public policies are mainly grounded in biomedical and sport-for-health models. This qualitative study explores the discourses surrounding physical inactivity and movement among 21 public sector workers responsible for implementing school programs from the Ministries of Health, Sport, and Education. The discourse analysis reveals the prevalence of dominant discourses, such as the biomedical narrative, the sportification and instrumentalization of movement, as well as alternative discourses that highlight the value of leisure, physical inactivity as a public issue, and the importance of context. The discussions focus on the biomedical discourse as a neoliberal tool for managing bodies through individual responsibility, supported by sport as an unquestioningly beneficial and instrumental activity. The fractures in these dominant discourses are associated with the enjoyment of movement and the discursive role of context. Future research should focus on the impact of these discourses on the implementation of public policies, emphasizing the limitations of the biomedical model and sport-based interventions.

Keywords

public policies, sport, health, physical inactivity, discourse analysis

254 The paradoxes of sport integrity governance: Questioning good intentions and well-meaning institutions

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Despite the value of 'sport integrity systems', it is important to cast a critical eye on their policies and programmes. Drawing from the case of New Zealand's new Sport Integrity Commission (established in 2024), this presentation speculates on the limits, paradoxes and contradictions of a national sport integrity 'code' and its associated standards. Fundamentally, one paradox is that government can be seen as acting beyond its legitimate powers in regulating sport, while simultaneously criticised for not doing enough. More particularly, while adoption of the integrity code is 'voluntary' for national sport organisations, this contradicts with the need for 'compulsory' adoption to 'cascade down' through regional associations and clubs. A second related paradox is that, as the code helps in the discovery of ethical breaches, its implementation, monitoring and enforcement capacity will be defended by bureaucrats as insufficient, raising the prospect of more standards, more programmes and more bureaucratic systems. Herein lies the possibility that new integrity measures may themselves generate unethical behavior, such as moral superiority, righteousness, and the 'good soldier syndrome'. This paper invites renewed sociological inquiry into matters of state power and authority, even when actions are well intentioned.

Keywords

sport policy, integrity, governance, paradox, contradiction

268 A Mixed Pathway in Football Development Policy: Transition Between Modernization and Path Dependency

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In South Korea, past elite sports policies have faced criticism, leading to the adoption of a sports club system. This shift has added complexity to the nation's sports policy landscape. The purpose of this study is to theoretically explore how the integration of past elite development policies and the sports club system has formed a new model for fostering elite athletes. Furthermore, it aims to examine the characteristics of this integration process in the realm of actuality. By reviewing prior studies on elite sports development in Korea, this research will establish a theoretical framework and explore the domain of actuality using interviews and existing data. It is expected that the study will contribute by providing diverse perspectives on athlete development systems.

Keywords

Football Development Policy, Elite Sports Development, Sports Club System, Modernization and Path Dependency, South Korea

307 Implementing safe sport policy: A case study of British Columbia Canada

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Safe sport is increasingly a focus of research and policy, however little research has examined how safe sport policy flows within sport systems and impacts change. Using an institutional approach, we addressed this gap by investigating how safe sport policy is implemented and how safe sport policy at the federal and provincial levels shapes policy implementation by designated sport organizations at the regional level. We utilized an instrumental case study approach to examine policy documents at the federal, provincial, and regional levels in the Province of British Columbia in Canada. Data were collected through a document analysis of policy documents at the federal (n=313), provincial (n=34), and regional organization (n=1,174) level. Data were analyzed using critical policy analysis. Findings related to ideas and beliefs are presented in two themes: (1) Increasing accountability in sport and (2) building a safe and inclusive sport system. Our analysis identifies how the ideas and beliefs underpinning safe sport policies at the federal and provincial levels were translated to communities by designated sport organizations at the regional level. This case study has theoretical implications for understanding how organizational and institutional change take place in sport, and also has implications for sport policy makers seeking to effect change in sport systems through their work.

Keywords

Sport policy, policy implementation, safe sport, Canada

321 Exploring the conceptual value of the state-corporate-sport nexus for understanding contemporary sport diplomacy

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Sport has been a regular feature of contemporary diplomatic relations since the modern Olympic Games were resurrected in 1896. Although this field of practice remained largely unexplored until the twentieth century, interest in and the importance of, sport diplomacy have increased in recent decades, with discussions regarding the use of sport as a diplomatic tool becoming more active and widespread (Murray, 2018). However, despite the growing importance of non-state actors in the diplomatic milieu, there has been a lack of studies on how these actors influence sport diplomacy and collaborate with nation-states in shaping foreign policy. This presentation explores the assertion that “global sport has become less an avenue for genuine and enduring diplomacy that advances human rights, cultural understanding, and sustainable peace than a means to an end for global sport organizations (IOC, FIFA and others) and their corporate sponsors” (Jackson, 2013, p. 282). Overall, this preliminary analysis (1) provides a brief overview of the concept of diplomacy (2) outlines the main lines of sport diplomacy research and (3) considers the nature of the state-corporate-sport nexus in relation to diplomacy in South Korea.

Keywords

sport diplomacy, foreign policy, nation-state, transnational corporation

325 Hinchas con memoria: Transitional justice and the political place of football in South America

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Football serves as a potent political tool for South Americans, particularly those from Uruguay, Argentina and Chile, who seek truth and reparations for the crimes against humanity committed by the military dictatorships that have spread terror within their populations in the 1970s and 1980s. Football is a key component of the struggle for memory and historical compensations. This paper investigates how South American 'hinchas' (football supporters) started to identify human rights abusers among their members, and to call for justice within their football clubs. The hinchas' demands are part of a broader movement of transitional justice, a method to address organized or immense abuses of human rights that mutually offers reparation to victims of these violations and produces or increases prospects for the renovation of the political structures that might have been at the origin of the crimes against humanity. By telling the history of the social movements led by the hinchas, the paper produces a sociological analysis of football as a catalyst for social and political transformation. It shows how, in these countries, being on a football stand is so relevant for community cohesion that the idea of cheering on your beloved club alongside someone who committed crimes against the humanity was unbearable for them. It concludes by showing that transitional justice is an ongoing process and whilst much has been already achieved, there is still more work to be done to recover the truth, prosecute and punish the culprits and compensate victims and their families.

Keywords

Football, South America, Transitional Justice, Human Rights

339 Framing Sports Policy in Turkey: A Comparative Analysis of AKP and CHP Election Manifestos (2002-2023)

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In the last twenty-three years, Turkey has experienced substantial political and institutional transformations under majority-party governance, markedly affecting various policy domains, including sports. This study analyzes the framing of sports policy in the election manifestos of political parties, specifically the ruling Justice and Development Party (AKP) and the primary opposition Republican People's Party (CHP). This research use framing analysis to identify the rhetorical and strategic patterns utilized by these parties in formulating their sports policy agendas from 2002 to 2023. The AKP frames sports as an instrument for national prestige, economic advancement, and the cultivation of elite sports. Although investments in international events, infrastructure, and financial incentives for athletes correspond with its general political strategy, and school programs is extensively advocated in the manifestos, in practice, grassroots sports and public participation continue to be underfunded. Moreover, sports policy is interconnected with governance, strengthening government control over federations and local sports initiatives. Contrarily, the CHP conceptualizes sports as a social right, highlighting accessibility, public health, and decentralization. The manifestos promote more investment in community-oriented sports, educational activities, and inclusivity. This study examines election manifestos in conjunction with secondary data sources, such as sports policy documents, legislation, and media coverage, to elucidate the political narratives influencing sports policy in Turkey. The findings indicate that although both parties recognize the significance of sports, their approaches differ markedly. The study emphasizes the significance of political framing in influencing sports policy priorities and elucidates the consequences of these narratives for the wider socio-political context.

Keywords

Sports policy, framing analysis, election manifestos, Turkey

344 Institutional Progression of Professional Football Leagues in Korea, China, and Japan: A Comparative Analysis of Convergence and Divergence

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Players from the professional football leagues of Korea, China, and Japan (KCJ) have consistently made their mark on the European stage, demonstrating the leagues' role as key platforms for player development. Despite their relatively late establishment, KCJ leagues have rapidly gained global recognition. Unlike European leagues, which developed independently, KCJ leagues were initiated under government leadership, with institutional frameworks and financial support playing central roles. Given this distinct characteristic, examining the institutional foundations behind their success and inherent limitations is crucial.

This study aims to examine the evolution of institutional frameworks in the professional football leagues of KCJ from their inception to the present to understand their achievements and limitations. Based on the concepts of "convergence" and "divergence," this study compares the commonalities and differences in institutional changes across the three leagues. While KCJ leagues initially adopted European football systems, they later diverged according to national contexts. This study analyzes how these processes of convergence and divergence have unfolded.

The findings are as follows: First, KCJ leagues adopted the advanced European model in their early stages, illustrating "convergence." Second, institutional evolution varied according to each country's political context, with differing levels of government intervention leading to "divergence." Third, these patterns stem from differences in political structures, shaping responses to challenges and decision-making processes. This study does not analyze the cooperation or influence among the professional football league policies of Korea, China, and Japan. Future research should conduct an in-depth examination of the interrelations among the three countries.

Keywords

Korea-China-Japan, Institution, Comparative Research, Professional Football League, Convergence and divergence

355 Institutional Logics and Complexity in Korean Community Sports Services

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Since the organizational integration of the Korean Olympic Committee (KOC) and the Korea Council of Sport for All (KOCOSA) in 2016, community sports services in Korea have faced persistent conflicts between the institutional logics of elite sports and sport-for-all. Furthermore, the outsourcing of public sports facility management has increased institutional complexity, as state, market, and civil society actors bring competing logics.

This study analyzes institutional logics in community sports services in Korea and the complexity arising from the conflicting logics at play. It draws on document analysis of relevant laws, policy documents, and supplemented by qualitative interviews with 12 managers from four different types of service organizations.

Findings show that both sports clubs and local sports councils operate within institutional fields where the logics of elite sport and sport-for-all coexist. However, their organizational responses to these conflicting logics diverge. Local sports councils tend to compartmentalize the two domains, maintaining a structural separation between elite athlete development and mass participation initiatives. In contrast, sports clubs adopt a hybrid approach, integrating elite and recreational objectives within a single organizational framework.

In terms of service delivery, the state logic emphasizing public welfare and participation remains dominant across community sports organizations, reinforcing the sport-for-all logic in practice. The elite sport logic, by contrast, is largely decoupled from everyday service operations in most organizations. Notably, sports clubs are the only type of organization where both mass participation and elite athlete development are pursued as explicit and integrated goals. This differentiation highlights the evolving institutional complexity in Korea's community sports services and the emergence of hybrid models shaped by policy innovation.

This study demonstrates that Korean community sports services, led by local governments, operate within contested institutional fields where institutional dominance, competing logics, and power dynamics shape access and organizational identity.

Keywords

Institutional Logics, Institutional Complexity, Community Sports, Sports Facilities

358 The Concept of “The Social” in Korean Sport Club Policies: Policy Discourse and Stakeholder Perceptions

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The development of Korean sport clubs emerged as a key policy initiative under the 2003 Five-Year National Sports Promotion Plan, aimed at promoting sport for all. In 2013, the Korea Council of Sport for All identified “contributing to local communities as a social enterprise” as one of the core visions for major sport clubs. Subsequently, the 2018 Sports Vision 2030 emphasized the establishment of a sustainable sport club system and the expansion of sport’s social value, while the 2023 Sport Club Act incorporated social enterprises and cooperatives as key criteria. However, these policies conceptualize “the social” in an abstract manner, lacking clear criteria for how sport clubs should define or assess social value. Consequently, “the social” is simply equated with local communities or collectivity, functioning primarily as a rhetorical device in policy discourse.

This study examines how the concept of “the social” is constructed and interpreted within Korean sport club policies, with a particular focus on stakeholder perceptions. Data were collected through document analysis and in-depth interviews, drawing on government policy documents, media reports, and interviews with sport club participants, operators, and policy stakeholders.

The findings reveal that policy stakeholders predominantly perceive “the social” either as an empty signifier or as an extension of “the economic”. Specifically, “the social” largely remains a taken-for-granted assumption, while the primary social value promoted by sport clubs is framed in terms of economic self-sufficiency as a measure of operational sustainability. This paper concludes with a critical discussion of these findings and their sociological implications.

Keywords

the social, Korean sport club policy, policy discourse, stakeholder perceptions

Sport, Power Relations & Social Justice

195 To take off my T-shirt or not, that is the (social) question! The bodily conformism behind going shirtless in CrossFit

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In its early conception (Glassman, 2003), CrossFit aimed to develop the body's functional qualities (Favier-Ambrosini et al., 2023), thus distinguishing itself from bodybuilding, which focused on hypertrophy (Vallet, 2023). Here, we discuss the alleged distancing of aesthetic considerations in CrossFit, based on a gesture which is a priori insignificant, and which takes place during the Workouts of the Day (Wod): that of taking off one's T-shirt in order to go shirtless or in a bra. There are very few physical activities and contexts today that allow this kind of nakedness. Allowing oneself to undress is therefore an act, far from trivial, charged with incorporated normative injunctions, constraints on self-presentation (or dissimulation) (Goffman, 1973) and, ultimately, potential discrimination.

We set up a mixed protocol combining an online questionnaire (n = 300) distributed on the social networks of 10 CrossFit boxes in France, 20 semi-structured interviews with a variety of profiles of practitioners and a long-term participant observation in two gyms.

The results show that taking off one's shirt reveals and (re)produces multiple hierarchies within the context of the box, but also within the CrossFit discipline: hierarchies in terms of years of experience, levels of performance, integration into the gym, but also normative conformity to a model of a young, white, high-performance, sharp, fat-free, tattooed, shaved or epilated body. In the end, very few practitioners resist this injunction. The appropriation of the discipline by its followers has not failed to reintroduce aesthetic issues that are highly charged with bodily conformity.

Keywords

Body norms, Intersectionality, Fitness culture, CrossFit, Mixed method research

228 Exploring Taiwanese Female Bodybuilding and the Phenomenon of Lifestyle Revolution: A Hermeneutic Approach

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The bodybuilding sport is gaining popularity in Taiwan, inspiring middle-aged women to redefine societal expectations of femininity, aging, and self-empowerment. This study explores the unique journeys of Taiwanese female bodybuilders, focusing on a former bodybuilder and how she faces mid-life transitions from competitive bodybuilding to evolving lifestyles and societal roles.

A hermeneutic approach was adopted, including narrative interviews and contextual analysis of historical and news reports, to understand empowerment among this middle-aged woman within the framework of contemporary Taiwanese society. This study aims to reflect social phenomena through an individual personal experience of middle-aged women who adapted bodybuilding competition journey and the changed mindset after context. How bodybuilding fosters resilience, self-expression, and empowerment, highlighting its role in challenging traditional gender norms and inspiring lifestyle revolutions among aging women.

This research contributes to a primary understanding of how women engaged in bodybuilding to explore more opportunities to self-express before into elder age in an Asian context. The research has also revealed how the sport redefines gender and social cognition for an individual.

Keywords

Middle-Aged Women, Female Bodybuilding, Body Image, Anthropology of Sports, Empowerment

286 Football fan culture as resistance: the counter-hegemony of the Fans Supporting Foodbanks network

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Fans Supporting Foodbanks has emerged as a response to the impact of the UK's economic and social welfare crisis. Started by rival Everton F.C. and Liverpool F.C. football fans in 2015 the movement has spread to other fan groups nationwide who collect food and donations on match days to help support the need for emergency food provision. This article analyses the forces behind the growth and spread of the movement and in doing so addresses the lack of research into both sports fan activism as a tool for addressing poverty and issues around the ephemeral and fragmented nature of resistance to neoliberal systems of oppression more broadly. To do so we utilised an involved and in-depth methodology to better understand and grow the potential of social activism among fans. Evident is that in uniting passions from the terraces around the need for change via networks of solidarity, that defy differences in club colours, FSF has become a significant force in the fight against the ravages of poverty. Melding Gramsci's concept of hegemony and the cultural analysis of Start Hall we show that rather than tributaries to neoliberal dogma, football fan culture in the UK can act as an important site of resistance with the potential to spread across other codes and contexts in the fight against inequality.

Keywords

Neoliberalism, Activism, Poverty, Fans, Gramsci

350 Standing like a Taiwanese? A transnational perspective on guest-workers' embeddedness in Taiwanese football

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Since the 1990s, the guest-worker scheme has been central to a nationalist agenda, balancing the enhancement of international recognition and the maintenance of economic nationalism in Taiwan. As of January 2024, approximately 723,000 guest workers are in Taiwan, representing 3.10% of the total population. However, research on sport and migration has paid little attention to analysing how individual guest workers' mobility and identity can be realised in response to their embedded power relations, institutional rules, and structural arrangements. To fill this gap, this research aims to offer a transnational understanding of non-professional sport labour mobilities within the context of Taiwanese football. This research specifically addresses the macro-structural alienations of these economic guest workers in Taiwan whilst discussing their agency in exercising transnational mobilities to gain recognition through football. It argues that football is not only a means of helping guest workers' (re)settlement in Taiwan but also a way to challenge the hegemonic discourses of sport and economic nationalism in Taiwan. Given this stance, the research sensitises guest workers' embeddedness, intertwining their lived experiences with football from their countries of origin and their realised experiences through football in Taiwan. This research draws materials from 18 semi-structured interviews collected between June and November 2022. Participants include guest workers, football coaches, managers, administrators, NGO employees, and government officials. Despite addressing structural injustices in Taiwan, the research concludes by exploring the complex implications of guest workers' embeddedness in Taiwanese football, which (re)shapes the nationalist agenda within and beyond football itself.

Keywords

Guest-worker, football, Taiwan, Injustice, Embeddedness

Sport, Race & Ethnicity

31 Out of Balance?: Race and Nation in American Olympic Gymnastics Commentary

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Women's artistic gymnastics is one of the most popular women's sports in terms of viewership and media attention, especially during the Olympic Games. This project explores how American Olympic commentary discuss race and nation within women's gymnastics. Using a content analysis of American broadcasts of women's artistic gymnastics during the Summer Olympic Games from 1996 to 2021, this project investigates racialized and nationalized sports discourse in the modern gymnastics era of increasing American dominance. The population consisted of every Olympic NBC primetime broadcast of both the women's team final and the women's all-around final, which were selected as they are the most high-profile gymnastics events during the Olympics. This project reveals the ways in which American televised commentary frames the results of women's gymnastics as the result of racially and culturally different performances. Specifically, American Olympics gymnastics commentators (1) describe gymnastics performances as racialized, through discussions of genetics and the body; and when racialization isn't adequate to explain the gymnastics outcome, they (2) narrate the impact of larger cultural differences within gymnastic performances and teams. In so doing, the media reifies notions of racialized biology by equating gymnastics prowess with racialized ideas of body types and genetics. Moreover, it bolsters ideas of American exceptionalism, and positions the United States as a country with the right type of political and sports governance structure to provide enriching and challenging training environments for its athletes, despite evidence to the contrary.

Keywords

American exceptionalism, Gymnastics, Olympics, Racialization, Sports commentary

74 Where do I fit in? An autoethnography of my journey as an Asian American cheerleader

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“Everyone has to look the same,” my cheer coach said at the end of practice. As she detailed the hair and makeup expectations for game days, I felt a wave of self-consciousness. As the only Asian girl on the team, I knew I wouldn’t truly “look the same.” Cheerleading, as practiced in many American schools, often upholds Western beauty norms and imposes pressure to conform to a collective identity. This unspoken expectation of uniformity and my position as an ethnic outsider sparked a deeper inquiry into the dynamics of identity, culture, and belonging. This autoethnographic study explores how my identity as an Asian girl shaped my experiences at a predominantly White institution (PWI) from 2017 to 2024, spanning from middle to high school. Intersectionality and social identity theory were utilized to reflect on and analyze past experiences through participant observation and self-reflection. This has created an insider-outsider dichotomy that aligns with racial/ethnic norms and boundary setting. The findings report on stereotypical perceptions, culturally informed aesthetic standards, and expected behaviors during and beyond cheerleading. It constructed a social world based on homogeneity that caused identity dissonance (between cheerleading culture and my own cultural values) and acculturation stress (associated with the pressure to perform and reconciling competing cultural values), being acutely aware of my minority status. I applied different mechanisms to navigate contrasting socio-cultural expectations. There was a constant awareness of hidden symbolic meanings of ethnicity and race articulated in expressions of racial biases and non-alignment of socio-cultural diversity.

Keywords

autoethnography, intersectionality, race, social identity, acculturation

75 Navigating the Cultural Identities of Chinese College Students in Developed Countries: An Auto-ethnographic Exploration of Pick-up Basketball as a Diasporic Space

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Within higher educational institutions in developed countries, stereotypes persist to render cohorts of East Asians, especially students of Chinese descent, as academically high-achieving yet physically inactive. This impression is likely reinforced by the lack of representation of Chinese athletes in high-performance collegiate athletics, which, in turn, normalises the omission and trivialisation of Chinese students' sporting participation. I addressed this underexplored issue by examining Chinese students' experiences in pick-up basketball, a casual and loosely organised form of basketball widely favoured by non-competitive players at the grassroots level. Three distinct contexts in the United Kingdom, Canada, and Japan are examined, respectively, where basketball is popular among Chinese college students of divergent backgrounds. Underpinned by a constructivist paradigm, I applied a narrative approach to reflexively construct and analyse three auto-ethnographic vignettes, reflecting on my lived experiences and those of others I observed. Through these embodied accounts, my findings reveal that pick-up basketball provides a noticeable diasporic space and cultural form for predominantly male Chinese students to (re) negotiate and (re) construct their Chinese identities and sense of belonging. Nonetheless, this diasporic consciousness of being 'Chinese' is highly contingent and contextual, often complicated and sometimes endangered by the encounters of antagonistic inside and outside groups. This is well manifested by the Cantonese-Mandarin opposition and the Chinese-Japanese rivalry. Accordingly, this research argues against the prevalent identity essentialism that tends to picture a unified Chinese diaspora and, instead, illuminates the diversity, complexity and division of overseas Chinese identities, not least those relative to sport.

Keywords

Sporting diaspora, Chineseness, Pick-up basketball, Auto-ethnography, Identity essentialism

93 Constructing the Black post/colonial athlete: Dutch media portrayals of Churandy Martina (2012-2024)

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In 2016, then-Prime Minister Mark Rutte called Curaçao-born Dutch sprinter Churandy Martina ‘the happiest man of the Netherlands, after me.’ It symbolizes the rapid ascension to celebrity status Martina enjoyed in mainland the Netherlands, an impressive feat given that just a few years prior he had been competing for another and no longer existing country, the Dutch Antilles.

In this presentation I aim to shed light on the conditions that allowed for the emergence of Martina as a celebrity sporting icon and how his various subjectivities - a Black Dutch Caribbean male, living in the United States - were rendered legible for mainland Dutch sport media audiences. This presentation will investigate how Martina was discursively constructed in Dutch sport media during the Olympic Games between 2012 and 2024, drawing on insights from Cultural Studies, postcolonial studies, and critical race theory. The media discourses surrounding Martina are contextualized within a broader historical period characterized by global neoliberal austerity, the rise of radical-right politics in the Netherlands, and intensified debates on migration, racism, and colonial history. The study highlights the contradictory role of media portrayals of Black sporting figures like Martina. While such representations challenge racialized notions of Dutch citizenship and appear to promote a more inclusive vision of nationhood beyond Whiteness, they also reinforce racialized and neoliberal narratives of Black sporting celebrity.

Keywords

race/ethnicity, sport media, representation, Whiteness, Olympic Games

141 A consideration of the identity of second-generation immigrant athletes in the globalized sports world: From the case of a Filipino baseball player in Japan

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With the progress of globalization, Japan has been a target country for immigrants. The assimilation of these immigrants into Japanese society has become an issue that should be discussed, especially, since the foundation for accepting them into Japanese society has not yet been established.

This study examines the role of sport in shaping identity in a globalized world. For this purpose, this study focuses on the life story of a second-generation Filipino immigrant and baseball player seeking assimilation into Japanese society while struggling with an awakened sense of national identity through participation in his home country's national team.

Despite being culturally raised as a “Japanese”, he recalls being teased as a child for his appearance. However, once he excelled in baseball and outperformed those around him with his skills, the teasing about being a “foreigner” ceased.

Playing baseball allowed him to suppress his Filipino identity, burying it deep within his consciousness. However, when he grew older and was called up to the national team, his Filipino identity resurfaced and got reaffirmed. Yet, through interactions with his teammates, he became aware that, in the end, he was merely regarded as a “mercenary”.

From his ambivalence, in which he sees joining the national team as a positive experience while also considering permanent residence in Japan and obtaining Japanese citizenship in the future, we can point out that the upsurge in migration and the globalization of sports is resulting in the layering and “fluctuation” of immigrant identities.

Keywords

National Identity, Ethnicity, Migration, International Sport Events, Baseball

149 Is Baseball a “rich” kid sport or a “white” kid sport? Race, Class, and High School Athletic Performance in Baseball, Basketball, And Football

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African American baseball players are underrepresented in MLB, and their representation continues to decline, becoming a costly source of embarrassment for MLB. At the same time, African American representation in professional (American) football and basketball holds steady. To better understand differences in African American representation across the three leagues, this paper examines underlying differences in the performance among youth, a large proportion of future professional athletes, in these three sports. In particular, we examine racial and ethnic along with social class differences among youth in the United States in performance of these sports. Relationships between performance and race/class are estimated by regressing the scores of high school games onto each high school's racial/ethnic and social class composition. This method estimates differences in performance because interscholastic athletics follows an institutional logic of competition where schools try to win. The analyses show that baseball performance among youth improves with socioeconomic status (SES), but it does so almost as much in football and basketball. Baseball is not much more of a “rich” kid sport than football and basketball. However, net of SES, African American youth perform baseball much worse than white youth but perform football and basketball much better. Thus, baseball is much more a “white” kid sport than the other two. Young African American boys are not learning how to play baseball as well as white boys, and the reasons have little to do with social class or economic resources.

Keywords

Race, quantitative, baseball, performance, youth

153 Challenging Dominant Epistemologies: A Critical Review of the International Review of the Sociology of Sport

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As Asian nations and sportspeople gain relevance in sport and physical culture, it is critical for sport sociologists to extend analyses of racialization beyond Black-White binaries to include how non-Black Others are constructed in relation to historical dynamics of power. The purpose of this study is to conduct a critical analysis of works published by the International Review for the Sociology of Sport concerning Asian bodies through the lens of Asian American studies. This study aims to uncover the ways in which dominant epistemologies may be privileged in sport sociology to neglect serious consideration of the cultural and political relationships between continents that shape distinct, yet interconnected, dynamics of racialization across the globe (Lowe 2015). Based on a critical analysis of 33 articles, I argue that much of the current work on Asian nations, peoples, and the continent privilege market flows of capital, like globalization of Western-dominated leagues and mega-events, that assume the stability of constructed nation-state borders and disregard historical asymmetries of power in culture and ideology. In addition, I demonstrate how transnationalism and diaspora, as analytic frames, enable us to reject center-periphery perspectives that center the nation-state as a privileged unit of analysis and bring forth the flows and circulations of cultures, peoples, ideologies, and languages across space and time. These approaches provide an analytic scope fit to examine questions surrounding the dynamics of power across nation-state borders, Orientalist (Said 1978) meaning-making of Asian bodies, and notions of Western citizenship and respectable sporting bodies.

Keywords

Asia, race, Orientalism, interdisciplinarity, relationality

190 (Almost) 100 Years of “Playing While Chinese”: Chinese Diaspora and Basketball in the Pacific Northwest

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Anti-Asian racism has surfaced during the Covid-19 pandemic. In 2021, a Cantonese-speaking senior was slapped on the face and told, “Go back to China... You don’t live here,” while walking in Vancouver’s Chinatown (Chau, 2021). This heinous sentiment exposes the forever foreigner stereotype imposed on Asian/Chinese diaspora communities in Canada and North America. This stereotype is also permanent in the imagination of sporting communities. Research has shown that athletes with any Asian/Chinese heritage are often portrayed with exceptionalist narratives, hinting at their nonbelonging(Insert the references). Through this presentation, I intend to offer a counter-narrative by tracing stories of Chinese-centric community-based basketball programs in the Pacific Northwest region since the 1930s. These stories call attention to the long existence of American/Canadian Chinese people in North American sports, thereby inserting American/Canadian Chinese people into North American (sporting) consciousness. My research into these stories has also shown how societal and political evolutions impact Asian/Chinese diaspora communities’ sporting experiences, such as how home missionary movements encouraged the participation of young Chinese boys and girls in basketball to “solve the Chinese problem” and how different judicial approaches toward protecting civil rights in the US and Canada resulted in distinct ways of organizing community-led Chinese-centric basketball programs in Vancouver and Seattle.

Keywords

Chinese diaspora, Community-based basketball

Sport, Socialization & Belonging

100 The cultivation of the organic solidarity of “Generation Z” by university sports associations from the perspective of cultural ecology

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By highlighting the “generation Z” and university sports associations, this article extends the notion of the organic solidarity in contemporary China. Drawing on Durkheim’s theories, it constructs an analytical framework for youth’s organic solidarity cultivation. Through empirical materials that were gathered based on semi-structured interviews conducted in China with the members of cycling association in Peking university, this article reveals the cultivation process clued by cultural ecology during the cultivate of the organic solidarity. The research findings indicate the existence of a three-tiered process for cultivating organic solidarity: organizationally, university sports associations create social spaces for “Generation Z”; emotionally, they foster a sense of belonging; and spiritually, they incubate collectivist spirit. These dimensions synergistically form a solid foundation for organic solidarity in the university sports milieu, attesting to Durkheim’s theoretical potency in sport sociology research within the Chinese context.

Keywords

organic solidarity, generation Z, university sports associations, cultural ecology, contemporary China

169 The role of sport in (re)constructing the social cohesion between the relocated groups and the original inhabitants: a case study of Qinglongquan community in Hubei province, China

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This study examines the role of sports in the construction of collective identity among displaced groups and indigenous population in Qinglongquan community, Hubei. This study is informed by Nobert Elias's framework of the Established and the Outsiders. It finds that the regional coordinated development strategy has accelerated relocations and diverse community creation, but the cultural, behavioral, and economic differences have created a strong sense of "group differentiation" between the displaced groups (the Outsiders) and indigenous population (the Established), threatening community cohesion and regional harmony, and even resulting in group conflicts. This study conduct in-depth interviews and participant observation to analyze how sports activity alleviates social conflicts and power imbalances and builds trust and social bonds between the two groups, and ultimately construct a new group identity through cooperative and competitive activities. This paper highlights the role of sport in promoting social cohesion and reducing social conflicts among displaced and indigenous groups in China, and develops a theoretical model of collective identity within coordinated regional development via sports.

Keywords

the Established and the Outsiders, displaced and indigenous groups, sports activity, power imbalance

183 The “non-performativity” of DEI policies that address gender and/or racial discriminations in high-level sports: A scoping review

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Over the past few decades, the landscape of “Diversity, Equity, and Inclusion” (DEI) in sports has expanded significantly, aiming to address various injustices. In Canada, the government has made efforts in recent years to advance DEI in sport, and internationally, the International Olympic Committee released a framework in 2021 to guide sports federations in developing DEI-aligned policies pertaining to “gender identity and sex variations”. Little is known however about how well DEI policies perform what they state in elite sport, where competition is largely segregated by sex and racialized women from the Global South are disproportionately targeted for gender controls. This scoping review provides an overview of the literature on DEI policies that address gender and/or racial discriminations in elite sport. We searched eight databases and six sport organization websites to extract peer-reviewed articles, book chapters and gray literatures in English and French between January 2000 and September 2024. A total of 25 records met our inclusion criteria. The vast majority (n = 21) pertained to gender discrimination, while only two pertained to racial discrimination and two others addressed imbricated discriminations. Our review indicates DEI policies tend to not perform what they state and seldom consider intersectional discriminations. Moreover, trans inclusion policies tend to produce and sustain essentialist beliefs on the gender binary despite recognizing gender exists beyond a binary. Lastly, “fairness in competition” was a major topic of philosophical contemplation. Future research should formulate more immediate practical recommendations and examine whether DEI policies redress racial and interconnected discriminations.

Keywords

equity, diversity, inclusion, high-level sport, policy

360 An Examination of the Position of Sports in Higher Education Governance: From the Perspective of Social Deviance and Reproduction

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This study examines the positioning of competitive sports within the governance of higher education. A distinctive feature of East Asian universities is the existence of degree programs primarily focused on athletic performance and university representative teams composed of student-athletes admitted for the primary purpose of competition. Concerns have been raised that these programs may encourage social deviance and function as mechanisms for reproducing socially deviant individuals.

By categorizing these structures, three types of institutions emerge: (1) universities specialized in sports, (2) universities with dedicated sports faculties or departments, and (3) universities without such specialized programs but admitting student-athletes into other academic fields. Additionally, varsity teams often operate under governance and management frameworks separate from the universities to which they belong.

Common characteristics of these institutions include: (1) special admission pathways, (2) organizational structures prioritizing athletic affiliation (sports faculties, varsity teams), (3) academic curricula emphasizing athletic performance, and (4) lowered academic standards for credit acquisition.

These characteristics result in three significant consequences:

A) The creation of isolated student-athletes due to preferential treatment and separation from the general student body. B) A mindset where athletic success is prioritized over academic achievement, fostering attitudes that may lead to social and even legal transgressions. C) The devaluation of university sports, higher education, and the cultural role of sports in society. This study does not negate the role of university sports in higher education but highlights the necessity of governance that aligns with academic integrity and institutional standards.

Keywords

Higher Education Governance, University Sports, Social Deviance, Athlete Admissions, Academic Standards

Sports & Media

7 Journalistic gaps in the coverage of men's and women's soccer matches: UNAM Pumas teams. (2017-2022)

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The media has the potential to boost, slow down or interfere with the growth and consolidation of soccer. In Mexico, the viability of Liga MX Femenil is largely conditioned by the coverage and visibility given to it by the media. The journalistic coverage is analyzed, taken from three Mexican newspapers: —Reforma, La Jornada and Gaceta UNAM— during six short tournament (2017-2022), including the two professional teams of the first division (los pumas and 'las pumas'): men and women's Mexican soccer teams of the Universidad Nacional Autónoma de México (UNAM). The findings suggest the existence of significant disparities, both in general coverage —men versus women— and in specific coverage —by newspapers and rivals.— The results obtained lead to the conclusion that there is no neutral or objective journalistic exercise. Recommendations are made to close the quantitative and qualitative gaps in order to consolidate and thus make both professional leagues viable.

Keywords

Women's soccer, Gender gaps, Media coverage, Patriarchal discourses, Anthropology of sport

11 High-Level Sports Careers: Media Strategies on Instagram and Intersectional Dynamics

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Sporting elite's professionalization is a long process, of which the figure of the entrepreneur, endowed with the resources to monetize his sporting performance, represents a successful form. This model is based on the achievement of a double performance, both in sport and media; the latter facilitating the conversion of sporting capital into symbolic, social and economic capital.

The work presented is part of a project funded by the University of Toulouse, which examines the evolution of Instagram uses among top-level athletes by observing the interactions and socialization frameworks that gradually lead them to move from recreational and ordinary uses of the platform to more professional uses. It focuses on the elements that structure and nurture the media performance they achieve on Instagram, concentrating more specifically on a discipline recently included in the Olympics: climbing.

Based on 25 qualitative interviews and an online ethnography of 21 climber's Instagram accounts, the research adopts an intersectional approach to analyze the diversity of strategies deployed to build their image and tell their story. In particular, the study includes a comparison between able-bodied and non-able-bodied athletes, as well as between men and women, to clarify whether and how their strategies differ.

The results provide a better understanding of how climbers use Instagram to shape their image, narrate their sporting exploits and share aspects of their lives, both sporting and non-sporting. They also highlight the specificities linked to their sporting capital, as well as other resources, notably in relation to age, gender, able or disabled bodies.

Keywords

High-level sport, Career, Social Media, Instagram, Intersectionality

21 Gender Essentialism and U.S. Attitudes Towards the Media Coverage of Women's Sport

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Using 2023 survey data from a national sample of U.S. adults (N= 2,032), this analysis examines public attitudes towards the media coverage of women's sport in a context of recent growth but also continued inequality in both quantity and quality of coverage. Drawing from literature on the role of gender ideology in underpinning the unequal media treatment of women's sport, we focus on 'gender essentialist' ideology as a predictor of attitudes. Results show that just under a third of respondents feel the amount of media coverage for women's sport is 'about right,' while 25.6% feel it is 'too much' and 42.5% feel it is 'too little.' Gender essentialist views of women's sports as lower quality to and less entertaining than men's sports are associated with belief that women's sport receives adequate or too much media coverage. Respondents with negative evaluations of the quality and entertainment value of women's sports attribute increased media attention to social and political pressures rather than genuine demand and interest.

Keywords

Gender, Media, Sport, Women, Attitudes

51 “I will fire you on the spot”: Labor and Content-Creation at Barstool Sports

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In this paper presentation I will explore the labor politics of Barstool Sports, one of the fastest growing and most influential sports-lifestyle media brands in the United States. I will first expand upon the cultural meanings of Barstool Sports founder Dave Portnoy’s anti-labor stances. I am particularly interested in his 2019 anti-organizing public statements (and the subsequent NLRB settlement where he had to delete tweets, remove anti-union material created by the company, and notify employees of right to unionize (McNamara, 2020). Furthermore, I will contextualize this approach/attitude toward labor within Barstool Sports’ broader practices of content creation and dissemination across their multichannel platform and “omnichannel” strategy (PENN, 2023), as well as their strategies for content creation, including past accusations of “content laundering” and copyright infringement (Bailey, 2023; Firstman, 2023) but also including how Barstool Sports’ content is situated both within the new media landscape. I argue that, along with producing popular sports podcasts like Pardon My Take and Spittin’ Chiclets for a variety of audiences, the fratriarchal company (see Kusz & Hodler, 2023) borrows from reality television and professional wrestling in engaging and maintain consumers via its social media platforms.

Keywords

sports media, Barstool Sports, content

60 Cruising and video games: A multi-strategic challenge to cis/heteronormativity in skateboarding

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Despite its reputation as an alternative subculture, skateboarding has a history of cis/heteronormative exclusion. Following high-profile professional skater Brian Anderson's public coming out in 2016, the dominant skateboarding culture and industry was challenged to confront its exclusionary habits. Skateboarding media recovered stories of queer skateboarders and homophobia in skateboarding that had been forgotten, ignored, denied, and dismissed, while also turning its attention to contemporary queer scenes transforming skateboarding. Through a combination of actor-network theory and queer theory, I use Anderson's coming out and the Tony Hawk's Pro Skater video games to explore queerness in skateboarding. I illustrate an ordering struggle between cis/heteronormativity and queerness to (re)arrange the dominant skateboarding network through multiple techniques of durability (the ability of a particular arrangement to sustain its form). The Pro Skater video games will be used to demonstrate a stable approach to durability achieved through physical and virtual materiality. Anderson's example, on the other hand, can reveal a form of motile durability based in ephemera, or traces, like rumors or transient interactions that are meant to evade normative scrutiny. Together, I present a multi-strategic, multimedia approach to queer representation and resilience that incorporates stable and motile forms of durability in order to recover queerness from cis/heteronormative illegibility and establish a more inclusive version of skateboarding culture and industry.

Keywords

cis/heteronormativity, ordering struggles, ephemera, skateboarding, video games

72 Interrogating Social Media Resistance to Caitlin Clark: Cultural Dynamics at the Intersections of Gendered, Racial, and Geographic Identities

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This paper interrogates resistance in social media to the “sacred” rise and adulation of Caitlin Clark. Clark, a two-time NCAA college women’s basketball player of the year, was widely credited for the rise of fan interest in women’s basketball. Known for long-range shots, fancy footwork, and laser beam passes, Clark’s showy style was credited for driving broadened interest in women’s basketball. The paper first considers Clark’s rise, as a white, heterosexual basketball phenom from rural middle America in a sport often signed as Black, Lesbian, and urban. Our framing draws on intersectional tensions: a woman displacing attention in a male-dominated athletic space, a white woman displacing attention on Black women in a space they have dominated, a heterosexual woman garnering attention in a space seen as “plagued” by lesbianism, and as the embodiment of middle America’s “breadbasket” myths of “wholesomeness” and hard work. In considering resistance to Clark, we interrogate social media from a variety of outlets, contrasting those with broad constituencies such as X/Twitter with more focused “identity” spaces such as those found on Reddit. The first part of our analysis is anchored in a two-pronged consideration of gender-centered “complaints” and resentment over Clark’s success and media reception. Our analysis then considers the second intersection of race, focusing on derisive discourses attributing Clark’s success to her “whiteness” and privilege in the context of a Black-dominant sport. Lastly, we consider social media discourses disparaging Clark by linking her glowing reception to middle America “breadbasket” myths of “wholesomeness” and hard work.

Keywords

Caitlin Clark, social media, gender, sexuality, race

98 A Comparative Study of Conceptual Metaphors in News Discourse on Table Tennis Contests in English and Chinese

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Table tennis is widely recognized as a 'national sport' in China and draws significant attention from Chinese sports academia. However, studies on conceptual metaphors in sports news discourse related to table tennis contests remain limited. Therefore, this study examines the ways in which conceptual metaphors are used in table tennis news reporting, where a great number of table tennis contest reports can be located at the official websites of the China Table Tennis Association (CTTA) and the International Table Tennis Federation (ITTF), establishing small parallel corpora in Chinese and English respectively. Informed by conceptual metaphor theory and cognitive linguistics, this study employs the corpus tool BFSU-Qualitative Coder 1.0 and the Chi-Square test for a comparative analysis of conceptual metaphors in Chinese and English table tennis contest news reports. The findings suggest that conceptual metaphors are pervasive in news discourse concerning table tennis contests, with structural metaphors accounting for the largest proportion. In line with previous research, the WAR metaphor emerges as the predominant conceptual metaphor. By using conceptual metaphors, reporters transform abstract concepts into relatable life experiences. Thus, the functions of simplifying, highlighting, and attracting are revealed in the application of conceptual metaphors. Through the use of conceptual metaphors, reporters identify and extract key information to highlight and simplify complex content, thereby enhancing the readability of sports news and effectively engaging readers.

Keywords

conceptual metaphor, sports news discourse, table tennis contests, comparative analysis

124 Sports fandom in Chinese social media: self-expression, identity building, and community formation

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Nowadays, the fandom economy penetrating into various fields, especially the entertainment and sports industries. In China, athletes have a high level of public attention and influence. During many major sports events, The condition of athletes can trigger intense media coverage. And this high media exposure also gives them certain commercial value, becoming a hot topic for enterprise and platform marketing. In recent years, a special sports fandom group has emerged in China, which is the product of the integration of sports culture and fandom culture in the Internet era. This study used literature review and virtual ethnography methods. Conducted semi-structured interviews with 25 fans on Weibo Super-Talk, it has been discovered that : (1) compared to sports activities, members are more passionate about individual athletes. (2) Sports fans are not only enthusiastic about expressing their opinions on major social media platforms, but also gradually forming an internal system of internet slang with fixed meanings (3) Sports fans will unconditionally support their favorite athletes, and may even argue with others who hold opposing views, which manifests as collective cyber attacks. (4) Weibo is currently the main social platform for sports fandom in China. The platform's technology operation is relatively mature, and corresponding restrictions are set for ordinary people to enter the sports fandom group. (5) Numerous virtual sport fandom communities named as athletes have been established on Weibo, and the influence of these virtual communities continues to escalate, having a substantial impact on real-life sports events, sports marketing, and sports journalism.

Keywords

Sport fandom, Social media, Sports culture, Self-expression

128 The impact of public university sport commercialisation on the overall sport strategy in South Africa

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In the post-apartheid socio-economic landscape, public Universities in South Africa's sport departments are walking a tightrope to address the interface of academic throughput and sport performance of a highly diverse student-athlete population. Their delivery model must address the complexity of targeted high performance programmes, educational and dual-career management and providing an optimal student experience.

This study explores the impact of sport commercialisation on the overall sport strategy in achieving core aspects of public universities' missions and aspirations within a challenging and changing society. Insights from strategic management, marketing and stakeholder dynamics inform the conceptual framework.

A thematic document analysis of a purposive sample of 13 of the 26 South African public universities included their strategic plans, integrated annual reports and website information. The study provides a comprehensive data set as a robust foundation for critical content analysis.

Commercialisation was identified as a sub-theme under the thematic field of marketing, including key services such as high performance competitions supported by sponsorships and broadcasting. The commercialisation agenda-setting and agency among universities articulate the socioeconomic profile and their sporting vision. The top echelon of universities shows high levels of stakeholder engagement in terms of vertical and horizontal alignment, effective strategic marketing, and media exposure, supported by intentional resource mobilisation.

Key findings include the development of a nuanced framework within the domain of strategic management based on good practices, informed by conceptual and contextual understandings, embedded within a post-colonial or decolonised construction of social, economic, and education dimensions in South Africa.

Keywords

public university sport, strategic management, marketing, commercialisation

157 Organisational Adoption of Media Technology in Live Sport: A Sociological Perspective through Field Theory and Mediatiation

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The sport media market's growth is driven by technological innovations reshaping content production, delivery, and consumption (Westerbeek & Karg, 2022), such as the pioneering adoption of robot umpires in Australian tennis and Korean baseball. These innovations transform live sport experiences (Sturm, 2021) and contribute to enhanced fan engagement (Crawford et al., 2022). Based on 20 interviews with managers from Australian and South Korean sport organisations, broadcasters, and technology providers, this research explores the key adoption factors of diverse media technologies including social media, live-streaming, and virtual reality in live sport. The factors were analysed in three areas based on the Technology-Organisation-Environment framework (Tornatzky & Fleischer, 1990).

While technological factors including compatibility are important, organisational factors, such as organisational structure and power relations, significantly influence technology adoption. Environmentally, mediatiation processes—such as shifting fan expectations and regulatory pressure—also embed sport within a broader socio-technical landscape. To enrich this analysis, the study applies Bourdieu's field theory and mediatiation (Couldry & Hepp, 2013), arguing that media technologies are not merely functional tools but agents actively reshaping social practices, power dynamics, and cultural meanings in sport.

The research concludes by proposing a future agenda addressing sociocultural trends such as inclusivity, polarisation, and ethical concerns around data integrity. This study contributes to the sociology of sport by providing a theoretically informed understanding of how social structures and mediatiation processes shape technology adoption within the sport technology ecosystem. In addressing the congress theme of 'future trajectories', the study outlines key areas for future research.

Keywords

Sport media technology, Technology adoption, The Technology-Organisation-Environment framework, Mediatiation, Field theory

173 News Media Framing of Inter-Korean Sports Exchange

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Sports exchange in inter-Korean relations catalyzes and contribute to relieve political tension and enabling the South-North dialogue channel. This study analyzes how inter-Korean sports exchanges were framed in Korean media between 1990 and 2022 from BIGKinds. The researchers selected 3,146 media reports from 11 newspapers and four broadcasting companies. The data analysis was as follows. Firstly, team-integration and solidarity in stance represented 22 sub-frames that were further categorized in six types of frames that entailed: 'Exchange and Cooperation' 'Small Unification' 'Win-lose' 'Human Interest' 'Politics and Diplomacy', and 'Conflict.' For the second phase of analysis, a chi-square test differentiated between the media type, period, tone/approach, and news frame. Research results show the highest prevalence of the 'Exchange and Cooperation' frame compared to the broadcasts that mostly featured the 'Human Interest frame.' The report period influenced the types of news frames and the tone of reports coinciding with the broader geopolitical shifts. Between 1990 and 1991; 2000-2006 and 2018-2022 marked the easing of tensions and reconciliation through sport compared to time periods. Lastly, the tone of reports differed depending on the types of news frames to reflect. Exchanges and cooperation, human interest, and political diplomacy had the highest neutral/objective tone, small-scale unification and victory/defeat had the highest positive tone, and conflict had the highest negative tone. In conclusion, the media has repeatedly reported positive and negative attitudes toward the flow and political landscape of the time setting a trend and public agenda accruing public influence associated with inter-Korean sports exchanges.

Keywords

Inter-Korean Relations, Unified Team, Joint Marching, South Korean Media, News Frame

200 A Viewership Home Run?: Understanding Viewer Perceptions of “A Clean Sweep”

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Sport-themed reality shows in Korea have become extremely popular in recent years. Some have even called it the golden years for such reality shows. Studies have discussed the representation and interpretations of protagonists and the possible influences from and on the sociocultural aspects of society. However, there is a lack of in-depth understanding of why people view sport-themed reality shows and what attracts them to become fans of sport-themed shows. In this case, we focus on a baseball-themed reality show, “A Clean Sweep”, which has been aired since 2022. In particular, baseball is one of the major professional sports regarded as the most popular and one with high attendance rates in Korea. Despite the large number of male and female fans and its extremely organized localized fan culture, we question why people are enthusiastic about the reality show. Through semi-structured interviews, we investigate the main question of why viewers choose to watch this show and what relationship their viewership of the show has with professional baseball or whether there is a connection between “A Clean Sweep”, professional baseball, and its fans.

Keywords

sport-themed reality shows, baseball, sport fans, viewership experience

208 Cool Poses, Sanitized Presentations; Mainstream Media Framings and the Recontextualization of Breaking and its Historical Context during the 2024 Olympic Games

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Responding to the implementation of Breaking (a.k.a. breakdancing) into the 2024 Summer Olympics, this study investigates how Breaking is portrayed in text-based online articles. Particular attention is paid to how Breaking's origins as a form of cultural resistance in African American urban environments in the United States have been understood, and how Breaking has been recontextualized and 'sportified' through coverage of its implementation into the Olympics. This research contributes to thinking about how forms of cultural resistance may be neutralized through media processes - while attending to ways that resistance may be featured and invigorated in the sport-media landscape. This study contributes to a tradition of research on the sportification of subcultural activities, with a novel focus on: (a) the unique cultural history of Breaking, and (b) conflicting narratives about Breaking across different media platforms. Research methods included identifying seventy-six articles across varying media sources - from mainstream and Olympic-affiliated coverage to more niche/subcultural media - and using content and textual analysis techniques to support the identification of types and frequencies of portrayals. Findings included that mainstream and Olympic-affiliated media offered mostly practical information about Breaking while deemphasizing Breaking's resistive origins. Some mainstream and especially niche media offered contextually rich portrayals of Breaking's history and cultural significance, and some provided critiques that echoed common concerns about sportification processes and the Olympics. The conclusion highlights avenues for future research on the sportification and recontextualization of Breaking, and media coverage of action sports with attention to race and class dynamics.

Keywords

Breaking, subculture, media, sportification, Olympic Games

211 Building Fan Connections and Personal Brands: An Analysis of Social Media Strategies by Female Professional Athletes

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Effectively engaging with athletes' fanbases is crucial for maximizing social media impact. Building upon established subscales of frontstage (e.g., ace and brand ambassador) and backstage (e.g., girl next door and social butterfly) elements of self-presentation theory (Bae et al., 2023), this study examined the influence of frontstage and backstage content on fan engagement. Specifically, it addressed two questions: how frontstage versus backstage posts affect engagement rates and which factors drive variations in fan interactions. Using Instagram data from the top 10 professional women athletes in Women's Tennis Association (WTA) and Ladies Professional Golf Association (LPGA), 1,142 posts were analyzed, generating 52,376,744 likes and 605,453 comments. Ordinary Least Squares (OLS) regression with dummy-coded variables evaluated the impact of content types on engagement rates (log-transformed). Findings revealed that Brand Ambassador posts ($b = -.30$, $p < .001$) yielded lower engagement rates than Ace, while Girl Next Door ($b = .103$, $p < .05$) and Social Butterfly ($b = .191$, $p < .001$) posts showed higher engagement compared to Ace. Posts featuring multiple images negatively impacted engagement ($b = -.175$, $p < .001$). These results highlight the importance of strategic content curation, suggesting that athletes can enhance their connection with fans and build personal brands by emphasizing posts about athletic performance and personal life. Backstage elements, in particular, appear to foster greater fan interaction. This study underscores the value of tailored social media strategies for professional women athletes aiming to strengthen their personal brand.

Keywords

Social Media, Instagram, Female Professional Athlete, Self-Presentation, Personal Brand

219 Cultural Citizenship in Accessing Significant Sports Events: Taiwanese Public Media's Three-Tier Strategy in the Multi-Platform Media Market

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In 2024, the Paris Olympic Games and the World Baseball Softball Confederation (WBSC) Premier 12 were major sporting events for Taiwanese fans. However, Taiwanese audiences' access to these events was hindered by the dominance of pay-TV. Specifically, the broadcasting rights for the Olympic Games were held by an Internet Protocol television (IPTV) provider, while the rights for the WBSC Premier 12 were controlled by two satellite TVs. The issue of cultural citizenship, or the right to access culturally significant sports events, is relatively restricted in Taiwan compared to European countries, Australia, and Canada. Taiwan lacks "listed events regulations" that would require the broadcast of important sports events on free-to-air television, and public media resources are relatively limited. This study aims to examine the strategies employed by Taiwanese public service media (PSM) in sports broadcasting, with a focus on their efforts to enhance cultural citizenship by improving access to significant sports events. A three-tier strategy adopted by Taiwanese public media is identified. At the macro level, Taiwanese PSM have advocated for the introduction of listed-events regulations, or have sought subsidies to support the acquisition of broadcasting rights for such events. At the meso level, PSM have collaborated with commercial terrestrial TVs to negotiate sports rights. Finally, at the micro level, Taiwanese PSM have employed low-cost methods such as "live score coverage" and "online chat-room commentary" on YouTube when pay-TV holds the broadcasting rights. This study highlights the innovative approaches taken by PSM to enhance cultural citizenship of Taiwanese sports fans.

Keywords

Public service media (PSM), mega events, cultural citizenship, listed-event regulations, sports rights

238 Corporate cosmopolitanism and cyber-ethnonationalism: The case of Nike Japan's glocal advertisement

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While there is an abundance of previous studies on the role of sport and media in constructing nationalism, much less has explored the other side of the political spectrum, which may be best conceptualised as cosmopolitanism. This study examines a case of Nike Japan's glocal advertisement campaign 'You Can't Stop Us: The Future Isn't Waiting', which was released in 2020, and the hostile responses to it on the social media. This online advertising caused a controversy, which was eventually picked up by major international news outlets, due to its provocative representations of bullying and racism in Japan. Rather than framing this as a cultural conflict between the globalisation from above and the globalisation from below as in the previous literature, the study offers an alternative framing of corporate cosmopolitanism and cyber-ethnonationalism. This framing enabled the study to overcome the limits of an oversimplified frame of "a company versus the general public" and identify the complexity in politico-cultural nuances embedded within today's commercial, political and technological environments. Overall, the study contends that there is a need to specifically locate main actors and their practices of ideological formation at a micro level and reveal how contemporary texts of commercial and digital communication are implicated by the political polarisation between the right and the left.

Keywords

Corporate cosmopolitanism, cyber-ethnonationalism, Nike Japan, advertising, social media

314 Identity in Transition: Examining Multilingual Editions of Hockey Broadcasts

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In 2021, Canadian media company Rogers Sports & Media presented the multilingual edition of the iconic and influential Canadian broadcasting program Hockey Night in Canada. Featuring Canadian teams in National Hockey League, this edition provided seven additional languages, including Mandarin, Cantonese, Hindi, Tagalog, Vietnamese, German, and Arabic, some of the most widely spoken languages in Canada. The initiative aimed to celebrate multiculturalism and promote hockey as a national sport to diverse ethnic communities. In January 2025, Rogers Sports & Media launched a similar multilingual edition for another program Hockey Day in Canada, this time featuring six additional languages. Hockey has long been heavily linked to Canadian national pride and identity and is often considered as an important medium of assimilation for migrants. The introduction of multilingual and multicultural elements adds another layer to this discourse as language is a fundamental medium for shaping ethnic identity and influencing identity formation. This study examines how different communities engage with the multilingual hockey programs and explores the formation and fluidity of identities between national pride and ethnic connection based on a qualitative content analysis from the viewer and the broadcaster perspectives.

Keywords

hockey, national identity, ethnic identity, sports media, multiculturalism

347 Between commercialized broadcasting rights of Olympic games and cultural civil rights: Taiwan's experience

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For Taiwan, the Olympic Games, which are held every four years, are the best stage to unite the national consciousness of the Taiwanese people. Since the 2008 Beijing Olympics in Taiwan, the recent Olympics have mainly been broadcast by Elda TV(IPTV), compared with the people's habit of watching sports from cable TV, there has been criticized for not being able to watch the events in which Taiwanese athletes participate in real time.

In accordance with Article 48 of the Olympic Charter, the IOC takes all necessary steps in order to ensure the fullest coverage by the different media and the widest possible audience in the world for the Olympic Games.

Therefore, based on Taiwan's experience, this article refers to the participation of the United Kingdom, Japan, Australia in the broadcast of the Olympic Games, and uses the concept of cultural citizenship as a way of thinking to explore whether the people's viewing rights can be considered while facing the commercialization of the Olympic Games.

This study uses a literature analysis approach, the preliminary results include: 1. There is a huge gap between the budget resources of the Taiwan Public Broadcasting Group and other countries, and it is not able to do enough to win the broadcast of the Olympic Games; 2. Taiwan is not like the United Kingdom, where there is a design of a sports event broadcast guarantee list; 3. With the shift in media formats, Taiwan should consider the possibilities offered by streaming platforms' media services.

Keywords

cultural civil rights, Olympic charter, sports communication, commercialized sports event

377 Reproducing a perfect physique: Comparing two seasons of Physical 100

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After the popularity of its first season in 2023, Netflix's Physical 100 returned with a second season the following year. Another round of a hundred contestants competes in a series of physically demanding quests to explore and determine who has the "perfect physique." In recent news, it has been announced that the series has confirmed a renewal for a third season. In our first study, we focus on understanding the "perfect physique" through mind-body discourse from a Foucauldian lens, considering sociocultural aspects of Korean society, which found that orthodox gender ideologies are reinforced. Thus in this study, we conduct a comparative analysis between the first and second seasons and seek to understand the ultimate question of whether the "perfect physique" is yet again considered the stereotypical male body. While the series originally focused on simply searching for the "perfect physique," the second season emphasizes proving the contestants' physical abilities. As the second season portrays female contestants with professional athletic backgrounds, the inclusion of diverse contestants, and the idea of proving physical ability, we focus on understanding how these factors influence and change the definition of the "best physique."

Keywords

physical body, reality show, ideal body, media

Youth Sport

129 From playgrounds to profit: The rise of private coaching in Korean youth football and its implications for labor, inequities, and commodification of skills

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The commercialization of sport has redefined labor, extending beyond professional domains into youth football. Private coaching, encompassing one-on-one or small-group lessons, represents a growing market-driven trend that commodifies skill development and departs from traditional volunteer or parental coaching models. Despite its prevalence, limited research critically examines private coaching's role in perpetuating inequities and its symbolic and social implications.

This study applies Bourdieu's concept of the field to analyze the sociocultural and economic structures shaping private coaching. Utilizing critical ethnography, the research explores systemic relations, power dynamics, and social hierarchies through data collected from the Dream Assist program, a mentorship initiative by the K-League that connects underprivileged youth players with professional mentors. Observations and interviews with mentors (n=8) provide insight into their multifaceted roles across private clubs, academies, and volunteer programs.

Findings reveal three themes. First, skepticism surrounds the efficacy of private lessons, as their focus often emphasizes individual physical skill development over skills that reflect team dynamics essential in football. Second, private coaching embodies exclusive social and cultural capital, perpetuating inequities by marginalizing those unable to access such services. Finally, private coaching reflects capitalistic language arising from commercialization, creating tension among coaches regarding its validity.

This study contributes to the sociology of sport by shedding light on the need to address inequities in access to private coaching and its broader implications for the sport's culture. By situating private lessons within a sociological framework, the research invites critical reflection on the evolving intersections of labor, commercialization, and inequality in youth football.

Keywords

private coaching, youth football in Korea, Bourdieu, commercialization

140 Reflecting on the establishment of Japanese “sports high schools” in the 1980s and 1990s

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This study focuses on “sports high schools”, which proliferated in Japan in the 1980s and 1990 related to content analysis and type of education and training institutions. Sport experiences in Japan at school level is limited to physical education classes and athletic club activities (bukatsu). Due to the current excessive workload of teachers in Japan, a new policy shifts the general physical education and sport teachings to community clubs that lack key resources take on this task. More specialized curricula are offered by sport-focused high schools that cater for the gifted sport students who may enter colleges and universities based on excellent athletic results in bukatsu. The steep increase from 26 in 1980 to 314 in 2020 necessitates academic scrutiny on three years of high school learning associated with career path selection and development. Document analysis of the available historical material published by the 189 of the 255 schools established by 2000, were undertaken. The unit of analysis is to the history, background and establishment of such type of sport-focused school and the alignment of curriculum content to the philosophy, pedagogy and envisaged outcomes. The sample includes 129 public and 126 private high schools - a trend that shows a sharp increase in the number of private sports high schools. The latter cohort provides specialized practical training in class time focusing on athletic achievements rather than fundamental skill development in sports. The intentional focus on sport performance undermined potential career-focused outcomes in sport science, education and other fields.

Keywords

Youth sport, High school athletic program, Education system, Career path formation

309 The role of regional demographic diversity in a resilient athlete development system against depopulation

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Developed countries are addressing depopulation and declining birth rates, which impact areas such as the shrinking athletic talent pool. Green's (2005) pyramid model suggests that a broad, diverse base of mass participation supports successful athlete development. The rise in immigrant families has boosted regional demographic diversity, enabling school sports clubs to recruit and develop immigrant youth athletes. However, the relationship between regional demographic diversity and the size of the youth athlete pool remains understudied. Using South Korea, the country with the world's lowest birth rate, we examined the relationship between regional demographic diversity and the number of youth athletes and how the size and growth rate of elementary students in the regions moderate the relationship.

Using the country's government websites, a repeated measures ANCOVA was conducted with a follow-up regression analysis. Results indicated a significant interaction effect between time*regional diversity, time*regional diversity*the size of elementary students, and time*regional diversity*the growth rate of elementary students. The regression results displayed a positive interaction effect of regional diversity*the growth rate of students on the difference in youth athlete numbers between 2021 and 2024.

The results support the contribution of a multicultural approach in highly diverse regions with a lower decline rate in elementary students where multicultural infrastructure and norms are well established. The findings call for inclusive practices in athlete development collaborating with educational institutions, as regional demographic diversity does not guarantee a larger pool. Theoretically, this study suggests a broad base of mass participation is dependent on demographic and cultural factors.

Keywords

Youth sport, athlete development, depopulation, diversity, inclusion

367 Co-developing Trauma-aware Approaches in Sport with Forced Migrant Youth

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Within Western resettlement countries, community sport is increasingly being utilized to support the wellbeing of young forced migrants. Yet, sport can also be a potential site of re-traumatization and social exclusion, exacerbating the harms caused by displacement, transit, and hostile resettlement environments. There are growing calls in youth community sport to adopt trauma-aware approaches, which recognize the manifestations and impacts of trauma, and adapt practices to respond accordingly. Yet, these approaches are often developed from the top-down with minimal consultation from young people themselves, reinforcing Western-centric and biomedical notions of wellbeing and trauma, and failing to recognize the politicization of trauma. This innovative participatory research study with I Speak Football, a refugee-led social enterprise in London, England sought to collaborate with the youth advisory board to co-develop trauma-aware principles and pilot a football and language learning programme reflecting these principles. We draw from 'Share and Learn' participatory workshops with the youth advisory board, participant observation field notes, and semi-structured interviews with practitioners to present our preliminary findings including: (1) youth understandings of trauma, healing, and wellbeing through sport (2) practitioner perspectives on trauma-aware sport; (3) youth-led co-design of trauma-aware principles. These findings offer novel insights into trauma-aware sport for young forced migrants and provide practical guidance for sports organizations and practitioners hoping to embed trauma-aware principles in youth programme design and delivery.

Keywords

Forced Migration, Youth, Trauma-informed, Participatory Approaches, Wellbeing



Poster Presentation Abstracts



2025

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88 Preliminary Considerations for the Analysis of “Non-Western Societies” Based on the “Civilizing Process” Concept: A Critical Review

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This study aims to examine the “Civilizing Process” concept established by Norbert Elias. In this study, the author attempts to organize a tentative theory for applying the “civilization” concept in analyzing “non-Western societies.” Therefore, the author not only discusses the typical interpretations of “civilization” put forward by the Elias school but also includes the interpretations of “civilization” put forward by the critics of this school. Accordingly, the author argues that various interpretations of “civilization” have led to a great deal of debate.

To develop a pet idea in accordance with the abovementioned objectives, the author attempts to clarify a few points. In developing Elias’s “Civilizing Process” concept, the author recognizes that it is necessary to take an alternative approach that differs from the conventional interpretation. It is foreseeable that this recognition will cause a significant backlash within the Elias School. However, the author recognizes that this attempt could raise one of the potentially rich methodological possibilities for Elias’s sociology.

Keywords

Norbert Elias, Civilizing Process, Civilization, Non-Western Societies

280 A Sense of Place in Ethnography in Sport, Exercise, and Health

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There is a rich literature exploring peoples' behaviours, meanings, and perceptions as they navigate their contexts and cultures. However, the reciprocal relationships among people and the places they inhabit are often overlooked. Accordingly, this study asks: 'How can we use ethnography to explore how people and places shape each other?' To address this, I draw from two ethnographic studies. The first study was a single-site project lasting from 2015 to 2018 and set in a Danish rowing club. The second study was a multi-site project from 2021 to 2024 exploring rehabilitation of neurological injuries in Norway and Spain. In study 1, the place was familiar, and life on the lake shore and in the boathouse played a critical part in life among the rowers. History was represented by framed pictures of young slender men who had won a World Championship gold medal or Olympic medal (no women pictured). These photographs reinforced deeply held assumptions of Denmark as a lightweight rowing nation, which created resistance to open-class and women's open-class rowing. The second study happened in many different locations and places were usually seen for the first time. New places afforded exploration, shared discovery, and, at times, anxiety. Comparing the two studies shows how single-site studies can alert us to the ways history provides a narrative arc to a field site by exemplifying deeply held assumptions among the people inhabiting the place. Multi-sited studies, on the other hand, can alert us to the ways casual encounters and passersby react to newcomers.

Keywords

ethnography, observation, fieldwork, gender, disability

Physical Education & School Sport

328 The Interactional Accomplishment of Physical Education Classes: An Ethnomethodological Perspective

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This study examines how teachers organize physical education (PE) classes, including the management of student groups, lesson progression, and activities. To investigate these accomplishments, we collected and analyzed video recordings and audio data of classroom interactions from fourth-grade PE classes in Japanese elementary schools.

Unlike other subjects, PE classes do not have fixed seating arrangements. This requires teachers to continuously organize students through real-time instructions about positions, formations, orientations, groupings, and movement areas. Ethnomethodological studies of classroom teaching have demonstrated three fundamental ordering practices: the ordering of student collectives, the sequential ordering of lesson progression, and the organization of activities. PE classes are distinctive because they cannot rely on a structured classroom environment to support these ordering practices.

Previous studies in Japanese physical education pedagogy have focused on identifying desirable teacher behaviors, using behavioral science approaches. Sociological research has largely concentrated on extracurricular school sports (Bukatsu) or has explored normative questions regarding diversity in PE classes regarding gender, sexuality, and disability. However, these studies have rarely examined the practical accomplishment of PE classes themselves.

This study addresses this gap by examining the question: How do teachers and students practically accomplish PE lessons? Through an ethnomethodological perspective, we conceptualize PE lessons as interactional achievements accomplished through the collaborative work of teachers and students. This approach allows us to clarify the unique characteristics of PE as a situated learning activity and, specifically, to reveal the practical methods teachers use to accomplish PE lessons.

Keywords

Ethnomethodology, Physical Education, Classroom Interaction, Lesson Organization

Sport & Community

36 Immigrant Hockey Participation and Identity Construction: Literature Review

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With the rise in global mobility, there is a growing trend in the movement of people across borders. In the context of residential relocation, immigrant communities frequently encounter a sense of estrangement and unfamiliarity, which can precipitate an identity crisis.

The academic and practical significance of understanding how immigrants navigate the process of identity construction in their new locales is paramount, as it not only addresses the psychological and social dimensions of immigration but also informs policies aimed at fostering social cohesion and reducing identity-related anxieties.

The role of sports, particularly ice hockey, in this context is noteworthy. As a sport with symbolic importance in many nations, ice hockey has been leveraged by governments and social organizations to promote the inclusion of immigrants within communities. It plays a significant role in transcending cultural barriers and providing a platform for interaction and identity expression. By examining the ways in which immigrants engage with ice hockey and utilize it as a medium for identity construction, we gain valuable insights into the broader social implications of sports. The relevance of this research is further underscored in the context of China - a country characterized by large-scale internal migration and a burgeoning ice hockey industry. This line of inquiry offers a unique opportunity to explore the intersection of sports, society, and identity in a rapidly changing social landscape.

Keywords

Immigrant Identity, Identity Construction, Ice Hockey, Mobility, Literature Review

Sport & Culture

49 Conceptualizing the social network of ‘guanxi’ in Taiwanese professional baseball match-fixing cases

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The development of sport in general is culturally diverse, but the continued prevalence of corruption in sport has become a global issue. Taiwan is one such case in point. In order to understand the development of match-fixing within the Taiwanese professional baseball system through the notion of guanxi (relationship), this study sought to address the Chinese social concepts that have been instrumental in the development of professional sport. It attempted to understand the function of guanxi in match-fixing as a form of sports corruption. A major attempt of this study was to synthesize this evidence by reviewing the literature of documentary materials such as court transcripts of match-fixing cases, academic articles, media and press commentaries, etc. The findings are threefold: First, it recognizes the established relationships between match-fixing and social spheres outside the dark side of guanxi. Second, it identifies the connotation of cooperative features and guanxi within sport as reflecting and replicating negative societal externalities/match-fixing. Third, the concept of guanxi plays a role in terms of risky or vulnerable factors for match-fixing.

Keywords

guanxi, relationship, social network, match-fixing

251 The Historical Evolution and Philosophical Reflection of Chinese-English Football Culture: A Sports Sociological Comparative Study

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Since qualifying for the 2002 FIFA World Cup (Korea/Japan 2002), Chinese football has stagnated for over two decades, consistently failing to “break through Asia” in World Cup qualifiers and now risks relegation to second-tier status in Asia. Recent studies increasingly suggest that China’s football challenges may stem not from technical limitations but from deeper cultural and philosophical foundations. Through a sports sociological lens, this study examines the historical trajectories and cultural dimensions of football development in China and England. Using historical document analysis and cultural comparison methodology, it traces the evolution from Cuju and modern football origins, focusing on three core dimensions of football culture: community culture, artistic expression, and symbolic communication. Findings reveal that English football culture evolved through a bottom-up trajectory: from medieval folk football to public school reforms and eventual professionalization, enabling deep social integration through derby rivalries and fan culture. Conversely, while China boasts the historical legacy of Cuju, its modern football culture exhibits markedly different characteristics influenced by Confucian philosophy of harmony rather than confrontation. These differences are rooted in distinct civilizational forms: England’s religious traditions and industrial civilization endowed football with ritualistic and social functions, while China’s agrarian civilization shaped its reception of football culture. The findings suggest that China’s football development requires a dual approach, learning from international experiences while developing culturally appropriate strategies for grassroots participation, youth development, and social integration of football culture.

Keywords

Football Culture, Civilizational Forms, Sports Philosophy, Cuju, Chinese football

258 How Were School Sports Organized Historically? A Comparative Study of British Public Schools and Japanese High Schools in the 19th century

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This presentation aims to compare and analyze the processes through which school sports were organized historically in British public schools and Japanese high schools in the 19th century.

School sports originated in elite schools during the 19th century. In England, public schools during the Victorian era (1837-1901) served as preparatory institutions for Oxford and Cambridge, and sports activities were formally integrated into students' daily schedules by around 1870. House and school matches became standard practices. Similarly, Japanese high schools, elite institutions during the Meiji era (1868-1912), served as preparatory schools for the national university. A unifying body called "Koyukai", established between 1893 and 1896, organized intramural and school matches. This study compares British public schools and Japanese high schools to explore the similarities and differences in how school sports were organized. Specifically, this study focuses on the meaning attributed to school sports from the perspectives of both teachers and students of that time.

The analysis of sports activities in British public schools is based on prior studies. For the sports activities in Japanese high schools, the analysis relies on primary sources, such as school magazines independently collected by the presenter.

Keywords

Extracurricular Activities, Sports Education, British Public Schools, Japanese High Schools, Historical Analysis

269 A Study on the Budding of Baseball Culture in Japan —Focusing on the Controversy about “Toxic Effects of Baseball” in Meiji era—

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Baseball was introduced to Japan in 1872 and has since rapidly spread, deeply intertwining with the nation's social landscape and evolving into a central pillar of Japanese sport culture. It has taken root as a culture in many countries, including the United States, South Korea and Taiwan, but in Japan baseball is often criticized as a culture that is too disciplined. How did the aforementioned unique Japanese baseball culture develop?

Going back to the Meiji era (1868-1912), the Controversy about “Toxic Effects of Baseball” (1911) occurred, in which newspapers published a series of scathing articles criticizing the harmful effects of baseball on students.

This study analyzes newspaper articles and related materials from the Meiji era to examine how the relationships among those people involved in the debate influenced and shaped its eventual resolution.

According to the study, the controversy was triggered by a chain reaction of various “relationships” and behaviors involving newspapers, experts, and the public, and although the points of these specific arguments were different, they ultimately converged on the idea that baseball is beneficial for education. It is assumed that this important event triggered the development of baseball and sport in Japan that emphasizes educational value.

Keywords

Baseball Culture in Japan, Sport as Education, Cultural Formation, Figuration

299 Reading the Running Crew Boom in Korea: Escape, Captivity, and Simultaneity

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Running is gaining popularity worldwide. In South Korea, the running crew culture is booming. Particularly prominent among young people in their 20s and 30s, this running crew phenomenon has emerged as a noteworthy social trend. These crews are formed based on social media networks, where members showcase their achievements and activities. To understand this phenomenon, one must consider the perspectives of young people navigating a society characterized by meritocracy, competitiveness, and endless pursuit of excellence.

From this perspective, this study explores three key aspects: (1) Escape from oppression, (2) The captivity of capitalism, and (3) Simultaneity of the individual and the collectivism. The running crew boom reflects the liberating and escapist desires of urban South Korean youth in their 20s and 30s, seeking relief from the pressures of meritocracy, competitive environments, and perfectionism. At the same time, the boom is not free from the influences of capitalism and neoliberal governance. The overconsumption of running gear and the phenomenon of distinction exemplify these influences. Furthermore, Korean running crews embody a coexistence of individualism and collectivism. They exhibit the “alone-together” characteristic. While fostering a detached and non-interfering environment among members, running crews also serve as a platform to address the lack of communication and connection. In this sense, running crews can be interpreted as spaces where the conflicting desires for non-interference and communicative engagement intersect and collide.

Keywords

Korean youth, Running crew boom, Running crew culture

340 A Study on the Lifestyle of Revivalist Kendo Practitioners

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This study aimed to analyze changes in the lifestyle of “revived kendo practitioners” (individuals who temporarily stopped practicing kendo and later resumed) by examining their kendo activities and psychological changes over time using the Trajectory Equifinality Model (TEM). Additionally, the study explored the characteristics of these practitioners. The participants were nine individuals (five men and four women) selected through theoretical sampling, focusing on those who had interrupted their kendo practice, taken a break, and later resumed.

The results revealed that some revived kendo practitioners experienced a transformation in their values toward kendo due to the interruption period. They developed a sense of gratitude for the opportunity to practice kendo, which enhanced their satisfaction with kendo activities, enriched their lives, and heightened their sense of happiness. When categorizing the purposes of their activities, four categories were identified: “competitions and rank advancement,” “family and children,” “social interaction,” and “leisure.” While pursuing their respective goals, they successfully balanced family, work, and kendo activities, striving for skill mastery and goal achievement.

The study also highlighted the need to minimize negative experiences during interruptions, increase positive experiences, and mitigate the factors that compel practitioners to quit. It further emphasized the necessity of understanding gender differences in involvement in kendo activities, the evolving roles and positions of revived practitioners within dojo communities, and the contributions these practitioners make to those communities.

Future research challenges include conducting further interviews with revived kendo practitioners who have obtained high-ranking kendo grades after the age of 60.

Keywords

Revival of Kendo, Lifestyle, Trajectory Equifinality Model

Sport & Disability

191 Synergizing Physical Activity and Organized Sports: Enhancing Psychosocial Well-Being in Adolescents with Autism Spectrum Disorder at Post-Pandemic

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Physical activity (PA) plays a key role in maintaining health and well-being among adolescents with autism spectrum disorder (ASD). Moderate to vigorous PA daily is highly recommended for physical and mental health (Organization, 2020). However, for adolescents with ASD, social and behavioral restrictions make it challenging to meet PA guidelines and increase social isolation (Healy et al., 2019). Organized sports activities (OA), including team sports, can also bring additional psychosocial outcomes regarding social inclusion, trust, and belonging, consistent with social capital theory (Lin et al., 2001).

This study investigates whether PA and OA influence overall well-being (i.e., flourishing, social connection, and subjective health status) in adolescents with ASD independently or in combination using data from the 2022 National Survey of Children's Health. The results demonstrate that both PA and OA significantly enhance overall well-being, including flourishing (PA: $F=247.562$, $p<0.001$; OA: $F=23.210$, $p<0.001$) and difficulties in making and keeping friends (PA: $F=913.377$, $p<0.001$; OA: $F=5.047$, $p<0.05$). Notably, the interaction effect of PA and OA was significant for overall health status ($F=4.415$, $p=0.012$) indicating that the combination of PA and OA yields greater benefits compared to either activity alone.

The findings highlight the importance of promoting PA and OA for adolescents with ASD, especially in the post-pandemic setting. As this group faced significant routine disruptions and isolation during COVID-19, structured interventions are crucial for enhancing social and emotional resilience (Dekker et al., 2022). Thus, Comprehensive programs integrating exercise and organized sports are essential to enhance psychosocial outcomes for this underserved population.

Keywords

autism spectrum disorder, physical activity, organized sports activity, well-being, health

192 How Team Sports Shape Health in Youth with Autism: Examining the Mediating Effects of Flourishing and Socialization

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Engaging in team sports provides benefits beyond mere physical activity, but their specific impact on youth with autism is underexplored. This study addresses this gap by (1) examining the effects of team sport participation (non-participation vs. participation) on the overall health of children with autism and (2) investigating how individual flourishing and socialization mediate this relationship.

Studies found that team sport participation enhances social skills, mental health, and overall well-being (Zuckerman et al., 2021). Based on this, we hypothesized that youth with autism who participate in team sports report higher overall health (H1). The psychological and social benefits of team sports are well-documented (Eime et al., 2013), which is especially relevant for youth with autism, who often face challenges in mental health and social interactions (Cooper et al., 2017). We thus hypothesized that individual flourishing (H2) and socialization (H3) mediate the relationship between team sport participation and overall health.

Using data from the 2022 National Survey of Children's Health, collected by the U.S. Department of Health and Human Services, we tested the hypotheses using a mediation analysis of the Process Macro. The results showed that team sport participants reported higher overall health (H1-supported), with this relationship mediated by flourishing (H2-supported) and socialization (H3-supported), leading to better overall health compared to non-participants.

The findings emphasized the critical role of team sport participation in enhancing overall health, particularly through its individual and social benefits. This study also provides meaningful recommendations for establishing effective practices and policies designed for youth with autism.

Keywords

Youth with Autism, Team Sport, Flourishing, Socialization

244 Understanding the Expertise of Adaptive Rock Climbers

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Rock climbing, one of the fastest-growing industries in sports, has increasingly drawn participation from individuals with disabilities in recent decades. The inclusion of para-climbing in the LA28 Paralympics has further accelerated the development of adaptive climbing sports. This study employs participatory ethnography to examine the expertise underpinning adaptive climbing, focusing on the techniques, collaborations, and technologies utilized by climbers of diverse abilities within indoor climbing settings.

The research was conducted with the Chicago branch of the Adaptive Climbing Group, a national non-profit climbing organization in the United States, from January 2023 to February 2024. The researcher participated as a group volunteer and collected data through consistent observation, interviews, and video recordings of 32 participants, including climbers, volunteers, coaches, and route setters.

Framing disability as a “relational category” (Hartblay, 2020), the study explores the concept of “adaptive” by analyzing the diverse forms of expertise enacted by human and non-human actants in the realms of body, gear, and place-making. By investigating the material assemblages and perceptions formed at points of connection among climbers, volunteers, and technologies, this paper interprets expertise as an emergent phenomenon rooted in community-based activities. Adaptive rock climbing sets an example to understand the perception of expertise for other forms of adapted physical activities. Through the in-depth analysis of the special evaluation system, the study advocates for a more inclusive future by highlighting the significance of community building within the local contexts.

Keywords

Adaptive Climbing, Adapted Physical Activity (APA), Actor Network Theory, Perception, Expertise

372 Profiling constraints and facilitators of physical activity among adaptive sport chapter members based on physical activity levels

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Physical activity offers substantial health benefits for individuals with disabilities. Despite the Centers for Disease Control and Prevention (CDC) recommending minimum levels of physical activity, people with disabilities often encounter barriers to achieving these guidelines. Using the leisure constraints model as a framework, prior studies have explored constraints and facilitators influencing physical activity participation but have not accounted for differences in experiences based on activity levels. This study aimed to examine the constraint and facilitator profiles of individuals with disabilities across three distinct physical activity levels. It compared the barriers and facilitators experienced by physically inactive individuals with disabilities to those who either met or partially met the CDC's recommendations. Analysis of 731 responses from an online survey, using multinomial regression, revealed that among three constraint types, intrapersonal constraints played a significant role in meeting activity recommendations. The findings highlight diverse constraints and facilitators among adaptive sport participants, underscoring the need for customized services to address varying activity levels and needs. Additionally, the study offers theoretical contributions to the leisure constraints model by demonstrating the value of subgroup analysis based on leisure engagement levels in contexts such as sport spectatorship and youth sports for people with disabilities. This approach can help identify strategies to elevate groups with lower engagement to higher levels, contributing to health and well-being research.

Keywords

Adaptive sport, people with disabilities, leisure constraints

Sport & Gender

81 More than Just a Team: Role Actions as a Writing Strategy for the Chunghwa Telecom Women's Basketball Team, 1974-2024

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This study examines the half-century development of a Taiwanese corporate's team, the Chunghwa Telecom Women's Basketball Team (CTWBT), emphasizing the establishment of its multiple roles. It reveals key insights into Taiwan's social and cultural landscape, economic dynamics, diplomatic circumstances, and the rise and decline of sports over time. Using the CTWBT as a case study, this study adopts a writing strategy centered on "role actions." By analyzing archival materials, oral histories, and media reports, it constructs and narrates critical events to interpret the team's strategic actions in various roles. Additionally, it explores the social forces and organizational mechanisms underpinning these role actions, elucidating the team's value across different historical periods. The findings reveal that the Team, established in 1974 by the Directorate General of Telecommunications (the predecessor of Chunghwa Telecom), underwent a series of transformations, including a renaming in 1996 following the company's restructuring and its integration into the Chunghwa Telecom Foundation in 2011. Over the decades, the team has played multiple roles: serving as a corporate's brand image domestically and internationally, advocating for mass sports participation, a goodwill emissary for citizen diplomacy, and a social welfare practitioner. This study highlights how the team's identity construction on and off the court extends beyond athletic performance to encompass cultural, gendered, and social dimensions. More specifically, the team's players, as Taiwanese female athletes, employees, and social citizens, have transcended the conventional boundaries of a sports team. Their multifaceted roles have redefined the CTWBT as more than just a basketball team.

Keywords

corporate sports teams, women's basketball, role identity, sports diplomacy, organizational culture

156 Why Do Middle-aged Women in Contemporary China Turn to Traditional TaiChi? —A Case Study of a Chen-style TaiChi Class in Luoyang City—

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The purpose of this paper is to clarify why some middle-aged women in contemporary China are drawn to traditional TaiChi. This paper employs qualitative research on a Chen-style TaiChi class in Luoyang City.

The findings reveal the following. Firstly, women who practice traditional TaiChi belong to the middle class. They are excluded from both square dancing, a dance performed with music in public squares primarily attended by lower-class middle-aged women, and fitness activities aimed at younger generations. As a result, they have chosen traditional TaiChi as an activity aligned with their values. Secondly, these women encourage their families to recognize the cultural values and social significance associated with practicing traditional TaiChi, thereby enhancing their status within the household. This is particularly significant for women who bear multiple roles, such as wives, mothers, and daughters, under traditional family values and shoulder considerable burdens. Thirdly, the women pursue self-fulfillment in later life by practicing traditional TaiChi using their pensions. While this does not imply a complete “graduation” from their multiple roles within the family, it is noteworthy for its contribution to alleviating the tensions caused by the dual burden of domestic and social labor.

These three points indicate that for middle-class, middle-aged women, traditional TaiChi is not merely a means of health enhancement but also a tool for social differentiation, improving their status within the family, and achieving self-fulfillment. Therefore, Chen-style TaiChi, as a form of traditional culture, can be seen as responding to both gendered and class-related needs in contemporary society.

Keywords

Traditional TaiChi, gender, middle-aged women, middle class

225 “We are richer than the male basketball players”: an examination of the degree of professionalization of the WCBA

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In recent years, top Chinese female basketball players from Team Sichuan and Team Inner Mongolia the Women's Chinese Basketball Association (WCBA) are reported to receive considerable contracts of which Han Xu and Li Meng earn the highest of 4 million RMB per year, and some of their national teammates also earn over 1 million RMB. This draws wide interests as those numbers are close to, if not higher of the average salary of Chinese male players in the Chinese Basketball Association (CBA) - reported approximately 2 million RMB which is noted only lower than male players from the NBA and Euroleague Basketball. That is to say, top Chinese female basketball players can earn even higher than many of their male colleagues worldwide, let alone other female players. For example, Han Xu is reported only to earn \$62,285 with New York Liberty in the WNBA, only one tenth of that with Team Sichuan in the CBA. This gives people the first impression that WCBA is well-developed in professional and commercial senses, and/or perhaps has received huge governmental subsidies from the sports divisions. This study aims to explore the reasons and mechanisms that contribute to this process and, more importantly, examine what factors are enabling and constraining the 'high salary' of the WCBA players. This will advance our understanding of the degree of WCBA's professionalization and the unique characteristics of the league in comparison with other female basketball leagues elsewhere, which will also advance our understanding of the Chinese sport system from a different and under-researched perspective.

Keywords

Women's Chinese Basketball Association (WCBA), professionalization, local rivalry, political achievements, state-feminism

261 An Examination of Gender Controversies in Taiwanese Track and Field During the 1960s: Insights from Historical Newspaper Archives

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This study examines historical archives related to the gender controversy surrounding Lily Yao in Taiwan, analyzing a total of 214 articles published between 1963 and 2009. Through a comprehensive process of analysis, comparison, and categorization, the study identifies key narrative themes: “Masculinized Female Athletes,” “The Successor to Chi Cheng,” “Revealing True Gender and the Asian Games Ordeal,” and “Barriers to Returning to Sports.” These themes collectively trace the trajectory of the gender controversy involving Lily Yao, offering insight into its impact on Taiwan’s sporting community during the 1960s. The findings reveal that Lily was indeed raised as a girl from birth, her exceptional physical attributes enabled her to excel in field and track, also leading to her being described by Chang Hsing-Hsien as a “masculinized female athlete.” Between 1965 and 1966, Lily broke national records in the 100 meters, 200 meters, 400 meters, and long jump, earning recognition as a rising star in Taiwanese sports and a potential successor to Chi Cheng’s legacy. However, in November 1966, the revelation of Lily’s condition, identified as Differences in Sexual Development, attracted intense scrutiny from the media and public. In response to the controversy and in pursuit of her athletic career, Lily underwent gender reassignment surgery. Despite her efforts, shifting attitudes within Taiwan’s sporting community invalidated her achievements. Additionally, discriminatory practices, such as requiring her to present a “100% female medical certificate” to compete, created insurmountable barriers. Ultimately, Lily was forced to withdraw from sports, marking a tragic end to her athletic career.

Keywords

DSD, Female Athletes, Asian Games, Transgender Athletes

300 Exploring the Process of Gay Men's Participation in Grassroot Gay Volleyball in Japan

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Research on grassroots LGBT sports is emerging worldwide. We have been researching grassroots gay volleyball in Japan since 2022. This study aimed to identify the process which gay men participate in grassroot gay volleyball in Japan using data from Yagi et al. (2025).

Participants included 47 gay volleyball players in Japan (aged 40.8 ± 8.7 , range 25-60). They provided their date of birth and months of volleyball and volleyball experience. From this information, we calculated their current age, the age at which players started volleyball (V age) and gay volleyball (GV age), and the years between V age and GV age (V-GV yrs).

We conducted a paired t-test comparing mean ages: V age (18.3 ± 7.0 , 6.0-36.7) and GV age (27.0 ± 7.4 , 17.2-47.5). The results showed a significant difference ($t(46)=8.0$, $p<.001$, 8.7 ± 7.4 , 0.0-28.0). Only one participant started playing gay volleyball under 18 (at 17.2) years old, and three participants began volleyball on the gay volleyball team. These findings suggest most gay men start volleyball on general teams and join gay volleyball teams after 18 years old. Correlation analysis showed significant relationships: age with GV age ($r = .47$, $p < .001$) and V-GV yrs ($r = .35$, $p = .013$), V age with V-GV yrs ($r = -.49$, $p < .001$), and GV age with V-GV yrs ($r = .55$, $p < .001$). The development and proliferation of social media have likely made it easier for gay men to discover and join gay volleyball teams.

Keywords

gender, sexuality, gay volleyball, Japan

351 A Qualitative Study on Women's Dan Promotion in Kendo -An Analysis of Life Stories

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The purpose of this study was to analyze and historically examine the relationship between the reality of women's Kendo practice and Dan promotion based on their told life stories. As a research method, Semi-structured interviews were conducted with female Kendo practitioners who hold Dan rank and reside in Japan. The age and Dan ranks of the research subjects were set widely. The questions asked were (1) their Kendo history, and (2) the process of Dan promotion. The results showed that women who had been practicing Kendo since the 1960s and 1970s continued to work diligently in a male-dominated environment where there were very few female Kendo practitioners, instructors, and high Dan holders. By achieving Dan promotion in this environment, they proved their skills and abilities as Kendoka and established their presence and status as female Kendo practitioners. These women can be considered pioneers of Kendo. On the other hand, women who have been practicing Kendo since 1980 have continued their activities while there were already many role models such as female Kendo practitioners, instructors, and high Dan holders. As for Kendo practice and Dan promotion, it is clear that modern female Kendo practitioners were able to practice Kendo and achieve Dan promotion in an environment of gender equality, unlike the environment in which the pioneering female Kendo practitioners had spent their lives.

Keywords

Kendo, Women, Dan Promotion, Qualitative study

Sport & Migration

139 Sports Groups Impact on Physical Activity and Social Integration in the UAE

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The United Arab Emirates (UAE) is home to a predominantly migrant population characterized by significant diversity in religion, ethnicity, and socioeconomic class. Amid a growing crisis of obesity, diabetes, and cardiovascular diseases, fostering both physical activity and social cohesion is increasingly important. This study investigates the impact of exercise groups for individual sports—such as running, hiking, biking, and walking—on migrants’ social integration in the UAE. Through 29 semi-structured interviews with members of sports groups, we explored strategies of group membership, information-sharing practices, and their impact on migrants’ social networks in the UAE. Our findings indicate that social media and personal networks were the primary avenues for discovering these exercise groups. Key motivations for joining included the desire to develop new social connections and enhance competency in a particular sport. Outcomes of group participation ranged from improved physical fitness to enhanced social cohesion, development of social capital, and access to otherwise elusive social connections within the UAE’s complex social landscape. These findings highlight the dual role of sports groups in both encouraging physical activity and facilitating migrants’ adjustment to life in the UAE. By promoting understanding and tolerance across diverse social groups, such initiatives contribute to improved social cohesion and migrant inclusion. Support from private and public stakeholders could enhance these outcomes, aligning with national goals to increase physical activity levels, foster social integration, and promote well-being.

Keywords

sports groups, migration, social capital, social cohesion, Gulf Studies

Sport & New Technologies

335 Scholarly Contributions of Sociology of Sport to Digital Healthcare Advancement

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The rapid growth of the digital healthcare industry, driven by wearable devices, artificial intelligence (AI), virtual reality (VR), and augmented reality (AR), is reshaping health management. From a sociology of sport perspective, this study examines the academic contributions of sociology of sport in fostering digital healthcare development. Key areas explored include the social acceptance and dissemination of digital healthcare technologies, the role of sociology of sport in addressing health equity issues, and the significance of social relationships and communities within digital exercise environments. The findings indicate that sociology of sport provides valuable insights into how digital healthcare technologies influence individual exercise habits and overall health promotion. Additionally, this discipline can help mitigate potential inequalities arising from technological advancements by offering policy recommendations to enhance accessibility and inclusivity. Furthermore, sociology of sport contributes to understanding the social structures and dynamics within digital fitness communities, which play a crucial role in sustaining engagement and motivation in health-related behaviours. Through literature analysis and case studies, this research underscores the importance of integrating sociological perspectives in the digital healthcare industry. By highlighting the necessity of an equitable and community-driven approach, sociology of sport can facilitate the sustainable expansion of digital healthcare solutions. This study ultimately presents an academic framework for enhancing the role of sociology of sport in shaping the future of digital health interventions and policies.

Keywords

Digital Healthcare Industry, sociology of sport, Health Equity, VR, AI, Wearable Device

Sport & Violence

288 A study on the comparative consideration of student suicide incidents in school athletic clubs in Japan

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The purpose of this study was to clarify why harassment is occurring in school athletic clubs in Japan and what issues the Japanese sports community should consider in order to prevent these kinds of incidents.

This study compares two cases of student suicides that occurred in school athletic clubs in Japan as a result.

School athletic club activities play a significant role in Japanese youth sports. However, problems related to various types of harassment (e.g. violence and verbal abuse) frequently occur in these clubs and have attracted attention.

In particular, the incident in the Sakuranomiya High School basketball club (Osaka Prefecture) in 2012, in which a student committed suicide because of violence and verbal abuse by the basketball club coach, had a major impact on the Japanese sports world, which at the time tolerated violence and verbal abuse in sports.

However, violence and verbal abuse in Japanese sports have not ceased since then, and student suicides occurred at a volleyball club in 2018 and at a karate club in 2021. The investigation reports for both cases were published in 2023.

This study conducted a literature review on the investigation reports of the student suicide cases in 2018 and 2021. By providing a discussion of the circumstances that led to both incidents and of the responses compiled by the third-party committee, this study will identify the factors that lead to harassment in school athletic clubs and the issues related to the measures that should be taken.

Keywords

violence, abuse, school club, Japan

Sport and Culture in Korea (Korean Session)

104 Structural Barriers and Policy Development in Women's Sports: A Feminist Sociological Perspective on China's Sport Policies

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The development of women's sport policy in China reflects efforts to promote gender equality amid social and economic changes, contributing to increased female sport participation. However, structural barriers remain, including traditional gender role perceptions, unequal distribution of sport resources, and policy sustainability issues. Overcoming these challenges is crucial for gender equality in sports and for improving women's social status. This study examines the structural barriers and development of China's women's sport policy from a feminist sociological perspective, identifying key obstacles and proposing strategies for sustainable policy development.

This study applies feminist theory to examine gender inequality in sports policy. A content analysis of policy documents, statistics, and literature, along with interviews with policymakers and scholars, provides insights into policy effectiveness and implementation challenges.

The findings indicate that while China's women's sport policies have increased participation, significant challenges persist. These include cultural constraints such as entrenched gender stereotypes, disparities in the distribution of sport resources, and policy sustainability issues. This study highlights the need for an integrated, multi-stakeholder approach to policy development. Additionally, it contributes to the global discourse on gender-equitable sport policies, offering practical insights for future policymaking.

China's sport policy evolution underscores the importance of women's sports. While existing policies have increased female participation, challenges remain, including cultural gender stereotypes, resource disparities, and policy sustainability issues. Addressing these challenges requires enhancing cultural awareness, investing in rural sport infrastructure, refining policies, and fostering multi-stakeholder collaboration for sustainable development.

Keywords

Structural Barriers, Women's Sports, Feminist theory, Sport Policy, China

116 Sociological Perspectives on Sport Diplomacy in China: Mapping the Intellectual Landscape

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Investigating sport diplomacy from the perspective of the sociology of sport is essential for understanding China's role in shaping national identity, soft power, and international relations. Although research on China's sport diplomacy has gained increasing recognition in the 2010s and 2020s, with a significant rise in scholarly output compared to previous periods, there remains a lack of systematic analysis on the knowledge structure of this field. This study aims to examine the intellectual trends in sport diplomacy research in China over time and to identify key thematic areas that have shaped its academic discourse.

This study collected bibliographic information from 362 sport diplomacy-related papers retrieved from CNKI, a leading Chinese academic database. Using social network analysis, the study extracted co-occurring word pairs and identified major research topics.

From the 2010s to the 2020s, research on sport diplomacy has transitioned from a primary focus on diplomatic and national interests to a multidimensional framework that integrates cultural, social, and developmental dimensions. Studies on China's sport diplomacy have highlighted themes such as international cooperation, cultural exchange, and economic value, emphasizing the growing significance of sports as a strategic tool in global relations.

The findings are crucial for understanding the evolution of research on Chinese sport diplomacy from past to present and for anticipating future research trajectories. By elucidating the intellectual structure of sport diplomacy, this study offers valuable insights into the role of sport as a mechanism for social influence, national identity formation, and participation in the international community.

Keywords

Sport Diplomacy, China, International Relation, Soft Power, Social Network Analysis

138 Gender Differences in the Relationship Between Social Support, Sport Participation, and Health-Promoting Behaviors Among University Sport Participants in China

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Sport participation is crucial for students' health and well-being, but the impact of social support on sport participation and health-promoting behaviors may differ by gender. Social support theory suggests that emotional, informational, and instrumental support shape health behaviors and may have different effects based on gender. However, research on these differences within university sport remains limited. Therefore, this study examines how social support influences sport participation and health-promoting behaviors among university sport participants, with a focus on gender differences.

This study employed a stratified cluster random sampling to recruit 1,000 university students engaged in sports from universities in Hebei Province, China. The analysis revealed significant gender-based variations in the relationships among social support, sport participation, and health-promoting behaviors. Specifically, the direct and indirect effects of social support on sport participation and health-promoting behaviors differed between male and female.

The findings contribute to the literature by showing, through social support theory, that different types of social support affect sport participation and health-promoting behaviors by gender. Applying sport socialization theory, this study highlights that males and females experience distinct social interactions and normative expectations in sports, shaping their engagement in sports and health behaviors. These findings emphasize the need for gender-specific support strategies in university sport programs and suggest that social expectations and support in the sport socialization process may influence sport participation, requiring appropriate policy.

Keywords

Gender Differences, Social Support, Sport Participation, Sport Socialization, Health

Sport Coaching & Pedagogy

176 Life Events and Stress in Athletes

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Athletes face unique stressors from both their personal lives and athletic careers. The perception of life events—whether positive or negative—affects their impact on performance and well-being. Research consistently links life stress to injury risk, with some studies even associating positive life events with injuries. This study hypothesizes that stress from negative life event's correlates positively with injury occurrence among soccer, basketball, and handball male players.

Using the Life Events Survey for Collegiate Athletes (LESCA) and the OSTRC questionnaire for injury reporting, we assessed stress levels of 60 male athletes. The non-parametric Mann-Whitney U test compared responses between healthy (n=41) and injured (n=19). Statistical significance was assessed using the Z-score and a threshold of $p < 0.05$. To address the issue of multiple comparisons, the Bonferroni correction was applied.

Negative Z-scores across all life events indicate that injured athletes tended to provide lower scores than healthy athletes, reflecting a perception closer to the “extra negative” side of the scale. This trend was particularly noticable for events involving personal milestones (marriage, achievements), changes in relationships (e.g. with coaches or friends), and adjustments in training conditions, responsibilities, or playing status on the team. However, none of the comparisons reached statistically significance after applying the Bonferroni correction.

Cumulative life stress, whether positive or negative, shapes athletes' mental and physical health. Effective stress management is crucial for sustaining athletic performance. Monitoring negative stress levels can help coaches and sports psychologists identify at-risk athletes and provide timely interventions.

Keywords

Life stressors, injury risk, stress management, LESCA tool, athletes performance

289 A Study on Physical Communication in Team Sports Focusing on the Japanese “Ma” and “Maai”

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Research into physical communication in the field of sport sociology plays an important role not only in understanding communication in the field of sociology, but also in understanding the depth and appeal of sport. Particularly in team sports that involve highly coordinated play, physical communication between players is an essential element in maximizing the power of the team. Therefore, the aim of this study was to clarify physical communication during coordinated play in volleyball from the perspective of the Japanese ‘ma’ based on an interview survey conducted with two former athletes who had belonged to the women’s volleyball team of a top-level Japanese university.

The Japanese word ‘ma’ is translated as ‘space’ or ‘gap’, but it is a word deeply rooted in Japanese culture that has a meaning that goes beyond physical space. In this study, the gap that occurs between plays during a volleyball rally and that is mediated by the ball is expressed as ‘ma’, and the gap in which an appropriate relationship between players is established is defined as ‘maai’.

The results of the interviews revealed that in skilled teams, players instantly share predictions, judgments, and evaluations of the various ‘ma’ during rallies, and that coordinated play is achieved by generating tactical ‘maai’ in real time with organizational bodily synchronization. This study reveals a new aspect of physical communication between players in team sports that has not been fully examined sociologically.

Keywords

Team Sports, Volleyball, ‘ma’, ‘maai’

Sport in Asia

284 Development of Okinawan Identity among Okinawan Basketball Players

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More than half of residents of Okinawa, Japan, have combined Okinawan and Japanese identities. However, studies have noted a decline in awareness of Okinawan identity and identity instability, especially among young people, since the 2000s. In this context, the discourse of Okinawan identity is used frequently in news coverage on Okinawan basketball. Okinawans may be reaffirming their fading Okinawan identities through their basketball play and tactics. Some studies have suggested that the emphasis on national teams and athletes in news coverage reinforces nationalism and national identities. However, players' awareness and embodiment of these discourses and their effects on identity formation among the players have not been comprehensively examined. Therefore, this study aimed to examine the development of Okinawan identity among Okinawan basketball players throughout their sports careers. This study conducted interviews with 13 college student athletes who had been playing basketball in Okinawa since childhood. A narrative methodology was employed to analyze the participants' experiences of becoming aware of and acquiring Okinawan identities in their sports careers. The results revealed that Okinawan basketball was diverse rather than fixed, coaches tended to demand "Okinawan basketball" from their players, and players were particularly conscious of their Okinawan identities when they represented Okinawa in national tournaments. Through these experiences, the players developed a sense of pride in their Okinawan identities. These findings suggest that the Okinawan identities of young Okinawan basketball players may be constructed reflexively through the experience of engaging in Okinawan basketball.

Keywords

student athletes, narrative methodology, nationalism, reflexively

Sport, Organization & Governance

45 New Women's Education: Martial Arts, Education, and Dissemination of the Selangor Chinese Women Chin Woo Athletic Association and the Penang Ladies Chin Woo Athletic Association

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By the late 19th century, Chinese women who had migrated to Malaya constituted nearly one-fifth of the adult immigrant population by the 1920s. Among these pioneering women, leaders emerged to establish the Selangor Chinese Women Chin Woo Athletic Association and the Penang Ladies Chin Woo Athletic Association (CWAA). This study draws on commemorative publications, special issues, and reports from the Nanyang Siang Pau as primary materials to analyze various aspects of these associations. The analysis includes curricula, examinations, training courses, public speeches, inter-association exchanges, commemorative events, charity performances, and memoirs, to explore the martial arts, education, and dissemination activities of the Selangor and Penang CWAA. The findings reveal that these associations adopted “New Women’s Education, Physical Empowerment, and Vision Expansion” strategies to challenge the traditional constraints of the belief that “a woman’s virtue lies in her lack of talent.” These associations provided Chinese women in Malaya with opportunities to integrate into, and even thrive within, the social, cultural, and economic domains of Malaya, while also facilitating transnational and cross-border exchanges. Before Malaya fell to Japanese occupation in December 1941, the two women’s CWAA maintained frequent interactions with other affiliated associations, including collaborative efforts involving administrative affairs, instructors, and members. They also kept active connections with the Shanghai CWAA and fostered exchanges with organizations in China and abroad, such as in Hong Kong. These associations served as significant platforms for showcasing the achievements of Chinese women, fostering new ideas, and broadening horizons in an era of transformative growth.

Keywords

Women’s Chin Woo Athletic Association, Chin Woo Athletic Association, Martial Arts, Wushu, Women’s Education

212 An Analysis for the Development of Raub Basketball Association in Malaysia: A perspective of the SPLISS model

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Raub Basketball Association (RABA) has been hosted national basketball events and cultivate many outstanding talents for the Malaysia's national team. As a district-level basketball organisation, the RABA has played a pivotal role in promoting local basketball activities and indentifying young talents. However, due to poor operations, the RABA's license was de-registered in 2013 but then successfully resumed operations after a decade of effort. This study aims to explore the strategies and challenges faced by RABA in advancing basketball development in Malaysia. This research employs a qualitative approach with a framework of the SPLISS model (Sports Policy factors Leading to International Sporting Success), widely adopted as an analytical framework for sports development, it provides a theoretical foundation for evaluating RABA's development strategies. The result shows that: 1. Strengths (Pillars 1, 2, 6 & 7): RABA secures stable funding through local businesses and community support, fosters effective governance through communication with higher-level organisations, and provides national-standard facilities and experienced coaching staff for athlete development. 2. Challenges (Pillars 3, 4 & 5): Grassroots promotion among non-Chinese ethnic groups remains limited. Talent development lacks systematic organisation, and post-retirement athlete support is insufficient. 3. Weaknesses (Pillars 8 & 9): Short domestic competition cycles and limited international opportunities hinder development, while the lack of integration of sports science limits performance optimisation. In summary, sport participation and opportunities for high-level competition play a crucial role in fostering the development of local basketball programmes.

Keywords

Malaysia Basketball, SPLISS Model, Sports Policy, Grassroot Basketball

305 The research on career development of Female athletes with a high school diploma : Focusing on the career process of corporate softball players

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Japan's corporate sports culture forms the foundation for enhancing athletic performance, and in particular, many female athletes join corporate teams immediately after graduating from high school. This study aims to elucidate the difficulties and challenges associated with the career development and transitions of these female athletes. Semi-structured interviews were conducted with six participants, and their career processes were analyzed using Jodai and Nogawa's modified Role-Exit Model. Additionally, Schlossberg's "A Model for Analyzing Human Adaptation to Transition" was used as an analytical framework, and qualitative data analysis methods were employed to examine the challenges.

The findings reveal that although all participants voluntarily decided to retire, their preparations for post-retirement careers were insufficient. Three major categories emerged from the analysis: organizational culture, dealing with transitions, and perceptions regarding post-retirement career development. In particular, it was suggested that the closed community of the organization, which partially reflects Goffman's concept of the "total institution," functions as a factor that leads to a lack of career education and support. It has been confirmed that this kind of organizational culture causes athletes to concentrate on competitive activities and has a negative impact on their career development after retirement by making athletes unprepared for a turning point. Furthermore, academic background, which is valued during athletic activities, causes feelings of inferiority in the labor market after retirement and becomes a barrier to career development.

These findings offer valuable insights into improving the career paths of female athletes during and after their competitive careers in corporate sports.

Keywords

Qualitative Research, Career Development, Career Process, Female athletes with a high school diploma

Sport, Politics & Policy

63 Taekwondo as a Global Sport: A Big Data-Driven Study for Developing a Sustainable Policy Implementation Model

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Taekwondo, a traditional Korean martial art, has evolved beyond its cultural origins to become a globally recognized Olympic sport, embodying a dynamic narrative of cultural identity and international participation. This study addresses the inconsistencies in Korea's Taekwondo policy, which are exacerbated by frequent governmental changes leading to fragmented and inefficient initiatives. By leveraging big data analytics and focus group interviews, this research develops a sustainable policy implementation model that honors Taekwondo's cultural roots and its global presence.

The methodology combines pattern identification from big data with qualitative insights from focus group discussions to understand the structural barriers within Taekwondo's policy framework. This dual approach highlights four key areas for policy improvement: 1) enhancing talent cultivation strategies, 2) promoting interdisciplinary research and development, 3) increasing adult participation, and 4) establishing a robust governance framework.

The proposed model not only aims to streamline efforts but also situates Taekwondo within the broader sociological discourses of globalization, cultural exchange, and institutional governance. It aligns with sustainable development goals, advocating for a policy framework that supports the sport's growth as both a cultural and athletic phenomenon. This study contributes to the sociology of sports by providing a nuanced understanding of how global sports like Taekwondo navigate and influence the interplay between national policies and global sports dynamics. It offers a replicable model for other sports disciplines aiming for sustainable global integration and policy consistency, enriching the ongoing engagement with policy innovation and institutional analysis in sports sociology.

Keywords

Taekwondo policy, sustainability, policy implementation model, global sport, big data analysis

217 Advancing Elite Table Tennis in Taiwan: Strategic Pathways and Challenges through the SPLISS+5 Framework

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Table tennis has been a key focus in the elite sports development of Taiwan, with players consistently achieving multiple championships in various international competitions. Despite this success, performances in mega international events such as the Olympic Games and Asian Games have fallen short of expectations. This contrast raises critical questions about the effectiveness of current development strategies. Therefore, this study aims to analyze the strategic development of elite table tennis in Taiwan, identifying both success factors and existing challenges.

Grounded in the Sports Policy Factors Leading to International Sporting Success (SPLISS) framework proposed by De Bosscher et al. (2006, 2009), this study incorporates five additional critical factors—focused resource allocation, a culture of excellence, incentive and reward systems, external networking systems, and anti-doping systems (Oakley & Green, 2001; Liang, 2005)—to form the SPLISS+5 framework. Data were collected through semi-structured interviews with 12 stakeholders, including officials and staff from the Sports Administration, the Chinese Taipei Table Tennis Association, the National Training Center, and company-affiliated teams, as well as national team coaches, players, and sports science professionals.

The findings highlight strengths in financial support and foundation and participation for sports development in Taiwan, driven by government funding, corporate investment, comprehensive school system support, and the expansion of private facilities. However, challenges remain in areas such as the integrated approach to policy development, athletic career and retirement support, and coach training and development. These insights contribute to enhancing strategic planning and policy-making for the sustained success of elite table tennis in Taiwan.

Keywords

Elite Sport, Sports Policy, Talent Development System

298 A Critical Discourse Analysis of South Korea's Military Service Exemption System

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This study critically analyzes media discourse on South Korea's military service exemption system for national athletes, focusing on framing differences between progressive and conservative media. The research explores how these ideological distinctions reflect power dynamics and socio-political contexts, positioning military service exemptions not merely as a waiver of national duty but as a key issue in national sports policy, fairness debates, and meritocratic discourse. The study examines news articles from 2000 to 2024, published by progressive media (Hankyoreh, Kyunghyang Shinmun) and conservative media (Chosun Ilbo, Dong-A Ilbo). Using Fairclough's three-dimensional Critical Discourse Analysis (CDA) framework, the study integrates framing theory and Van Dijk's discourse-power theory. The analysis explores textual choices, narrative structures, and media production patterns, linking them to broader ideological and policy debates. Findings indicate that conservative media construct exemptions as a legitimate reward for national athletes, reinforcing a meritocratic discourse that supports national branding and global sports competitiveness. In contrast, progressive media highlight fairness concerns, portraying exemptions as privileging elite athletes while advocating for alternative policies to ensure equity. While both acknowledge exemptions' role in sports development, they diverge in their legitimacy assessments and policy recommendations. This study demonstrates that media discourse on military service exemptions is shaped by ideological stances, influencing public perceptions and policy formation. The findings emphasize the need for a balanced approach that reconciles fairness with national sports priorities, ensuring long-term policy sustainability.

Keywords

Military Service Exemption in South Korea, Critical Discourse Analysis, Media Framing

302 Interrogating the Key Policy Factors behind Taiwan's Roller Speed Skating Success at the 19th Asian Games

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Taiwan's roller speed skating has achieved outstanding global success, exemplified by the Chinese Taipei team's performance at the 19th Asian Games in Hangzhou, where they secured 4 golds, 2 silvers, and 1 bronze—the highest gold medal count for the delegation. This success reflects long-term, multi-faceted investment rather than coincidence. Despite the predominance of Western-focused sports research, Taiwan's achievements highlight the need to explore non-Western success stories in competitive sports. This study examines the strategies behind Taiwan's roller speed skating team's preparation for the Hangzhou Asian Games using theoretical frameworks from Bosscher et al. (2006), Green and Oakley (2001), and Liang Xiaolong et al. (2006). The study employs semi-structured interviews and document analysis to investigate key factors contributing to success. Input was gathered from personnel involved in the Asian Games, alongside an analysis of relevant policies. Six critical factors were identified from this study: Coach Training and Development, Athlete Selection and Cultivation, Training Facilities, Incentive and Reward Systems Integration of Sports Science and Culture of Excellence. The study also uncovered areas needing improvement, offering valuable insights for enhancing Taiwan's competitive edge and achieving sustained international success.

Keywords

Roller skate, Spliss, Sport policy

381 The growing importance of football and stadiums in Japan make local governments subsidise football-specific stadiums

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This study aims to discuss why local governments subsidise football-specific stadiums, through the case study of the Kyoto Prefectural Stadium (Sanga Stadium by KYOCERA). A year-long fieldwork was conducted to gather assembly minutes, policy documents and newspaper articles, and implement semi-structured interviews with local government officials.

The case provides a unique perspective in that the proposal to build a football stadium had been abandoned twice in the span of 30 years before it finally obtained clearance in 2016. It was also historically uncommon in Japan that a football-specific, instead of multi-sports, stadium, was subsidised by a local government.

Japan hosted the 2002 FIFA World Cup and the J-League, a professional football league, began in 1993. The World Cup and the J-League prompted local governments to build stadiums in the 1990s. The J-League became more popular in the 2000s due to the success of the World Cup and its strategy of valuing local communities. This made people aware of the need for football-specific stadiums. The J-League's popularity and the stadiums' versatility led to expectations they would play a significant role in urban development. As a result, local governments that had not built stadiums until the 2000s began to realise that they needed to build a stadium.

These findings show that the World Cup and the development of the J-League over the past 30 years have increased the importance of football and stadiums in Japan, which was a football-backward country, and led to subsidies for football-specific stadiums by local authorities.

Keywords

Japan, football, stadium, subsidise, local governments

Sport, Socialization & Belonging

35 Capital game: male athletes' rationalisation of playing hurt and reproduction of the risk, pain, and injury custom in professional combat sports

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As the phenomenon of playing hurt persists in sports, extant literature has explored the risk, pain, and injury custom (RPIC) from diverse angles. However, academic endeavours revealing the agency-structure continuum between individual agents' willingness to play hurt and the capital structure related to the RPIC remain limited. This study aims to investigate professional athletes' health-compromising practice and its underlying mechanism through capital games. Drawing on Bourdieu's theory of practice, we examined two research questions: (a) how does individual athletes' desire for capital justify playing hurt? and (b) how are their capital games connected to the RPIC? Empirical data were collected through semi-structured and photo-elicitation interviews with eight athletes and six coaches (ex-athletes) from three combat sports. The data were interpreted using reflexive thematic analysis. The findings were categorised into two narratives: (a) rationalisation of playing hurt and (b) reproduction of the RPIC. First, our participants continued playing hurt, expecting certain rewards (cultural, social, economic, and performance capital); this profit-seeking aspiration rationalised self-destructive action as an investment to garner social energy in the field. Second, the more athletes immersed themselves in capital games using health as a token, the more prominent the habitus of playing hurt became in the field. This RPIC reproduction mechanism drove former/present athletes' choices to converge into an identical career trajectory, uni-taste, and limited subversion strategy, trapping them in a cycle where the victim becomes another perpetrator of playing hurt. These results are expected to provide sport institutions with insights into building safer sporting environments.

Keywords

capital game, playing hurt, risk-pain-injury custom, agency-structure, combat sports

133 The interplay between (re)settlement and embodied experiences of recently arrived migrants in sports and physical activity: A comparative analysis of Japan and Australia

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Policymakers and practitioners often consider sports participation as a context and resource for easing (re)settlement and integration obstacles for migrants. The literature shows sports can have manifold benefits for migrants, but these are context-dependent, influenced by, for example, sporting cultures, immigration policies, and structural racism. My PhD project explores how experiences of sports interplay with migrants' settlement across different socio-cultural settings.

This study will focus on emotional and bodily experiences in and through sports and physical activity, which develop in conjunction with, and relative to, the socio-cultural contexts where migrants (re)settle. The project uses a comparative ethnographic approach including interviews with recently arrived migrants and observations in sports clubs in Melbourne, Australia, and Tokyo, Japan.

The participant observation has started in a recreational running club in a multi-cultural suburb of Melbourne. The club involves over 500 athletes with different nationalities predominantly from China and Australia. It has already been observed that participants transform their embodiment through physical activities, seemingly influenced by the interactions within specific social and cultural contexts. The results will be compared with the data to be collected in Tokyo.

This comparative research can identify what and how contextual differences, external to sports, could affect the sporting experiences of recently arrived migrants in settling into new societies. It will generate a novel insight that can inform the development of culturally and socially specific approaches to make the sports programs and environments more inclusive and valuable for the social cohesion and well-being of migrants with diverse backgrounds.

Keywords

migration, social inclusion, multiculturalism, embodied experience, recreational running

276 The Role of Chinese Universities in Shaping National Sports Excellence: A Sociological Analysis of Elite Athlete Training Systems

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This paper focuses on the role of Chinese universities in shaping national sports excellence through their elite athlete training systems. From the perspective of sports sociology, exploring this theme involves examining the relationship between sports, education, and national pride. Universities are not only training institutions but also play a key role in shaping athlete identity and providing cultural capital, making them important social institutions.

This analysis draws on various theories within sports sociology. For example, Pierre Bourdieu's concept of capital highlights how universities provide cultural and social capital. Under functionalist theory, universities contribute to social integration, national identity, and the development of human resources. The role of sports in society is also examined through the lens of conflict theory, which underscores the power dynamics and social inequalities reflected and perpetuated through sports. Additionally, the symbolic interactionist perspective is applied, focusing on the meanings individuals derive from sports participation and how these meanings influence their social interactions and self-concepts.

This comprehensive approach to understanding the multifaceted role of sports in society considers both macro-level societal influences and micro-level personal experiences and interpretations. Conflict theory, for instance, sheds light on the inequalities in training resources and the impact of socio-economic background on athletes' development.

The study further situates the Chinese university system within a global context, linking it to trends in international sports sociology. It discusses the influence of globalization on sports and education, particularly its effects on the training system for Chinese elite athletes.

Keywords

Chinese elite athletes, training system, university, national sports excellence

Sports & Media

136 Using George C. Homans' Social Exchange Theory to understand the reasons for the unique sports culture on social media by Taiwanese baseball fans

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With the development of the Internet, expressing opinions on social media has become one of the activities sports fans are enthusiastic about. Through phenomenological observation, I discovered that in the Taiwanese society where I live, sports fans have many special actions on social platforms, the most special part is the “apology culture” in baseball.

This action originated from baseball fans in Taiwan. When the rosters of baseball players are announced, they will judge the possible performance of the players. When a player's performance exceeds their expectations, fans will post an apology on social media. Researchers try to understand the deeper motivations behind baseball fans and the meaning of this action. The researcher found that the behavior of Taiwanese baseball fans had many overlaps with the “Behavior = Value × Possibility”, “Worth = Rewards – Costs” and “Outcome = Rewards – Costs” in Homans' social exchange theory, so this research will use Homans' social exchange theory as a research approach. Analyze the complex social phenomena behind the apology actions.

According to research, the social significance of apology behavior is not only the reflection on the players they questioned, but also more often the fans achieve a certain desired effect by issuing an apology. This study uses Homans' social exchange theory to understand the reasons why Taiwan's special baseball culture was formed on social media, so as to explain the social significance of apology culture and use it to maintain the social order and image of baseball culture.

Keywords

Apology culture, Baseball culture, George C. Homans, Social exchange theory

223 Does Media Sports Really Promote Interest in Sports? A Comparison of Keyword Search Volumes Before and After the Broadcast of the Sports Entertainment Show Kick a Goal

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This study aims to determine whether Kick a Goal has promoted interest in futsal by analyzing keyword search volumes related to futsal before and after the program's broadcast. This study utilized Naver Trends, which standardizes search volumes from Naver users.

Keyword search volume data for "futsal" and "women futsal" were collected for the period from June 16, 2018, to June 15, 2024.

Additionally, to examine changes in keyword search volumes during the program's manipulation controversy, we collected data for the keywords "Kick a Goal," "futsal," and "women futsal" for the period spanning June 16, 2021, to July 2, 2022.

The t-test results revealed significant differences in search volumes for "futsal" ($t=-11.39$, $p<.001$) and "women futsal" ($t=-77.09$, $p<.001$) before and after the broadcast of Kick a Goal. there was a significant difference in Kick a Goal keyword search before and after the manipulation controversy ($t=2.27$, $p < .02$), but not for "futsal" and "women futsal". Furthermore, correlation analysis indicated a weak correlation between the search volumes for "Kick a Goal" and "women futsal" ($r=.278$, $p<.01$).

These findings empirically confirm that the broadcast of Kick a Goal increased public interest in futsal and women's futsal. Additionally, the program's manipulation controversy led to a decline in interest in the show. Although there were no significant changes in search volumes for futsal and women futsal during the controversy, the weak correlation between the keywords "Kick a Goal" and "women futsal" suggests that the decline in program interest could potentially affect interest in the sport.

Keywords

Media Sports, Futsal, Naver Trends, Kick a Goal

324 From Fame to Fallout: Network Analysis of Sports Stars' Social Behaviors and Fandom Continuity

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This study examines the sociological impact of a sports star's inappropriate social behavior toward fans on the sustainability of fandom, using a case study of a prominent athlete's no-show at a major event. Grounded in expectancy violation theory (Burgoon, 1993), this research explores how deviations from expected behavior influence public perception and fan engagement. Expectancy violation theory posits that individuals develop social expectations, and when these expectations are breached—especially negatively—the response is often intensified and enduring.

Using text mining and semantic network analysis via UCINET 6, this study analyzed media coverage and public discourse on blogs and news platforms. The results indicate a significant shift in perception, with initial positive descriptors (e.g., “star”) transforming into negative associations (e.g., “fraud”) after the incident. Furthermore, this negative sentiment persisted for several years, demonstrating a long-term reputational impact. Additionally, the athlete's damaged image influenced fan engagement, leading to decreased merchandise sales and waning support from the fan community.

These findings underscore the importance of maintaining positive athlete-fan relationships, as violations of fan expectations can result in sustained reputational harm. This study contributes to the broader understanding of fandom sustainability and provides practical insight into how sport celebrities should respond to society, aiding sports organizations and athletes in managing public relations crises. By applying expectancy violation theory, this research highlights the lasting consequences of an athlete's social behaviors and emphasizes the role of social expectations in shaping public sentiment.

Keywords

sports stars, inappropriate behavior, the sustainability of fandom, expectancy violation theory, network analysis

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