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Book of abstracts

**Sports and the
Environment**
- Policies, Values
and Sustainability

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12:20 – 12:40		Hendrik K. Thedinga, Roman Zehl, Ansgar Thiel “I also want to have fun and play” – Creating Stigma Free Sport and Physical Activity Settings for People with Obesity: Empirical Findings from an Interview Study	Mikhail Sinyutin Public Insight of Sport Mega-Events: the 2018 FIFA World Cup.	Josef Fahlén Sport managers’ everyday work demands: A practice-based approach to sport management education	Mari Kristin Sisjord Elite coaches’ perceptions of coaching female and male athletes.
12:40 – 13:00			Jelle Schoemaker, et. al Can Mass Sports Events Increase Physical Activity? Results From a Ladies Run		Kari Fasting, Mari Kristin Sisjord, Trond Sveta Sand The role of the coach in reducing non-acceptable behaviour

Wednesday, June 5, 2019 - Parallel Session #6

	Room: 5-115	Room: 5-116	Room: 5-117	Room: 5-118	Room: 5-224
Parallel Session #6	S26. Sport and Social Theory #1	S27. Sport, Development and Peace (SDP) #2	S28. Sport and Disability	S29. Sport and Sexuality	S30. Sport and Social Theory #2
14:00 – 15:20	Chair: H. Næss	Chair: A. Hjelseth	Chair: C. Stenling	Chair: A. Tjonndal	Chair: T. Langseth
14:00 – 14:20	Richard Pringle Assembling good health via exercise prescriptions?	Tessa Commers, Marc Theeboom, Fred Coalter Exploring claims of Sport for Employability programmes. A case study of a Sport for Employability programme located in Flanders	Ljudmila Zaletelj Disability in the Gym: Trainers’ Perceptions and Understandings About Clients with Disabilities	Tobias Menzel, Birgit Braumüller, Ilse Hartmann-Tews Experiences of LGBTI* in sport: Findings from a European Survey	Fabian Studer Theoretical framing and methodological implications for an impact evaluation plan of Switzerland’s national sports promotion program “Youth+Sport”

Secondly, it will investigate whether the new Bidding Procedures use a comprehensive approach regarding human rights or further elements should be considered. Finally, it will appraise whether the financial requests and the consumeristic and commercial philosophy integral to MSEs is compatible with the human rights challenge.

Keywords: Mega sport events, Human rights, Football, Uefa

Eco-responsible brand activation in motorsports: A case study of Formula E

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In contrast to most motorsport series, the Formula E racing championship – E for electric – promote itself as an experience platform tailor-made to suit societal demands for green innovations in the automotive industry. Since its initiation in 2014 the championship has drawn together an increasingly powerful group of stakeholders that all desire association with the eco-responsible message incorporated in the championship. Backed by car manufacturers like Jaguar, Porsche and Audi, as well as partnering with businesses like ABB, Julius Bär and Michelin, this begs the question of how Formula E utilize championship events to generate green brand equity. Drawing upon a case study of six Formula E events, this paper explores whether the championship may be an example to follow when it comes to conceptualizing green brand activation in motorsport.

Keywords: Motorsports, Green innovation, Event management, Sociology

Public Insight of Sport Mega-Events: the 2018 FIFA World Cup.

Mikhail Simyutin, Alexander Gonashvili, Alexander Tavrovsky

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In the last decade, Russia hosted several sport mega-events, including the 2014 Sochi Olympics and the 2018 FIFA World Cup. They had significant economic, political and cultural impact and greatly influenced Russian public opinion. We argue that public sphere, following Dewey and Habermas (Dewey 1927, Habermas 1990), plays a crucial role in current social process, and that public, according sociological literature on sports (Maguire 1999, Wenner 2002, Andrews 2006), is strongly engaged in sport mega-events particularly through commercial and media campaigns. Given the specific characteristics of Russian public sphere we explore perceptions and evaluations of sport mega-events by different social milieus. More specifically, the aim of this paper is to investigate the urban public insight of sport mega-events at the example of the 2018 FIFA World Cup in Russia.

The sociological survey was carried out in Saint-Petersburg during the fall 2018 by method of personal standardized interviewing on a computer system for telephone interviewing «CATI» with quoted stratified sample (N=1051). The results show major trends in public insight of the top sport tournaments.

Keywords: Sport mega-events, Russian public opinion, 2018 fifa world cup

Can Mass Sports Events Increase Physical Activity? Results From a Ladies Run

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People who perform in sufficient amounts of physical activity (PA) are known to benefit from positive health effects (Marques et al., 2015). Mass participation events in running, cycling and walking can attract a large number of participants. Evidence of the health effects of such events is scarce. The purpose of this study was to measure to what extent a mass participation event, in this case a 5K, 7.5K and 10K ladies run, can lead to increased PA among participants in preparation of the event, and can attract (previously) physically inactive participants.

In this cross-sectional study, participants completed a questionnaire after the event. They were asked about the amount of PA (number of weeks, average minutes per week) during, as well as before their preparation period. Additionally, the survey consisted of personal characteristics, type of preparation (group/individual) and perceived health.

Of the respondents (n = 499), 34% indicated to have performed an extra amount of PA during the preparation period. On average, these participants were 80 minutes per week more physically active, during 9 weeks of preparation. Of this group, 39% was physically inactive before their preparation period (according to the Dutch Fitnorm). Runners that increased their PA were significantly younger and trained more individually.

The results show that a mass participation event can help increase PA among participants over a sustained period. This research could help health and sport organizations to increase PA among target groups, in particular the physically inactive.

Keywords: Sport events, Physical activity, Health, Sport participation

Session 24 – Sport, Policy and Governance

11:00 – 13:00

Glocalization, a new trend in the globalization of sport

Ziad Joseph Rahal

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For the past two decades, a new trend stemming from the phenomenon of globalization described as glocalization addressed under other perspectives this problematic. This term-concept is included in the interpretive body of books dating back to the 70s dealing with anthropological and social issues more specifically economic and cultural. This new interpretive trend appears in the sports vocabulary, from the 90s, notably by the British sociologists Maurice Roche and Roland Robertson. In this