



# Student Research Colloquium

## DETAILED SCHEDULE

- 8:15 am** Colloquium Registration - *Sankey Chamber*
- 8:45 am** **Welcome Remarks and Keynote Introduction - *Sankey Chamber***  
Dr. Kirsty Spence, Associate Professor & Chair, Department of Sport Management, Faculty of Applied Health Science
- 9:00-10:00 am** **OPENING KEYNOTE ADDRESS - *Sankey Chamber***  
  
***Being the Change through Sport for Development and Peace***  
Dr. James Mandigo, Associate Professor, Department of Kinesiology, and Co-Director of The Centre for Healthy Development through Physical Education and Sport, Brock University
- 10:00-10:15 am** **NUTRITION BREAK - Sankey Chamber**

Morning Concurrent Sessions (20-minute oral presentation, 5-min Q&A)

- 10:15-11:50 am** **SESSION 1a - Sankey Chamber**
- Sport for Development Organizations: Examining the Motives of Stakeholders*  
Abbi Hill-Brock University
- Transferable Skill Development through a Sport for Development Experiential Learning Course*  
Jamie Harris-Brock University
- Sustainability of Sport & Recreation Programs that Welcome Newcomers*  
Tyrone Morales-Brock University
- Examining the Brand Equity of LIVESTRONG through Consumer Perceptions and Attitudes*  
Kevin Anstruther-Brock University

**10:15-11:50 am**      **SESSION 1b - Alumni Room on the 13th floor, Schmon Tower**

*An Analysis of Newspaper Representations Framing Mental  
Illness in Sport*

Steven McCay-Brock University

*The Challenges of Using Discourse Analysis as a Method in  
Contemporary Sport Management Research*

Vicky Grygar-Brock University

*The Bathing Body: Contextualizing Ottawa's Public Bath's, 1924*  
Ornella Nzindukiyimana-University of Ottawa

*Uncovering the Cultural Biases in the Television Commentary of  
Controversial Incidents in Cricket*

Aisha Soofi-Brock University

**12:00-1:30 pm**      **LUNCH**

**NOTE: lunch is provided for presenters, invited guests, & paid attendants**

**12:15-1:30 pm**      **LUNCH KEYNOTE ADDRESS - Sankey Chamber**

*The value of community partnerships*

Denise Burke, President, Niagara IceDogs & Bill Burke, Owner,  
Niagara IceDogs

**Afternoon Concurrent Sessions (20-minute oral presentation, 5-min Q&A)**

**1:35-3:35 pm**      **SESSION 2a - Sankey Chamber**

*Safety First: An Analysis of Violence in Professional Ice Hockey*  
David Botham-Brock University

*Connecting literature to survey development*

Sandra Pitts-Brock University

*The Impact of Not-For-Profit Legislation: An examination of the  
actual and perceived changes to decision-making for federally  
incorporated sport organization*

Ben Jacobs-Brock University

*Answering the “Call to Brawl”: Developing Recruitment and Retention Strategies for Roller Derby*

Katrina Krawec, Meghan Roney, Joey Zhou and Ian Flaxey-  
University of Windsor

*Examining Trends in Grassroots Hockey Development: A Case Study*

Adele Mansurov-Brock University

**1:35-3:10 pm**

**SESSION 2b - Alumni Room on the 13th floor, Schmon Tower**

*Advanced Hockey Statistics for Major Junior Hockey Leagues*  
Dylan Liptrap-Brock University

*Why Female Sport Fans Do Not Participate in Fantasy Sports*  
Ben Blain-Brock University

*Transfer of Training in Minor Hockey Coaching*  
Shawn Eckford-Brock University

*How to use Social Media to Network?*  
Drew Balen-Brock University

**3:10-3:35 pm**

**Nutrition Break - Sankey Chamber**

**3:40-4:00**

**Closing Address - Sankey Chamber**

*Bridging the Research-Practice Divide: Tips and Trick for Engaging Organizations in the Sport Community*

Paul Jurbala-Brock University

**4:05-4:30 pm**

**Closing Remarks**

Dr. Chris Chard Ph.D., Faculty of Applied Health Science,  
Associate Professor, Department of Sport Management

**4:15-4:30 pm**

**Networking Social - Sankey Chamber**

## Abstracts

SESSION 1a - 10:15-11:50 am

### ***Sport for Development Organizations: Examining the Motives of Stakeholders***

Abbi Hill

Brock University

Sport for development is defined as using sport and physical activity to achieve broad social development in some of the most disadvantaged communities worldwide (Kidd, 2008). As a field, sport for development is rapidly growing and is consistently noting the issue of proper funding as well as access to funding. However, leading sport for development organizations have developed relationships with multiple stakeholders. Information about how these stakeholder relationships are developed and maintained could greatly benefit sport for development organizations moving forward, especially in funding. In addition, stakeholder relationships, such as corporate partnerships, are highly connected to corporate social responsibility. The purpose of this presentation will be to analyze the best way to examine the relationships between sport for development organizations and their respective stakeholders through the lens of corporate social responsibility. This presentation will include an introduction, literature review, methods section and finally, research questions that will be examined in the study to be completed.

### ***Transferable Skill Development Through a Sport for Development Experiential Learning Course***

Jamie Harris

Brock University

It is widely documented that employers anticipate graduates be equipped with a wide variety of transferable skills to enhance personal and professional developmental capacities (Atlay & Harris, 2000; Chadha & Nicholls, 2006). According to Bennett et al. (2000), transferable skills are those needed in any job “which enable people to participate in a flexible and adaptable workforce” (p. 32). One’s ability to develop transferable skills at early career stages is crucial in setting themselves apart from other applicants (Haigh & Kilmartin, 1999). The purpose of this study is to demonstrate how an experiential learning course, centred on an international sport for development field experience, impacts students’ transferable skill development. Experiential learning courses are those which utilize “hands-on” learning projects to generate an understanding of concepts and learning strategies (Brown & Atkins, 1988; Dewey, 1938). While research on experiential learning is plentiful, a lack of research exists depicting how transferable skills are developed through such learning opportunities. The results of this study may impact the relatively new field of Sport Management insofar as giving students, instructors, and researchers an understanding of innovative ways for students to develop transferable skills.

To fulfill this study’s purpose, a qualitative approach was utilized, where a sample of 14 students from a total of 15 (93%) registered students participating in an international sport for development field experience were interviewed by electronic

mail over two interview sessions. The purpose of the first session (pre-trip) was to foster for students an understanding of their current transferable skills. The purpose of the second session (post-trip) was for students to further understand how their transferable skills had developed, if at all, as a result of their involvement within this experientially based field course. Preliminary results collected from the first session demonstrate that students believe more experientially based learning courses are needed to properly develop transferable skills. Also, students believe that the transferable skill of leadership is otherwise underdeveloped within their academic and volunteer contexts or opportunities. Simultaneously, participants believe this skill may be developed as a result of participating within this field experience. While results are currently under data analysis, it is expected that this study will provide additional insights to build upon the many different academic conversations occurring within the sport for development, management education, and experiential learning literatures. Suggestions on how the impact of such courses on transferable skill development can be measured in the future will be discussed.

### References

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### ***Sustainability of Sport & Recreation Programs that Welcome Newcomers***

Tyrone Morales  
Brock University

The sustainability of sport for development programs is essential to helping new Canadians/immigrants integrate into society through the medium of sport. However, service providers and youth immigrants face various economic, political, cultural, and social challenges like accessibility, organizational structure of sport program, conditions of a community, and other dynamics of the service provision. Such challenges impact the sustainability of such sport programs, and simultaneously, as a result, youth immigrant's participation in their communities and sport are threatened. The purpose of this study is to examine the sustainability of one sport program that helps immigrants/newcomers to Canada integrate into their communities. The research will be based upon Lindsay's (2008) framework of

sustainability, which focuses on individual, community, organizational, and institutional sustainability.

Distinct recreation and sport participation patterns reveal, evidence that is highlighted in the 2005 GSS (General Social Survey), which indicated that, children of recent immigrants in Canada are less likely to participate in sports (32%) than children of Canadian-born parents (55%) (Statistics Canada, 2006). Consequently, youth immigrants lack of participation may be problematic considering the role that sport and recreation plays in terms of the youths development and integration into society. There is a growing need to understand the role and provision of community sport and recreation programs that assist in integrating and welcoming new Canadians, in order to improve the accessibility and sustainability of such services. Hence, there remains a gap in research that addresses youth/children immigrants integration into Canadian society/communities through community sport programs; such an area of research has yet to be extensively constructed or investigated. Therefore, the purpose of this research is to investigate the sustainability of a sport for development program that assists newcomers/immigrants in the process of integrating into their communities. Through this research, we hope to improve the process of immigrants/newcomers adapting to a new community through the medium of sport. Ultimately, this research seeks to investigate the role that sport plays in integrating and welcoming newcomers/immigrants to their communities.

***Examining the Brand Equity of LIVESTRONG through Consumer Perceptions and Attitudes***

Kevin Anstruther  
Brock University

The branding of charitable organizations appears to be a gap of knowledge in the sport management corporate social responsibility and cause-related marketing literature. The existing research examines the branding effects towards professional sport teams and large corporations that partner with charitable causes and organizations (Lee & Ferreira, 2011; Walker, Kent, & Vincent, 2010; Babiak & Wolfe, 2009), or charitable events (Filo, Funk, & O'Brien, 2010; Filo, Funk, & O'Brien, 2009; Filo, Funk, & O'Brien, 2008).

What happens when large corporations partner with charitable organizations to help grow the brand equity of the charity itself? Brand equity is the set of liabilities and assets that affect the perceived value of the brand name (Aaker, 1991). Establishing brand equity is very important for organizations, as increasing brand equity leads to increased attachment and allegiance to the brand rather than the product. With increased brand equity, there is greater familiarity with the brand for the consumer, which would allow for stronger and more unique brand associations (Keller, 1993).

The Lance Armstrong Foundation (LAF) was founded in 1997 after professional cyclist Lance Armstrong survived his battle with cancer. Armstrong wanted to give back to the cancer community by relaying the message to "live strong." Since the inception of the foundation, it has generated millions of dollars for cancer research and cancer

survivorship programs. The LAF is partnered with several large profile organizations including Nike and Oakley. These organizations have created entire lines of apparel, footwear, and sports equipment using the LIVESTRONG brand. How do consumers feel about these partnerships and the efforts made to grow the LIVESTRONG brand into its own lines of apparel, footwear, and equipment? Are they aware of the charitable contribution their purchase of LIVESTRONG branded goods has, or do they purchase the products for ulterior motives? This study will endeavour to understand the brand growth and brand equity of LIVESTRONG through consumer perceptions and attitudes.

In order to study consumer perceptions and attitudes, focus groups and surveys will be used. Interviews will also be conducted with members of the LAF to understand the brand growth and brand equity from the organization's perspective. Through gaining a better understanding of perceptions and attitudes towards branding of charities, organizations may be able to strengthen their market position in the eyes of the consumer.

**SESSION 1b - 10:15-11:50 am**

***An Analysis of Newspaper Representations Framing Mental Illness in Sport***

Steven McCay  
Brock University

Several athletes have come forward publicly to reveal their struggles with mental illness, while countless others suffer silently. The stigma associated with mental illness is apparent in most social arenas and sport as a cultural phenomenon is not immune to such stigmas. The media represents the public's primary source of information regarding mental illness and the following research involves an analysis of the narratives surrounding popular press articles (N = 25) containing mental illness cases. Such an examination seeks to uncover how cases of mental illness in sport are portrayed within popular press. In addition, an examination of the culture of sport and its impact on the stigma of mental illness is observed along with an identification of the characteristics that make such cases unique. Popular press articles are treated as dominant and elite voices in public conversation involving the social problem of mental illness in sport, and thus representing important sites of reality construction. Such voices uncovered include those of journalists and athletes. Despite progress in mental illness awareness, negative perceptions of mental illness are persistent especially within the context of professional sport. Some of the findings discovered a culture surrounding professional sport that remains incompatible with admitting mental illness. An inherent bias towards treating physical illnesses differently than mental illness was also apparent in the findings. Professional athletes represent a high-risk population that is more susceptible to suffering mental illness because of the stressful nature of their profession along with its associated lifestyle. Both journalists and athletes frame discourses surrounding mental illness experiences and recovery using battle narratives and in some instances using physical and sport specific terms.

## ***The Challenges of Using Discourse Analysis as a Method in Contemporary Sport Management Research***

Vicky Grygar  
Brock University

The origins of linguistic theory can be traced back to ancient Greece, where pre-Socratic philosophers and rhetoricians manifested a natural curiosity towards people and the position of people within the world (Bloomfield, 1935). Two regularly discussed questions arose from this era that included: (1) how far was language 'natural' and (2) how far was language inherently structured and rule-governed (Newmeyer, 1988, p.462). This linguistic scholarship passed through multiple eras and is now commonly used by researchers in the contemporary world. Although the study of language is ancient in its origins, the use of linguistic theories in Applied Health Science research remains minimal.

Discourse analysis is a linguistic theory that studies the use of language. Central to this theory is examining the content and structure of language, and how these two functions can establish meaning in specific contexts (Gee, 1999). Looking closely at language allows researchers to gain deeper understandings about how language and the world simultaneously function.

The purpose of this paper was to address the challenges in conducting a discourse analysis in the field of Sport Management. Interpretation of data for a discourse analyst requires the researcher to identify normalized uses of language and uncover hidden ideological positions (Bloor and Bloor, 2007). This process in itself presents scholars with multiple challenges, as they move from seeing language as abstract to seeing that words are infused with multiple meanings and are never neutrally presented.

This paper addresses the process of conducting a discourse analysis, specifically how to accurately position language and words within a particular context, and how to extract meaning from text. Popular commentaries on major junior hockey trades within the Ontario Hockey League (OHL) from an on-line forum called, "OHL Open Forum" were used as data to conduct a discourse analysis. Challenges that occur throughout this methodological process are highlighted, and a conclusive call for Applied Health Science scholars to conduct research using linguistic theories in order to advance the field is made.

### References

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***The Bathing Body: Contextualizing Ottawa's Public Bath's, 1924***

Ornella Nzindukiyimana

University of Ottawa

In Canada, the 1920s represent a period when sport experienced a boost and participation became even more developed. Physical activity was hailed as the key to better health, both mental and physical. Thus it is no surprise that cities decided to reach out to the community by installing spaces for physical activity. Specifically, the City of Ottawa inaugurated two public baths that were destined to add to the physical activity landscape of the region. But the fact is, because of the name by which they were designated, they were portrayed in the popular literature as hygiene establishments. They were being classified along the line of the public baths of the 19<sup>th</sup> century that were a hygienic option of the many people living in tight quarters due to the increased urban migration of the Industrial Revolution.

Conducted through municipal archives, this research disproves Ottawa's public baths as hygiene centred institutions and demonstrates that they operated very much like public swimming pools. Designed mainly to provide young boys with a safe and constructive pastime, in the end they were used by all: boys and girls as well as men and women. They served not only as leisure pools but also as athletic pools where swimming competitions were held to the enjoyment of the public, showcasing the emergence and the evolution of the swimming sport.

Based on the archives, the instigators of Ottawa's (essentially) first public pools were concerned with providing a space where the concept of *mens sana in corpore sano* were reinforced. They saw the pools as a much needed municipal institution; a place where one would get the benefits of being physically active while still benefiting from the cleansing quality of water. In 1924, they were an upgrading on the idea from the previous century when the main objective was hygiene. These baths were providing a space where city dwellers could not only practice physical activity but also learn how to practice it in a safe environment. In fact, they also offered water safety courses.

In the end, this research uncovered a sport organization that emerged from an institution that had mainly been there to provide a place to attend to one's hygiene. By examining the operation of the Ottawa public baths, it became clear that in spite of the period during which they were set, they served much the same purpose as a modern day public pool.

***Uncovering the Cultural Biases in the Television Commentary of Controversial Incidents in Cricket***

Aisha Soofi  
Brock University

As a sport spread through colonialism, cricket has long been associated with cultural tensions between its Imperial creators and the colonized people of Africa, South Asia, and the West Indies. The use of cricket to showcase Imperial dominance has been well researched in post-colonial literature. However, with the power in the sport's governing body shifting from Imperial to South Asian hands in the mid-1990s, there have been accusations of cultural bias *against* the Imperial nations (England, Australia, and New Zealand) by the remaining countries. As both the Imperial and non-Imperial cricketing bodies now constantly accuse one another of bias, it is important to explore the nature of such accusations. One area in which this can be explored is the media depictions of controversial incidents that occur on the cricket field. This study uncovers the patterns of cultural bias expressed in the television commentary of cricket competitions. For this study, 40 videos covering controversial incidents in the cricketing world were analyzed. The controversies were divided into three categories: cheating, sledging, and confrontation. Indicators of bias in both the verbal as well as the visual content of each video were searched for, and compared with, one another. It was found that both Imperial and non-Imperial origin commentators tended to show bias in favour of players from their own culture in incidents involving cheating and confrontation. However, this bias ceased to hold ground with regards to incidents involving sledging, where an anti-Australia bias by commentators from all other nationalities was expressed. It was concluded that such findings were consistent with the assumptions of post-colonial literature and hence, reflected the greater cultural tensions being expressed in the world of cricket today.

**SESSION 2a - 1:35 - 3:35 pm**

***Safety First: An Analysis of Violence in Professional Ice Hockey***

David Botham  
Brock University

Professional sports are at their pinnacle in terms of public interest and generated revenues. Professional athletes are enjoying the highest average salary in the history of sport and owners are increasingly investing in their skills and abilities. Consequently, the safety of these athletes should be an ever increasing concern due to their multi-million dollar worth. In the context of professional sport leagues however, there are few proactive measures taken by the managers of such leagues from preventable injuries of professional athletes. An example of this would be instituting mandatory neck guards in hockey to prevent from skate slashes to the neck region. Thus, the purpose of this study is to examine violent events in professional ice hockey to discover whether organizational changes have been instituted over time to safeguard athletes from such events. Specifically, this purpose will be met by analyzing the length of suspensions administered by the National Hockey League (NHL) to determine if any organizational change exists within the NHL that could be aimed at player safety. In this study, such suspension durations will be examined

through the lens of the Punctuated Equilibrium Theory, which helps to illuminate periods of both stasis and rapid organizational change.

The main source of data will be historical events that have taken place in both the NHL's rule changes over a period of 40 years as well as the longest suspensions given during that same time period. This data will be analyzed using the Punctuated Equilibrium Theory, to determine whether or not any noted structure or rule changes will result in a corresponding trend from this theory. As well to triangulate the data, email interviews with professionals within sport organizations will be utilized. These interviews will serve the purpose of understanding the actual happenings within sport organizations, and discover whether the theoretical aspect matches the practical one.

Preliminary results at this time demonstrate very little change or reaction to violent events in terms of player safety has existed over a period of 40 years. Only under the most extreme of circumstances are rules created to prevent injury; however, this is only after many athletes have acquired similar injuries. With more and more "freak accidents" claiming an athlete's ability to perform and potentially altering their health beyond their sport career, there is an increased need for sport managers and league officials to proactively engage in creating simple, non-invasive rules that protect athletes (i.e. mandatory helmets in hockey warm-ups (Taylor Hall incident)). These preventative measures can go through all levels of sport, but by starting at the professional level there is a higher opportunity for a trickle-down effect. Future research in this area should involve a more in-depth look at the decision-making processes within an organization such as the NHL to see how athlete safety is addressed.

### **Connecting literature to survey development**

Sandra Pitts

Brock University

Management by Values (MBV) is a relatively new approach that intentionally utilizes values as a framework for management decisions (Dolan, Garcia & Richley, 2006). The MBV approach acknowledges that the alignment of personal and organizational values creates a more motivated and sustainable environment. But whose values are being incorporated when an MBV approach is utilized?

The purpose of this paper is to present the development of a survey tool to measure the personal values of female youth around their participation in organized hockey. The presentation will discuss the preliminary investigation, including review of literature, and the rationale for selection of items for the value statements and demographic questions in the proposed instrument.

The survey is based on a previous model (MacLean & Hamm, 2008), modified to reflect the current values surrounding sport participation in Canada. Demographic factors have been selected in order to measure their effects on values, and to identify any interacting or confounding factors which need to be accounted for during analysis.

This paper will demonstrate the process and rationale used to develop a survey instrument. This information will be useful to those interested in behaviours and outcomes associated with youth sport participation, as well as those involved in developing a survey instrument.

**The Impact of Not-For-Profit Legislation: An examination of the actual and perceived changes to decision-making for federally incorporated sport organization**

Ben Jacobs

Brock University

The new federal *Not-For Profit Act* came into effect October 17, 2011, and significantly affects all federal not-for-profit (NFP) organizations. There are more than 19,500 federally incorporated NFP organizations in Canada; approximately 100 of these are sport organizations. Virtually every national sport organization (NSO) and multi-sport/multi-service organization (MSO) is included in this number and will be affected by the new legislation, to a greater or lesser degree.

The legislation is intended to increase organizational transparency and accountability, primarily through changes in the appointment of directors and the classification and rights of members. Sport is truly unique among NFP corporations, particularly in the area of membership and membership rights. The new legislation will give all categories of members, whether voting or not, the right to vote on certain fundamental changes to the corporation. Philosophically, the new legislation moves NFP organizations closer to the corporate model by granting members (the equivalent of shareholders) greater influence over decision-making. This empowerment of members will dramatically affect many organizations, particularly the larger sport organizations with a massive membership base.

The other critical area of change coming with the legislation affects the selection of directors to the NSOs governing board. The new legislation puts an emphasis on the election of directors by 'members', as opposed to the appointment of directors. Indeed, ex-officio appointments (i.e., appointment as a director by virtue of one's position) will no longer be allowed.

The study upon which this presentation is based is exploratory in nature, using a theoretical and qualitative approach by means of content analysis and grounded theory. The by-laws of some NSOs were charted and analyzed to identify their degree of compliance with the legislation. The NSO by-laws sample group was representative of different structural models in terms of organizational governance. Preliminary results indicate a majority of organizations will need to make significant changes, particularly in the area of the appointment of directors, in order to meet compliance requirements. Follow-up interviews with existing directors of the boards of these organizations will explore the impact of these necessary changes on the organization and their current governance practices. Results from the study will assist organizations in their transition to compliance with the legislation.

## Answering the “Call to Brawl”: Developing Recruitment and Retention Strategies for Roller Derby

Katrina Krawec, Meghan Roney, Joey Zhou and Ian Flaxey  
University of Windsor

It is widely recognized that participation in sport enables individuals to acquire a myriad health benefits. Increasing participation in sport is a primary goal of the Canadian Sport Policy (Canadian Heritage, 2002). Yet as people age, participation in sport declines and adult participation in sport tends to be low (Ifedi, 2008). Not only do women have lower levels of sport participation than men (Thibault, 2011), they also face many obstacles to access sport programs (Dixon, 2009). One participatory sport that has been growing in popularity for women is roller derby (Cohen & Barbee, 2010). The sport of roller derby is unique in that it has no male predecessor or contemporary.

Despite its rising popularity, there is limited research on roller derby. Previous research has focused on developing a demographic profile of roller derby athletes; however, this was only within an American context (Carlson, 2010; Peluso, 2011). The recruitment and retention efforts of managers of Canadian roller derby teams would benefit by having a better understanding of who chooses to participate on their teams and why. Therefore, the purpose of this exploratory study was to identify a demographic profile of roller derby athletes in Ontario and explore what attracts participants to this sport.

Roller derby athletes (N = 116) from Ontario-based teams completed an online questionnaire consisting of quantitative and qualitative questions. Qualitative responses were analyzed using open coding followed by axial coding (Corbin & Strauss, 2008). The demographic information obtained from quantitative questions revealed a profile similar to studies on American roller derby athletes (Carlson, 2010; Peluso, 2011) and female participants in other collision sports, such as football (Migliaccio & Berg, 2007) and rugby (Saville, 2007).

Qualitative responses revealed that athletes were attracted to the sport because of the social aspect of being on a team. Moreover, the physical nature of the sport was reported as appealing. A point of differentiation from other sports that emerged was the focus on practicing and learning new skills and strategies. Athletes enjoyed this aspect of the sport and the sense of achievement they received from participation. Finally, participants reported that they liked the inclusive nature of the sport, and that it is accessible to women of varying sizes and athletic backgrounds. Roller derby leagues can use this information to help develop programs and promotional strategies to effectively recruit and retain participants.

### References

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### ***Examining Trends in Grassroots Hockey Development: A Case Study***

Adele Mansurov  
Brock University

Like all sectors and pursuits of the sport industry, ice hockey growth and development is rich for further study and examination. In particular, what was once predominately oriented from a North American landscape and management direction is now best understood and operation from a more global sport perspective. One means to best decipher the various stakeholders of the ice hockey industry is to examine a hockey development program, to determine further fit and grassroots transferability to a more international fit. As such, this study will look at the business aspect of a grassroots hockey program using SWOT analysis. The analysis is used to develop strategies that will minimize the organization's weaknesses and threats while enhancing the strengths and attaining opportunities. The goal of this research is to collect data that will help in creating strategies by focusing on developing and expanding the business. The data is collected throughout the organization's business plan and related to its documents, official web sources, and interviewing the company's employees and employers. The data was used in conducting SWOT analysis which aids in assessing the organization. Next, based on the assessment, the study suggests a few strategies for business improvement of the grassroots hockey program from a local, national, and international sport context.

SESSION 2b - 1:35 - 3:10 pm

***Advanced Hockey Statistics for Major Junior Hockey Leagues***

Dylan Liptrap  
Brock University

Hockey statistics have developed over time in order to better represent the game and how players contribute to team wins. The current state of player performance statistics however remains quite basic, and therefore the valuation of players based on performance measures is inaccurate. Many players are improperly valued which causes teams to overpay for some players while others can be obtained at a bargain. Consequently the purpose of this study was to test whether a more detailed approach to recording statistics could give a better understanding of the true contributions throughout each game of each player.

Four videotapes of Niagara Ice Dogs OHL games were collected and scores were coded for the contribution of each player throughout the game. A measure of player performance, called *Old Statistic* was obtained based on all four games for each player and used to determine an overall player valuation ranking. In addition a measure for player performance, called *New Statistic* was obtained using new indicators of athlete performance related to positive and negative contributions to both offensive and defensive aspects of the game and used to determine an overall player valuation ranking. These valuation rankings were compared to identify any differences, and whether these differences were substantial enough to distinguish players whose values have been misjudged.

The results indicated that the *New Statistic* provided more information about player performances and better evaluated the contribution each player made to the team. The rankings indicated that many players on the Ice Dogs were overvalued while others were undervalued. This suggests undervalued players actually play a greater role in team performance however were not credited with this contribution. Player acquisition decisions within Major Junior Hockey are becoming more important and costly all the time. The results of this study can provide Major Junior hockey managers with as much information as possible on each player in order to make more informed decisions for the team. In addition coaches may benefit by using *New Statistic* performance valuation to better assess their players and distinguish which players should be played in different situations.

***Why Female Sport Fans Do Not Participate in Fantasy Sports***

Ben Blain  
Brock University

Fantasy sport participation has been increasing exponentially over the past ten years (Leporini, 2006). According to the Fantasy Sport Trade Association (FSTA) (2008), more than 29 million Americans and Canadians have participated in a fantasy sport league, with a direct impact of \$800 million and an additional \$3.5 billion spent on related services (FSTA, 2008).

While 29 million is a large number of participants, according to Levy (2005), the percentage of female fantasy sport users may be as low as 2.1 percent. Subsequently, some of the academic literature suggests that fantasy sports is a male dominated pastime that reinforces masculine privilege (Davis & Duncan, 2006; Levy, 2005). Recent academic attention has focused on classifying the psychological and sociological motivations that lead to fantasy sport participation (Farquhar & Meeds, 2007; Dwyer, Shapiro, & Drayer, 2011).

Whereas most academic studies have focused on the dominant participants (male sport fans), this study aims to focus on the lesser explored area of female sport fans. Therefore, the purpose of this study is to understand why female sports fans do not participate in fantasy sport.

To understand the perceptions, opinions, beliefs, and attitudes of female sport fans, focus groups will be employed. A pre-focus group screening process measuring both attitude and behaviour will be used in order to ensure that all participants are indeed 'sports fans' (Hyatt, 2007). In total, the proposed study involves conducting five (5) focus groups of 8-10 participants (Krueger & Casey, 2009). Three (3) of the focus groups will involve undergraduate female students who do not participate in fantasy sport. One (1) focus group will involve undergraduate female students who do participate in fantasy sports. The final focus group (1) will involve non-undergraduate females from the Niagara, Ontario region who do not participate in fantasy sport.

Data analysis will be systematic, sequential, and continuous. Open coding will be utilized in accordance to Neuman & Robson (2012) in order to build themes that can be compared to the existing literature with the aim of building theory on female sport fans fantasy sport motivational factors.

Given the fact that the female sports fan is a relatively untapped resource in the realm of fantasy sports, finding underlying motivational factors that contribute to their fantasy sport participation may influence how firms market to this demographic.

### **Transfer of Training in Minor Hockey Coaching**

Shawn Eckford  
Brock University

The Canadian minor hockey system has been criticized for an overemphasis on games and competition, and has fallen behind other youth sport system in the implementation of player development systems and protocols. The responsibility to implement these development systems is most specifically and most heavily that of the coach. Therefore, the purpose of this research has been to discover the reasons that the gap between development training and development implementation exist and the challenges that coaches face putting their training into practice.

During this qualitative study, questions were developed using Holton's (1996) "Factors Affecting Transfer of Training" which indicates the mediators and outcomes of training transfer. The relevant concepts from this model include training design, individual characteristics, transfer climate and learning and individual performance. These questions were then used in semi-structured interviews with minor hockey coaches as participants. These coaches were all coaches at younger, "developmental" levels in local minor hockey associations.

Some key findings of the research were that the coaches believed they understood the training and its importance which indicates that learning has occurred and that the coaches' motivation to transfer is high, but that the training design had a neutral effect on their understanding, indicating a weak training system. Coaches' also indicated that they felt that there was a lack of support and management from the association that they coached in, and expressed a desire to be better supported, educated and helped in their role as a coach. The coaches also perceived that pressure from the team's parent group on winning and competition can affect their development focus. These concerns point to a very weak transfer climate around these coaches in the development mandate.

These findings generate important recommendations for the future of Canadian minor hockey. The development mandate is doomed to fail without a change to the competition myopia that exists. A better system educating parents on the importance of individual development is certainly necessary, and a restructuring of the competition system at lower levels could become a necessity. Coaches also need better training and support from Hockey Canada and their minor hockey association to deal with the challenges they encounter in their role as a coach. This training and support could include ongoing clinics and education, developing a system of educating coaches on how to manage parents, increased opportunities for interaction and knowledge-sharing between coaches, mentoring opportunities for less-experienced coaches, or even an "apprenticeship" protocol for coaches to gain experience as an assistant coach before becoming a head coach.

### ***How to use Social Media to Network?***

Drew Balen

Brock University

The purpose of this presentation is to share how I have been able to use social media during my experience at Brock to successfully build a network with potential future employers. The importance of networking has been discussed by professors and returning alumni throughout my time at Brock, however, the exact way to network is rarely discussed. How does one network and build their portfolio in order to maximize future opportunities? Building a strong network of contacts and being able to promote oneself can be challenging at the best of times. I would like to share what I have done personally in order to increase my chances of landing my desired job upon graduation.

I was able to use social media platforms such as Facebook, Twitter, LinkedIn, and my own personal blog Great White North Baseball to gain exposure. In January 2012, I

became a staff writer at Seedling to Stars after they took notice of my previous work. This opportunity has allowed me to continue to build my reputation throughout the baseball industry. I have been able to build up my network of contacts and headed to spring training in Florida and Arizona to continue building my network in person. The work that I have done over the last few years has allowed me to develop the necessary skills required to work in professional baseball. By taking the initiative upon myself to grow my portfolio, opportunities have come my way that otherwise would not have been possible.

I have demonstrated that someone can achieve their goals by using social media as a tool to network with others, and built their resume in order to increase the likelihood of getting a job in their desired field post-graduation.

### **SESSION 3a - 3:40 - 4:00 - Closing Address**

#### ***Bridging the Research-Practice Divide: Tips and Trick for Engaging Organizations in the Sport Community***

Paul Jurbala  
Brock University

Are Canadian sport organizations interested in academic research? If so, on what terms? What are the opportunities for engaging sport organizations, pursuing a research agenda, and obtaining research funding in partnership with them? The presenter will draw on examples from his personal experience as a sport organization manager and consultant to provide insight into the “back story” behind a number of published and unpublished research projects led by sport management and recreation investigators at Ontario universities. These examples will be used to identify “tips and tricks” for engaging with sport organizations, along with a model for researcher-practitioner engagement. The presenter will then use the model to illustrate how he has been successful in engaging sport organizations and obtaining supporting funding for his own proposed research, in the areas of community sport organizations and change management in community sport clubs. The presentation will be of value to students and researchers looking for partnerships with sport organizations as well as non-traditional funding sources for sport management research.