



# Student Research Colloquium

## 8th ANNUAL BROCK UNIVERSITY SPORT MANAGEMENT STUDENT RESEARCH COLLOQUIUM

April 9, 2011

### SCHEDULE

**0745 SENATE CHAMBER**  
**Registration**  
**Nutrition Break**

**0820 Welcome Remarks**  
Dr. Joanne MacLean, Interim Dean, Faculty of Applied Health Sciences,  
Associate Professor, Department of Sport Management

**0825 Keynote Introduction**

**0830- 0945 KEYNOTE ADDRESS**

Mr. John Cawley, Program Manager, McConnell Family Foundation

*Social Innovation as a Contact Sport – How can your Experience as a Student  
Researcher enable you to serve as an agent of social change in the community?*

**0945-1000 PLAZA 400 ATRIUM**  
**Nutrition Break**

**1000-1130 SESSION 1a – Leaders in Sport and Recreation**  
**PLAZA 411**

Patti Millar  
Brock University

The numbers game in quantitative research: A discussion of sample size in training evaluation  
research in the sport context

Hilary Sayle  
Brock University

Post-program Transfer: How do Wilderness Trip Programs Prepare Participants?

Kate Humphrys

Brock University

Training Youth Leaders: A mixed-methods evaluation of the HBeat 5-day youth leadership camp.

**1000-1130 SESSION 1b – Policy in Sport and Recreation  
PLAZA 410**

Ryan Howard

Brock University

Community Approach to Mitigating Risk in Outdoor Recreation: A case study of the Ottawa Valley Whitewater Adventure Rafting Industry

Winston Wing Hong To

University of Western Ontario

The Crawford Report's Ideology and Strategies: Should and Can it be Applied to Canada's High Performance System?

Dan Aiello and Phil Nolan

Brock University

NHL Supplementary Disciplinary Policy: Necessary Changes

**1000-1130 SESSION 1c – Professional Sport and Labour  
PLAZA 408**

Craig Church

Brock University

A Predictive Model of PGA Tour Elite Player Participation in the Fed Ex Cup Era

Jonathan Fullard

Brock University

Investigating Player salaries and Performance in the National Hockey league: A case study of the Ottawa Senators

Brandon Wu

Brock University

Chronicling Labour Relations in the National Hockey league: The 1960s and beyond

**1130-1230 LUNCH (Isaac's, Student Union Building)**

**1230-1400 SESSION 2a – Sport from the Border  
PLAZA 411**

Michael Lambert

Brock University

Extreme Sports Management: An examination of the present and future of the Action Sports Industry

Abbi Hill

Brock University

Sport for Development: An examination and analysis of leading organizations and experts

Kyler Nurmsoo

Brock University

Access to Sport Funding by Economically Disadvantaged Families in the Niagara Region

**1230-1400 SESSION 2b – Health and Wellness  
PLAZA 410**

Phuc Dang and Elaina Orlando

Brock University

An Examination of Patient Safety Culture in the Complex Continuing Care Setting

Jacqueline Torti

Brock University

A Psychological Approach to Understanding Causality Assessment in Early Phase Oncology Clinical Trials: A phenomenological study

Josh Lavigne

Brock University

Sport Commitment and Post-traumatic Growth in Adaptive Sport

**1230-1400 SESSION 2c – Leaders in the Community  
PLAZA 408**

Joel Mrak

Brock University

Sport Volunteers: Who are they and how are they managed?

Allyson McMillan

Brock University

Teaching Observations: The Comparison of Classroom Management Techniques, Teacher-Student Relationships and Teaching Styles among three classes

Alanna Harman

University of Western Ontario

Understanding the Environment of Youth Sport Coaches

**1400-1500 POSTER SESSION (in PLAZA 400 ATRIUM with Nutrition Break)**

Nadina Ayer

University of Waterloo  
Tennis Spectator Loyalty When Life gets in the Way

DJ Brooks  
Brock University  
Community Level Curling in Niagara – A case study of individual values

Emily Christen  
Brock University  
Examining Technology in Sport: Future Trends and Consumer Awareness

Maralee Drake and Courtney Keogh  
Brock University  
Linking the Field and the Classroom: An analysis of sport management alumni reflections and work opportunities

Andrew Fortnum and Carrie Baker  
Brock University  
CHARM 101: Confident Healthy Active Role Models – A service learning based initiative

Matt Gerlock  
Brock University  
Blogging in Sport: A Personal Reflection

Tony Sferrazza  
Brock University  
ParticipACTION: A case study

Mat Smith and Kris Hagerman  
Brock University  
A Look at the Potential Use of Social media Marketing in Intercollegiate Athletics

**1500-1630   SESSION 3a – Critical Issues in Sport  
PLAZA 411**

Vicky Grygar  
Brock University  
The Commodification of Major Junior Players within the Canadian Hockey League

Greg Jackson  
Brock University  
It's not about the Dope: Multiple streams and the creation of the World Anti-Doping Agency

Katie Lebel  
University of Western Ontario  
How Tweet it Is? A gendered analysis of Twitter use among professional tennis players

**1500-1630 SESSION 3b – Marketing, Sponsorship and Media  
PLAZA 410**

Shannon Anderson  
Brock University  
Community Sponsorship for Brock Badgers Women's Volleyball

Allison Schmidt  
Brock University  
Is the International Olympic Committee's Brand Protection Legislation Overreaching? A  
Canadian perspective from the 2010 Winter Olympics

Mamie Sealey-Baker, Luke Potwarka, Jennifer Gillies, and Mike Mainland  
University of Waterloo  
Vancouver 2010: Media portrayal of Paralympic athletes

**1630-1645 Closing Remarks**

Dr. Julie Stevens  
Associate Professor, Department of Sport Management, Brock University  
Colloquium Program Chair



**SESSION 1a – 1000-1130**

**Training Leaders in Sport and Recreation**

**Patti Millar**

**Brock University**

**The numbers game in quantitative research: A discussion of sample size in training evaluation research in the sport context**

Within sport, a tremendous amount of time and effort is committed to the “on-the-field” performance of athletes and coaches. As a result, the “off-the-field” performance and development of sport managers is neglected (Stuart, 2009). As such, it is important to examine whether the managerial competencies of leaders within the sport system sufficiently meet the current needs of athletes and coaches at all competitive levels. It is equally important to examine whether training sport administrators will improve “off-the-field” performance.

A quasi-experimental, longitudinal design was used to study the impact of a training program on the learning, individual performance, and organizational performance of national sport organization (NSO) managers and their organizations. Data were collected from 40 senior managers and executives volunteers from six NSOs (N=40). The participants took part in a two-day risk management workshop, in which they completed a survey prior to attending the training, immediately after the training, and three months after the training. The results of this study show that training does have a significant impact on the performance of NSO managers and the overall performance of NSOs. In addition, the results demonstrate that significant relationships exist between these outcome variables at each of the three time-measures, supporting a progression towards performance change at the organizational level.

The understanding exists in quantitative research that as the sample size increases, the statistical power also increases (Cohen, 1992). As a result, sample size is a major concern in both the design and implementation of quantitative research studies. However, a study with a small sample size can still produce important and influential results through a rigorous research process. While recognizing that a smaller sample size is a limitation in terms of the statistical inferences that can be made, an important discussion relating to training evaluation research will address three arguments that justify the results of this study. First, the content-specific design of training evaluation research inadvertently promotes the use of a smaller sample. Second, representation within the sample is an important consideration. Last, research driven by a need in the field offers important justification for the use of a smaller sample size. This study addresses a very relevant and new area of inquiry within sport management research. As such, the results should not be dismissed based solely on the number of participants, but instead, should be discussed recognizing the smaller size as a key limitation.

**Hilary Sayle**  
**Brock University**

### **Post-program Transfer: How do Wilderness Trip Programs Prepare Participants?**

A common purpose for wilderness trips with youth participants is for the youth to engage in experiences that will generate learnings that can be transferred beyond the scope of the wilderness trip (Bell, 2003). However, when an explicit focus on transfer of learning is absent from the structure of a program, the potentially educative experience too often becomes about the mere completion of trip related tasks (Stremba & Bisson, 2009). Thus, it is critical for wilderness trip programs to prepare for, and promote transfer of learning into the various aspects of participants' lives post-program. This session will present preliminary findings on my current graduate research project entitled "*The Transfer of Wilderness Trip Experiences to the Everyday Lives of Young People: A Case Study.*" This session will explore one of the guiding research questions that support this study: how do wilderness trip programs prepare for the transfer of learning during and after the wilderness trip? Few studies have identified the specific program components of a wilderness trip that influence and enhance transfer of learning to participants' everyday lives (Cummings, 2009; Sibthorp, 2003). Using a multi-case study approach, methods of data collection included interviews with: a) six youth program participants; b) six parent/legal guardians; c) three program general managers, all completed one-year post wilderness trip experience; and document exploration (presented immediately post-wilderness trip by the youth). Preliminary results from interviews with general managers suggest that primary program goals are for the participants to learn: 1) confidence; 2) leadership skills; and 3) effective problem-solving skills - that can then be transferred into everyday life situations. Additionally, results indicate that delivering effective facilitation that promotes the transfer of learning is difficult to both measure and implement due the contextual differences between wilderness and everyday lives, and minimal contact with the participants post-wilderness trip.

Bell, B. (2003). Rites of passage in outdoor education; Critical concern for effective programming. *The Journal of Experiential Education*, 26(1), 41-50.

Cummings, J. (2009). *Longitudinal Study of the Outcomes from Participant in Wilderness Adventure Education Programs*, (Unpublished masters thesis). California Polytechnic State University, San Luis Obispo, CA. Retrieved on March 8<sup>th</sup>, 2010 from <http://digitalcommons.calpoly.edu/theses/192>

Sibthorp, J. (2003) Learning transferable skills through adventure education: The role of authentic process. *Journal of Adventure Education and Outdoor Learning*, 3(20), 145-158.

Stremba, B., & Bisson, C. A. (Eds.). (2009). *Teaching adventure education theory: Best practices*. Champaign, IL: Human Kinetics.

**Kate Humphrys**  
**Brock University**

### **Training Youth Leaders: A mixed-methods evaluation of the HBeat 5-day youth leadership camp.**

Youth participation creates opportunities to develop unique and creative projects in physical activity, sport, recreation, health promotion and community development. Projects that meaningfully involve young people, engaging them in decisions and processes that affect their own lives, can benefit from the capacities and leadership of youth, and the unique perspective

they offer. However preparing young people for active participation in leadership roles remains a challenge, especially when strategies and theories aim to be translated to practice (Lansdown, 2010). This study investigates the effectiveness of a 5-day overnight youth leadership program - the HBeat Youth Leadership Camp, a program designed as part of ongoing research addressing the social determinants of childhood hypertension. Held in July 2010 at Brock University, this leadership program trained 42 grade seven graduates to become 'peer leaders' in their schools, working alongside researchers to deliver a school-based health promotion intervention. A mixed-methods evaluation including focus groups, student journal analysis and survey data, was conducted to best understand the process of agency development in the youth participants. Initial results indicate that the camp influenced participant self-efficacy, and promoted critical thinking on issues of health, leadership and advocacy. The youth participants also indicated supportive relationships with staff and peers as a crucial part of the leadership training experience. Overall analysis to date indicates that youth participants viewed the camp as a positive leadership opportunity; further detailed results, including challenges and areas of improvement, will be available for the time of presentation. This presentation will also highlight how the HBeat Youth Leadership camp incorporated research from various perspectives including social justice youth development, community development, and experiential education, to create an integrated and multi-disciplinary leadership training program, focused around increasing personal and collective agency, suitable for youth aged 11-13 years old. Youth perspectives from the camp will be provided, including a video created, in part, by camp participants. It is hoped that results from this research will provide insight into the perspectives of young people involved in a student leadership project, which can be useful to those working with youth in a variety of contexts.

Lansdown, G. (2010). The realization of children's participation rights: critical reflections. In B. Percy-Smith and N. Thomas (Eds.), *Handbook of Children and Youth People's Participation*. (pp 11-23). New York, NY: Routledge.

## **SESSION 1b – 1000-1130**

### **Policy in Sport and Recreation**

**Ryan Howard**  
**Brock University**

#### **Community Approach to Mitigating Risk in Outdoor Recreation: A case study of the Ottawa Valley Whitewater Adventure Rafting Industry**

Commercial whitewater rafting in North America, aside from downhill skiing and snowboarding, has one of the highest participation rates of outdoor adventure recreation activities. Across North America, the industry is regulated at national, regional, and internal levels. Specifically within Canada, the *River Rafting Standards* (enacted by Transport Canada in 1987), regulated commercial river rafting but governed only the waters of British Columbia. These standards were enacted as a result of a series of rafting incidents resulting in fatalities in the early 1980s. Whitewater rafting occurring in other parts of Canada has been left to self-regulate until recently when Transport Canada set new regulations called the *Special-purpose Vessel Regulations* which came into force for the 2009 rafting season.

With adventure recreation and adventure tourism as a major economic drivers in the worldwide

tourism industry (Cloutier, 2000), a closer look at whitewater industry standards, regulations, and policies is beneficial for both economical viability and the safety of the numerous participants. Whitewater rafting has the potential for high levels of risk exposure when compared to a low risk activity such as backpacking (Greenway, 1996; McLaughlan, 1995). Within the whitewater rafting industry, various certification, accreditation and training schemes attempt to mitigate this risk. In the Ottawa Valley rafting industry, many of these schemes have been used to manage the industry's risk exposure without third party (government) intervention.

This qualitative case study explored the perceptions of standards, qualifications, and policy within the Ottawa Valley whitewater adventure industry. Data were gathered using interviews of business owners and operations managers, river policy document analysis, and field notes as a participating raft guide during the 2008 summer season.

Findings from one area of this Masters of Arts study will be presented. These findings build the case that a community approach to risk mitigation is an underused, yet valuable asset within the Ottawa Valley commercial whitewater adventure industry. Owners and operators indicated that meetings, guide trade-off training, and open dialogue would be a better approach to mitigating risk, rather than third party implemented national standards. The new standards implemented by Transport Canada are seen by owners and operators to lower the Ottawa Valley's actual current "best practice" standards in some cases and do not address the necessary and relevant safety concerns between the various companies.

Cloutier, R. K. (2000). *Legal liability and risk management in adventure tourism*. Kamloops, BC: Bhudak Consultants Ltd.

Greenway, R. (1996). Thrilling not killing: Managing risk tourism business. *Management, May*, 46-49.

McLaughlan, M. (1995). White water death: Why is the shotover New Zealand's most lethal river? *North and South, December*, 70-81.

**Winston Wing Hong To**

**University of Western Ontario**

**The Crawford Report's Ideology and Strategies: Should and Can it be Applied to Canada's High Performance System?**

In August 2008, a newly elected Australian Government invested \$1 million to have an independent sport panel investigate the state of the Australian sport system and to make recommendations on how the Australian Government can prepare for the challenges it might face in the future in both the community and elite levels of sport. The report was called the "Crawford Report". The report concluded that the sport ideology in Australia should focus more on the health and longevity of its citizens through sport and physical activity rather than focus on primarily the performance results of Australian National Teams at the Olympics. The Crawford Report's recommendations to the Australian Government were to direct more resources towards sports that attract high participation and are part of the national ethos (sports such as Rugby League and Union, Australian Rules Football (AFL), and Cricket).

High performance sport is defined as the elite level of sport within a country. In Canada, the Canadian high performance system consists of organizations such as Sport Canada, Own the Podium, the Canadian Olympic Committee, and Canadian Sport Centres.

Does the Crawford Report's ideology and strategies fit into the Canadian sport policy, which follows the four pillars of:

1. Participation (to increase the number of Canadians participating in sport)
  2. Excellence (improve Canada's international results)
  3. Capacity (strengthen athlete and participant sport based development system)
  4. Interaction (coordinated and connected Canadian sport system).
- (Commonwealth Games Canada, 2009)

To answer this, a secondary data analysis methodology was used. The main documents analyzed were the Crawford Report; internet sources and academic journals on the Australian High Performance Program; the Australian Sport System; the Australian Olympic System; the Canadian High Performance Program; and the Canadian Sport System. A content analysis strategy was used to breakdown and analyze these documents.

The research concluded:

- High participation sports (defined by number of registration) in Canada are Olympic sports
- Canadian high performance sports should not be focused on redirecting money but rather determining strategies on how to increase funding
- There should be an emphasis by Sport Canada on developing strategies to increase the participation rate of low participation sports
- The Crawford Report's strategies and ideology would not significantly enhance the excellence, capacity, and interaction of the Canadian high performance system
- Canada can learn several lessons from Australia (ie. the focus on funding and support for sport and physical education from the federal government, the entrenchment of sport and physical education into the Australian's lifestyle)

**Dan Aiello and Phil Nolan**  
**Brock University**

### **NHL Supplementary Disciplinary Policy: Necessary Changes**

Presents the suggested revisions and additions to the current National Hockey League (NHL) Supplementary Disciplinary Policy. Analyzing current issues with the existing policy such as; lack of a committee to designate suspensions, lack of a viable measuring tool for infractions and lack of clear suspension structure. Authors' suggested revisions and additions to the policy based on the quantitative business model (QBM) which will outline the severity of an infraction and in turn the length of the suspension by examining; the level of intent, precedent, history of similar infractions, recklessness of the action and length of injury resulting from the action. The process by which we are developing this new policy is by first examining all issues of the current policy, as well as gathering statistics on the instances and injuries that have occurred to date. The authors will then use the QBM as a basis for creating a new NHL Supplementary Disciplinary Policy. Finally the authors provide adjustments to the suggested suspension policy that could be applied to both adult and youth hockey leagues. The policy is

written and directed towards the sport of hockey, however the authors also suggest that the model can be used to govern multiple sports and their respective governing bodies.

**SESSION 1c – 1000-1130**  
**Professional Sport and Labour**

**Craig Church**  
**Brock University**

**A Predictive Model of PGA Tour Elite Player Participation in the Fed Ex Cup Era**

The players of the PGA TOUR are independent contractors who have the freedom to set their own schedule each golf season. This labour-leisure choice is an issue the PGA TOUR, Tournament Directors and fans have struggled with for years. Year after year there are events on the tour that attract the game's biggest stars while other events struggle to compete.

This project aimed at quantifying the factors that determine elite player participation on the PGA TOUR. The techniques used in this study were used with the intention of building a statistical model that would predict the entry decisions of the TOUR's elite players. An analysis of the 2007, 2008 and 2009 PGA TOUR seasons revealed that the most significant factors impacting elite player participation were each tournament's prize money, exempt years granted with a victory, and the strength of field two weeks prior and two weeks after the subject event.

The statistical model, with an R-Square value of .760 identified that events could increase elite player participation by 21% by increasing their percentage of total season prize money by 1%. The model also identified that field strength the two weeks following an event have a greater impact on field strength than the events two weeks prior. The project also identifies multiple TOUR events which exceed their predicted field strengths and proposes possible explanations as to why such as golf course quality and other intangible assets.

**Jonathan Fullard**  
**Brock University**

**Investigating Player salaries and Performance in the National Hockey league: A case study of the Ottawa Senators**

Salaries of professional athletes have been the subject of significant scrutiny in the popular press, but have received less attention in academic literature. Given that player salaries in many professional leagues are high compared to industry standards, and often in the millions of dollars per year, the public fascination with annual remuneration of athletes is understandable. However, surprisingly, this topic has received reduced attention in the scholarly literature. Professional sport offers a unique opportunity to examine whether or not salary is actually related to performance of both organizations (teams) and employees (players). A dearth of academic literature relates to what specific characteristics and performance attributes lead to higher individual salaries; importantly, there is no such literature in this regard in the sport of hockey. Furthermore, studies have been done correlating the dispersion of a teams' salary structure and their winning percentage. The majority of these papers have used Major League Baseball (MLB) as their unit of analysis. The purpose of this

presentation is to examine the statistics used to determine the value of a player (i.e. salary) and what salary structure (i.e. small or large) is best to produce a winning team in the National Hockey League (NHL). The presentation will include an introduction, literature review, methodology section and finally, hypotheses that will be tested in the research study to be completed.

**Brandon Wu**

**Brock University**

**Chronicling Labour Relations in the National Hockey league: The 1960s and beyond**

Profundity into the National Hockey League (NHL) reveals an almost constant state of unrest between the league and its players. In effect, this characterizes the labour relations of hockey. At times, this disharmony has extended to the commercial fore, affecting the on-ice product of hockey as did occur with the 2004-05 NHL lockout. This chronicle investigates the reasons behind such turbulence by means of adapting an industrial relations model. This model comprises three actors, government, management and workers (labour), whose interactions are the basis for the league's ebbs and flows. Key players representing either of the latter two actors have emerged over the years. Their impact on labour relations will be analysed and subsequently connected to its evolution within the NHL.

**SESSION 2 – 1230-1400**

**2a – Sport from the Borders**

**Michael Lambert**

**Brock University**

**Examining the State of Extreme Sports Management**

Since its inception in the 1990's Extreme Sports has grown into a large sport industry. The focus on traditional sports in North America such as Baseball, Hockey, Basketball and Football is being shifted to actions sports. There is no term to define Extreme Sports, however academics have listed high-risk activities such as snowboarding, skateboarding, surfing and snowmobiling as examples amongst many others. Extreme Sport competitions have become increasingly popular among youth and have sparked a new era for sport marketers trying to target this important demographic. The X Games is receiving more attention among generation Y than the big four leagues.

Through an analysis of interviews with both key scholars and practitioners in the field, this presentation will discuss the current state of extreme sports including an overview of consumption patterns and the projected future of the related industry. There has been little academic research this area, thus this information will be important for sports management academic and practitioners. Finally, this presentation will present a number of important implications for sport management

**Kyler Nurmsoo**

**Brock University**

## **Access to Sport Funding by Economically Disadvantaged Families in the Niagara Region**

Sport participation is directly related to family income (Bloom, Grant, & Watt, 2005; Arai & Burke, 2007; Ifedi, 2008). In 2005, fewer than 20% of Canadian households that earned less than \$30,000 per year participated in sport (Ifedi, 2008). Contrastingly, more than 40% of households that earned over \$80,000 participated in sport, including 55% who participated when family income was above \$100,000 (Bloom, Grant, & Watt, 2005). This is particularly alarming in the Niagara Region because since 2000, low income has increased annually to the point that in 2004, 14% of residents had incomes that fell below the low income cut-off line (Arai & Burke, 2007). Perhaps more concerning is that “children under 18 years appear to be at the greatest risk” (Arai & Burke, 2007, p. 8) to be in low income situations. Within the Niagara Region, 15.6% of children lived in low income families in 2001 (Arai & Burke, 2007).

The purpose of this research is to analyze the barriers facing parents in the Niagara Region living below the low income cut-off line when attempting to access funding to register their child or children in sport programs. In order to determine this, two research questions have been identified. First, what are the barriers facing parents who need access to funding, and second, what are the methods used by funding programs to determine which parents will receive funding. Parents were surveyed and interviewed, while representatives of sport funding programs were interviewed. After coding the interview transcripts, trends were revealed that helped to answer the research questions.

This research is necessary because a major impact of insufficient sport participation—particularly among low income children—is obesity. Because low income families are limited in their spending power, they are forced to weigh the costs and benefits of “food security, access to nutrition food and physical activity” (Arai & Burke, 2007, p. 36). Most frequently, nutrition food and physical activity are deemed luxuries and are passed up on for less expensive, unhealthy alternatives. The result has been a dramatic rise in childhood obesity. In the Niagara Region, 29.2% of children age 12 to 17 were obese in 2003, an 8% increase over the provincial average (Arai & Burke, 2007). Through increased access to sport, low income children in the Niagara Region can benefit from a healthier lifestyle which will ultimately reduce childhood obesity.

### **SESSION 2 – 1230-1400 2b – Health and Wellness**

**Phuc Dang and Elaina Orlando  
Brock University**

#### **An Examination of Patient Safety Culture in the Complex Continuing Care Setting**

The purpose of this study was to explore patient safety culture in a complex continuing care setting. It is imperative to investigate this specific health care context because as the population ages, there will be an increased demand for these services in this setting and it is important to ensure a high quality of care for these patients. Patient safety culture refers to the values, beliefs and behaviours that staff members exhibit in relation to patient safety. Understanding the unique cultural attributes of this setting and potential areas for risk will allow leaders to make changes to enhance the overall care environment. This exploratory

descriptive study encompassed ten qualitative interviews and one focus group session. The participants included health professionals in the areas of nursing, management, and allied health. The data was analyzed through the constant comparative approach with open, axial and selective coding. Four main categories emerged through the analysis with associated themes: 1) there is an acceptable level of risk which becomes normalized for the patient in this environment (e.g. allowing a patient to assess confidence in movement abilities which may result in a fall); 2) there is high importance placed on consistent communication among health teams (e.g. strategies to relay critical safety information); 3) the potential for aspects of physical design to negatively impact staff perception of safety (e.g. location of required equipment which may impede care); and 4) the enhanced complexity of patients combined with the need for health professionals to constantly be aware of numerous safety risks (e.g. long term patients with many health issues). The current study outlines important dimensions of safety culture that must be considered in the complex continuing care environment. Current literature illustrates the importance of teamwork as an aspect of safety culture. In addition, the findings suggest that the physical environment, patient complexity and acceptable risk are aspects of the culture that have become normalized by the staff.

**Jacqueline Torti,  
Brock University**

### **A Psychological Approach to Understanding causality Assessment in Early Phase Oncology Clinical trials: A phenomenological study**

Research Question: What are the psychological and social factors that affect causality assessment (made by physicians) in early phase oncology clinical trials?

Introduction: A clinical trial is defined as a prospective research study that aims to answer a specific health question by examining the effect and value of an intervention(s) on human subjects. There are approximately 1117 oncology clinical trials currently taking place in Canada. During an oncology clinical trial physicians often have to make decisions about adverse events with little guidance from the scientific literature.

Rationale for the Study: A psychosocial understanding of causality assessment can inform the development of current causality assessment tools and improve the functionality of oncology clinical trials.

Methods: A secondary data analysis of 32 in-depth qualitative interviews will be conducted using a theoretical framework known as “Naturalistic Decision Making” (NDM). NDM is well suited to the research paradigm of this study as it utilizes an interpretive worldview. The interviewees consisted of clinicians and oncologists from five Canadian academic cancer centers and the National Cancer Institute of Canada’s Clinical Trial Group (NCIC CTG). The participants were selected through a list of NCIC CTG IND committee members.

Results: The results will be displayed in a written document that will serve as my thesis for the completion for my Master of Arts degree.

Discussion: Assigning causality in early phase oncology clinical trials is a very difficult process full of uncertainty and it is imperative that a psychosocial understanding of this decision making process is met in order to improve oncology clinical trials for professionals and patients alike.

**Josh Lavigne  
Brock University**

## **Sport Commitment and Posttraumatic Growth in Adaptive Sport**

Over the past 30 years, the prevalence of spinal cord injury (SCI) has continued to be relatively stable in North America, resulting in about 10,000 new cases each year (Couris et al., 2010). Individuals with SCI tend to show a decrease in physical activity post injury, which makes them some of the most inactive individuals within the general population (Lemons & Cutter, 2003). Participation in various leisure activities post injury have been linked to better adjustment, improved health status, and higher life satisfaction for persons with SCIs due to the numerous benefits derived from participation in these activities (Lemons & Cutter, 2003). Collectively, these benefits have been referred to as post traumatic growth which is defined as “the perception of benefits and the experience of personal growth as a result of struggling to cope with traumatic events” (Calhoun & Tedeschi, 1999, p. 5, as cited in Chun & Lee, 2010).

Individuals with SCIs participate in numerous leisure activities and sports, but one of the most popular is wheelchair basketball. In order to continue experiencing post traumatic growth and benefit from being physically active, individuals need to sustain this participation. The Sport Commitment Model (SCM) can help to explain an individual’s sustained participation, or commitment to sport, by identifying the underlying motivations of commitment to sport (Scanlan, Carpenter, Schmidt, Simons & Keeler, 1993). The SCM defines sport commitment as the desire and resolve to continue sport participation. The SCM is composed of five constructs; sport enjoyment, involvement alternatives, personal investments, social constraints and involvement opportunities (Scanlan et al.) which combine to explain sport commitment. Therefore, the purpose of this phenomenological study will be to find the underlying factors for continued involvement for people engaging in adaptive sport and how this overall participation within that sport contributes to the concept of post traumatic growth.

- Chun, S., & Lee, Y. (2010). The role of leisure in the experience of posttraumatic growth for people with spinal cord injury. *Journal of Leisure Research, 42*, 393-415.
- Couris, C. M., Guilcher, S. J. T., Munce, S. E. P., Fung, K., Craven, B. C., Verrier, M., & Jaglal, S. B. (2010). Characteristics of adults with incident traumatic spinal cord injury in Ontario, Canada. *Spinal Cord, 48*, 39-44. doi: 10.1038/sc.2009.77
- Lemons, J., & Cutter, N. C. (2003). In Lin, V. W. (Eds.), *Spinal cord medicine principles and practice* (pp. 705- 713). New York, NY: Demons Medical Publishing Inc.
- Scanlan, T. K., Carpenter, P. J., Schmidt, G. W., Simons, J. P., & Keeler, B. (1993). An introduction to the sport commitment model. *Journal of Sport and Exercise Psychology, 15*, 1-15.

### **SESSION 2 – 1230-1400**

#### **2c – Leaders in the Community**

**Joel M. Mrak**

**Brock University**

#### **Sport Volunteers: Who Are They and How Are They Managed**

As volunteers are primarily responsible for the delivery of community sport in Canada, it is important to understand more about who they are, and how they are managed within Community Sport Organizations (CSOs). Through a stronger understanding of how the sport

volunteer is managed from a Human Resource Management (HRM) approach, it is possible to identify current trends in: a) the types of positions that volunteers participate in; and b) how organizations prepare and manage these volunteers.

In a survey of 219 CSOs in the sports of basketball, curling, ice hockey, skating, skiing, swimming, and volleyball, organization leaders provided demographic information and completed the Volunteer Management Inventory (VMI; Cuskelly, Taylor, Hoyer & Darcy, 2006) with regards to the types of volunteers in their organization and also how they are managed. Data collected was analyzed using mean and descriptive statistics.

Results indicate that there are a wide variety of positions and roles that volunteers contribute to within CSOs, though in many cases, a “kitchen table” approach to how these volunteers contribute to the organization still exists. Considering the management of volunteers, results illustrate that there is a varying use of how HRM practices are used amongst organizations.

This research project serves to identify current trends with regards to who the sport volunteers are that deliver community sport in Canada, and also to establish a baseline on what is being done with how these volunteers are managed. Implications and future research will be discussed in an effort to expand upon this project.

**Allyson McMillan**  
**Brock University**

***Teaching Observations: The Comparison of Classroom Management Techniques, Teacher-Student Relationships, and Teaching Styles among three classes***

The purpose of this undergraduate study was to examine classroom management techniques used in the classroom and to determine their effectiveness in the school setting. Another aim was to examine the teacher-student relationships within the classroom, as well as the different teaching styles used by the instructor. Subjective observations were conducted across three different classrooms, ranging from grades two to six, with one male and two female teachers, at two different schools. The results revealed that all three teachers had their students get to work immediately in the class, and two teachers in particular, had various cues to obtain the attention of the students. Other findings included that all three teachers had an established routine for their classes, displayed student work throughout the classroom, and catered activities to the students’ interests.

**Alanna Harman**  
**University of Western Ontario**  
**Understanding the Environment of Youth Sport Coaches**

Youth sport coaches (YSC) are an important human resource in the sport and recreation sector, and a vital component of the production of youth sport opportunities. Under its pillar of ‘Enhanced Capacity,’ the Canadian Sport Policy identifies the importance of developing, supporting, and retaining qualified coaches in order to deliver youth sport programs, and to achieve the goal of ‘Enhanced Participation,’ (Sport Canada, 2002). Thus, it is important to understand the environment of youth sport coaching and particularly factors that impact coaches’ attitudes, performance, and retention (Cuskelly, Hoyer, & Auld, 2006).

Psychological contract theory provides a useful framework for examining the work environment. A “psychological contract is individual beliefs, shaped by the organization, regarding terms of an exchange agreement between individuals and their organization” (Rousseau, 1995, p. 9). It comprises an individual’s perception of what they expect from the organization, what they expect to provide to the organization. Psychological contracts consist of transactional and relational aspects, although the former are presumed to be less important in the volunteer setting (Taylor, Darcy, Hoye, & Cuskelly, 2006; Kim, Trail, Lim, & Kim, 2009). The perceived fulfillment, breach or violation of a psychological contract impacts on an individual’s attitude and behaviour with respect to the organization (Conway & Briner, 2005). Research has focused on the paid workforce, although a few studies have examined the content and impact of psychological contract in the volunteer and sport settings (Farmer & Fedor, 1999; Kim et al., 2009; Liao-Troth, 2001, 2005; Taylor et al., 2006).

This multi-phase project uses a mixed method sequential (qualitative – quantitative) approach (Tashakkori & Teddlie, 1998) to explore the nature, fulfillment, and further impact of psychological contract of YSC. I am currently working on Phase 1 exploring the content of psychological contracts of YSC, including the consideration of any variation by gender, coaching tenure, and level. I am conducting in-depth semi-structured interviews, this approach is consistent with previous psychological contract research (O’Donohue, Donohue & Grimmer, 2007; Rousseau, 1995).

Phase 2 will examine the impact of fulfillment, breach, or violation of the psychological contract, with a focus on satisfaction with the coaching role, commitment to the club, and intention to remain with the club. Phase 3 of the project will comprise an evaluation of the National Coaching Certificate Program’s new Comprehensive Based Education Training curriculum to determine the extent to which this aligns with YSC perception of their role in the club. The curriculum content will be compared to the findings from Phase 1 and 2 to determine if it is in alignment with the coaches’ perceived role in community sport organizations, and in support of their psychological contracts. The findings will have implications for ensuring relevant coach development programs that support the environment of youth sport coaching.

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Cuskelly, G., Hoye, R., & Auld, C. (2006). **Sport Volunteers**. In *Working with volunteers in sport theory and practice* (pp. 15 – 27). New York: Routledge.

Farmer, S.M., & Fedor, D.B. (1999). Volunteer participation and withdrawal: A psychological contract perspective on the role of satisfaction, expectations, and organizational support. *Nonprofit Management and Leadership*, 9, 86-99.

Kim, M., Trail, G.T., Lim, J., & Kim, Y.K. (2009). The role of psychological contract in intention to continue volunteering. *Journal of Sport Management*, 23, 549-573.

Liao-Troth, M. (2001). Attitude differences between paid workers and volunteers. *Nonprofit Management & Leadership*, 11(4), 423-442.

Liao-Troth, M. (2005). Are they here for the long haul? The effects of functional motives and personality factors on the psychological contracts of volunteers. *Nonprofit and Voluntary Sector Quarterly*, 34(4), 510-530.

O’Donohue, W., Donohue, R., & Grimmer, M. (2007). Research into the psychological contract: Two Australian perspectives. *Human Resource Development International*, 10(3), 301-318.

- Rousseau, D.M. (1995). *Psychological Contracts in Organizations. Understanding Written and Unwritten Agreements*. Thousand Oaks, CA: Sage.
- Sport Canada. (2002). *The Canadian Sport Policy*. Retrieved May 31, 2010 from <http://www.pch.gc.ca/Sportcanada/pol/pcs-csp/2003/pol sport-eng.pdf>
- Tashakori, A., & Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches*. Thousand Oaks, CA: Sage.
- Taylor, T., Darcy, S., Hoye, R. & Cuskelly, G. (2006). Using psychological contract theory to explore issues in effective volunteer management. *European Sport Management Quarterly*, 6(2), 123-147.

## **POSTER SESSION - 1400-1500**

**Nadina Ayer**

**University of Waterloo**

### **Tennis Spectator Loyalty When Life gets in the Way**

The purpose of this study was to understand constraints to tennis spectating and constraints negotiation therein. The primary research questions were related to the changing nature of spectating experience, its meaning, and spectators' actions when faced with constraints. The topic of spectating sporting events, consumer loyalty, and leisure constraints have widely been addressed in the literature using quantitative methods. This research attempted to add understanding to the body of literature qualitatively. Data was collected and analyzed using the grounded theory method. This research also attempted to address the recommendation to examine negotiation-efficacy role among various populations and other leisure contexts (Loucks-Atkinson & Mannell, 2007). In depth interviews were conducted with thirteen tennis spectators (six males and seven females) residing in Kitchener-Waterloo, Guelph, Hamilton, Oshawa, and Toronto, Ontario. Spectators varied in age, playing ability, and occupation. Spectating experiences suggested ten constraints, six negotiation strategies, and five steps to minimize the impact of potential future constraints on one's behaviour. The constructivist grounded theory revealed that the relationship between constraints, negotiation, and participation in tennis spectating was circular. This relationship implied that although negotiation takes place, it does not eliminate constraints all together, but rather potentially reducing the impact of a constraint. The same constraint may reoccur again in the future and it was understood that as long as tennis spectators are active constraints will exist and negotiation strategies will occur. Constraints in this study were related with negative emotions, reduced enjoyment, physical discomfort which threatened future tennis spectating behaviour. The main limitation of this study is that the results are not representative of the population and are participant and context specific. Implications for practice may include: establishing a sense of service value, increasing of interactive gaming and activities during inclement weather, betterment of promotional efforts of amateur events and media exposure via local channels of professional tennis events. Future research recommendations include studying a similar topic in a different context, assessing the impact of sport attachment versus player attachment on spectating behaviour of individual sports quantitatively, and conducting an experiment where one of the constraints is manipulated.

**DJ Brooks**

**Brock University****Community level Curling in Niagara – A case study of individual values**

To date there are key research projects that reflect and acknowledge a gap in the literature regarding curling in Canada (Weiting & Lamoureux, 2001; Maxwell, 2002; Mair, 2007, 2009). There is a significant amount of research regarding this phenomenon in regards to a change towards professionalization and commercialization at the National level. Authors have reviewed multiple rationales as to why this professionalization has taken place at the national sporting organizational level. Green (2004, 2006) examines how government funding has shaped NSO's in terms of professionalization; Weiting and Lamoureux (2001) explain how the Olympic movement has influenced this same professionalization, while Maxwell (2002) discusses how the mobilization of a curling players association and boycott lead to professionalization.

While the research at the NSO level has acknowledged this change little to no research on the community level curler has been conducted. The gap in the literature that still exists is to understand the values community level curlers have and place upon their participation in community level curling. Mair (2007; 2009) has studied curling clubs in western Canada in respect to the club being a place of shared leisure and while she touched on ideals of communitarianism, the focus was not on the values of the individual participants. As such, this research attempts to fill that gap. The proposed poster presentation will describe this professionalization process in detail as well as describe theoretical frameworks regarding values and sport in Canada. This poster will also describe the qualitative research methodology that will be used to examine and analyze the data that will be collected.

**Emily Christen****Brock University****Examining Technology in Sport: Future Trends and Consumer Awareness**

The advancements in technology have changed the way that marketers reach consumer segments, and most importantly their target markets. With the emergent new technologies, changes are occurring in the consumer behaviour process. There is more clutter to break through, as consumers of this 'social media' generation are exposed to more marketing communication than ever before. Marketers thus must focus their efforts away from consumer awareness and focus more on creating an authentic relationship between the consumer and the product/brand. Through this research presentation, themes and reviews found throughout the literature surrounding the topic of technology and marketing will be discussed. Trends found will be analysed, while providing future implications for sport marketers.

**Maralee Drake and Courtney Keogh****Brock University****Linking the Field and the Classroom – An analysis of Sport Management Alumni reflections and work opportunities**

The purpose of this research is to gain important information from Sport Management Alumni specifically with regards to post Bachelor of Sport Management (BSM) work opportunities. This research was guided by personal experiences working with the Sport Management Promotions

Team, in which questions were raised by future students and their parents for which accurate and detailed answers regarding prospective career opportunities could not be provided. The goal of this project is to use the information obtained via anonymous surveys to inform current and future students of Brock Sport Management about job placement rates, potential career paths and beneficial aspects of the program. It was learned that a significant number of alumni obtained jobs in the first 6 months after graduating, and many of these jobs were full time positions and varied equally within and outside of the sport industry. Alumni found internships and career-specific classes to be the most beneficial components of their BSM education. While the results of this research are intriguing they are limited due to restrictions on time and resources and could be further explored in an undergraduate or Master's thesis.

**Andrew Fortnum and Carrie Baker**  
**Brock University**

### **CHARM 101: Confident Healthy Active Role Models, A Service Learning Based Initiative**

Confident Healthy Active Role Models (CHARM) is a program for underserved youth organized on the principles of Hellison's (1985) Responsibility Model. The name CHARM was created by the participants themselves. The program uses embedded levels of mentoring to develop leadership, decision making and group dynamic skills among ALL participants. Thirteen teenagers, nine undergraduate students, and four graduate students meet weekly in an activity context designed to facilitate leadership development in both the youth being served and the students providing the service. We anticipate that this robust "proximal learning" context will provide opportunities for the participants to engage in powerful experiences of reflection on action, and reflection in action, thus enabling development of discernment across a variety of life and learning dimensions. Visitors to our poster will gain a deeper understanding of Hellison's model and our applications of it by participating in reflective problem solving activities used in the actual program.

**Matt Gerlock**  
**Brock University**

### **A look into the trend of blogging in sport through the application of a student oriented sports blog**

The importance of expressing opinion in a subjective manner has been a common trend in sports. More specifically, the creation of blogs has extended the ability for consumers to obtain relevant information and to have the ability to understand an issue from a variety of contexts. The growth of social media has provided outlets to advertise and broaden a blog's following. Social media sites such as Twitter incorporate a micro-blogging content which enables users to experience subjective writing in a smaller context. The blogging phenomenon has become so extensive that experience is required by many hiring managers prior to selecting a specific candidate. This presentation investigates the affect that blogging has in sports through a student developed blog entitled On the Clock Sports. This website is a blog that was developed to incorporate a platform for sport management students to showcase their sport writing capabilities. The website also incorporates a social media aspect by advertising updated content on Facebook, Twitter and LinkedIn, in order to reach a larger following. An important concept of blogging is the importance of subjectivity which will be identified and referred to in this presentation. The study will measure student's blog contribution, in order to

identify whether the selected sample size recognizes the importance of independent writing. In addition, an in depth description of the website's development process will be incorporated into the study, as well as a list of reasons for sports blogging.

**Tony Sferrazza**  
**Brock University**  
**ParticipACTION: A case study**

It is important to examine the ongoing and ever increasing role of social change agents in sport. One such agency is ParticipACTION, a not-for-profit organization who prides itself in being the national voice of physical activity and sport participation in Canada. As such, this research presentation will examine the current state of ParticipACTION, more specifically its past and current impact on the Canadian sport industry. Also included will be a detailed review of the organization's shift from its financial struggles in 2001 to the successful relaunch of the brand and organization in 2007 by current President and CEO Kelly Murumets. A special focus will be made to provide implications for the field of corporate social responsibility from a sport marketing perspective, as well as general conclusions for sport management and marketing.

**Mat Smith and Kris Hagerman**  
**Brock University**  
**A Look at the Potential Use of Social Media Marketing in Intercollegiate Athletics**

In recent years, the professional sport industry has certainly embraced social media in the marketing of their leagues, teams, events, and star athletes. Social media has been viewed as a way to increase accessibility, communication, and interaction between sport properties and their fans. As stated by McDonald, Milne, & Cimperman (1997) "accessibility to teams and more importantly players, is an important antecedent to the development of team identification." Despite these findings, the integration of social media into the marketing mix of collegiate athletic departments has not completely followed suit of their professional counterparts. Most NCAA Division 1 schools and conferences have incorporated the use of social mediums such as Twitter, Facebook, and YouTube, but certain conferences, namely the Southeastern Conference (SEC), have implemented strict policies regarding their use. The purpose of this research study is to determine whether it is in the best interest of collegiate athletics to incorporate the use of various social mediums into their marketing mix. An industry analysis of all relevant literature and popular press will be conducted, followed by a series of informal interviews with industry executives. Lastly, a case study will be performed involving the current and future application of social media to the marketing of the Brock University athletics department. The researchers will lend insight to the future of marketing in intercollegiate athletics and render a decision and recommendations as to whether it is beneficial to incorporate social media into the marketing mix of an athletic department.

**SESSION 3 – 1500-1630**  
**3a – Critical issues in Sport**

**Vicky Grygar**

**Brock University**

**The Commodification of Major Junior Hockey Players Within the Canadian Hockey League.**

The Canadian Hockey League (CHL) is regarded as one of the most reputable leagues in hockey. The development and growth of junior players in the CHL provides its mothering league, the National Hockey League (NHL), with top tier talent year after year. The influence the CHL holds in the maturation of junior hockey players has led society to overlook the destructive consequences the players face within the organization. The purpose of this paper is to assess the CHL as a system of disadvantage that commoditizes players and results in several forms of disempowerment. In order to examine this topic a qualitative research approach was taken using document analysis. The document analysis used a range of literature including player biographies, investigative journalism, popular readings and scholarly articles. Samples taken from each document were coded according to particular themes of disempowerment. The findings of the research showed that the commodification of major junior hockey players leads to disempowerment through six distinct forms including: the power of hockey operations, negligence of academics, absence of proper social skill development, misbehaviour of players, hockey as a primary identifying agent and violence expressed and experienced by players. Implications that arise from these findings lead to the discussion of a series of ethical issues such as child labour in sport, abandonment of high performance sport, and excessive psychological and physiological stress. In order to avoid the commoditization and disempowerment of major junior players, it is important for society to pay greater attention to how the CHL system impacts these young men. Speaking against the current system and advocating positive change would be the first step in protecting the players from unnecessary emotional and physical damage.

**Greg Jackson**

**Brock University**

**It's Not About the Dope: Multiple Streams and the creation of the World Anti-Doping Agency**

In early 1999, major stakeholders in the Olympic movement attended the First World Conference on Doping in Sport in Lausanne, Switzerland, to discuss the creation of an independent agency to govern anti-doping initiatives worldwide. While the Conference did result in the creation of the World Anti-Doping Agency (WADA) later that year, several authors have suggested that the more important issue at stake in Lausanne was the credibility of the International Olympic Committee (IOC). Accordingly, most delegates in Lausanne viewed the Conference as an opportunity to either bolster the IOC's flagging reputation as the keeper of 'Olympic ideals' (Hanstad, Smith & Waddington, 2008; Starkman, 1999) or voice displeasure with the IOC as the governing body of high-performance sport internationally (Pound, 2004).

In this presentation I analyze the creation of WADA using Kingdon's Multiple Streams Framework (MS) (Kingdon, 2003) as a lens. After describing MS and its role in the analysis of policy processes, I make use of publicly available documents and interviews conducted during an anti-doping policy-related research project to (i) review the policy landscape and significant actors involved in the governance of international high-performance sport and anti-doping initiatives, and (ii) apply MS to the creation of WADA, illustrating how the problem, political and

policy streams – all elements of MS – were combined or “coupled” by those individuals and organizations involved in the governance of high-performance sport to take advantage of the opportunity that the Lausanne conference represented. I conclude by discussing the strengths and limitations of MS as a tool in the analysis of sport governance processes, with particular emphasis placed on discussing the relative merits of the MS framework as both an explanatory and predictive tool.

Hanstad, D.V., Smith, A., Waddington, I. (2008). The Establishment of the World Anti-Doping Agency: A Study of the Management of Organizational Change and Unplanned Outcomes. *International Review for the Sociology of Sport*, 43(3), pp. 227-249.

Kingdon, J.W. (2003). *Agendas, Alternatives and Public Policies*. 2<sup>nd</sup> ed. New York, Addison-Wesley Educational Publishers Inc.

Pound, R.W. (2004). *Inside the Olympics*. Canada: John Wiley & Sons Canada Ltd.

Starkman, R. (1999, February 1). Dope and Dopier: IOC Tackles Drug Use. *The Toronto Star*, p. C5.

**Katie Lebel PhD candidate**

**The University of Western Ontario**

**How Tweet it is? A gendered analysis of Twitter use among professional tennis players**

One of the most profound impacts to the sport media industry in the 21<sup>st</sup> century has been the advent of social media technologies. The use of non-traditional media sources has revolutionized the way sports are reported. Platforms such as Facebook and Twitter offer a more intimate and immediate connection between athletes and their fans. These dialogical tools are easily accessed, at the disposal of anyone with an Internet connection, and allow the uncensored communication of ideas from a variety of perspectives (Hutchins and Rowe, 2009).

As of February 2011, there were 3439 professional athletes registered on Twitter. Hambrick, Simmons, Greenhaigh and Greenwell (2010) examined Twitter use among professional athletes. Their content analysis revealed that athlete tweets largely fall into one of six categories: interactivity (34%), diversion (28%), information sharing (15%), content (13%), promotional (5%), and fanship (5%). Hambrick et al. concluded that Twitter communication is quite different from mainstream sport communication. It is not sanitized, impersonal communication that is filtered through a team’s PR department, but rather professional athlete tweets tend to be direct and address topics beyond sport.

One of the elements that have made social media so popular is its ability to provide an uncensored avenue for communication. The downside of this unfiltered form of media interaction exists in the fact that there is no overriding governing body to enforce ethical conduct within this medium. Traditional media sources have guidelines in place to ensure that minority populations are not ignored. Social media is bound by no code of conduct. Its explosion onto the sport scene has magnified pronounced gender differences. While recent research has indicated progressive change in women’s sport, the emergence of social media practices seem to have inspired an erosion of the development within women’s sport. Social media use is currently dominated by male athletes—indirectly thrusting female athletes into relative invisibility within the social media setting.

Among professional sports, tennis exists as the only sport in which females register in the top ten most followed athletes on Twitter. It is in light of this reality that this study proposes to use tennis as a springboard to begin gendered social media research. A content analysis will compare male and female athlete tweets relayed by top tennis players. Tweets will be examined for emergent themes using grounded theory with two overarching questions in mind: How does Twitter use among athletes vary between genders? And how does Twitter use affect athlete popularity?

Hambrick, M., Simmons, J., Greenhaigh, G., & Greenwell, C. (2010). Understanding Professional Athletes' Use of Twitter: A content analysis of Athlete Tweets. *International Journal of Sport Communication*, 3, 454-471.

Hutchins, B., & Rowe, D. (2009). From Broadcast Scarcity to Digital Plenitude. *Television & New Media*, 10(4), 354-370.

## **SESSION 3 – 1500-1630**

### **3b – Marketing, Sponsorship, and Media**

**Shannon Anderson**

**Brock University**

**Community Sponsorship for Brock Badgers Women's Volleyball**

Goal: To secure financial support, donations, prizes, sponsorship, or teams from local community companies and organizations for the annual Brock Volleyball Golf Tournament.

Details: Research over the last months (initiating in January 2011), has all been from a practical, applied sense of which a personal learning experience has been obtained. This research has been broken down into 4 design steps to facilitate the direction and overall production of this task.

1. Initiation

Phase one includes compiling lists and contact information of local candidates that have sponsored this event and/or team in the past and seem like a good resource for future support. It also includes networking through these known resources to expand clientele base to new ventures. Finally, it encompasses looking into the local community to reach St. Catharines and Niagara based companies looking for local involvement.

2. Solicitation

At this time, letters will be sent out to above mentioned candidates. Follow-up phone calls will be made within the week after letters have been received. Meetings will occur with those who show interest in hopes of delivering a brief presentation to the benefits of becoming involved with Brock Volleyball.

3. Delivery

The actual day of the event and the preparation leading up to it will be categorized as the delivery phase. This category will include more experience with management and production.

4. Follow-up

After the event has concluded, follow-up conversations will be had with those involved as a sign of appreciation and also an opportunity to promote growth learning strengths and weaknesses of what has transpired over the last months.

The oral presentation will be structured based on the above mentioned categories and will chronologically go through the experience determining strengths, weaknesses, errors, and adjustments that are recommended for future endeavours. It is important to note that at the time of this presentation, the project will still be ongoing, so all strengths, weaknesses, errors and adjustments will not be conclusive at this time.

**Alyson Schmidt  
Brock University**

***Is the International Olympic Committee's Brand Protection Legislation Overreaching: A Canadian Perspective from the 2010 Winter Olympics***

As levels of sponsorship dollars associated with the staging of the Olympic Games have continued to escalate to unprecedented heights, the threat of ambush marketing has increasingly concerned the International Olympic Committee (IOC), and its various sponsors and partners whose monetary support is essential to the success of the Olympic Movement. Since the Sydney Summer Olympic Games in 2000, the IOC has mandated potential Host Countries to pass anti-ambush marketing legislation as a condition to hosting an Olympic Games.

The Government of Canada complied with this requirement when it passed, in 2007, *The Olympic and Paralympic Marks Act, 2007, c. 25* (the "Act"). The Act gave the IOC, the Vancouver Organizing Committee and their associated sponsorship partners, temporary (as the legislation was dissolved in December, 2010) but expanded protection related to all forms of intellectual property beyond that available to any other entity under existing Canadian law.

The presentation will examine this extraordinary legislative enactment as one of many strategies to combat ambush marketing at the 2010 Olympic and Paralympic Winter Games and determine whether it was an overzealous example of 'Olympic overreaching' or a necessary element in Olympic brand protection. The relationship of the Act to pre-existing protective legislation aimed at trade-mark and copyright infringement will be addressed and the overall effectiveness of the legislation will be assessed using a number of case studies arising from the 2010 Winter Games in Vancouver.

**Mamie Sealey-Baker, Luke Potwarka, Jennifer Gillies, and Mike Mainland  
University of Waterloo  
Vancouver 2010: Media Portrayal of Paralympic Athletes**

Although the benefits of sport are well documented, participation rates for persons with a disability are significantly lower than their nondisabled counterparts (Canadian Paralympic Committee, 2009). Enhancing sport participation for persons with disabilities will require enhanced awareness about sporting opportunities as well as the portrayal of athletes with disabilities as positive role models. However, mainstream media coverage of athletes with disabilities is often sparse, usually reaching its height during the Summer and Winter

Paralympic Games (Thomas & Smith, 2003). Moreover, the ways in which athletes with disabilities are portrayed in the media often reinforce stereotypes of the 'hero' who overcame a disability, or the tragic 'victim' deserving of pity (Horsburgh, 2000; Horsburgh, 2000). As such, there is a growing need to examine how media outlets portray athletes with disabilities, as well as Paralympic competitions. Therefore the purpose of this paper is to explore the construction of athletes within Paralympic advertisements and the degree to which such ads reinforce or challenge dominant disability ideologies.

Data consists of two television advertisements that aired on CTV and Sportsnet both during and after the Vancouver 2010 Paralympic Games. Each advertisement is approximately 30 seconds in length, with one featuring Ray Grassi, a member of Canada's sledge hockey team, and the other Stephanie Dixon, a Canadian Paralympic swimmer. The ads include footage of each athlete performing skills associated with their respective sports. These ads were selected since they had prominent mainstream exposure, thus having the power to influence society's perceptions and understandings of athletes with disabilities.

This project, guided by critical theory, will adopt a qualitative coding approach where critical discourse analysis will be employed. Each advertisement will be segmented into five second increments in order to be thoroughly deconstructed and analysed. Nvivo 8, a qualitative software program, will be used to note (code) key concepts that emerge during analysis. These concepts will be examined for common patterns which will then be clustered into broader core themes (Arai & Pedlar, 1997; Judah & Richardson, 2006; Reid, Tom, & Frisby, 2006).

The study is ongoing but it is anticipated that the findings will add to the body of literature regarding sport and media since the presence of disability within this field is under-developed (Thomas & Smith, 2003). Moreover, examination of televised media is necessary since the literature typically focuses on print media (Howe, 2008).