

Reframing Sport Contexts: Labeling, Identities, and Social Justice

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Sport in Society
Disability in Sport Initiative

Northeastern University



Critical Context

- **Marginalization**
(Current Status Quo)

VS.

- **Legitimatization**
(New Inclusive Paradigm)

Critical Context

Naturalism

vs.

Trans-Humanism

(Wolbring, G. (2009))



How Do We Handle Our Differences related to Labeling Language and Cultural Identities?

- Stereotyping?
- Prejudice?
- Discrimination?

(Carr-Ruffino, 2003, p. 1)

Ten Major Cultural Differences

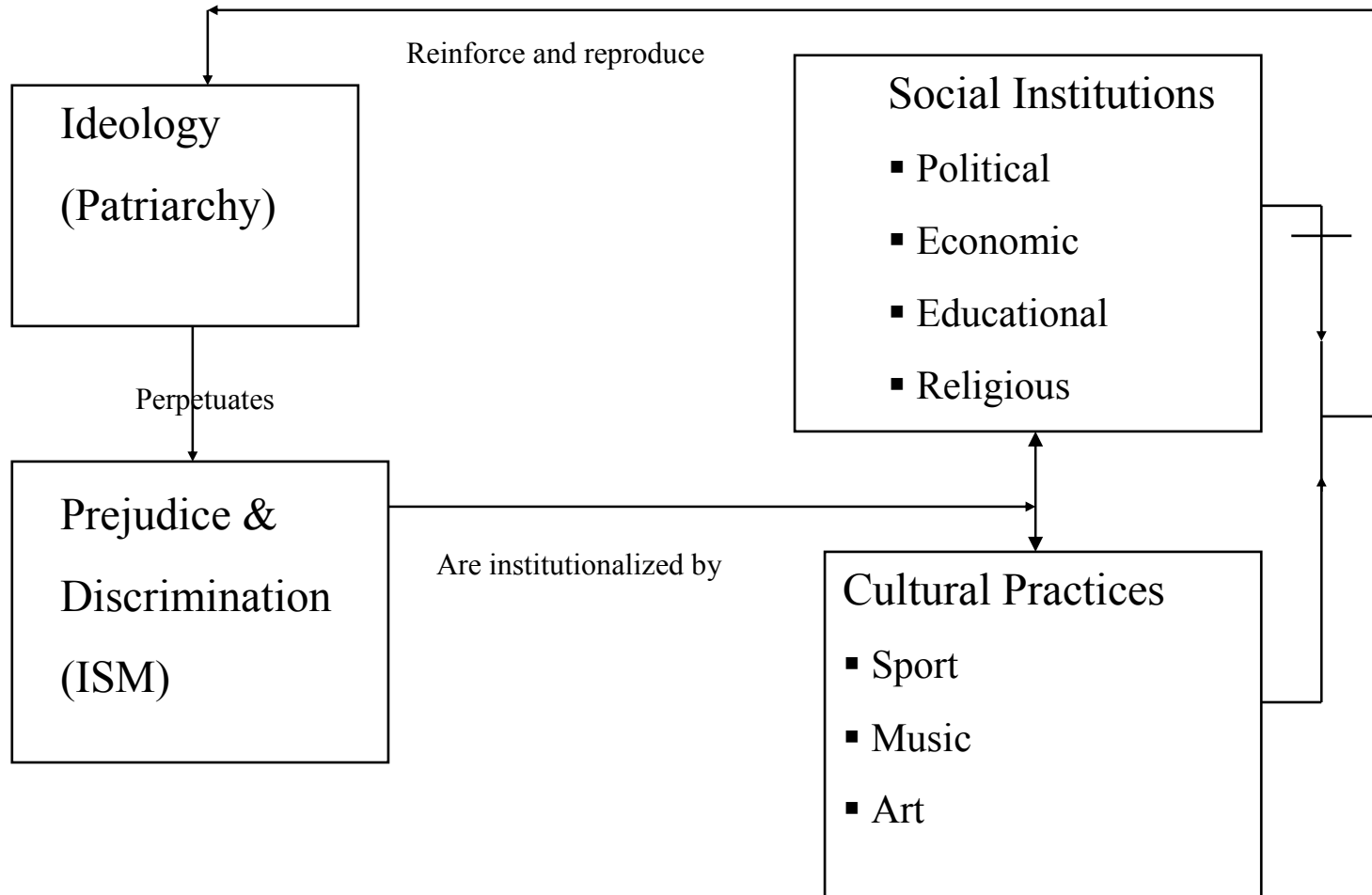
- 1) Source of Control
- 2) Collectivism or Individualism
- 3) Homogeneous or Heterogeneous
- 4) Feminine or Masculine
- 5) Rank Status
- 6) Risk orientation
- 7) Time use
- 8) Space use
- 9) Communication Style
- 10) Economic System

(Carr – Ruffino, 2003, p.27)

Rationale for Inclusion

- Divisioning by classification relative to “fair play” and equity principles
- Sport model rather than “ism” segregated model (e.g., by race, gender, disability, socio-economic class, sexual orientation, look (body image), sect (religion), age)
- Legitimacy
- Human rights and equality

Social Dynamics of Inequality



(Sage, 1998)

Five Interlinking Conceptual Frameworks

- Critical Change Factors Model (CCFM)
- Organizational Continuum in Sport Governance (OCSG)
- Criteria for Inclusion in Sport Organizations (CISO)
- Individual Multiple Identity Sport Classifications Index (IMISCI)
- Sport Opportunity Spectrum (SOS)

Critical Change Factors Model (CCFM)

- F1) Change/occurrence of major societal event (s) affecting public opinion toward ID group.
- F2) Change in laws, government and court action in changing public policies toward ID group.
- F3) Change in level of influence of high profile ID group role models on public opinion.
- F4) Change in the level and nature of mainstream mass media's portrayal of ID group.
- F5) Change in the critical mass of ID group athletes attaining high athletic achievement.

(Fay, 1999, p. 42)

Critical Change Factors Model (CCFM)

- F6) Change in attitudes of key leaders in power elites who act as catalysts for breakthroughs.
- F7) Change in perceived or real economic value of ID group as assets to the ruling power elites.
- F8) Change in beliefs about the medical & intellectual stereotypes of ID group.
- F9) Change in hiring practices toward ID group related to managerial and leadership roles.
- F 10) Change in use of strategic processes by power elites to effect greater integration.

(Fay, 1999, p. 42)

Weighting of Critical Change Factors

Category I: CCF is sufficient by itself to cause change

Category II: CCF is necessary but not sufficient by itself to cause change

Category III: CCF is supportive but not necessary or sufficient to cause change

Category IV: CCF is counterproductive since it causes a reversal or regression to increased integration and inclusion of an identity group

Class Stratification and Sport

- EC - Executive Class (Owners & Directors)
- MC - Management Class (Coaches & Middle Management)
- WC - Working Class (Athletes)

(Sage, 1998)

Organizational Continuum in Sport Governance

From Monocultural



To Multicultural

EX

EC	LSI	T	CM	TAD	VD
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MM

EC	LSI	T	CM	TAD	VD
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WC

EC	LSI	T	CM	TAD	VD
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Exclusive Organization



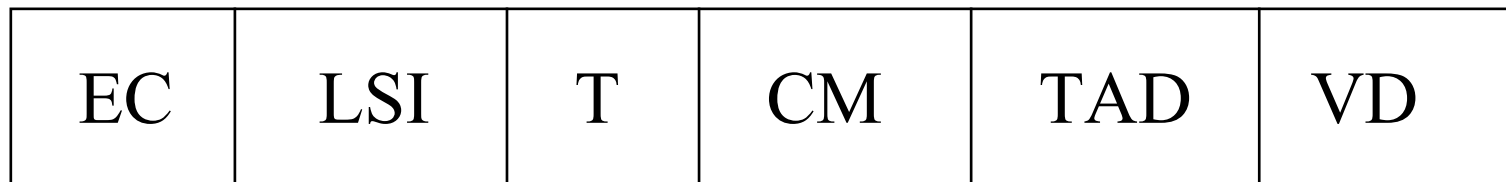
Inclusive Organization

Organizational Continuum Ableism

From Monocultural



To Multicultural



Exclusive Organization



Inclusive Organization

- **Exclusive Club (EC)**
- **Lip Service to Inclusion (LSI)**
- **Tokenism (T)**

- **Critical Mass (CM)**
- **Tolerating/Accepting
Diversity (TAD)**
- **Valuing Diversity (VD)**

Criteria for Inclusion

(at each stratification level and
each stage of Organizational Continuum)

	OCSG Stages					
	EC	LSI	T	CM	TAD	VD
CI – 1: Governance (Mission and Policies)	1	2	3	4	5	6
CI – 2: Media and Information Distribution	1	2	3	4	5	6
CI – 3: Management	1	2	3	4	5	6
CI – 4: Funding and Sponsorship	1	2	3	4	5	6
CI – 5: Awareness and Education	1	2	3	4	5	6
CI – 6: Events and Programs	1	2	3	4	5	6
CI – 7: Awards and Recognition	1	2	3	4	5	6
CI – 8: Philosophy	1	2	3	4	5	6
CI – 9: Advocacy	1	2	3	4	5	6
Subtotals:	9	18	27	36	45	56

Individual Multiple Identity Sport Classification Index (IMISCI)

Common Personal Cultural Identifiers

National Status

Village, State, Provincial, Regional Status

Gender

Age

Race

Native Language

Faith or Sect

Physical Weight

Sexual Orientation

Disability

Specific Disability Level

Common Sport Cultural Identifiers

National Federation Membership

League or Conference

Sport Organization/Team /Franchise

Specific Sport

Specific Sport Role or Position

Specific Sport Qualification or
Performance Standard

Specific Sport Event Qualification or
Performance Standard

Records Held

Sexual Orientation

Disability

Specific Disability Level

Hypothesis #1

Classification and/or Eligibility systems/schemes are the inventions of Organizational Cultures including Sport Cultures and as social constructs are inherently imperfect and ever evolving.

Hypothesis #2

All sports use Classification and/or Eligibility systems/schemes and performance standards intentionally as strategies and the means to control participation within a given environment.

Operating Principles

- Rules of Control (ICR) of a given sport and its attendant events are based on creating the contexts and standards of eligibility, parameters of performance, metrics for the field of play and classification of the participants

Classification Systems in Sport

What are the typical elements of
classification systems
in sport?

Conceptualization of Sport Classifications

- 1) Sport and Event Type
- 2) Field of Play type (youth versus adult)
- 3) Eligibility Criteria (amateur vs. pro)
- 4) Minimal Sport Performance Standards
- 5) Identity Group Criteria
 - Nationality, Race, Gender, Disability, Age, Weight, Sexual Orientation
- 6) Sport Technology & Equipment Standards

Classification Systems in Sport

Ability Classification based on
Performance Standards

Vs.

Culture Classification based on Participation as
Associated by Identity Type Grouping

Approaches to Creating Classification and Eligibility Systems in Sport

Subjective (Phenomenological) based on
Traditions of the Sport

Vs.

Objective (Evidence or Science-based)

Overarching Principle in Developing Classification/Eligibility Systems in Sport

Fair

VS.

Unfair Competition

Ethical Conduct and Fair Play Principles in Sport Classification

- Principle of creating a level playing field or “fair start”
- Athlete responsibility to represent identity characteristics of him/herself honestly
- System is Objective (evidence-based)
- System is Understandable and Credible to athletes and public

Fair Play as related to the Field of Play

- Sport as a Social and Ecological Construct
- Type and Level of Sport
- Type of Event
- Type of Venue
- Type of Sport Equipment & Technology

Athletes with Disabilities in Sport

Where can or where do people
with disabilities fit into sport
classification systems?

Athletes with Disabilities in Sport

If athletes with disabilities participate and exist as part of sport cultures, then what classification system do they fall under?



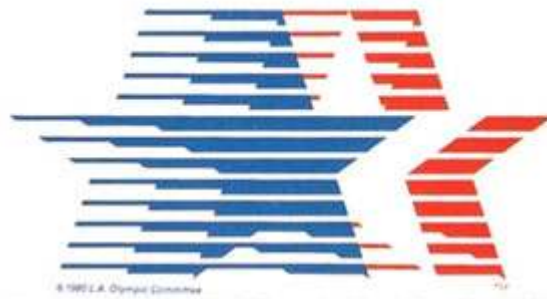






"Arnhem 1980"





Games of the XXIIIrd Olympiad Los Angeles 1984



GAMES OF THE XXIVTH OLYMPIAD SEOUL 1988



Barcelona 1992



Barcelona '92

Atlanta 1996



Sidney 2000





"Atlanta 1996"



Sidney 2000

Atenas 2004





Beijing 2008



Beijing 2008

Paralympic Games





Beijing 2008



Beijing 2008

Paralympic Games





TM ©
ATHENS 2004



TM ©
ATHENS 2004
PARALYMPIC GAMES





Past Games



Stoke Mandeville & NY 1984



Seoul 1988



Barcelona 1992



Atlanta 1996



Sydney 2000



Athens 2004



"Arnhem 1980"





“Örnköldsvik 1976”



“Innsbruck 1988”



Paralympics '94
Lillehammer



“Nagano 1998”



SALT LAKE 2002
PARALYMPICS

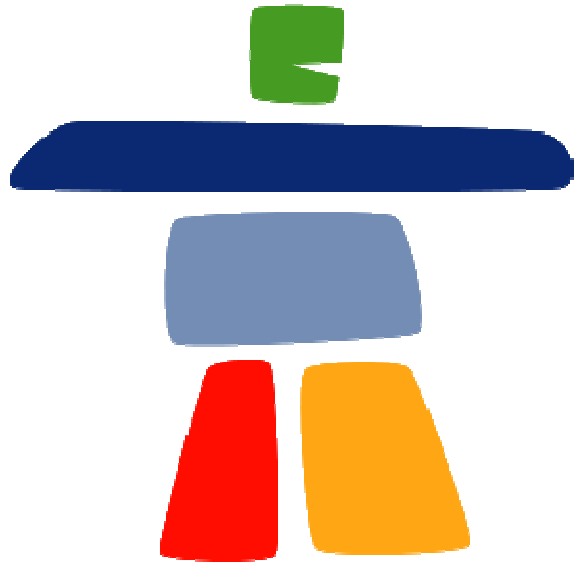


torino 2006
paralympic games



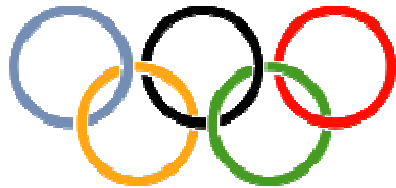
vancouver 2010
PARALYMPIC GAMES
JEUX PARALYMPIQUES





TM/MC

vancouver 2010



TM/MC

vancouver 2010
PARALYMPIC GAMES
JEUX PARALYMPIQUES



SINGAPORE 2010
YOUTH OLYMPIC GAMES



Rationale for Inclusion

(Persons with a Disability Example)

- Inclusion is a Human Right
 - “Ensure that persons with a disability have access to services from those involved in the organization of recreational, leisure and sporting activities.”
 - Article 30.5, 2006 UN Convention on Rights for Persons with Disabilities
- Substitute identity group for “persons with disabilities” as overarching concept

Barriers to Inclusion

- White, heterosexual, Anglo-Saxon male hegemony persists in sport leadership as the norm
- Diminished value of people from particular identity groups in hiring process for sport leadership positions
- Prioritization of economic resources to certain identity groups in society to retain hegemony
- Lack of opportunities for education and gaining expertise for specific identity groups within sport organizations as a competitive disadvantage (status quo)
- Classification of identity group through persistent stereotyping

Existing Sports Infrastructure

- Inclusion exists when sports institutions embrace sport for people from minority or marginalized identity groups as an integral part of the fabric of the sporting environment including sport leadership



Strategies and Recommendations

- **Increased awareness of range of “isms” and their role in maintaining hegemony within society**
- **Build a core of strategic allies to support identity group position (see CCFM)**
- **On-going and comprehensive education and advocacy training for athletes, coaches, managers and leaders of sport organizations related to human rights, diversity and social justice**

Future Research & Study

- What are the essential benchmarks and norms?
- What data do we need and where and how do we obtain it?
- Where does sport science and what sport science fit into classification/eligibility models in different sports?
- Where does statistical performance regression analysis fit into classification/eligibility models.
- What is an acceptable level of variance between athletes in a given sport, in a given event?

Questions?



Thank You!

