

Les Back, Tim Crabbe and John Solomos

## Beyond the racist/hooligan couplet: race, social theory and football culture

### ABSTRACT

This paper draws on recent research to explore the changing cultures of racism in English football. Starting from a critical analysis of key themes in the literature on football it seeks to show that existing analytical frameworks need to be reworked if they are going to adequately account for the complex forms through which racism is expressed in contemporary football cultures. In the course of this analysis we question some of the ways in which the issue of racism in football is collapsed into broader accounts of 'hooliganism' and other forms of violence among football fans. From this starting point the paper draws on some elements of our empirical research in order to outline an alternative way of framing the issues of racism and multiculturalism in football.

**KEYWORDS:** Football; racism; social theory

CUP FINAL DAY, MAY 1997

The rituals of Englishness are on display as the nation settles to watch the biggest event in the sporting calendar. The Guard's Band leads Cliff Richard and the capacity crowd through *Abide with Me* and the national anthem: but this final between Chelsea and Middlesbrough seemed different. Chelsea, managed by the black Dutch international Ruud Gullit, eventually triumph 2-0 over a cosmopolitan Middlesbrough side that included the Italian Fabrizio Ravanelli and the famed Brazilians, Juninho and Emerson. The Middlesbrough fans performance of the unlikely phenomenon of a 'Teeside Samba' at Wembley signalled that local football culture, even in England's North East, has assimilated new rhythms and textures. The match marked something more than a new beginning for the victorious West London club. It captured in microcosm the changing face of English football.

As Chelsea's 'cheeky cockney' Denis Wise lifted the cup for Chelsea for the first time in 26 years the television coverage cut to the jubilant Chelsea fans. Two young black men appear in club colours singing 'Chelsea,

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**Abstract:** This study was conducted to investigate perceptions of violence in sport in general and perceptions of violence in intramural sports for university participants in intramural sports. Social learning theory and social exchange theory were incorporated to account for factors contributing to the presence of violence in sports. A four page group administered questionnaire was used to collect data from 200 university intramural sports participants. Based upon an analysis of the data support was found for social learning theory and social exchange theory. Strong support was expressed for the perception that "weak" officials who do not take complete control of player violation contribute to violence in sports for both intramural sports and sports in general. There was also strong support for the perception that violence in sport is likely to result in personal injury. [ABSTRACT FROM AUTHOR]

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# Calming Troubled Waters: Peacemakers in a Sports Riot

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This investigation sought to identify a set of measures predictive of those who would intervene in a crowd disturbance with the intent of restoring order. Male participants (N = 74) completed a battery of social and personality measures. Men who had previously attempted to break up a fight(s), including those who had recently intervened and judged their efforts to have been successful, were most likely to step in. Additionally, peacemakers were subject to the false consensus effect and strongly believed in law and order. A multiple regression analysis yielded a solution that accounted for 40.3% of the variance, with previous experience as a peacemaker and attitudes toward law and order emerging as the best predictors. *Aggr. Behav.* 27:292-296, 2001. © 2001 Wiley-Liss, Inc.

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Key words: aggression; fights; peacemakers; riots; self-esteem; spectators; sports; violence

Those who in quarrels interpose  
Must often wipe a bloody nose

*The Mastiffs*  
John Gay 1688-1732

## INTRODUCTION

Those who attempt to break up fights are exposed to serious physical and sometimes legal risks. Such interventions should hold little appeal. Yet, in a variety of circumstances, surprisingly large numbers of people state they would step into an altercation and attempt to restore order.

Among those who had witnessed a child being physically abused in public, 26% said they tried to stop the abuse [Christy and Voigt, 1994]. A Finnish study of school bullying reported that 30% of girls and 5% of boys intervened on behalf of the victim [Salmivalli et al., 1996]. As well, interviews with men attending a Finnish hockey game revealed that 26.2% would inter-

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# Behavioural Manifestations of Anabolic Steroid Use

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## Abstract

The use of anabolic androgenic steroids (AAS) for gains in strength and muscle mass is relatively common among certain subpopulations, including athletes, bodybuilders, adolescents and young adults.

Adverse physical effects associated with steroid abuse are well documented, but more recently, increased attention has been given to the adverse psychiatric effects of these compounds. Steroids may be used in oral, 17 $\alpha$ -alkylated, or intramuscular, 17 $\beta$ -esterified, preparations. Commonly, steroid users employ these agents at levels 10- to 100-fold in excess of therapeutic doses and use multiple steroids simultaneously, a practice known as 'stacking'. Significant psychiatric symptoms including aggression and violence, mania, and less frequently psychosis and suicide have been associated with steroid abuse. Long-term steroid abusers may develop symptoms of dependence and withdrawal on discontinuation of AAS.

Treatment of AAS abusers should address both acute physical and behavioural symptoms as well as long-term abstinence and recovery. To date, limited information is available regarding specific pharmacological treatments for individuals

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## **Mega Events, Fear, and Risk: Terrorism at the Olympic Games**

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Since 1972, there has been an association between terrorism, violence, and the Olympic Games. The events of September 11, 2001, however, clearly reescalated concerns about the Games being a terrorist target. This conceptual article discusses the theories of the risk society and the precautionary principle to understand and interpret how visitors to the most recent Summer Games, Athens 2004, framed their decision to attend. Consistent with risk theory, a strong public and financial commitment to safety at the Games was evident, with the organizers undertaking wide-ranging large-scale risk management initiatives. Athens attendees, while displaying tenets of risk aversion and engagement with a discourse of fear, also showed resilience, resistance, and indifference to potential terrorism threats. Implications for both theory and practice are noted.

Since September 11, 2001 (9/11), the increased threat of terrorism has brought risk management to the forefront of mega-sport-event planning and has resulted in a range of new security measures for sport spectators and tougher safety standards for organizers. Although there has been considerable scholarly enquiry into the causes and effects of terrorism as it relates to tourism and events in general (cf. Hall, Timothy, & Duval, 2003), there has been a lack of academic research investigating the emotional responses of sport event spectators to the threat of terrorism and how this response impacts management.

Terrorist-based risk associated with sport spectating in the 21st century is not without substance, because there have been 168 terrorist attacks related to sport between 1972 and 2004 (Clark, 2004; Kennelly, 2005). These data indicate that terrorism at sporting events is not just a post-9/11 problem. The intensity of media and governmental moral panics and event organizers' responses to terrorism since 9/11, however, have brought the issue to the attention of the world in a manner similar to the aftermath of the 1972 Munich Olympic attack.

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### **Collective self-esteem consequences of outgroup derogation when a valued social identity is on trial**

NYLA R. BRANSCOMBE and  
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*Abstract*

*A structural equation model tested the role of degree of identification with a group (Americans) and level of collective self-esteem as determinants of outgroup derogation under identity-threatening and non-threatening conditions. High identification and reductions in collective self-esteem following a threat to that identity lead to outgroup derogation, but level of collective self-esteem did not predict outgroup derogation in the no-threat condition. The consequences of derogating both threat-relevant (Russians) and threat-irrelevant nationalities for subsequent self-esteem were assessed. As predicted by social identity theory, higher amounts of derogation of the threat-relevant outgroup in the identity-threatened condition elevated subsequent collective self-esteem. Derogation of threat-irrelevant outgroups did not have this positive esteem consequence; in fact, increased derogation of irrelevant outgroups reduced subsequent self-esteem. In the no-threat condition, amount of derogation directed towards either type of outgroup did not significantly influence subsequent self-esteem, with the overall pattern being opposite to what was observed in the threat condition. Implications for theories concerning self-processes as instigators of outgroup derogation and the consequences of intergroup comparisons for collective self-esteem are discussed.*

### **INTRODUCTION**

Considerable research has documented people's desire to see themselves positively, as well as the great lengths to which they go in order to protect or enhance their

Financial support for this research was provided by a Biomedical Sciences grant from the University of Kansas to the first author. We thank Yechiel Klar and Eliot Ermitz for their helpful comments on this work when it was presented at the Conference on Social Cognition, Nags Head, North Carolina, June 1990. Portions of this work were also presented at the meeting of the International Society for Research on Aggression in Jerusalem, Israel, June 1991. Jason Coleman assisted with the data collection, and three anonymous reviewers provided useful feedback on an earlier draft of the manuscript.

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## Measuring Sport Team Identification and Commitment: An Empirical Comparison of the Sport Spectator Identification Scale and the Psychological Commitment to Team Scale

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Because the reactions of sport fans are so often a function of their level of identification with and commitment to the team, the accurate measurement of identification/commitment (I/C) is of utmost importance to sport psychologists and marketers. Typically, two scales have been employed to assess I/C: the Sport Spectator Identification Scale (Wann & Branscombe, 1993) and the Psychological Commitment to Team Scale (Mahony, Madrigal, and Howard, 2000). The current study was designed to examine the relationship between these two inventories as well as their relationships with fan behaviors. The results indicated that the two measures were highly correlated and both scales predicted fan behaviors. Discussion includes the importance of developing a multidimensional measure of I/C.

Within the last two decades, social scientists from a number of disciplines (including psychology, sociology, political science, and marketing) have shown an increased interest in sport fans' psychological attachment to teams. Although several terms have been used to describe this attachment, perhaps the most common are team identification (e.g., Wann & Branscombe, 1993), commitment (e.g., Mahony, Madrigal, & Howard, 2000), and loyalty (e.g., Backman & Crompton, 1991).<sup>1</sup> Two lines of research have been developed with respect to identification/commitment (I/C) with sport teams: the causes and consequences of high levels of I/C.

With respect to the causes of I/C, an area of inquiry that has most often been the focus of sport marketers and managers, a number of factors have been suggested as potential causes. For instance, Underwood, Bond, and Baer (2001) have argued that teams can increase the I/C of their fan base by enhancing the fans' group experience (i.e., foster a sense of belonging), continuously reminding fans of the team's history and tradition, creating a unique stadium atmosphere, and encouraging ritual-like behaviors (e.g., bleacher fans in Wrigley field "throwing back" home run balls hit by visiting players). In an empirical

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## Understanding the Role of Cigarette Promotion and Youth Smoking in a Changing Marketing Environment

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*In 2001, \$11.21 billion was spent on domestic cigarette advertising and promotion, an increase of 16.9% over 2000. This article explains how cigarette industry efforts stimulate demand and encourage smoking within the context of recent changes, including the 1998 Master Settlement Agreement (MSA) and resulting litigation, and variations in tobacco marketing policies. Communication concepts are combined with adolescent development concepts to explain how youth are impacted. Industry documents and current syndicated research data are used to reveal and explain key concepts.*

Of the many issues converging on youth and smoking, few have generated more discussion than advertising and promotion. Recent policy construction has cast advertising and promotion in a central position with respect to adolescents and cigarette use. There have been several changes in the way cigarette products are marketed and it remains important to understand the role advertising and promotion plays in youth smoking.

This article explains the role cigarette advertising and promotion plays in youth smoking by bridging research in marketing communication and adolescent behavior. Industry documents and data are used to help explicate and underscore key issues. Initially, background concepts provide an overview of advertising and promotion as environmental risk factors. The way cigarettes are promoted in a changing marketing communication environment is examined to explain industry actions after the MSA. Next, the article explains how cigarette advertising and promotion work together to form images and create demand. Finally, the role of persuasion is discussed with respect to decision making.

### Background

Cigarette industry advertising and sales promotion are noted as important social factors that foster smoking and serve as countervailing forces in the effort to reduce

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## Developments in alcohol consumption in reunited Germany

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### ABSTRACT

**Aims** To investigate changes in measures of frequency of general alcohol and beverage-specific alcohol drinking in eastern and western Germany between 1991 and 1998.

**Design, setting and participants** Data come from two nationally representative health surveys, one conducted in 1991/1992 and the other in 1998. The earlier sample comprises two separate surveys, a 1991 western German survey ( $n = 5255$ ) and a 1992 eastern German survey ( $n = 2211$ ); the sample from 1998 contains information from 5463 people. The two 1991/1992 samples were merged to produce a single data set, comprising 7466 cases. The 1998 sample was limited to people aged 25–69 years, the age range of the 1991/1992 surveys.

**Measurements** The surveys included measures of current drinking, current beverage-specific drinking, weekly drinking, daily drinking, heavy drinking and mean amount consumed per day.

**Findings** The prevalence of almost all measures of drinking frequency declined in both regions of Germany and for both genders. Decreases were larger in the East and especially for frequency of current spirits drinking and daily drinking. Despite the decreases, western women consistently consumed at higher levels than eastern women, as did eastern men in relation to western men. Moreover, gender and regional differences within the country decreased.

**Conclusions** Overall frequency of consumption has declined in Germany in the 1990s and drinking behaviour in the two regions has become more similar.

**KEYWORDS** Alcohol consumption, gender differences, Germany, social change, trends.

### INTRODUCTION

More than a decade has passed since the former German Democratic Republic and the Federal Republic of Germany were reunited. Reunification prompted social change in many areas of daily life. Unlike comparatively more gradual transitions in many other eastern European countries, the legal, economic and political changes in East Germany came about swiftly. Systems and struc-

tures already in place in West Germany were quickly adopted or imposed in East Germany, and these extended to everyday customs and practices. While eastern Germans benefited from improvements in income, pensions and overall infrastructure (Zapf 2000), individual income and wealth have continued to lag behind that of western Germany. None the less, studies have indicated growing similarity in consumer behaviour and individual assessment of quality of life in eastern and western Ger-

# Temporal Changes in the Physical Fitness of US Army Recruits

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## Abstract

This article defines physical fitness and then reviews the literature on temporal trends in the physical fitness of new US Army recruits. Nineteen papers were found that met the review criteria and had published recruit fitness data from 1975 to 2003. The limited data on recruit muscle strength suggested an increase from 1978 to 1998 (20-year period). Data on push-ups and sit-ups suggested no change in muscular endurance between 1984 and 2003 (19-year period). Limited data suggested that maximal oxygen uptake ( $\dot{V}O_{2max}$ ) [mL/kg/min] of male recruits did not change from 1975 to 1998 (23-year period), while there was some



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## Whole-body vibration exercise leads to alterations in muscle blood volume

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### Summary

Occupationally used high-frequency vibration is supposed to have negative effects on blood flow and muscle strength. Conversely, low-frequency vibration used as a training tool appears to increase muscle strength, but nothing is known about its effects on peripheral circulation. The aim of this investigation was to quantify alterations in muscle blood volume after whole muscle vibration – after exercising on the training device Galileo 2000 (Novotec GmbH, Pforzheim, Germany). Twenty healthy adults performed a 9-min standing test. They stood with both feet on a platform, producing oscillating mechanical vibrations of 26 Hz. Alterations in muscle blood volume of the quadriceps and gastrocnemius muscles were assessed with power Doppler sonography and arterial blood flow of the popliteal artery with a Doppler ultrasound machine. Measurements were performed before and immediately after exercising. Power Doppler indices indicative of muscular blood circulation in the calf and thigh significantly increased after exercise. The mean blood flow velocity in the popliteal artery increased from 6.5 to 13.0 cm s<sup>-1</sup> and its resistive index was significantly reduced. The results indicate that low-frequency vibration does not have the negative effects on peripheral circulation known from occupational high-frequency vibration.

**Keywords:** arterial blood flow, muscle contraction, tissue blood flow, vibration.

### Introduction

As early as in 1949, Whedon *et al.* (1949) reported the positive effect of passive exercise, by means of an oscillating bed, on metabolic abnormalities in plaster-immobilized patients. In an experimental study it has been shown that the application of 50 Hz, 10 g vibration for 2–5 h daily increased the cross-section of muscle fibres and reduced the fat content of muscle tissue (Hettinger, 1956). A randomized study showed that, in athletes, 3 weeks of strength training (sitting bench-press) with superimposed vibratory stimulation led to an almost 50% increase in the one-repetition-maximum compared with an average gain of 16% with conventional training and no gain for the control group (Issurin *et al.*, 1994). On the other hand, investigating forestry operators, Bovenzi *et al.* (1991) showed that a loss in grip strength may occur after prolonged occupational vibration exposure. Workers who use hand-held vibrating tools may also experience finger blanching attacks as a result of episodic vasospasm in the digital vessels (Bovenzi & Griffin, 1997). An experimental study with rats attached to a vibrating table (80 Hz, 32 m s<sup>2</sup>) 5 h daily for 2 days indicated that vibration may lead to muscle injury (Necking *et al.*, 1996).

## Exercise Adherence Following Physical Therapy Intervention in Older Adults With Impaired Balance

**Background and Purpose.** This study looked at adherence, and factors affecting adherence, to a prescribed home exercise program (HEP) in older adults with impaired balance following discharge from physical therapy. **Subjects.** The subjects were 556 older adults ( $\geq 65$  years of age) who were discharged from physical therapy during the period 2000 to 2003. **Methods.** A survey was developed to determine participation in a HEP. Univariate logistic regressions identified specific barriers and motivators that were associated with exercise participation following discharge from physical therapy. **Results.** Ninety percent of respondents reported receiving a HEP; 37% no longer performed it. Change in health status was the primary reason for poor adherence to a HEP. Eight barriers (no interest, poor health, weather, depression, weakness, fear of falling, shortness of breath, and low outcomes expectation) were associated with a lack of postdischarge participation in exercise. **Discussion and Conclusions.** Exercise adherence following discharge from a physical therapy program is poor among older adults. Barriers, not motivators, appear to predict adherence. [Forkan R, Pumper B, Smyth N, et al. Exercise adherence following physical therapy intervention in older adults with impaired balance. *Phys Ther.* 2006;86:401-410.]

**Key Words:** *Aging, Barriers, Exercise.*

*Rebecca Forkan, Breeanna Pumper, Nicole Smyth, Hilary Wirkkala, Marcia A Ciol, Anne Shumway-Cook*



## Influence of pain and depression on fear of falling, mobility, and balance in older male veterans

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**Abstract**—This study determined the extent to which pain and depression influenced changes in fear of falling, mobility, and balance in older veterans with mobility disorders. Data were reviewed from 95 consecutive patients (aged 60 to 95 yr) who attended the Geriatric Gait and Balance Disorders Clinic at the Malcom Randall Department of Veterans Affairs Medical Center between 1998 and 2000. All subjects performed an individualized exercise program and were assessed four times over 12 weeks with a standardized evaluation battery. We used separate hierarchical regression models to examine the influence of measures of bodily pain and depression on outcomes (Berg Balance Test, Dynamic Gait Index, and Falls Efficacy Scale). Approximately half of the patients attended all evaluation sessions. Attendance at follow-up visits was a significant predictor of improvement in all outcome measures. Pain was a significant predictor of a decrease in balance and mobility outcome scores but not fear of falling. Thus, completing the program increased the amount of improvement, while having pain decreased the amount of improvement. These data suggest that targeted interventions for pain and improving adherence to rehabilitation recommendations should be included in the rehabilitation of older veterans with balance or mobility disorders to maximize potential improvements in balance and mobility.

**Key words:** balance, Berg Balance Test, depression, Dynamic Gait Index, falling, Falls Efficacy Scale, fear of falling, mobility, pain, rehabilitation.

### INTRODUCTION

The older adult population is the fastest growing group in the United States [1]. Manton estimates that by 2050, the number of older adults with a disability in the United States will approximately triple [2]. The associated care costs will be a growing concern over this time [3]. Older adults commonly report difficulty with mobility and a significant problem with falling. Falls are a major health problem among older adults [4-7]. In the United States, one in three adults older than 65 falls at least once each year [5-7]. This proportion and the severity of fall-related complications increases with age [6-7]. Primary fall-related injuries are fractures, head injuries, and postfall anxiety [8]. These complications lead to loss of independence through decreased mobility and increased fear of falling [9].

**Abbreviations:** ADL = activities of daily living, Berg = Berg Balance Scale, DGI = Dynamic Gait Index, FES = Falls Efficacy Scale, GDS = Geriatric Depression Scale, NRS = numeric rating scale, VA = Department of Veterans Affairs, VAMC = VA medical center.

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# The Safety Experience of New Zealand Adventure Tourism Operators

Tim A. Bentley, Stephen Page, and Linda Walker

*Background:* This survey examined parameters of the New Zealand adventure tourism industry client injury risk. The research also sought to establish priorities for intervention to reduce adventure tourism risk, and identify client injury control measures currently in place (or absent) in the New Zealand adventure tourism industry, with a view to establishing guidelines for the development of effective adventure tourism safety management systems. This 2003 survey builds upon an exploratory study of New Zealand adventure tourism safety conducted by us during 1999.

*Method:* A postal questionnaire was used to survey all identifiable New Zealand adventure tourism operators. The questionnaire asked respondents about their recorded client injury experience, perceptions of client injury risk factors, safety management practices, and barriers to safety.

*Results:* Some 27 adventure tourism activities were represented among the responding sample (n = 96). The highest client injury risk was reported in the snow sports, bungee jumping and horse riding sectors, although serious underreporting of minor injuries was evident across the industry. Slips, trips and falls (STF) were the major client injury mechanisms, and a range of risk factors for client injuries were identified. Safety management measures were inconsistently applied across the industry.

*Conclusions:* The industry should consider the implications of poor injury reporting standards and safety management practices generally. Specifically, the industry should consider risk management that focuses on minor (e.g., STF) as well as catastrophic events.

Adventure tourism is a rapidly expanding sector of New Zealand's tourism industry. Recent work by us and other authors has begun to explore the extent and nature of the risks to personal safety faced by the adventure tourist and the ability of the adventure tourism sector to control, through risk management, the injury risk to clients posed by their activities.<sup>1-3</sup> Indeed, health and safety issues associated with tourism and recreational activities undertaken by domestic and overseas visitors to tourism destinations are beginning to attract interest from researchers from diverse disciplines,<sup>4</sup> as they examine the interconnections between health and safety and tourist behavior.<sup>3,4</sup>

Early path-breaking studies into adventure tourism safety in New Zealand provided evidence that some New Zealand adventure activities, notably white water rafting, scenic flights and mountain recreation, present significant risks of serious and fatal injury to clients.<sup>3,5-8</sup> More recently, the current authors, from an analysis of overseas visitor hospitalization data in New Zealand for the period 1982-1996, identified some 1,027 overseas visitor hospitalizations where adventure tourism activity of some form was being undertaken at the time of the injury.<sup>9</sup> This figure represented 17% of all overseas visitor injuries during this period, and corresponded to an injury incidence rate of approximately eight hospitalized injuries per 100,000 overseas visitors (as determined from national annual visitor numbers data) for the period of the analysis. A further 99 (22%) fatalities due to participation in adventure pursuits were identified for the same period. The highest numbers of adventure tourism-related injuries and fatalities were sustained by recreationalists engaged in unguided, independent adventure activities, notably skiing and mountaineering. The highest numbers of commercial adventure tourism injuries were found for horse riding and cycling. Aviation and water-based incidents resulted in the most severe injuries.

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## Toward a Model of Brand Creation for International Large-Scale Sporting Events: The Impact of Leadership, Context, and Nature of the Event

Milena M. Parent and Benoit Séguin  
University of Ottawa

The purpose of this study was to develop a model of brand creation for one-off large-scale sporting events. A case study of the 2005 Montreal FINA (*Fédération Internationale de Natation*) World Championships highlighted the importance of the leadership group (which must include individuals with political/networking, business/management, and sport/event skills), the context, and the nature of the event for creating the event's brand. The importance of each aspect is suggested to vary depending on the situation. For example, the lack of an initial event brand will result in the leadership group having the greatest impact on the event's brand creation process. Findings also highlighted differing communication paths for internal and external stakeholders. Thus, this study contributes to the literature by focusing on brand creation and its related factors instead of the management and outcomes of a brand.

The concept of brand and its importance to marketing has been widely studied in the marketing industry (cf. Aaker, 1991, 1996; Aaker, 1997; de Chernatony, 1999, 2001; de Chernatony & Harris, 2000; Harris & de Chernatony, 2001; Kapferer, 2001; Keller, 2003a, 2003b). Although a brand can be viewed as a name or symbol that identifies and differentiates products from one another (Aaker, 1991), it is also described as a promise to deliver a specific set of features, benefits, services, or experiences to consumers on a consistent basis (Kotler, Armstrong, & Cunningham, 2005). It is suggested that a strong brand provides a company with a "point of difference" (Kapferer, 2001; Keller, 2003a), which in turn can provide a competitive advantage (Aaker, 1991). Moreover, successful brands are able to quickly establish relationships (emotional and personal) with the customer. When this relationship is nurtured over time, loyalty toward the brand is generated (de Chernatony, 2001) and becomes an important asset for a company. Brand loyalty and other assets such as brand awareness, perceived quality, and brand associations constitute the essence of brand equity (Aaker, 1991).

---

Parent and Séguin are in the School of Human Kinetics at the University of Ottawa, Ottawa, Ontario, K1N 6N5 Canada.

## **Sport Commitment Differences Among Tennis Players on the Basis of Participation Outlet and Skill Level**

**Jonathan M. Casper**  
North Carolina State University

**Damon P. S. Andrew**  
Troy University

*The purpose of this study was to investigate potential differences in the levels of reported sport commitment model variables on the basis of participation outlet and skill level, thereby allowing a direct comparison of commitment factors between these important marketing segments. A total of 515 recreational tennis players and 245 NCAA collegiate tennis players participated in the study. Results indicated collegiate athletes reported significantly higher levels of sport commitment, involvement opportunities, and social constraints, while reporting lower sport enjoyment levels compared to recreational players. When investigating skill level, advanced players reported significantly higher levels of sport commitment than intermediate and beginner players, and beginner players reported significantly lower levels of sport commitment than intermediate players. In addition, advanced players reported significantly lower sport enjoyment and significantly higher involvement opportunities and social constraints than lesser skilled players. The results provide further theoretical validation to the use of sport commitment model variables in comparing sport populations. Marketing implications are forwarded.*

---

*Address Correspondence To:* Jonathan Casper, Ph.D., Assistant Professor, Department of Parks, Recreation, and Tourism Management, North Carolina State University, Box 8004, Biltmore Hall, Raleigh NC, 27695, Phone: 919-513-0771, Fax: 919-515-3687, Email: jonathan\_casper@ncsu.edu



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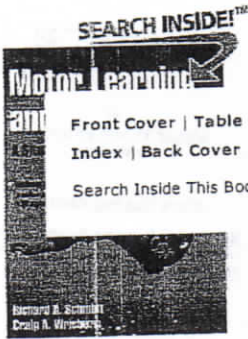
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*Motor Learning and Performance: A Situation-Based Learning Approach* outlines the principles of motor skill learning, develops a conceptual model of human performance, and shows students how to apply the concepts of motor learning and performance to a variety of real-world settings, including teaching, coaching, the design of performer-friendly equipment and work environments, rehabilitation, and everyday motor skill learning. Straightforward explanations of motor skill concepts and accompanying research are reinforced with both ordinary and extraordinary examples of motor skill activities, such as driving a car, playing the banjo, and mountain climbing. By applying the concepts of motor learning to familiar scenarios, the material comes alive for students, leading to better retention of information and greater interest in the application of motor performance and learning in their everyday lives and future careers.



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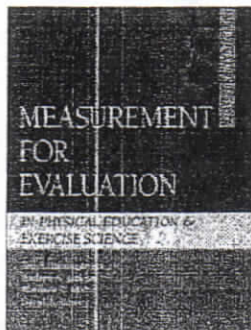
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Developed to help students master the essential content, principles, and concepts that will make them effective evaluators, this text provides the practical skills and materials they will need--whether they become teachers or work in exercise science.

##### About the Author

After receiving his Ph.D. at the University of Iowa, Ted Baumgartner taught measurement and statistics classes in the School of Health, Physical Education, Recreation and Dance at Indiana University for ten years. Since 1977 he has taught research, measurement, and statistics classes in the Department of Exercise Science at The University of Georgia. Ted started the Measurement in Physical Education and Exercise Science journal and was the first editor. He is a fellow in the American Academy of Kinesiology and Physical Education. Many of the measurement specialists in physical education and exercise science received their doctoral training with Ted.

Dr. Matthew T. Mahar is an associate professor and Director of the Activity Promotion Laboratory in the Department of Exercise and Sport Science at East Carolina University. He received his doctorate in Measurement and Research in Exercise and Sport Science from the University of Houston. He has



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##### About the Author

Renowned psychologist Michael J. Apter has taught and researched in a number of universities worldwide, including Yale, Georgetown, and Chicago in the United States, and Toulouse, Bergen, Barcelona, and Louvain in Europe. His revolutionary work on reversal theory led him to found Apter International, a consultancy firm offering products and services to businesses worldwide. He currently resides in Manassas, Virginia.

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