

abstract book



10. – 12. Nov. 2010

Body enhancements and (il)legal drugs in sport and exercise –
human and social perspectives

During the conference participants from various countries will present scientific approaches, current studies, results of their latest research and experience with interventions from their countries with a focus on psychological and sociological perspectives. In this way, we will be able to identify similarities and differences as well as global trends in doping discourses and practices. Point of departure will be the state-of-the-art research on body enhancement and (anti)doping strategies. Based on the exchange of knowledge the participants from around the world will discuss the current situation and develop innovative concepts for future studies, politics and policies. We hope that the abstracts will help you to prepare for and enjoy the conference.

The conference team Gertrud Pfister, Anne-Marie Elbe, Rikke Jeppesen and Ulrik Wagner



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Supported by the Danish Agency for Science, Technology and Innovation



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PARALLEL SESSIONS

Wednesday afternoon 2:30-4:00 pm

ATHLETES PERSPECTIVE
Chair: Anne-Marie Elbe
Room: AB2
L. Lazuras, <u>V. Barkoukis</u> , <u>A. Rodafinos</u> & H. Tsorbatzoudis: Social-cognitive determinants of intentions for doping use in elite sports
D. Beckmann: Athletes perspectives on performance enhancement and doping
<u>D. Hauw</u> & J. Bilard: Dynamical analysis of substance use before doping
ANTI-DOPING I
Chair: Verner Møller
Room: Aud. Syd
A. Singler: Doping prevention on the state level: Activities, attitudes and perceptions of sport functionaries
<u>U. Wagner</u> & D. Hanstad: Scandinavian perspectives on doping - A comparative analysis on the efforts in relation to the international process of institutionalizing anti-doping
<u>I. Ritchie</u> & G. Jackson: Anti-drug Policies in Canadian Sport: Proactive or Reactive?
NATIONAL PERSPECTIVES: GERMANY
Chair: John Hoberman
Room: St. Aud.
M. Reinold: Historical analysis of the ethical foundations of the anti-doping policies in West Germany between 1950 and 1970
Y. Wisniewska: History of Doping in Germany at the pre-anabolics and early anabolics period 1950-1972
G. Spitzer: 'Better than well or doping?' Performance-enhancing Substances and the Risks of Neuro-enhancement

Thursday morning 10:30-12:00

DOPING IN ELITE SPORT
Chair: Jinxia Dong
Room: AB2
C. Ehrnborg, <u>B. O. Eriksson</u> , C. Fahlke, A.-S. Lindqvist, T. Moberg, & <u>T. Rosén</u> : Hormone doping: Frequency-attitudes in Swedish male elite athletes in power sports, active 1960-1979.
W. Pitsch: The frequency of doping in elite sport - results of a replication study
ANTI-DOPING II
Chair: Andrea Petroczi
Room: Aud. Nord
M. Melzer, <u>A-M Elbe</u> , K. Strahler & <u>R. Brand</u> : To dope or not to dope - Doping prevention and ethical decision-making in sports
<u>D. McLaughlin</u> & <u>A. Gurler</u> : Steroid Cessation Programs: Social, Medical and Ethical Considerations in Sport and Exercise
M. Hardie: Anti-Doping Policy and Professional Cycling: Exploring Attitudes, Issues and a Pathway to a New Approach
CULTURAL AND ANTHROPOLOGICAL PERSPECTIVES I
Chair: Sigmund Loland
Room: Aud. Syd
K. Kirkwood: Genealogy of Doping as Cheating
<u>J. Tolleneer</u> , J. Belmans & P. Schotsmans: Sport and transhumanism. An exploration of four enhancement technologies
B. López: The construction of EPO and HGH as deadly doping drugs
DOPING FROM NATIONAL PERSPECTIVES
Chair: Verner Møller
Room: St. Aud.
A. Vest Christiansen: What doesn't kill you, makes you stronger - a re-evaluation of educational campaigns against the use of drugs in gyms
J. Woolf: Shame and Disgust: A content analysis of the "Don't be an asterisk" campaign.
J. Mazanov: A Swag of Australian doping related projects

Thursday afternoon 3:00-5:30 pm

FITNESS DOPING
Chair: Terry Todd
Room: AB2
<u>H. Leifman & C. Rehnman</u> : Anabolic androgenic steroids - use and correlates among gym users
<u>S. Stanford</u> , C. Ehrnborg, E. Edin, <u>B. O. Eriksson</u> , C. Fahlke, A.-S. Lindqvist, T. Moberg, & T. Rosén: Increased mortality in patients at Resource centre for hormone abusers
N. Thualagant Winslow: The cultivated body – a sociological study of attitudes and behaviors towards body modification in associative fitness
<u>M. Ruep & G. Treutlein</u> : Evolution of doping mentality - a problem of elite sports only?
A. C. T. Smith & <u>B. Stewart</u> : Virtual Muscle: A Longitudinal Narrative Ethnography of an Online Bodybuilding Community
TALKING DOPING: MEDIA
Chair: Janice Todd
Room: Aud. SYD
<u>I. Hartmann-Tews & J. Schirm</u> : Media discourses on doping - a case study in international perspective
<u>R. Nissen, K. Pedersen & U. Wagner</u> : Olympic Games and mass media doping discourses - a comparative study before and after the 1998 Festina Scandal and the establishment of the World Anti-Doping Agency
E. Vettenniemi: A Doping Debate That Never Happened. Notes on the 2001 Skiing Debacle and Its Aftermath in Finland
G. Pfister: The Beauty and the Beast(s) - the Marion Jones Story in Danish Tabloids
PUMP AND GLORY. THE CONSTRUCTION OF MEANING USING DOPING AMONG YOUNG PEOPLE
Chair: Ivan Waddington
Room: St. Aud.
B. Barland: Doping use among young Norwegian? Design and some results from a Norwegian survey.
T. H. Rjukan: Project Perfect: body ideals and doping use among Young People
C. A. Johannesen: Self presentation and Doping Use among Young People
J. O. Tangen: Hidden Patterns Behind Doping Use among Young People
B. Barland: Doping, muscle, master and meaning. A qualitative study among Norwegian men.

Friday morning 10:30-12:00

ANTI-DOPING III
Chair: Gertrud Pfister
Room: AB2
J. Singhammer: Gender specific differences in the level of approval of performance enhancing drugs and methods in the general population
C. Brissonneau: An interactionist study of the doping phenomenon: How and why did physicians create this standard? How did sportsmen receive the standard and decide to use doping?
<u>N. Dikic</u> , S. S. Markovic & M. McNamee: Issues of international compliance with WADA's Whereabouts Policy
CULTURAL AND ANTHROPOLOGICAL PERSPECTIVES II
Chair: Ivan Waddington
Room: Aud. Nord
M. Tassi: Doping and Cultural Anthropology: toward a cultural definition of doping
<u>S. Teetzel</u> & <u>C. Weaving</u> : Explorations of a doping culture in Canadian university athletics
<u>B. Stewart</u> , A. C. T. Smith & B. Moroney: Capital Building through Gym Work
SPORT PSYCHOLOGY
Chair: Susan Backhouse
Room: St. Aud.
<u>M. Schlegel</u> , K. Strahler, <u>A-M Elbe</u> & R. Keller: The psychology of urine doping tests - causes and solutions
<u>H. Kouki Chaouachi</u> , S. Abdelwahed, B. Gacem & Z. Bartegi: Attitudes towards doping among Tunisian youth students athletes : a witnessed study case

KEYNOTES BIOGRAPHIES AND ABSTRACTS

Alphabetical order

Andrea Petróczi

BIOGRAPHY:

Andrea Petróczi is Professor of Public Health. Her research is centred on behavioural choices where short term gains are traded off for potential health consequences later in life. She is internationally recognized for her research into chemically assisted performance enhancing practices among athletes. Andrea Petróczi has a strong commitment to multidisciplinary research with her work spanning across disciplines allied to medicine and psychology with a strong experimental focus. A distinct strand of her research portfolio focuses on methodological issues, including response bias in self-reports, group-level estimations and indirect psychological measures. Andrea Petróczi's specific research interests include social cognitive processes underlying the use of performance enhancing supplements and drugs; cognitive restriction of diet; adherence to medical treatment and exercise; implicit social cognition and global food safety and security.

TITLE:

"IN SELF REPORTS WE TRUST? METHODOLOGICAL CONSIDERATIONS FOR SOCIAL SCIENCE DOPING RESEARCH"

ABSTRACT:

The overwhelming majority of social science research into doping is based on self-reports which, owing to the relative ease of gathering rich information, is the most commonly employed method in psychological assessments and sociology polls. In addition to the well known benefits, self-report method has attracted criticism for potentially distorting effects arising from response set and styles, with self-presentation (social desirability, SD) being one of these potential distortions. To date social science doping research has not paid much attention to this potentially distorting effect. Ongoing research in our group has provided sufficient evidence to question the results, and conclusions derived, from self-reports. This presentation provides an overview of empirical evidence we found to date that highlight the SD effect in doping research. The three key projects will be discussed in the context of relevant research of others.

In the first study investigating the affect of social desirability on self declared attitudes, beliefs and opinions, we found evidence for the presence of SD effect despite the low correlations between SD and individual variables. Using alternative analytical approach (structural equation modeling) we showed that the model without the SD variable contained a large amount of unexplained variances leading to a poor model fit. Including SD improved the fit indices for a satisfactory model. Whilst the social desirability bias at the individual variable level was not concerning, the results showed that the accumulated effect at the model level can be quite significant and result in failing to find robust relationship; hence correlation coefficients.

The second study scrutinized self-report data on illicit social drug and doping use in the context of SD and showed that the potential SD effect in self-reported data appears to extend to the relationship between the use of illicit social drugs and doping. Consistently different responses regarding socially sensitive issues were observed between those who showed high tendency for giving socially desirable response and those who do not; but expectedly no difference was found for non-sensitive constructs. These results suggest that the relationship found between self-reported use of drugs and steroids in the past relying on self-reports might have been the function of response bias rather than an indication of a genuine connection between taking recreational drugs and using doping.

From the triangulation afforded by the two parallel projects incorporating objective verification of self-reported behaviour in our third study, evidence emerged suggesting that taking self-reports at face value could lead to a very different conclusion about the social cognitive processes underlie doping behaviour. Results indicate that not only the information on doping behaviour but also on self-reports on social cognitive processes could be affected by some form of response bias. Whilst differences in explicit (self-reported) social cognitive measures between user and non-user groups were observed in the

expected direction when groups were created from self-reports, generally the reverse was evidenced when the user status was based on hair analysis results. Implicit measures with a potential of capturing undeclared attitudes to doping and predict behaviour over and above self-reports were consistent with the grouping based on hair analysis. Implicit attitudes based on measures of automatic associations are believed to be less affected by SD.

In the absence of reliable self-reports, development of both behavioural models and evidence-based primary prevention of athlete doping behaviour, along with evaluation of such programs, have been constrained.

Self-report methodology is, and will be, widely used for practical reasons but controlling the effect of socially desirable responding is strongly recommended where inferences are made based on self-reported information on social cognitive and behavioural measures. Combining social science with analytical science to verify self reported information on behaviour is not feasible for all projects, especially not for research that requires large sample size. Approaches to overcome the limitation associated with SD distortion in self-report methodology are discussed.

Ivan Waddington

BIOGRAPHY

Ivan Waddington is Visiting Professor at the Norwegian School of Sport Sciences, Oslo and the University of Chester, UK. He is the author of *Sport, Health and Drugs* (Spon, 2000) and a co-author of the British Medical Association report, *Drugs in Sport: the Pressure to Perform* (British Medical Journal Books, 2002). He has also co-edited *Fighting Fans: Football Hooliganism as a World Phenomenon*, University College Dublin Press, 2002; *Sport Histories: Figurational Studies of the Development of Modern Sports* (Routledge, 2004); *Pain and Injury in Sport: Social and Ethical Analysis* (Routledge, 2006); and *Matters of Sport: Essays Presented in Honour of Eric Dunning*, Routledge 2007). His most recent book (with Andy Smith) is *An Introduction to Drugs in Sport: Addicted to Winning?* Routledge, 2009.

TITLE:

CLIENT CONTROL AND THE LIMITS OF PROFESSIONAL AUTONOMY: THE CASE OF SPORTS MEDICINE AND THE USE OF PERFORMANCE-ENHANCING DRUGS

ABSTRACT:

There has for some years been a growing recognition of the central role of sports physicians in the development, dissemination and use of performance enhancing drugs in sport. Such medical involvement is consistent with Walk's observation that medicine is practised 'differently, more competently and/or more ethically in non-sports contexts'. The central object of this paper is to examine the situation of sports physicians within the broader network of relationships within sport and the ways in which their involvement in this network may make them less subject to the normal ethical constraints which operate on medical practitioners in other settings.

Some key aspects of the differences between the everyday work settings of sports physicians and practitioners who work in non-sports contexts are explored via Eliot Freidson's work on client control, medical practice and the limits of professional autonomy. In particular, the differences between colleague-dependent and client-dependent medical practice, and their implications for the practice of sports medicine, are explored. The paper also raises issues relating to other aspects of medical career structures and doctor-patient relationships within the context of sports medicine.

Janice Todd

BIOGRAPHY:

Professor Jan Todd is the Roy J. McLean Fellow in Sport History, at the University of Texas at Austin. She runs the Interdisciplinary Ph.D. program in Sport Studies and teaches in the Sport Management Program in the Department of Kinesiology and Health Education. Co-founder and Director (with her husband Terry Todd) of the H.J. Lutchter Stark Center for Physical Culture and Sports, Todd's interest in doping began in the 1970s when she was active both as a lifter and administrator in the sport of powerlifting. Todd set numerous world and American records during her career and was frequently referred to by the media as "the strongest woman in the world." Todd most recent work on doping is: "Reflections on the Parallel Federation to the Problem of Drug Use in Sport: The Cautionary Tale of Powerlifting," Thomas Murray, ed., *Performance Enhancing Technologies in Sport: Ethical, Conceptual and Scientific Issues*. [John Hopkins University Press, Press, 2009]. It is co-authored with Terry Todd.

Terry Todd

BIOGRAPHY:

Terry Todd is the Director of The Stark Center for Physical Culture and Sports at the University of Texas, where he has been on the Kinesiology faculty since 1983. He was the U.S. champion in both weightlifting and powerlifting and was present as the "Steroid Era" began. He also coached athletes in these sports up to the level of the Olympic Games, served as a commentator on sports medicine for CBS during their coverage of two Olympics, and has written extensively in both the popular and academic press about sports doping. His most recent relevant publication is, "Tales from the Front Lines," *Hastings Center Report* 40, no. 2 (2010) 15-18 (with Jan Todd).

TITLE (JOINT TALK):

"FROM RIGHTEOUS ANGER TO BORED AND BLASÉ: THE EVOLUTION OF THE DEBATE OVER DOPING IN ACADEMIC AND POPULAR MEDIA"

ABSTRACT:

The tone of the discourse on doping has changed over the 50-plus years they have played a major role in sport. In the beginning, almost everyone was warning of the physical and/or ethical dangers of anabolic steroids and now many muscle magazines, books, and internet sites actually give advice about where such drugs can be bought and how they should be taken. We will explore the internet, magazines, newspapers, television, and films as well as examining the discourse in academic philosophy, a field in which an increasing number of people are recommending that sports federations either soften their anti-doping stance or abandon doping control altogether. Although our presentation will draw heavily from American sources, the international scene will also be examined.

Jinxia Dong

BIOGRAPHY:

Dong Jinxia received her bachelor and Master degree from Beijing Sports University in 1982 and 1985, and Ph.D. from University of Strathclyde (UK) in 2001. She is the founding director of The Peking University Research Centre for Gender, Sports and Society, deputy director of The Peking University Research Centre for Sport, Society and Culture and member of Beijing University Academic Evaluation Committee for Social Science, committee member of the sub-committee of sports sociology of the Chinese Sports Science Association, and member of Global Agenda Council on Sports in Society of World Economic Forum. She has authored hundreds of articles both in Chinese and English on sport, Olympics, culture and gender. In the past decade she has been invited to universities and international conferences in Germany, Britain, Greece, Denmark, Canada, USA, Japan, Korea, India, Hong Kong and Taiwan to lecture or present papers. She won "International Max & Reet Howell Award" of North American Society of Sports History in 2007.

TITLE:

"CHANGED ATTITUDES TOWARDS DOPING IN CHINA SINCE THE TURN OF THE CENTURY"**ABSTRACT:**

Drug issue has been a sensitive topic in China. Drug-relevant publications have been simply descriptions of the international history of drug abuse or the negative medical and physiological consequences of drug taking. Even to date many matters involving drug issues remain unclear. What is the motive for Chinese athletes to take drugs? Are there social and cultural factors behind drug violations? What is the latest development in the 21st century in terms of doping? All these questions require serious consideration.

Based on literature review and interviews to elite athletes and coaches, this paper will describe the ongoing battles between doping and anti-doping in China and analyze the historic, social, cultural and institutional reasons for the battle in the populated country.

After the mid-1980s drug positive tests multiplied and drug abuse became endemic in Chinese sport in the 1990s. Under the intense pressure from the international sports organizations and the media, China had to take action to fight against this practice. Thus, doping and anti-doping have co-existed for over two decades in China. They were, and still are to some extent, a recurrent element of Chinese elite sport. The turning point for the battle is 1998 when Chinese swimmers were accused publicly over drug abuse in the world swimming championships. Driven by the desire to escape from the humiliating national image of the 'Sick Man of East Asia', and ensnared by the seductive social and material rewards resulting from sporting success, a number of coaches, athletes and officials pursued a policy of winning at all cost. With the result that some athletes risked taking drugs to achieve outstanding performances. At the turn of the millennium it was also the concern about the national image that motivated Chinese to eliminate the "cancer" to Chinese sport.

John Hoberman**BIOGRAPHY:**

John Hoberman's research in this area focuses on the history, sociology, and politics of performance-enhancing substances in modern societies. A primary objective of his work is comparative analysis of various "doping" practices, prominently including "workplace doping" scenarios involving police officers, students, military personnel, musicians and other performers including elite athletes. This range of practices also includes the pharmacological enhancement of sexual and cognitive experiences. (From website of the International Network of Humanistic Doping Research (INHDR) – of which John Hoberman is a senior member – URL: <http://doping.au.dk/en/presentation/>).

TITLE:

"DOPING THE ACTION-ORIENTED MALE: POLICE OFFICERS ON STEROIDS"

ABSTRACT:

The action-oriented man embraces a range of anabolic steroids consumer types: athletes, policemen, soldiers, doormen, security guards, actor (think: Stallone) who would like to prepare the reinforced body for their jobs - in short, job doping ("workplace doping"). In this case, I will emphasize police doping in this larger context. Police doping is a world-class theme and this doping world is a parallel world that is very similar to the sports doping world.

Sigmund Loland**BIOGRAPHY:**

Sigmund Loland is rector and professor at Norwegian School of Sport Sciences. Among his research interests is the ethics of human enhancement in sport and society.

TITLE:

"PERFORMANCE TECHNOLOGY IN SPORT: POSSIBILITIES AND LIMITATIONS"

ABSTRACT:

In the article I examine the use of biomedical technology to enhance performance in competitive sport. More specifically I examine the possibilities for distinguishing between ethically acceptable and ethically unacceptable use of such technology. I criticize the World Antidoping Agency's (WADA) normative criterion for banning certain technologies as it is vague and unclear. I argue that any ban by WADA has to build on a clear and operational normative view of sport. Two relevant ideal-typical views are examined together with their technological implications. The narrow view is liberal and rejects restrictions on the use of biomedical technology among professional athletes as unjustifiable paternalism. The wider view implies a more restrictive approach and accepts certain regulations of performance-enhancing means and methods outside of competitions. In the conclusion, I compare the narrow and the wider views and reflect upon their possible status in competitive sport in the future.

Susan Backhouse**BIOGRAPHY:**

Dr Susan Backhouse is a Reader in the Carnegie Faculty at Leeds Metropolitan University, UK. Susan is actively involved in researching doping in sport from a social science perspective and she is the Principal Investigator on two World Anti-Doping Agency (WADA) reports on the social psychology of doping, and prevention of doping through education. National and international collaborations in this field have led to a focus on the examination of doping social cognitions, nutritional supplement use and anti-doping education. Susan is a member of the UK Anti-Doping (UKAD) Social Research Advisory group and a UKAD 100% ME anti-doping tutor. As a chartered sport and exercise psychologist, Susan is registered to practice with the Health Professions Council.

Susan has presented her work at international conferences including those organised by ACSM (American College of Sports Medicine), SMA (Sports Medicine Australia), FEPSAC, (European Federation of Sport Psychology) and ISSP (International Society of Sport Psychology).

TITLE:

"FROM FOOTHILLS TO PEAKS: THE ANTI-DOPING LANDSCAPE"

ABSTRACT:

Whilst the concept of doping in sport first penetrated the broader public consciousness on a global scale more than two decades ago, the social sciences have been slow to enter the debate. However, a vision for prevention is emerging. In recent years there has been a growing investment in social science research by the World Anti-Doping Agency as the need to move beyond detection-deterrence approaches has been recognised. As such, social scientists now play a more participatory role in the field and this has led to a developing research landscape. Insofar as doping in sport can be seen as having a many faceted human element, this address explores the contribution of psychology to our understanding of doping in sport and considers recent empirical research alongside prevention programming. To close, the challenges we face as we pursue the anti-doping agenda will be discussed.

Verner Møller

BIOGRAPHY:

My doping research mainly focuses on the phenomenon within elite sports. I am interested in the connection between doping and the nature of elite sport. I am currently dealing with the background and rationale for anti-doping, the cultural construction of the problem as well as the problem of providing a convincing definition of the doping concept. I approach the topic on the basis of history of ideas and cultural analysis. (From website of the International Network of Humanistic Doping Research (INHDR) – of which Verner Møller is the day-to-day manager – URL: <http://doping.au.dk/en/presentation/>).

TITLE:

“WHO CONTROLS THE CONTROLLERS?”

ABSTRACT:

The establishment of the World-Anti Doping Agency in 1999 was an unprecedented and impressive political response to the apparently widespread use of doping in professional sport. The intention was to secure athletes' rights to participate in sport on equal terms in doping free sport. WADA used the notions “a level playing field” and “a fair shot at it” in its promotion campaign and even integrated the motto “play true” in its logo. The ethical approach was as evident as it was noble. Unfortunately WADA's call for fairness and honesty did not persuade all athletes. Apparently a number of athletes understood doping controls as just another challenge to overcome in the pursuit of sporting success. Although 181 nations had signed the WADA Code by 2005 no more than two years after it was written and 570 sports organisations had signed it by 2007 when UNESCO's anti doping convention was enforced, athletes were still caught doping. It was particularly disheartening in 2006 when Spanish police raided one doctor's clinic and found he had 259 athletes from various sports as doping clients, in so far as it exposed WADA's test and control system as largely impotent. In light of this it is understandable that WADA continuously has pushed for more efficient measures. In-competition-testing has been supplemented by Out-of-competition testing; whereabouts requirements; and most recently blood testing for the biological passport has been introduced in some sports. It goes without saying that this has increased the athletes vulnerability and some athletes have raised concerns that anti-doping has gone too far and argued that they feel their legal and privacy rights have been compromised.

This paper takes its inspiration from this concern. It demonstrates how some of those who are responsible for managing the control system in their pursuit of efficiency have undermined the founding ideas of fairness and a level playing field, and do not always play true themselves. It will be argued that this poses a threat to the athletes' commitment to the fight against doping before it points to ways out of this ethical downturn anti-doping has taken.

ABSTRACTS FOR THE PRESENTATIONS IN PARALLEL SESSIONS:

(Organized alphabetically by 1st author surname)

Barland, Bjorn

Norwegian Police University College

Doping use among young Norwegian? Design and some results from a Norwegian survey.

Abstract:

The paper will present the procedure and some results based upon a survey on the use of doping among young Norwegians (N=5331). The sample consisted of young Norwegian boys (n= 4464) and girls (n= 838) who appear during the examination period for the military service, 1 March to 1 July 2008. 2.6 % of this sample were using or had used doping.

The paper will discuss the correlation between the use of doping and the use of narcotics as well as the use of doping in relation to anti-social behavior. The paper will also discuss possible reasons for the use of doping and the motivation behind doping. A question that needs to be asked is, what are the significances of a healthy body, body image, and identity?

Barland, Bjorn

Norwegian Police University College

Doping, Muscle, Mastering and Meaning. A Qualitative Study among Norwegian men.

Abstract:

The paper will present some results from the latest report on doping in Norway. It should be read as an independent report but it is also a report which follows up some of the results and discussions in the survey presented in the first paper of this session. This report is based upon 27 qualitative interviews of men aged 18-29 years .

One of the most important findings is how doping users actively and seriously obtain knowledge about different doping medications. The use of doping and the meaning and mastering of life are for many informants built upon the knowledge of doping and the seriousness of using it.

The paper will also discuss some other findings about recruitment into “doping cultures”, the connection between doping and narcotics, and how the body, doping and dieting create a structure in life. The paper will also try to present and understand the function of doping in a person’s life.

Beckmann, Denise

Technical University Munich, Germany

Athlete’s perspectives on performance enhancement and doping: Motivational aspects of doping in elite sports – an empirical approach

Abstract:

Main questions and theoretical approach: Doping is increasingly becoming one of the major problems in elite sports. There is a deficiency of scientific analyses on the motivational factors underlying the act of doping (Anshel, 1991), which could serve as a basis for prevention. Based on the theory of planned behavior (Ajzen, 2002) and the theory of motivated action (Heckhausen & Heckhausen, 2006), two empirical studies investigating motivational aspects of doping in German elite sports were conducted. Differences in self-efficacy, locus of control, subjective norm, and attitude towards doping between the two groups, dopers and non-dopers, were expected.

Methods: Study 1 was conducted as an anonymous quantitative online survey in Olympic sports. In order to compare the two groups, validated questionnaires (SWE, Jerusalem & Schwarzer, 2008; FKK, Krampen, 1991) as well as new items based on Anshel’s empirical study (1991) were used. The sample

consists of 155 male and female national cadre athletes in Olympic sports. 6 persons (9.3%) admitted doping behavior (= dopers). Based on the results of the online study and the described theories, a qualitative interview with 7 male and female national cadre athletes in Olympic sports was conducted. The interview aimed to assure and broaden the empirical results of study 1.

Results: Study 1 found significant differences in self-efficacy between dopers and non-dopers ($U=204.50$, $p<.05$; $d=0.99$). Dopers have less self-efficacy expectations than non-dopers. Furthermore, dopers, by trend, have more external ($U=288.50$, $p=.27$; $d=0.29$) and less internal ($U=314.50$, $p=.27$; $d=0.47$) locus of control. There were also significant differences in the subjective norm: dopers want to fulfill the expectations of the family in a stronger way than non-dopers ($U=133.50$, $p<.05$) and they also want to be more competitive than non-dopers ($U=140.00$, $p<.05$).

The second study showed detailed insights into the athlete's attitude towards doping. On the one hand, athletes think dopers are responsible for their doping behavior and that they should be punished. On the other hand, athletes hold the sport system, as well as the society, responsible for doping. For this reason, they demand international and social changes in the system of elite sports.

Perspective: Based on the results of these studies, a motivation-psychological model of doping was developed. The model furnishes a starting point and also a potential guideline for further research. Furthermore, the results of these studies could serve as a foundation for a preconception of tertiary prevention program against doping. The implementation of a tertiary doping prevention program should prevent relapses in doping behavior during or after a suspension.

Brissonneau, Christophe

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An interactionist study of the doping phenomenon: How and why did physicians create this standard? How did sportsmen receive the standard and decide to use doping?

Abstract:

The aim of this communication is to expose our program. Our program, on the global understanding of the doping phenomenon in sport, started in 1997 and follows Howard Becker's interactionist approach of deviance. Doping in sport must be understood in a three fold perspectives; these aspects are interrelated.

The first perspective is related to the standard: who impose them and how? To answer these questions, we must first study the ambivalence of sports medicine. Since 1965 several medical specialities (general practitioners, sports physicians, effort physiologist, biotechnologist) have suggested different definitions of the biological preparation, but ultimately only one imposed its definition. All the definitions had the same values (health and ethics) but they used different standards to define them. In the mid 1970s, the French Sports Ministry adopted the Eastern Block model in hopes of creating a sport Elite as good as the USA and USSR. To achieve this goal, the French Sports Ministry appointed effort physiologist physicians who had a scientific approach to training. These physicians, working close to the champions, could better study the champions and teach them to properly train their body. The results showed an increase of pain and injuries. The sportsmen asked the doctors for additional drugs to lessen the side effects.

The second perspective allows us to observe the sports socialization and to understanding how the sportsmen received the different standards from the physicians as well as how the sportsmen coped with the usage of drugs as an element of their job. After listening to the testimonies of 30 sportsmen (athletics, cycling, wrestling, weightlifting, and bodybuilding from 1966 to 2003) who have doped, we observe that they go through, what I name, a pharmacological career. This career is divided into five phases. Gradually, the sportsmen's' definition of health and ethics changed, and so did their usage of different pharmacological families, from legal drugs to psychoactive drugs to steroidian hormones to peptidic hormones. The use of drugs is a collective process but all the sportsmen are not submitted to the same obligation. This usage tends to be more compulsory when their sport federation is close to the IOC and when the federation imposes a strong control over the champions.

Finally, we will open a third perspective to understand what the interests of the sports physicians are to impose their standard. One is to approach the elite sportsmen and conduct many experiences (sometimes

with drugs), in order to understand how these super humans are functioning. Thanks to testimonies and a numerous medical scientific journals (1960-2010), we can see how the civil and military physiologists of effort utilize this knowledge in the armed forces (1970's), space (1990's), genetic diseases and obesity (2000's) research fields.

Christiansen, Ask Vest

Aarhus University, Denmark

"What doesn't kill you, makes you stronger" – a re-evaluation of educational campaigns against the use of drugs in gyms.

Abstract:

Despite the number of educational campaigns against the use of performance and image enhancing drugs outside elite sport, the use in and around gymnasiums and fitness centers does not seem to decline. The educational campaigns targeted against the use of anabolic androgenic steroids have traditionally focused on the adverse effects of these drugs.

Some campaigns focus on physical adverse effects such as acne, gynecomastia (so-called 'bitch tits'), shrinking testicles, liver damages, and increased risk of heart failure, while other campaigns stress the psychological adverse effects, mainly increased aggression (referred to as 'roid rage') but also increased risk of depression.

The paper inquires the scientific foundation that the claims in the campaigns rest on, as well as the analyses of the cultural barriers that the campaigns meet at the user level. The focus will be partly on users' experiences of their own physical side effects, and partly on the hypothesis that anabolic steroids induce antisocial, egoistic, and/or aggressive behavior (roid rage).

Finally, in order to reach a better understanding of the fact that the campaigns may not have had the expected impact, an identity, theoretical framework based on the work of Hegel and Honneth is outlined. The paper has an exploratory nature and is a work in progress.

Dikic, Nenad¹, Snezana Samardzic Marovic² & Michael McNamee³

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Issues of international compliance with WADA's Whereabouts Policy.

Abstract:

This study explores a controversial aspect of the new World Anti-Doping Agency Code, which requires athletes registered in testing pools to submit accurate data concerning their whereabouts for one hour, every day, three months in advance, in order to allow for effective year round testing. In particular, the policy is designed to increase the effectiveness of out-of-competition testing and to help prevent athletes from using remote locations in hopes of avoiding the doping control officers.

We present data from 20 different National Anti-Doping Organizations, and 1 International Federation (cycling) regarding filing failures and missed tests. The data reveals substantial variations in filing failures across countries and organizations. These variations require greater scrutiny and investigation if the system, and the imposition it places on athletes, is to be recognized as operating with widely shared standards. Furthermore, we argue that the fairness of the system is potentially vulnerable to assorted interpretations on compliance, and to inaccurate and non-transparent administration regarding filing failures and missed tests. We conclude that there is a need for improved communication amongst the different anti-doping organizations as well as a harmonization of interpretation and compliance of the rules.

Ehrnborg, Christer, Bengt O. Eriksson, Claudia Fahlke, Anne-Sophie Lindqvist, Tommy Moberg & Thord Rosén

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Hormone doping: Frequency-attitudes in Swedish male elite athletes in power sports, active 1960-1979.**Abstract:**

Background: Doping with Anabolic Androgenic Steroids (AAS) is still one of the greatest problems in sports today. It was not until 1975 that the first analytical method to detect AAS-doping was discovered, subsequently followed by the first ban of AAS as doping agents in the sporting world. Nowadays there are more efficient and accurate test methods which have helped impose stricter rules and laws to discourage doping. Both the positive effects and the side effects of AAS on physical performance are well known; side effects include disturbed lipid pattern, deteriorated liver and sexual function, gynecomastia, and psychiatric problems. This is the first time, according to our knowledge, that a similar follow-up study concerning the use of and attitude toward hormone doping in former elite athletes has been performed.

Methods: The studied population was all Swedish elite athletes in specific power sports, active 1960-1979. The power sports were as followed: power lifting, Olympic lifting, wrestling and the throwing events within track-and field (discus, shot put, hammer throwing, and javelin). The athletes were all on the top 10-ranking list at least once during the studied period. By the time of the inclusion dead line 31 December 2005, 995 athletes remained. The others were registered dead, were living abroad or could not be traced (erroneous name, civil registration number, or address, or living under hidden identity). The remaining athletes were given a questionnaire containing questions about former sport career, present social situation, medical history, as well as the former use of, and present attitude toward, AAS and other drugs. The response rate was about 70%; subdivided into wrestling (50%), Olympic lifting (26%), track-and field (15%), and power lifting (9%).

Results: In total, 21 % of the athletes admitted to former AAS-use for non- medical purposes (AAS+)-group; the highest frequency being in power lifting, where 57 % admitted to AAS-use, followed in decreasing order by Olympic lifting (47 %), track-and field (28 %), and wrestling (6 %). Those who admitted to former AAS-use (AAS+) had, in the majority of the cases, used several cures during more than one year. The AAS-use was during the height of the athlete's career and was mainly motivated by increased physical performance, but also motivated from the suspicion of their competitors' AAS-use. The information on AAS-agents was often given from club comrades and doctors; furthermore, the doctor was the main distributor of the agents. Compared to the (AAS-)-group, the (AAS+)-group had greater knowledge about other AAS-users and also had a higher degree of suspicion of the overall doping frequency within the same sporting discipline. Finally, it was noted that 96% of the (AAS+)-group regarded the AAS-use within sport as unacceptable, compared with 65% of the (AAS-)-group.

Conclusion: About one fifth of former Swedish elite athletes in power sports with active careers during 1960-1979 have, in this trial, admitted to previous use of AAS for non-medical purposes. We notice obvious differences in the general attitude towards doping as well as the rationale for doping use between those athletes that admitted to previous AAS-abuse and those who deny use.

Hardie, Martin

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Anti-Doping Policy and Professional Cycling: Exploring Attitudes, Issues, and a Pathway to a New Approach

Abstract:

Background: Cycling has the reputation as having an entrenched and institutionalized doping culture, existing within a closed community where some bending of the rules has historically been seen as permissible, if not required in order to cope with the exceptional nature of cycling (Brewer, 2002). The closed nature of the peloton is regarded as one of the greatest challenges for any intervention initiated from the outside (Dauncey, 2003; Schneider, 2006). This research on the attitudes of Australian professional cyclists is critical given the current anti-doping policy paradigm as well as its operation, effectiveness, and limitations. This study aims to identify the factors that cause the current anti-doping regime to be less effective than desired, and to propose practical measures to increase that effectiveness.

Objective: This study examines the attitudes of Australian professional cyclists, team managers, staff, coaches, medical, and scientific advisors toward anti-doping legislature, and the policy framework in which they operate. The aim of this project is to contribute to the development of a positive, practical, preventative, and sustainable anti-doping policy for professional cycling by identifying attitudes towards anti-doping policy and by promoting mechanisms for the positive engagement of cyclists in the policy formation process.

Method: Twenty-two semi-structured interviews were conducted in Australia during the period of October 2009 to January 2010, coinciding with the Australian Summer Cycling season. The length of an interview ranged between one and two hours. The interviewees included current and former professional cyclists, coaches, team directors, and scientists. The semi-structured interviews were supported with embedded field observations of cyclists and teams at training camps and during race weeks. Data was analyzed using grounded data techniques, which revealed key codes and themes to identify the narratives used to illustrate the attitude of the cyclists and their cohorts to the current anti-doping policy. Along with a process of identifying key themes, the narratives were analyzed with reference to relevant literature as well as the current anti-doping policy as determined by the Union Cycliste Internationale (UCI).

Results: Results from this study identified education, career structure, job security and sustainability (and the link between them), as well as the extent to which doping is viewed as a problem, as the key themes. Other related themes that emerged from this study included the “whereabouts system” and the administration of the anti-doping policy and law, including the biological passport. This study found that the peloton and teams’ adherence to the rules was mainly due to the consequences of non-compliance. Although issues of fairness and equity were noted as important in the context of “cultural change” in professional cycling, members of the peloton were not heavily influenced by the moral basis of the rules. Moreover, a broader social force was identified through the peloton, which was viewed as a significant group or community. The social nature of the peloton, the community of professional cyclists and their cohort as a working and living group, was identified as a socializing agent that may potentially have the greatest impact on shaping the peloton’s attitude toward doping practices. References to the peloton emerging from the coding processes included recognition by respondents that the peloton has its own internal control mechanisms. These mechanisms are based on, what was described as, a feeling of “solidarity”, “mateship”, “camaraderie”, and “brotherhood”, whereby, actions that are deemed unacceptable or inconsistent with the ethics of professional cycling were regulated by other members of the peloton. The peloton, as a social force for change, in relation to anti-doping policy, will be the specific focus of this presentation.

Conclusion: Bird and Wagner (1997) have previously commented on the role of collegiality in enforcing norms in sport and as mechanisms that may limit and help overcome collective self-damage or injury to a sport, through rule violations such as doping practices. This study has identified, through the peloton as a form of community, a mechanism that may be the vehicle to shape anti-doping attitudes and serve as a new pathway to address education, life and career structure, job security, as well as sustainability in a

manner and environment that is conducive to the development of an ethical, effective, and sustainable anti-doping policy. The policy implications of these findings and the role of the peloton in shaping norms in relation to doping practices will be discussed in this presentation. The implications for addressing job security, career progression and transition, as well as education in the peloton will also be discussed.

Hartmann-Tews, Ilse & Johanna Schirm

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Media discourses on doping – a case study in international perspective

Abstract:

Introduction: There is a lack of theoretically informed, empirical data concerning the coverage of doping in mass media. The focus of this paper is the doping discourse in mass media; i.e. the way in which doping is presented as a phenomenon of elite sport and the kind of interpretative frames that inform the discourses. The research is based on assumptions derived from the theoretical work on elite sports as a social system and from concepts of framing in media.

Main questions and theoretical background: The general questions that are in the paper are, what kind of interpretative schemes on doping are referred to in the media discourses, and are there any differences between the discourses in different countries? Two assumptions will be discussed in this paper. On the one hand, the proposition of *individualised coverage* is focused. It is expected that there is no discerning media coverage on doping; i.e. that there is no broad view on the causal factors of doping but, on the contrary, that journalists are likely to support individualisation of the (mass) phenomenon of doping, thus focusing on individual cases and individual offenders or victims. This proposition is derived from the fact that sport, mass media, and economy are highly interconnected, and that they have a common interest that 'the show must go on' and should not be irritated by reports on responsibilities and liabilities of diverse agents. On the other hand, the assumption of *socio-structural and cultural framing* is focused. The social structure of elite sport systems, their political environment, and cultural framing differ from country to country (e.g. political/financial support of elite sport, anti-doping laws, national (identity) sports). These, and further national peculiarities, are expected to have an impact on the mass media system, particularly their way to observe, select, process, and disseminate information to the public.

Methods: The media discourses are analyzed on the basis of a content analysis of all articles on doping during the Tour de France 2008 in four broad sheet newspapers in Germany (N=109 of *Frankfurter Allgemeine Zeitung* and *Süddeutsche Zeitung*) and France (N=94 of *Le Figaro* and *La Libération*). The content analysis includes formalities (e.g. placement, size, author of articles) and qualitative aspects (e.g. frame of reference, foci of report) about the discourses. Two research assistants analyzed the articles with an inter-rater-reliability between 85% and 100 %.

Findings: There is little evidence of exclusively person-centered reporting on doping during the Tour de France. Instead, there is broad reference to structural aspects and dependencies of doping. These references vary when comparing the coverage by country. The findings will be discussed within the theoretical frame of agency based action theory.

Hauw, Denis & Jean Bilard

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Dynamical analysis of substance use before doping

Abstract:

Main questions: Survey studies report that more than 90% of elite athletes have used complementary substances during their sporting careers (e.g. Bilard, 2002). Complementary substance use has generally been considered as a form a doping behavior (Laure, 2000). Indeed, some studies have pointed out that the consumption of legal substances increases the risk of using prohibited substances (Dodge & Jaccard, 2006; Hoffman et al., 2007; Litt & Dodge, 2008). Should we hypothesize that all elite athletes are potential doping athletes? This study attempted to define the pattern of substance use before doping.

We expected to identify specific patterns of legal substance use that led to doping, as well as those that did not.

Theoretical approach: Within the framework of situated activity theories, a research program was developed that focused on the analysis of the interactions between athletes' situated actions and their use of substances (Hauw & Bilard, 2009).

Method: 30 elite athletes in diverse sports (track and field, tennis, cycling, etc.) volunteered to participate in this study. 12 of them had been sanctioned for doping violations or had admitted to using prohibited substances (Doping Athletes), while the remaining 18 had not (Non-Doping Athletes). Data was collected via inquiries as well as structured and self-confrontation interviews. The coding system gathered the two types of data in order to describe the organization of activity in relation to substance intake for each year. This system constituted each athlete's life course database.

Results: Different patterns of consumption were identified: (a) progressive evolution, with athletes increasing the forms of consumption (occasional use to curative and continuous) and the number of types of substances used (vitamin use to other types of supplementation); (b) catastrophic evolution, with athletes initiating forms and types of substance use that progressed to the use of prohibited substances; (c) chaotic consumption, with the substance use presenting diverse forms of change over a long period and a shift to prohibited substance use. These patterns were linked to specific components of activity such as personal distress, changes in training methods, and irregularities in the evolution of performances. Also, the components of activity specifically emerged when high levels of competition were approaching.

Johannesen, Caroline Angeltvedt

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Self Presentation, Body Ideals and Doping Use among Norwegians 18-19 years old

Abstract:

The study is based on field work in several training centres in a large Norwegian town, and interviews in one training centre. Four persons that admitted they use performance enhancing drugs and three persons that denied using such substances were interviewed.

Both the field work and the interviews rest heavily on the self presentation theory of Leary and Kowalsky (Leary and Kowalski 1990, Leary, 1996). Self-presentation is a term that refers to the way an individual presents itself to the environment. Recognition is an important factor behind the desire for self-presentation.

The result is published in the thesis "Self-Presentation and body- Men who train weights and their construction of their own body" (Johannesen, 2010). The thesis shows that some men who are doing weight training have a desire to create a muscular, fatless and athletic body (ibid). This body shape is by Barland and Tangen (2009) defined as the model body.

Most respondents in the interview part of the study (Johannesen, 2010) find that it requires much training and attention to diet to achieve the body they want to shape. Many of them feel that they are engaged in a project that can not be enforced just with training efforts. They have an understanding that use of doping in many cases is necessary for taking the final step towards the perfect body. This is compatible with, Pope, Phillips and Olivardia (2000), who claim that the male ideal body has grown so muscular, that it is beginning to stray from what a common man can achieve due to his biological constitution. A number of respondents reported that doping is one of the measures used in their construction of the model body.

Some of the respondents told that a muscular and fatless body helps to give them a high position or status in their own training environment. Outside the training context some of the respondents indicated that a muscular body contributes to others admiration and respect. For many of the respondents the muscular body is motivated by a desire for attention from the opposite sex. The desire for recognition from the environment is thus an important motive for building a muscular body. Another motive and motivation for a muscular self-presentation appears to be a desire for self-acceptance, i.e. recognition of themselves (Johannesen, 2010).

Self presentation seems to serve two important functions in this regard: it present the individual to its environment in the way the individual wants to be viewed and it makes it possible for the individual to describe himself to himself. Using the body and sometimes doping are the only means to realise this.

Kirkwood, Kenneth

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Genealogy of Doping as Cheating

Abstract:

Quentin Skinner (2009) has succinctly operationalized the Nietzschean genealogical method by saying that the method involves reflecting on how a concept is currently understood by looking at the ways it was used in the past. To paraphrase Nietzsche in this regard, there can be no definition of something that has a history.

When we consider the past meanings attributed to 'cheating', we find a surprising dearth of conceptual clarity. Modern efforts, including excellent ones offered by S. K. Wertz and Randolph Feezell, expose the insufficiency of ahistorical philosophical efforts towards creating a definitive notion of cheating. The efforts to establish a definition of cheating proves surprisingly difficult when we discover that existing philosophical efforts both depend on, and ignore contingencies, such as culture, context, social convention and history.

When we consider this in the context of doping, and the contexts in which doping is thought synonymous with cheating, we see the weaknesses of the moral arguments against doping exposed as situated in time and place, rather than in universals.

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Attitudes toward doping among Tunisian youth students athletes: a witnessed study case

Abstract:

Too little is known about the vision of doping in sport among young sportsmen in Africa. That's why Tunisian NADO has conducted a social research witnessed study with educative aims. Its first step aimed to examine knowledge and attitudes toward doping and their correlates, as well as gather information on the temptations (places and people) of youth doping.

Overall, 836 young athletes, aged 12 to 21, were asked to participate. Athletes were recruited in their secondary schools where data was collected via a self-administered anonymous questionnaire, validated statistically by a pre-survey (Test – Retest).

Data statistical quantitative analysis was ensured by SPSS application with, at first, a descriptive treatment to summarize respondent's profiles, and secondly an inferential statistical analysis to determine significant correlations using X^2 test.

Among the initial sample, 725 exploitable questionnaires were collected (response rate 86.7%). Respondents practice sport an average of 12 to 24 hours per week, and participate on a national or international competition level.

Youths of both groups (sport and witness) believe, with no significant difference, in doping physical benefits, with higher rates in the witness group. However, the consensus on negative side effects of doping (dishonesty, sanctions, health hazards, and even death) was more obvious among the sportsmen youth than in the witness group. Moreover, more youths of the witness group consider doping as an experience to live (46 % vs. 34%) and a way to discover new sensations (40.2% vs. 31.8%).

Within our respondents, 16.2% of ordinary youth students and 13.2% of athlete youth students, said that they were at one point in their lives tempted to use doping substances, with a significantly higher rate

among sportsmen than sportswomen (16% vs. 6%) and no significant difference sex-related among the witness group.

Respondents from the two groups (80.2%) reported that teammates and friends are the ones who most often try to persuade athletes into doping. Different sources of supplying doping substances were cited: pharmacies (61.9%), Internet (55.2%), sport stores (49.7%), fitness centers (47.8%), and supermarkets (44.5%).

Our results get doping out of the circle circumscribed to sport and make it appear as a social phenomenon, especially among youths. It was demonstrated that non-athlete youths are more exposed and have more risky attitudes towards doping, which can lead to more risky behaviors. It is recommended to focus not only on athletes' prevention, but also on non-athletes doping education, involving parents, support staff, and youths in general. In order to have more efficient anti-doping strategies, changes should be taken on targeted populations within outreach programs.

Lazuras, Lambros, Vassilis Barkoukis, Angelos Rodafinos & Haralambos Tsorbatzoudis

South-East European Research Centre (SEERC), Thessaloniki, Greece

Social-cognitive determinants of intentions for doping use in elite sports

Abstract:

Background: Doping is a major issue in contemporary sports. The scientific literature on doping use has only recently developed, and experts have called for the use of theory-driven approaches.

Objectives: The present study used an integrated social cognition model that included achievement goal, self-determination, and planned behavior theory, to investigate the direct and indirect effects of motivational variables on doping intentions.

Methods: Greek elite level athletes ($N = 639$, $M_{age} = 22.91$ years, $SD = 6.06$) from team and individual sports completed an anonymous questionnaire, which included measures of achievement goals, motivational regulations, attitudes, perceived behavioral control, subjective and descriptive norms, and doping intentions.

Results: Linear multiple regression analyses indicated that achievement goals and autonomous motivational regulations directly predicts doping intentions. Multiple mediation analysis further indicated that variables from the theory of planned behavior mediated the effects of motivational variables on intentions.

Conclusions: The findings of the present study provide important information on the social-cognitive predictors of doping intentions in elite sports, and help in distinguishing between distal and proximal risk factors.

Leifman, Håkan & Charlotta Rehnman

STAD (Stockholm prevents alcohol and drug problems) Centre for Psychiatry Research, Sweden

Anabolic Androgenic Steroids: Use and Correlates Among Gym Users

Abstract:

Aim: The aim of this study was to estimate the prevalence of use and the offers of anabolic androgenic steroids (AAS), as well as study the correlations or predictions of AAS use/offers among gym users at gyms in Stockholm County. Since two separate data collection methods were conducted, a questionnaire study and an observation study, a comparison of concordance in estimates at the gym level between the two methods was conducted.

Material and method: The questionnaire was distributed to members at 36 training facilities in the Stockholm County. In total 1752 gym users participated and 173 declined to participate. The observation study was conducted as covert participant observations at 64 gyms, including 34 of the 36 gyms in the questionnaire study.

Results: According to the questionnaire, 3.9% men reported lifetime use of AAS, 1.4% use during the past 12 months, and 0.4% AAS use during past 30 days. Only one woman reported ever using AAS, zero more recent use. Not only were there similar patterns found in the two methods (i.e. similar age and gender AAS distribution, similar prevalence rate of AAS and similar links between supplements and AAS), but there were also significant correlations at the gym level in assessments of AAS and of supplements. Gyms with a higher prevalence of AAS use and supplement use showed a significantly higher proportion of observer assessed AAS users and a higher proportion of those gyms sold supplements.

Analyses of individual predictors showed that AAS users, and AAS-offered, were almost always young men, most of whom frequently weight trained. AAS users and AAS-offered were significantly more often users of drug and nutritional supplements.

Conclusion: When the observation and questionnaire study focused on the same phenomena (AAS use, supplement use), the results showed clear resemblances, thereby strengthening the credibility of the two methods. This is important to know in a field where there are difficulties when conducting studies and where there is a lack of established methods for data collection.

When prevention measures are developed, the higher prevalence of drug and supplement use among AAS-users compared to non-AAS-users should be taken into consideration. Supplement and drug use are neither sufficient nor necessary causes for AAS use but increase the risks of AAS. Using supplements in order to enhance ones performance may make the step to using other illegal preparations easier. The study also showed that compared to the general population, gym users are at enhanced risk of AAS use, and therefore an appropriate target group for AAS prevention.

López, Bernat

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The construction of EPO and HGH as deadly doping drugs

Abstract:

Finally, after a long period dominated by scholarship that explicitly rejected the use of doping on moral grounds, in the last few years there has been a growing amount of research critically addressing anti-doping policies and discourses. This paper aims at joining the emerging criticism of anti-doping by showing how both the expert and the journalistic literature have constructed and imposed an ominous image on the two most prominent *modern* synthetic doping drugs: erythropoietin (EPO) and human growth hormone (HGH). The paper is based on an extensive literature review in the fields of the medical sciences, chemistry, and physiology. It also involves more than one hundred articles as well as a critical discourse analysis of around two hundred journalistic pieces published prior to January 1995 from a selection of major U.S. and world publications, retrieved via the Lexis Nexis database.

The main conclusion, presented in this enormous and authoritative mass of literature, is that both synthetic hormones can have, and often have had lethal effects on athletes using them. This idea has succeeded to an extent, becoming common knowledge despite the almost complete absence of evidence to support this claim. For example, despite the lack of empirical data, EPO has stubbornly been linked to the death of eighteen Dutch and Belgian cyclists in the late eighties and early nineties, and HGH has widely been linked to the Creutzfeld-Jakob disease ("mad cows" disease) and/or of turning their users into deformed acromegalic monsters. Hence, I will argue that the claims have worked as ammunition in the anti-doping propaganda campaigns. These campaigns hope to convince the public that there is intrinsic evilness in doping; a goal that has arguably been achieved though the systematic linking of EPO and HGH with death and physical decay.

Mazanov, Jason

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A Swag of Australian doping related projects

Abstract:

This presentation provides an overview of three Australian doping related projects. The first project reports results on an empirical choice model of what influences Australian elite athlete in their deliberations about doping. The second project examines how the Australian public responds to the Spirit of Sport statement through a series of best worst scaling surveys. This project seeks to determine how the public trades what is worth protecting in sport (e.g. fair play or health) against harms to sport (e.g. doping or hooliganism). The third project developed an understanding of Australian athlete support personnel understanding of the anti-doping policy and their lived experiences "at the coal face". Their response is characterised by the themes "don't, won't, can't". These results characterise Australian experiences of anti-doping that need to be assessed in other cultural contexts.

McLaughlin, Douglas & Alan Gurler

California State University Northridge, USA

Steroid Cessation Programs: Social, Medical and Ethical Considerations in Sport and Exercise

Abstract:

Regardless of one's viewpoint about the use of performance enhancing drugs, efforts that promote the cessation of steroid use should be supported. Independent of the legal, medical, or ethical concerns related to the use, a steroid user needs appropriate care when attempting to transition from user to former user. Unfortunately, a person desiring a steroid cessation program is hard pressed to find a readily available and adequate treatment option.

The purpose of this paper is to address four questions. Is there a need for a steroid cessation program? What factors have led to an absence of such programs? What would a steroid cessation program consist of? And finally, how must cessation programs differ based on a person's reason for using steroids?

A cessation program is clearly needed. The very existence of users struggling to become non-users is sufficient grounds for a program. Not only can the transition be difficult, but it can be marked by physiological difficulties that require medical treatment. Even persons who oppose the non-medical use of steroids and prefer the development of prevention programs cannot simply ignore the needs of current users. By addressing the needs of current users, cessation programs may prove to be an important accompaniment to prevention programs.

Many factors contribute to the lack of a well-accepted steroid cessation program. Given the social stigma of steroid use, a medical professional assisting a drug user's cessation efforts could be considered guilty by association. Many ethical, medical and legal concerns are intertwined in a manner that has rendered the development of a cessation program problematic. Recognizing these challenges is an important step if a cessation program is to gain a broad social acceptance.

If these challenges can be adequately addressed, then the development of a steroid cessation program becomes feasible. A number of factors need to be considered when developing a cessation program. What are the necessary components of a cessation program? How will it be implemented and what professionals will be involved?

In addressing the above questions, it will be important to recognize the different needs and challenges raised by different users. Individuals who use steroids for performance enhancement in sport are different than those who use for aesthetic body enhancement. Are these differences relevant to a cessation program? A one-size-fits-all program may not adequately address the variety of users and a steroid cessation program may need to be sensitive to the complexities of transitioning from user to non-user.

Melzer, Marcus, Anne-Marie Elbe, Katharina Strahler & Ralf Brand

University of Potsdam, Germany

To dope or not to dope: Doping prevention and ethical decision-making in sports

Abstract:

Because doping is an ongoing problem in elite and recreational sports, anti-doping and prevention programs are receiving increasing attention. However, current doping prevention programs that primarily involve pedagogical education in youth have not shown to be very effective. In sport philosophy there is a discourse about ethics and morality in connection with doping. However, sport psychological programs for doping prevention predominantly focus on the athlete's personality and motivational factors and neglect contextual factors.

Moral and ethical decision-making: The relevance of moral and ethical competences in doping prevention has often been emphasized, but empirical evidence is lacking. In general, moral abilities have shown to have a great impact on different deviant behaviors, for example acts of aggression (e.g. perceived legitimacy of intentionally injurious sport acts; Bredemeier, 1985) and cheating in sports. Moral and ethical abilities are not stable personality dispositions, rather they can be influenced by learning processes and are therefore potentially changeable (e.g. Lipman, 1987).

Doping prevention: Training moral and ethical competences: Training ethical behavior in organizational contexts (*ethical climate*; Martin & Cullen, 2006) has shown to be successful in preventing deviant behavior in businesses (cf. Sims, 2002). This presentation focuses on a new sport psychological approach to doping prevention by targeting the individual decision-making process as well as the ethical behavior of the athlete's environment (Melzer et al., 2010). The project is funded by the WADA and Anti Doping Denmark, and focuses on the effectiveness of an online tool to train moral and ethical decision-making.

Nissen, Rasmus, Kasper Pedersen & Ulrik Wagner

University of Copenhagen, Denmark

Olympic Games and mass media doping discourses: a comparative study before and after the 1998 Festina Scandal and the establishment of the World Anti-Doping Agency

Abstract:

This study compares how three newspapers (New York Times, Politiken and Die Welt) present doping in sport before, during, and after four consecutive Olympic Games (1992, 1996, 2000 and 2004). Thus, the study analyzes how doping is articulated over a period of time, as well as how various national contexts impact mass media perceptions of doping in sport. Of particular interest is how the 1998 doping scandal in road cycling, and the subsequent global institutionalization, via the construction of the World Anti-Doping Agency, impacted the mass media.

Theoretically, the topic is embedded in a critical discourse analytical approach that focuses on variations in subject positions (who is ascribed the legitimacy to speak about doping and doped athletes) and formations of concepts (how does a certain order of statements provide a particular regime of knowledge). Similarly discourses associated with doping and doped athletes are constructed and finally discussed in relation to the development of competitive sport, the Olympic movement, as well as the inter-relations between sport, politics, and mass media between 1992 and 2004. The perspective is meant to challenge hegemonic mass media perceptions of elite sport and doping issues, as well as reveal what might be excluded knowledge in this process.

Pfister, Gertrud

University of Copenhagen, Denmark

The Beauty and the Beast(s): the Marion Jones Story in Danish Tabloids

Abstract:

Marion Jones is one of the most successful track athletes of all times and one of the few who went to prison as a consequence of doping (and lying about it). Her story is full of sport triumphs, tragedies, love relations, repentance, and punishment.

In this paper, I will present the coverage of Marion Jones and her two partners, C.J. Hunter and Tim Montgomery, in two Danish tabloids. The time periods of the investigation are the weeks of the Olympic Games 2000 and 2004; the method is a qualitative content analysis.

Drawing on constructivist approaches to gender and gendered sport coverage, I assumed gender differences in the presentation and evaluation of the three athletes involved in the doping cases.

The analysis of the newspapers showed that the presentation of Marion Jones differed decisively from the presentation of her partners. The journalists focused on the success and beauty of the woman whose glamour was still present after her fall, while the men were depicted as steroid users, who had a bad influence on Jones.

In the last part of the paper, I will discuss reasons and effects of this type of “story telling”.

Pitsch, Werner

Saarland University, Germany

The frequency of doping in elite sport: results of a replication study

Abstract:

Pitsch, Emrich, and Klein (2007) were the first to measure the frequency of doping in elite sport using the randomized response technique. This method guarantees that there is no possibility to make inferences about behavior from respondents' answers to an embarrassing question. In many cases, it leads to more reliable results when measuring the rate of deviant behavior (Lensvelt-Mulders et al., 2005). For German elite athletes, Pitsch, Emrich & Klein (2007) reported a rate of dopers during their sporting career between 25.8% and 48.1%. In the 2005 season, the prevalence of doping was rated between 20.4% and 38.7%. The doping prevalence was higher in sports where the result is measured directly than in the games. Prevalence was also higher among athletes competing up to the national level than among the athletes competing at international levels. The results of the survey were consistent with the assumption of rationally deciding agents.

Critique of this first study was aimed at the medium used for the questionnaire (Online research), as well as the sampling technique (e-mail pyramid system). The sampling technique led to a biased sample and may have elicited an overestimated doping prevalence. A survey conducted in 2008 aimed to re-appraise the findings with a less biased sample (personally written request to participate in the study) and with a different medium (postal survey). Furthermore, we assumed to find a difference between the doping prevalence, according to the level of athletic success, as well as a difference between athletes in games and in sports where the performance is measured directly.

The general results from the first study were replicated but the data differed in some details. The survey resulted in an interval of 10.2% to 34.9 % dopers (German elite athletes) during their career. This interval overlaps largely with the results of the first study. The difference between the different kinds of sport was measured again, but the difference between different levels of athletic participation did not hold in the second study. An additional analysis revealed that gender has an important impact on doping decisions. The results are challenging to the development of theories on doping behavior, as neither general philosophical considerations nor sociological or economical rational choice models predict a gendered doping prevalence. Theories on doping and gender can build on these results, not only to discuss the interconnection qualitatively, but also to develop empirically testable hypotheses.

Reinold, Marcel

University of Münster, Germany

Historical analysis of the ethical foundations of the anti-doping policies in West Germany between 1950 and 1970

Abstract:

The basic characteristics of doping today can be summarized as follows: Doping is a morally condemned phenomenon. Doping is defined by a list of prohibited substances and methods. The control and enforcement of doping relies on the chemical analysis of the athletes' blood or urine samples. If prohibited substances are found and metabolites or markers are detected, certain legal proceedings against the athlete are initiated. In most cases this leads to the ban of the athlete.

A review of historical sources of the 1950s and 1960s shows that the fundamental conditions of today's anti-doping were controversial in the past. Within the increased commercialization, professionalization, and politicization of sports, a complex process of argumentation created anti-doping. The intention of this historical approach is to reveal the discursive-argumentative constructions and legitimations of the anti-doping policies by a critical analysis of primary sources. It focuses on the discursive constructions of five central steps in the anti-doping efforts in sports. These steps were fundamental between 1950 and 1970, and helped shape the anti-doping policies today. First, from the late 1960s and on, doping was prosecuted and sanctioned. This was justified by the growing ethical condemnation of doping. The second step is a shift in the definition of doping; changing from its traditional essentialist character to an enumeration of prohibited substances and methods carried out by a list. The introduction of doping controls through a chemical analysis of body liquids marks the third step. Fourthly, it is striking that the doping problem fundamentally changed in the beginning of the 1960s when the initial use of anabolic steroids was the major doping problem from the 1970s and on.

The focus is on specific sports medicine literature concerning doping and documents of the German Sports Medicine Association (Deutscher Sportärztebund), the German Sport Federation (Deutscher Sportbund), and several Sports Federations (cycling, athletics and rowing).

Revealing the continuities and ruptures of the modes and patterns of arguments, the lecture empirically traces the historical legitimization process of the anti-doping fight in West Germany. It reveals the historical fundamentals, on which past and current anti-doping, is built.

Ritchie, Ian & Greg Jackson

Brock University, Canada

Anti-drug Policies in Canadian Sport: Proactive or Reactive?

Abstract:

This paper offers a critical analysis of the policies against the use of performance-enhancing substances in Canada. We contextualize the history of Canadian anti-drug policies in sport with Baumgartner and Jones's "punctuated-equilibrium" theory. This theory explains change and stability in policy areas that are characterized by relatively extended periods of stability and incrementalism, and then 'punctuated' by significant change. Utilizing a thorough document analysis, combined with interviews of some major stake-holders in the Canadian sport system, we demonstrate that while the anti-drug movement in Canada (since the 1980s) has often been presented publically as a systematic, organized, and principled one, in fact the movement's most important policies have been developed around significant "crises points"; policies have been largely reactive instead of proactive. The Ben Johnson incident in 1988 is the clearest example of this, however crises "moments" also developed after controversies surrounding the 1983 Pan-American Games in Caracas, the 1998 Tour de France, as well as other events. We move globally, beyond the Canadian case, to demonstrate that Canadian policies are ultimately a reflection of the more general trend internationally to react to various crises points in international sport. We follow Dimeo (2007), Beamish and Ritchie (2006), and others who have critically analyzed the history of anti-drug policies, to point out that those policies were created less out of a consideration of ethics, per se, but more out of concerns regarding various social and political events:

“crises moments” in international sport. The Canadian case is important to consider for several reasons: the country’s sport system is government-run, making anti-drug policies formal, government policy; there was widespread international attention to the reaction of the sport system in the follow-up to the Ben Johnson scandal; the country has hosted an inordinate number of Olympic Games in the last 25 years, relative to its population; the World Anti-Doping Agency’s headquarters are in Montreal; and finally, in general, the country is seen as a positive example in the fight against the use of banned performance-enhancing drugs in sport.

Rjukan, Torfinn Hansen

Telemark University College, Norway

Project Perfect: physical activity, body ideal, and body image among Norwegians 18-19 year olds

Abstract:

Even though the tendency of society is to focus on the male body, men and boys are under-represented in body image research. Today, almost everywhere and anytime, we are surrounded by, and exposed to, a slim and muscular ideal male body. In particular, it looks like the perfect male body has gained a good foothold in the up and coming fitness culture. Therefore, this study aims to examine men’s physical activity, body ideals, and body image, with hopes of examining whether or not society’s focus on looks and a perfect body is reinforced in the fitness/gym environments.

This study is a sub-project of a larger, nationwide study on doping, initiated by the Norwegian Social and Health Directorate. All the study’s data is extracted from that research. A total of 5331 conscripts answered the questionnaire while they were in the annual examination of persons liable for military service. The distribution of sex was approximately 84% men and 16% women. Exercise in a fitness/gym (F/G) and/or club/sports team (C/S) activity were the most common form of organized exercise (about 38%). According to the respondents, the male ideal body is slim and muscular, while the female ideal body is thin and slim. Men are happy with their body in general, but many are dissatisfied with their muscles. 68.5% of men feel that they have too little muscle, 52% too thin of arms, and 51.1% too flabby of abdominal muscles. Findings indicate that nearly half of the male respondents experience expectations and the need to have an ideal body. Exercise is considered the most common measure to mend body dissatisfaction.

There are indications that physically active men in F/G are more dissatisfied with their body than physically active men in C/S. This may be explained by the findings that more F/G-active feel pressure to have the ideal body. Different socio-cultural theories were discussed before finally connecting to a system theoretic perspective as the unifying explanation to the findings. Many men were dissatisfied with various aspects of the body, especially their muscles, and findings indicated that such a critical view could be enhanced in an F/G environment. This confirms that men, like women, have concerns related to their body and appearance. This may foster an inclination in men to use various measures, including doping, to gain bigger muscles and a leaner body.

Ruep, Manuel & Gerhard Treutlein

Evolution of doping mentality – a problem of elite sports only?

Pädagogische Hochschule Heidelberg, Germany

Abstract:

It is not enough for effective doping prevention to only inform elite sports about doping rules and regulations. In such a case, all participants and those involved in high performance sports can simply dump responsibilities on the National Anti-Doping Agencies. If you focus on the term “doping mentality” (Treutlein 2003, Laure 2000 – “La conduite dopante”) and take more recent prevention approaches into account (Salutogenesis according to Antonovsky), you will have to proceed differently. Using the notion doping mentality, we accentuate the fact that the problem does not limit itself to illegal sports drugs or elite performers. Doping mentality is a term relevant for broad levels of the population. (cf. Striegel et alii 2009, Hautefeuille 2009, Binkelman 2010) Given the increased pressure in today’s working environment, pill-popping is spreading. At the same time, there is an increased confusion on why, for a minor group of elite sport performers, this kind of pharmaceutical support is out of bounds.

The modern way of prevention, in the area of pharmaceutical abuse and doping, needs to be broader and conceptually different than the current standards:

- Modern prevention has to be implemented in early stages: less specific for children (get use to a healthy life-style, encourage self-efficacy and self-confidence), more specific for teenagers (information on effects and side-effects of pharmaceuticals and doping, discussion on the pros and cons of doping and on the ability to decide when tempted).
- Modern prevention should not be limited to behavior-oriented approaches.
- Modern prevention has to target, not only banned substances, but also legal pharmaceuticals, supplements, pain relievers, etc.
- Repression and law enforcement concerning doping tests, analysis, and punishment on the one hand, and prevention (“to find the right track”) on the other hand, should not be controlled by a single institution but rather divided among many.

This perception on doping prevention is not yet common in majority of the countries.

Schlegel, Marius, Katharina Strahler, Anne-Marie Elbe & Ruprecht Keller

University of Potsdam, Germany

Problematic urine doping tests: causes and solutions

Abstract:

Doping and anti-doping tests are a hotly discussed topic in competitive sports. Athletes participating in competitions can potentially face a urine-doping test after each event. The media reports mainly on positive test results; however, there is a less prominent issue concerning anti-doping testing, the athletes want to urinate, but it takes hours before they can actually do so. In these cases it is not a medical problem, but a psychological one that makes it difficult for athletes to urinate in the presence of others. This problem, which can lead to major interruptions during training, also hinders recovery after competitions. Because scientific knowledge about the phenomenon is almost non-existent, two studies funded by the Federal German Institute of Sport Sciences will be presented shedding more light on the topic. The first study focuses on 37 German anti-doping test supervisors and the problems they encounter while testing athletes. Results indicate that anti-doping test supervisors experience delays in 42% of all monthly anti-doping controls, without gender, age, or type of control having an influence on the occurrence rate. The anti-doping test supervisors state that psychological factors are the cause of about 32% of the delays. The second study, approaching the topic from the athletes’ perspective, entails an online survey with 83 top-level athletes. This study examines reasons for the urination problems and their connection to the personality trait, anxiety, as well as the clinical disorder, paruresis (the inability to

urinate in public restrooms). Trait-anxiety was measured using the State-Trait Anxiety Inventory (Laux, Glanzmann, Schaffner, and Spielberger, 1981), while paruresis was assessed with the Paruresis Scale PARS (Hammelstein & Pietrowsky, 2005). Results indicate that the occurrence of this psychogenic urine retention does not seem to be related to trait-anxiety, differentiating it from clinical paruresis. Intervention possibilities and future research perspectives will be discussed at the end of the presentation.

Singhammer, John

University of Southern Denmark

Gender specific differences in the level of approval of performance enhancing drugs and methods in the general population

Abstract:

Background: Seize of performance enhancing drugs by the Danish custom service has grown exponentially in the last decade, from 900 in 1999 to 4.700 in 2009. A prevalence of performance enhancing drug use is at approximately 20% for students in high school and universities in the USA. Accordingly, it is assumed, that the use of performance enhancing drugs is gaining in popularity among Danish adults, or are at least widely approved. Though, limited empirical research exists to support this assumption. The purpose of the present study was to investigate gender specific differences in the level of approval of performance enhancing drugs and methods in the general population, as well as investigate whether approval differed by social, behavioral and/or, psychological characteristics.

Measurement: A population-based telephone/Internet survey including 5,000 randomly selected men ($n = 1,045$) and women ($n = 658$) 15 to 60 years old was conducted to assess attitudes toward performance enhancing drugs and methods. Response rate was 34%. Respondents were asked to indicate their level of approval on 19 different statements on performance enhancing drugs and methods. Principal component analysis reduced information to four dimensions: Innovation, Looks, Medical, and Traditional. Also obtained were measures of respondent's age, level of physical activity, level of education, self-perceived health, and self-perceived physical fitness.

Results: Gender differences were observed for *Innovation* and *Look*. For example, multiple regression analysis showed that men 42 years old were less negative towards performance enhancing drugs and methods for improving *Innovation* ($\beta = -.85$, 95 % CI = $-.95$ - $-.76$, $p < 0.00$), compared to women of the same age ($\beta = -1.17$, 95 % CI = -1.35 - -1.0 , $p < 0.00$). In contrast, analysis with *Looks* as the outcome variable revealed that women's attitude were less negative ($\beta = -.38$, 95 % CI = $-.46$ - $-.29$, $p > .00$), compared to men ($\beta = -.11$, 95 % CI = $-.19$ - $-.02$, $p > .00$). No gender differences were observed for *Medical* and *Traditional*. Attitude towards performance enhancing drugs and methods also varied with respondent's age, level of education, and self-reported physical fitness.

Conclusion: Studies on attitudes toward performance enhancing drugs and methods in the general population are sparse, and knowledge about the distribution of attitudes among diverse segments in the population is limited. Results of the present study suggest evidence of social and psychological variation in approval of performance enhancing drugs and methods among several segments in the population. Although the current knowledge of people's attitudes toward and their intentions to use, performance enhancing drugs and methods is incomplete, the results of the present study are useful as a basis for further investigation and for facilitating a debate about use of medicine and methods among healthy individuals.

Singler, Andreas

Zentrum für Dopingprävention, Pädagogische Hochschule Heidelberg, Germany

Doping prevention on the state level: Activities, attitudes and perceptions of sport functionaries

Abstract:

Palatinate), we examined the conditions of doping prevention and the underlying attitudes towards doping by officials of state level sports federations. Quantitative (short questionnaire) and qualitative methods (14-part structured interviews) were used.

The study shows that doping prevention is rather unsatisfactory at the moment. This corresponds to the skeptical basic attitude of many officials regarding prevention. A set of perceptions, feelings, and subjective theories seems to be responsible for this situation. In addition, an unawareness of modern prevention conceptions including methods of teaching can be found. There is a clear preference of negative prevention (repression, sanctions, warning about side effects), which is obviously not up to date.

Perceptions and attitudes: First of all, in the opinion of sport officials, the fight against doping in top-level sports is associated with a lack of credibility. The fact that sport officials of higher levels, sport politicians, media, and/or sponsors demand maximum performances, even in times of a forced anti-doping fight, is regarded as a symptom of “double-morality” by state sports federations.

Furthermore, officials feel overwhelmed with work concerning the anti-doping fight, for example by the increased bureaucracy. This feeling is emphasized by the fact that officials perceive a lack of relevance about doping in their field. From this perspective, prevention measures can be regarded as redundant, or even as counter-productive. Consequently, officials may be frightened by prevention traps. Some may fear that opening the discussion of doping would only tempt young persons.

Officials are more willing to ignore the need to pursue active doping prevention when they believe in control discrepancies. More than a few functionaries regard Germany as an anti-doping pioneer, while foreign athletes would engage in uncontrolled doping.

A substantial problem of doping prevention is the profound ignorance regarding the nature of prevention measures, which promise success. This is expressed, for example, by a kind of pragmatism concerning performance enhancing substances that are not explicitly forbidden. However, the consumption of non-prohibited substances, for the purpose of performance enhancement, can be seen as a step on “the stairs of seduction” toward doping (Singler 2006, 148).

Since the unsatisfactory practices of the national sports federations often seem to be recommended in the states, profound changes in the prevention work of German sport federations should be recommended.

Smith, Aaron C.T. & Bob Stewart

RMIT University, Melbourne, Australia

Virtual Muscle: A Longitudinal Narrative Ethnography of an Online Bodybuilding Community

Abstract:

Online communities represent a unique discursive milieu where researchers can obtain rare insight into the social architecture of groups driven by common interests (Markham, 2005). This research sought to explore the social worlds and body schemas of serious recreational and competitive bodybuilders as well as power lifters. Data was obtained from a discussion on muscular development, via an online community forum. Forum postings (24 month period) were transposed to the qualitative software NVivo, where a narrative-based analytical method employing Gee's (1986) coding approach was conducted. A priori code based on Pierre Bourdieu's (1998) multi-pronged conceptual categories, (1) social field, (2) capital accumulation, and (3) habitus, were employed as the theoretical frame. The results exposed a highly distinguished social field, and an extreme social reality, where a dedicated and devoted muscle-building community worked on their bodies. For every respondent, muscle size and weight-lifting

performance was held sovereign, and viewed as a crucial source of bodily capital and social power. While feats of strength generated respect, and conferred upon its performers a privileged and influential voice, nothing was venerated more than excessive muscular size. This was, in short, their shared disposition, or habitus. Data revealed a fanatical obsession with hypertrophy as well as any accoutrement that could secure even more hypertrophy. These accoutrements ranged from highly disciplined training regimes and nutritional supplements, to the regular use of anabolic androgenic substances. Body schemas were rated by their capacity to build social power through the accumulation of symbolic capital, where status and peer approval emanated from strength, muscularity, and physical presence. No extremes were considered too radical in this muscular meritocracy, where the strong body commanded deference, and the massive physique dominated the social field.

Spitzer, Giselher

Humboldt-Universität zu Berlin, Germany

Performance-Enhancing Substances and the Risks of Neuro-Enhancement for Sports

Abstract:

This paper enters into a critical discussion of a memorandum facing "Brain-Enhancement" drawn up in Germany October 12, 2009, by an interdisciplinary research group, "Europäische Akademie zur Erforschung von Folgen wissenschaftlich-technischer Entwicklungen" (Bad Neuenahr-Ahrweiler). The memorandum was published in the journal Zeitschrift "Gehirn&Geist" and titled: "Das optimierte Gehirn. Ein Memorandum zu Chancen und Risiken des Neuroenhancements" (Galert et al. 2009). It recommends a more liberal treatment of neuro-enhancement, belonging to the tradition of the discussion in "Nature" (2008) about using neuro-enhancement (NE) pharmaceutical substances like Ritalin® as an enhancer in science.

Because of the consequences to sports, this concept is critical in the presentation: The risks of practicing neuro-enhancement in sports are primarily that substances used for neuro-enhancement are banned by WADA Code. The aim of "NE" does not protect users against doping sanctions in sport: Positive testing in competition is a violation of the doping rules.

The relevance of NE for an anti-doping policy and, above all, for prevention is to be seen. Ritalin or Modafinil, for example, are the main substances for the strategy to use a "brain booster" or "smart pill" to improve at school or at work, even if the same substance is banned in organized sports.

The consequences discussed is that by accepting the same substance in education and banning it in competition sports there may be an increased acceptance of neuro-enhancement practices in sport. Likewise, it is to be feared that such practices will find their way into youth culture and youth sports. Therefore, the author points out that there is a need to develop programs of prevention in this new area of substance abuse, which influences sports practice of minors and young adults in industrial societies.

Stanford, Sara, Christer Ehrnborg, Eva Edin, Bengt O. Eriksson, Claudia Fahlke, Ann-Sophie Lindqvist, Tommy Moberg & Thord Rosén

The Sahlgrenska University Hospital, Göteborg, Sweden

Increased mortality in patients at Resource center for hormone abusers.

Abstract:

Background: Hormone doping, especially with Anabolic Androgenic Steroids (AAS), is a problem in society today. AAS use can even be found among ordinary young people at the gyms, in particular males 17-35 years old, often suffering from mixed substance abuse including narcotics, alcohol, etc. all of which can exacerbate the side-effects. Knowledge on the background and the effects of hormone doping has increased over the previous years, proving beneficial to the public medical care. The somatic side effects are now better documented, as are the nature and mechanisms of the psychic side effects, however reliable knowledge concerning the long-term effects (i.e. morality) are still lacking. In 2000, Pärssinen et al. showed, in a 12-year follow-up study, a four time increased mortality rate among 62 male elite power lifters compared to the control population. Furthermore, a study in 2005 noted that

patients from in-and-out patient clinics that tested positive for AAS had an increased mortality rate compared to patients that tested negative. Those tested positive were also more likely to become involved in incidents leading to violent death and had higher risk of dying at a younger age than users of other drugs. As the AAS-abuse becomes more widespread outside the sports world, the need for treatment efforts is rapidly growing. However, the knowledge of doping and treatment remains limited in the general medical care system. With the creation of the Resource Center for Hormone Abusers (2002), a new model of taking care of these patients has been developed in Gothenburg.

Aim: The aim of this study was to investigate the mortality and morbidity rate, including cost for medications and the pattern of drug abuse, in 102 patients with previous or ongoing abuse of anabolic-androgenic steroids (AAS) for a non-medical purpose, that were applying to the center in order to seek assistance, treatment or evaluation of AAS-related side effects.

Methods: In all patients, data concerning the AAS-abuse (cumulative doses, total number and duration of cycles), further hormonal drug abuse, illnesses, and side effects were gathered. From the National Bureau of Statistics, data concerning mortality rates in in-and-out patient clinics and medication was collected.

Results: By December 31, 2009, 102 male patients, with a mean age of 27.4 years (17-53), were included. The observed number of deaths was 7, compared to the expected number 0.72; a nearly 10 times increase in mortality rate ($p=0.00002$). The mean age of death was 28.9 years (23-47). At the moment 2 out of the 7 causes of death are identified by autopsy (atherosclerosis and intoxication). Psychic diseases and medications for psychic disorders were highly represented in the morbidity analysis. Drug pattern analysis disclosed abuse of narcotics (54%), and growth hormone (GH) and/or insulin (39%) in the patients.

Conclusion: The results indicate that, although taking care in a special center, a premature mortality is noted in these AAS-abusing patients, showing major difficulties in changing their often destructive lifestyle.

Stewart, Bob, Aaron CT Smith & Brian Moroney

Victoria University, Melbourne Australia

Capital Building through Gym Work

Abstract:

Working out in gyms and fitness centers has become an increasingly popular means for improving physical condition and well-being. This paper addresses the practice of gym work in contemporary society, and the extent to which people see it as an intrinsically pleasurable activity on one hand, or an instrument for improving productivity and social position on the other. Twelve regular gym users from various locations in Melbourne, Australia were interviewed; the goal was to secure detailed data on what drives gym users to keep their workouts going, and what they primarily aim to get from their workouts. Bourdieu's (1984) concept of capital was used to frame the analysis, and to also provide the basis for categorizing respondent commentaries. Six categories of capital were utilized: (1) economic capital - which is sourced from material wealth, (2) cultural capital - which comes from building status through intellectual discourse, (3) social capital, which comes from creating strong social networks of friends and acquaintances, (4) Symbolic capital, which accrues from social positioning (5) bodily capital - which is built on a platform of physicality, and (6) cognitive/emotional capital - which derives from mental toughness and psychological resilience. The results showed that these gym users, who were all 20 years of age and older, as well as educated to tertiary level, were predominantly concerned with building their stocks of physical and cognitive/emotional capital. That is, they wanted to secure not only a better functioning body, but also a more outgoing temperament and a strong, stable sense of self. Only one of the respondents rated the quest for muscularity highly, and this person was the only one to use any form of protein supplement. None of the twelve respondents had previously used, or had any intention of using, anabolic steroids to accumulate additional bodily capital. Only three respondents identified social capital as an important goal, and it was also overwhelmingly understood that gyms were not places for consolidating stocks of economic, symbolic, or cultural capital.

Tangen, Jan Ove

Telemark University College, Norway.

Hidden patterns behind doping use among Norwegians 18-19 years old

Abstract:

In this study a questionnaire was handed out at the annual examination of persons liable for military service. A total of 5331 conscripts answered the questionnaire, approx. 84% men and 16% women. The research was initiated by the Norwegian Social and Health Directorate. The project was granted to The Norwegian Police University College. Dr. Bjørn Barland is project leader.

The initial analysis (Barland & Tangen 2009) used a Z-test to reveal possible correlations between the dependent variable “doping use” and possible independent variables. We found that doping users were more likely to have been placed in an orphan home or in a foster family; they have more often been in contact with child care institutions; ended more often up in fights, have more often a criminal record; and they used other drugs more often than non-doping users. Doping users were also more dissatisfied with their bodies; they were more motivated to have a better body; and they were more interested in having a body close to the ideal of a lean but muscular body, compared to the non-doping users.

These findings indicate that there might be some clustering of variables explaining the use of doping. In this paper we want to examine the possibility of revealing hidden patterns behind the use of doping among these young Norwegians. Using factor analysis we aim to identify a relatively few dimensions or factors that make up such a pattern.

Tassi, Matteo

Rome, Italy

Doping and Cultural Anthropology: toward a cultural definition of doping

Abstract:

Doping is not only a serious topic that risks diminishing the credibility of professional sport, it is a part of public discourse about sporting performances. Speaking from a social and human scientist perspective, we are obliged to face a medical definition. Nonetheless, the scientific discourse on doping is continually handled by media, supporters, and fans. This public discourse represents a form of bricolage that often heavily modifies, and sometimes challenges, medical definitions of doping by building a different narrative. Because supporters and fans are fully concerned, it is important that doping becomes something more than a medical subject.

This was my departure point in order to decide whether or not cultural anthropology can help provide the understanding of such a complex theme as doping. Starting from my previous research, which demonstrated a cultural refusal of anti-doping ethics, and advancing through state-of-the-art anthropology techniques of sport, my current aim is to develop an anthropological frame that contributes to doping research.

The discussion of doping is in fact the core of some anthropological classic themes. The uses of the body and its transformations, the representations of the heroic and supernatural athlete's body, the magic of sport and the passion of supporters who create an identity based on sport passion, are all elements that direct us to investigate the politics of doping and anti-doping from a cultural standpoint.

In my speech, I will discuss my ongoing research on the definitions of doping provided by supporters in Rome, Italy. I am currently interviewing them in hopes that a cultural definition of doping will emerge from sporting fans. The outcome would give us the possibility of matching this definition with the medical and ethical definition, as well as establish how different they are from each other. This insight would assist in answering the following fundamental questions: What is the distance between scientific and popular discourses on doping? What does anti-doping politics represent for sport fans? Can popular narratives contribute to anti-doping politics and, if so, in what sense?

Teetzel, Sarah & Charlene Weaving

University of Manitoba, Canada

Explorations of a doping culture in Canadian university athletics

Abstract:

In this presentation, we will discuss some initial findings from a collaborative doping study that investigates gender in relation to doping at the university level in Canada. Specifically, this presentation focuses on issues of masculinity and doping practices emerging from a two-year study that examined university-level athletes' knowledge and perceptions of drug use in sport. Drawing on data obtained from in-depth, semi-structured interviews with varsity-level athletes at Canadian universities, we will demonstrate that there is not enough testing done at the university level in Canada. This is especially true in traditionally masculine sports, such as football, which have extensive records of doping violations in Canada.

In addition to analyzing data obtained from the interviews, we will discuss the implications of a Canadian university football team, The University of Waterloo, which opted to test all of its players for banned substances after media sources uncovered a steroid scandal involving some players on the team. Several football players were found to be operating a performance-enhancing drug ring funded through stolen university resources. The university's administration, upon discovery of the steroid scandal, decided to cancel the team's participation in the upcoming football season. Nine players from the team failed the imposed drug test, and the Canadian Centre for Ethics in Sport (CCES) has since announced several more positive drug test results from football players on other Canadian university teams.

The wave of positive drug tests and suspected steroid use in Canadian university football affirms, and supports the views expressed by the athletes in the interviews. Due to a lax testing system, there is a certain level of naivety regarding the doping practices of university athletes at the administrative level, which, we will argue, facilitates a doping culture in the stereotypical masculine sports at Canadian universities.

Tolleneer, Jan, Jeroen Belmans & Paul Schotsmans

Kinesiology and Rehabilitation Sciences & Centre for Biomedical Ethics and Law. KU Leuven, Belgium

Sport and Transhumanism: An exploration of four enhancement technologies

Abstract:

For transhumanists, the use of enhancement technologies as well as pushing out the intellectual, psychological, and physical limits of human beings is not only acceptable, but also desirable. This contribution links transhumanism liberal ideas with the opinions of both advocates and opponents of athletic enhancement. Conservative actors, such as the Olympic movement and, since 1999, the World Anti-Doping Agency (WADA), proclaim that artificial substances and methods violate human nature. Canadian sprinter, Ben Johnson, was not only disqualified for his use of anabolic steroids in 1988, but was cast out by the sports world, being labeled as a non-human. Sport is a reminder of the fact that the limits of human nature are sacred. At the same time, the 'citius, altius, fortius' motto urges athletes to go beyond the limits of human capabilities. We attempt to unravel this paradox as well as combine it with key elements of transhumanism.

A growing number of baseball players want to increase their throwing velocity through non-therapeutic elbow surgery: Do they cross an ethical boundary with such a surgery? The disabled 400m runner, Oscar Pistorius, uses Cheetah prostheses, which gives him the potential to run faster than abled athletes. If he did so, could we call him the first superabled athlete; the first posthuman? Transplanted elbow ligaments and leg prostheses both concern artificial interventions and represent forms of cyborgification, however, ethically speaking they are not of the same order. The first is an internal, hidden technology applied to an abled athlete, while the second is an external and clearly visible technology applied to a disabled athlete. The aims, means, and contexts of the two technology technologies differ considerably. We need to take such technologies into account when examining fairness and other sport-ethical arguments, as well as when studying naturalness and bio-ethical arguments.

The most extreme example of what Butryn (2002) has called self-technology is genetic modification. Though it has been included in the WADA code since 2003, genetic modification is not yet employable and certainly not detectable. Genetic engineering is considered more extreme than the other technologies, as it raises questions on the boundaries between invalid, valid, and supervalid. Ethical and philosophical literature illuminates the potential threats to dignity, social equality, and humanity. We conclude that elite sport can be considered a useful mirror to help examine potential dangers and opportunities that are posed by transhumanist ideas. The study of athletic enhancement can examine the definition of human nature, as well as the redefinability of this concept, while the four technologies offer different perspectives on the issue.

Văjială, G., M. Epuran, C. Berbecaru, I. Potzaichin & M. Stanescu.

Romanian Anti-Doping Agency (RNADA)

Athletes' information level on doping phenomenon – risk factors for prohibited substance use

Abstract:

Introduction: Risk factors are variables associated with the risk, in terms of probability; one or more variable in certain circumstances may boost deviant behavior, such as the use of prohibited substances among athletes. Within risk factors, we introduced the athletes' information level on the doping phenomenon (M.Epuran, 2007; A.Petroczi et.al, 2008). This paper presents the relationship between Romanian athletes' information level on the doping phenomenon and their temptation to use prohibited substances. This paper is supported by the World Anti-Doping Agency, within the project "Risk Factors within Doping Behavior Related to Personality Structure and Social Environment of the Athletes".

Methods: Within the research methods used in the above-mentioned project, we retain, for this paper, the information provided by the Profile of Mood States (POMS) by McNair et al. (1992) and by the Questionnaire for athletes. 9 out of the 57 items from the second questionnaire are relevant to the athletes' information level on doping issues. This level was then analyzed in relation to personality traits identified with the POMS test.

Results: As evidence for the risk factor concerning the prohibited substances use, the athletes' answers were related to the attitude of acceptance of these substances (using or temptation to use). In order to characterize the population that is at a higher risk for doping use, the mood states manifestations for the athletes who did not fit into the group mean were emphasized.

Discussion: Even though the prohibited list is known, especially by the athletes with lack of results, the seniors with pressure-anxiety states and enforced depression are more tempted to use prohibited substances. The subjects without significant results in competitions were characterized by higher pressure and depression. Despite the fact they know about the sanctions, the athletes may use PED.

We recognize that athletes' information level on the doping phenomenon is not an independent risk factor for prohibited substances use. However, without this information and against the background of some mood states resulting from failures or lack of results, many athletes may turn to doping.

Vetenniemi, Erkki

University of Jyväskylä, Finland

The Doping Debate That Never Happened: Notes on the 2001 Skiing Debacle and Its Aftermath in Finland

Abstract:

In February 2001, six Finnish cross-country skiers tested positive for illicit blood manipulation at the FIS Nordic World Ski Championships held in Lahti, Finland. Without surprise, the incident was construed as a shameful scandal by the media. My paper will focus on the Finnish post-2001 doping polemics, or, more accurately, I will highlight the animated demands thereof, and then analyze the virtual absence of meaningful drugs-in-sport debates. In a perfect illustration of the hysteria that blankets the issue, all voices deemed unorthodox have been either ridiculed or bluntly ignored by the media and the sports establishment. A case in point concerns the fate of Tapio Videman, arguably the most respected anti-doping authority in cross-country skiing until 2002. That year Videman abruptly resigned from doping control and expressed his support for an outright elimination of anti-doping activities, which, in his opinion, had ceased to serve any rational purpose. Since then, Videman has repeatedly sought to initiate discussions on the ethics of performance-enhancing drugs, but to no avail. While probing the numerous, varied factors that account for the current misery in terms of intellectual deliberation, I will pay special attention to the utterances of key interest groups, i.e. the media, sports leaders, sports scientists, and anti-doping authorities. Finally, I will compare the Finnish scene to Denmark and other similarly small countries where there are signs of lively doping debates. It seems that the deafening silence prevailing in Finland can be partly explained by the hugely inflated role that sporting achievements have played in the development of Finnish identity.

Wagner, Ulrik, Dag V. Hanstad

University of Copenhagen, Denmark

Scandinavian perspectives on doping: A comparative analysis on the efforts in relation to the international process of institutionalizing anti-doping

Abstract:

Scandinavian countries are normally considered to be at the forefront in the fight against doping. While Norway and Denmark have established independent anti-doping agencies (Anti-Doping Norway and Anti-Doping Denmark respectively), Swedish anti-doping efforts remain a task carried out by the national sport organization, Riksidrottsförbundet. This presentation compares the various Scandinavian organizational efforts to combat doping in sport. Although the three countries share a common social democratic welfare state legacy, differences and similarities can be found. By selecting 18 variables that are assumed to have an impact on anti-doping policy, we attempt to explain the differences and similarities in how the doping problem has been addressed in these countries. In our discussion we will, among other issues, focus on the role of an international elite sport culture, the construction of WADA, as well as the relationship between elite sport, politics, and health issues. Finally, we will address potential policy challenges to doping in elite sport that are associated with these approaches.

Winslow, Nicole T.

University of Copenhagen, Denmark

The cultivated body: a sociological study of opinions and practices regarding body modification in a “sport for all” context

Abstract:

The subject of my Ph.D. thesis deals with the cultivated body in an enhancement society. More precisely, I focus on the opinions as well as practices regarding performance and body enhancing means and methods. I observe the many body projects in fitness centers as well as analyze the body management of the different fitness users: What are people willing to do, or take, in order to comply with a gendered

conception of the right body? What are their motivations for using fitness as an instrument for reaching a better and healthier body? What are their different rationales?

My study's population concentrates on the users of what we call "associative fitness"; fitness in "a sport for all" context. Fitness in Danish organizations providing sport for all is a relatively new concept, but nonetheless, a concept that is growing in popularity. An interesting aspect of these centers is that the users are of all ages. The question is then, how the body projects and opinions and practices regarding performance and body enhancing means and methods differ according to gender and age. Sociological methods applied in this Ph.D. thesis are both of quantitative and qualitative nature. A survey has been conducted; however, the preliminary analyses must be completed in order to proceed with the focus group interviews. Besides the focus group interviews, semi-structured interviews have been conducted with respondents who have a specific knowledge or experience.

The theoretical frame of this Ph.D. project is inspired by Foucault's approach, the becoming of the subject, as well as a post-modern diagnosis on hypermodernity, where enhancement and optimization are central sociological thoughts (Lipovetsky, Ehrenberg). In other words, I focus on the body (self) management, with a corporeal capital optimization being crucial.

Wisniewska, Yasmin, E. Eggers, H. Schnell, G. Spitzer

Berlin, Germany

History of Doping in Germany at the pre-anabolics and early anabolics period 1950-1972

Abstract:

The focus is on the history of doping in Germany. The history can be divided into three chronological periods: 1950 to 1972, the years up to 1989 in West Germany and unified Germany after the reunification period. The first results deal with the structures that facilitate or impede doping, which in their historical sequence are reconstructed and analyzed for their contemporary ethical, legal, and medical conditions. The discussion illuminates the different doping practices in various sports, in particular the research of doping in the first, early phase. In addition to the exploitation of historical sources, eye witnesses play a major role.

Woolf, Jules

Western Illinois University, USA

Shame and Disgust: A content analysis of the "Don't be an asterisk" campaign.

Abstract:

It has been argued that recent cases of prominent athletes being linked to anabolic steroids (AS) sends a message to high school (HS) athletes saying that the use of AS is not only accepted, but necessary for athletic success (Calfee & Fadale, 2006). In America, several States passed legislation requiring AS testing of HS athletes. However, the effectiveness and cost of these programs were widely criticized (Swain & Woolf, 2010). Consequently, there have been calls for the development of AS social marketing campaigns (O'Reilly & Madill, 2007). In 2008, the United States Olympic Committee and the Ad Council launched the "Don't be an asterisk" campaign. The campaign was largely praised and received an award for creative excellence. However, while the campaign may be creative, it does not guarantee that it is effective. The purpose of this presentation is therefore to conduct a content analysis of the campaign and contrast it with what is known in the persuasive message literature.

The campaign is designed to evoke two emotions in the message recipient: shame and disgust. Emotional campaigns are often used in advertising and are thought to influence decision making by serving as a source of information for making judgments (Schwarz & Clore, 1983). People thus make decisions based on "how they feel."

Shame is a negative emotion occurring in an individual when someone of personal importance evaluates the individual negatively and incongruently with one's ideal self (Lazerus, 1991). Shame is also associated with moral and social transgressions. As a negative emotion, people are motivated to avoid

feelings of shame. The Asterisk campaign evokes shame through images of teammates and coaches looking disapprovingly at the main protagonist. In addition, the tag line reads “Everyone will see you as you really are. A fake. A fraud. An asterisk.” While this approach may motivate avoidance of AS, research suggests that this approach may also be counterproductive. Rather than motivating avoidance, shame may motivate defensive processing and discounting of the negative consequences outlined in the message (Agrwal & Duhachek, 2010).

Disgust is also a negative emotion that motivates avoidance, primarily to exposure to something offensive (Fallon & Rozin, 1983). However, disgust also attracts attention, positively influences behavior (Dahl, et al., 2003; Hammond et al., 2004), and is more likely to be socially diffused (Heath et al., 2001). The Asterisk campaign evokes disgust via the image of a pimple slowly growing on the protagonist’s head until eventually forming a fleshy ‘asterisk’.

While the Asterisk campaign is creative, the use of shame is of concern. Shame may lead to the message being discredited and avoidance of the issue, particularly among current users. In contrast, disgust may be more effective in persuading HS athletes to avoid AS.



**Danish Agency for Science
Technology and Innovation**

Ministry of Science
Technology and Innovation

Detailed program for the Conference:

Body enhancement and (il)legal drugs in sport – a human and social science perspective

Department of Exercise and Sport Sciences, University of Copenhagen

Supported by the Danish Agency for Science, Technology and Innovation



TIME	WEDNESDAY NOV. 10		
10:30-12:00	Arrival, check-in (Entry hall - OM hallen)		
12:00-12:45 pm	Lunch (Karnapsalen)		
1:00-2:00	Welcome by Gertrud Pfister - Guest lecture by Claus Møldrup		
	(Aud. 1, HCØ)		
2:00-2:30	Coffee break		
2:30-4:00	SESSIONS		
	Room: AB2	Room: Aud. Syd	Room: St. Aud.
	Athletes perspective	Anti-doping I	National perspectives: Germany
	Chair: Anne-Marie Elbe	Chair: Verner Møller	Chair: John Hoberman
	L. Lazuras, V. Barkoukis, A. Rodafinos & H. Tsorbatzoudis: Social-cognitive determinants of intentions for doping use in elite sports	A. Singler: Doping prevention on the state level: Activities, attitudes and perceptions of sport functionaries	M. Reinold: Historical analysis of the ethical foundations of the anti-doping policies in West Germany between 1950 and 1970
	D. Beckmann: Athletes perspectives on performance enhancement and doping	U. Wagner & D. Hanstad: Scandinavian perspectives on doping - A comparative analysis on the efforts in relation to the international process of institutionalizing anti-doping	Y. Wisniewska: History of Doping in Germany at the pre-anabolics and early anabolics period 1950-1972
	D. Hauw & J. Bilard: Dynamical analysis of substance use before doping	I. Ritchie & G. Jackson: Anti-drug Policies in Canadian Sport: Proactive or Reactive?	G. Spitzer: 'Better than well or doping?' Performance-enhancing Substances and the Risks of Neuro-enhancement
4:00-4:30	Coffee break		
4:30-6:45	PUBLIC keynote lecture chaired by Ulrik Wagner		
	(Aud. 1, HCØ)		
	Ivan Waddington:	"Client control and the limits of professional autonomy: the case of sports medicine and the use of performance-enhancing drugs"	
	Sigmund Loland:	"Performance technology in sport: possibilities and limitations"	
	Léa Clerét (WADA):	"WADA and social science research"	
7:00->	Dinner (Karnapsalen)		

TIME	THURSDAY NOV. 11			
9:00-9:45	PUBLIC keynote Lecture chaired by Gertrud Pfister (Aud. 1, HCØ)			
	Janice & Terry Todd (joint lecture): "From Righteous Anger to Bored and Blasé: The Evolution of the Debate Over Doping in Academic and Popular Media"			
9:45-10:30	Coffee break			
10:30-12:00	SESSIONS			
	Room: AB2	Room: Aud. Nord	Room: Aud. Syd	Room: St. Aud.
	Doping in elite sport	Anti-doping II	Cultural and anthropological perspectives I	Doping from national perspectives
	Chair: Jinxia Dong	Chair: Andrea Petroczi	Chair: Sigmund Loland	Chair: Verner Møller
	C. Ehrnborg, B. O. Eriksson, C. Fahlke, A.-S. Lindqvist, T. Moberg, & T. Rosén: Hormone doping: Frequency-attitudes in Swedish male elite athletes in power sports, active 1960-1979.	M. Melzer, A-M Elbe, K. Strahler & R. Brand: To dope or not to dope - Doping prevention and ethical decision-making in sports	K. Kirkwood: Genealogy of Doping as Cheating	J. Mazanov: A Swag of Australian doping related projects
	W. Pitsch: The frequency of doping in elite sport - results of a replication study	D. McLaughlin & A. Gurler: Steroid Cessation Programs: Social, Medical and Ethical Considerations in Sport and Exercise	J. Tolleneer, J. Belmans & P. Schotsmans: Sport and transhumanism. An exploration of four enhancement technologies	J. Woolf: Shame and Disgust: A content analysis of the "Don't be an asterisk" campaign.
		M. Hardie: Anti-Doping Policy and Professional Cycling: Exploring Attitudes, Issues and a Pathway to a New Approach	B. López: The construction of EPO and HGH as deadly doping drugs	A. Vest Christiansen: What doesn't kill you, makes you stronger - a re-evaluation of educational campaigns against the use of drugs in gyms
12:00-1:00pm	Lunch (Karnapsalen)			
1:00-2:30	PUBLIC keynote lecture chaired by Gertrud Pfister (Aud. 1, HCØ)			
	Jinxia Dong: "Changed attitudes towards doping in China since the turn of the century"			
	Andrea Petroczi: "In self reports we trust? Methodological considerations for social science doping research"			
2:30-3:00	Coffee break			
3:00-5:30	SESSIONS			
	Room: AB2	Room: Aud. SYD	Room: St. Aud.	
	Fitness doping	Talking doping: Media	Pump and Glory. The Construction of meaning using Doping among Young People	
	Chair: Terry Todd	Chair: Janice Todd	Chair: Ivan Waddington	
	H. Leifman & C. Rehnman: Anabolic androgenic steroids - use and correlates among gym users	I. Hartmann-Tews & J. Schirm: Media discourses on doping - a case study in international perspective	B. Barland: Doping use among young Norwegian? Design and some results from a Norwegian survey.	
	S. Stanford, C. Ehrnborg, E. Edin, B. O. Eriksson, C. Fahlke, A.-S. Lindqvist, T. Moberg, & T. Rosén: Increased mortality in patients at Resource centre for hormone abusers	R. Nissen, K. Pedersen & U. Wagner: Olympic Games and mass media doping discourses - a comparative study before and after the 1998 Festina Scandal and the establishment of the World Anti-Doping Agency	T. H. Rjukan: Project Perfect: body ideals and doping use among Young People	
	N. Thualagant Winslow: The cultivated body – a sociological study of attitudes and behaviors towards body modification in associative fitness	E. Vettenniemi: A Doping Debate That Never Happened. Notes on the 2001 Skiing Debacle and Its Aftermath in Finland	C. A. Johannesen: Self presentation and Doping Use among Young People	
	M. Ruep & G. Treutlein: Evolution of doping mentality - a problem of elite sports only?	G. Pfister: The Beauty and the Beast(s) - the Marion Jones Story in Danish Tabloids	J. O. Tangen: Hidden Patterns Behind Doping Use among Young People	
	A. C. T. Smith & B. Stewart: Virtual Muscle: A Longitudinal Narrative Ethnography of an Online Bodybuilding Community		B. Barland: Doping, muscle, master and meaning. A qualitative study among Norwegian men.	
5:30->	Evening free			

TIME	FRIDAY NOV. 12		
9:00-9:45	PUBLIC keynote lecture chaired by Anne-Marie Elbe (Aud. 1, HCØ)		
	Susan Backhouse: "From foothills to peaks: the anti-doping landscape"		
9:45-10:30	Coffee break		
10:30-12:00	SESSIONS		
	Room: AB2	Room: Aud. Nord	Room: St. Aud.
	Anti-doping III	Cultural and anthropological perspectives II	Sport Psychology
	Chair: Gertrud Pfister	Chair: Ivan Waddington	Chair: Susan Backhouse
	J. Singhammer: Gender specific differences in the level of approval of performance enhancing drugs and methods in the general population	M. Tassi: Doping and Cultural Anthropology: toward a cultural definition of doping	M. Schlegel, K.Strahler, A-M Elbe & R. Keller: The psychology of urine doping tests - causes and solutions
	C. Brissonneau: An interactionist study of the doping phenomenon: How and why did physicians create this standard? How did sportsmen receive the standard and decide to use doping?	S. Teetzel & C. Weaving: Explorations of a doping culture in Canadian university athletics	H. Kouki Chaouachi, S. Abdelwahed, B. Gacem & Z. Bartegi: Attitudes towards doping among Tunisian youth students athletes : a witnessed study case
	N. Dikic, S. S. Markovic & M. McNamee: Issues of international compliance with WADA's Whereabouts Policy	B. Stewart, A. C. T. Smith & B. Moroney: Captal Building through Gym Work	
12:00-1:00pm	Lunch (Karnapsalen)		
1:00-3:00	NETWORKING Introduction in Karnapsalen (spreading into parallel ROUND TABLES) - themes TBA		
3:00-3:30	Coffee break		
3:30-5:00	PUBLIC keynote lecture chaired by Ulrik Wagner (Aud. 1, HCØ)		
	Verner Møller: "Who controls the controllers?"		
	John Hoberman: "Doping the Action-Oriented Male: Police Officers on Steroids"		
5:00-5.30	CONCLUSION		
7.00->	Farewell DINNER (Karnapsalen)		

WHERE ARE THE DIFFERENT VENUES OF THE CONFERENCE LOCATED?



CHECK IN/INFORMATION SPOT:

Entry hall in the "OM-Hal" (#14)

KEYNOTE LECTURES:

AUD 1, HCØ, (Lecture hall 1) - H.C. Ørsted Institute, Department of Chemistry (#6)

- From main entrance, take a right down the long hall and the auditorium is the first on the left.

LUNCH/DINNER:

Karnapsalen, in the "OM-Hal" (#14)

- By the cafeteria on the first floor.

SESSIONS:

AB2, in the AB-building (#10)

- Ground floor second door to the right

Aud. NORD & Aud. SYD, in the Main Building (#15)

- Access main entrance, up two flights of stairs and to the right (NORD) or to the left (SYD).

St. Aud. (Grand Auditorium), in the "OM-hal" (#14)

- First floor in front of the stairs.

KICK BACK SPACE, COMPUTER ACCESS (WIRED ACCESS):

AB1, in the AB-building (#10)

- Ground floor, first door to the right.

Galleriet, in the AB-building (#10)

- First floor, straight.