Do athletes trust anti-doping organizations?

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Trust within the LEGIT project

- Legitimacy perception (WADA Code):
  - Proper [1]
  - Appropriate [1]
  - Just [1]

- Trustworthiness (WADA):
  - Ability [3]
  - Benevolence [3]
  - Integrity [3]

- Reasons for supporting AD [5]
- Reasons against supporting AD [5]

- Global motives:
  - Attitude toward actively supporting AD [2]
  - Subjective norms about actively supporting AD [2]
  - Perceived control over actively supporting AD [2]

- Intention to actively support AD [1] / [4 brief scenarios]

- Behaviour – evidence of active support for AD ['leaving a signed message']
Why do we think that trust matters?

- WADA (Lab Testing)
- Pitsch, Emmrich & Klein, 2007 (Randomized Response)
- ~1-2%
- 10.2%
- 25.8%
- ~31%
- Pitsch & Emrich (2011) (Randomized Response)
- Van Eeno & Debelke (2003) (Bodybuilding Belgium)
What do others say?

Dave Brailsford, British Cycling Union

'The actions of Lance Armstrong make it hard for anyone to trust cycling.'

We Don‘t Trust IAAF on doping, athletes cry out
Vanguard, August 2015
Trust Constellations

- Coach
- Teammates
- Medical team
- Athlete
- Social environment
- Sport federation
- WADA / NADO
- Spectators
- Media
- Economy
- Politics

Play the Game – Eindhoven 2017 – Dr. Dennis Dreiskämper

Bette, Kühne & Thiel (2012)
Trust Definition

Trust, *is a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behavior of another*’ (Rousseau et al., 1998, S. 398)
Trust Model

Factors of Perceived Trustworthiness:

- Ability
- Benevolence
- Integrity

Trust

Perceived Risk

Risk Taking in Relationship

Outcomes

Trustor’s Propensity

Mayer, Davis & Schoorman, 1995, p. 719
Hypothesis One: Athletes differ in the perception of their sport federations' trustworthiness

Procedure: Online Questionnaire (6 weeks)

Instruments

Trustworthiness: 15 Items (based on Mayer & Davis, 1999):
- Ability (6)
- Benevolence (4)
- Integrity (5)

PEAS (17 Items measuring doping attitudes; Petróczy, 2007)
Athlete's identity (10 Items, Schmid & Seiler, 2003)
Hypothesis One: Differences between sports

Federation x Trust Anti-Doping:
\[ F(2, 139) = 32,410, p < .001, \eta^2 = .32 \]

Federation x Anti-Doping x Talent
\[ F(2, 139) = 4,214, p = .017, \eta^2 = .06 \]

Federation x Anti-Doping x DFB
\[ p = .198 \]

Federation x DFB
\[ F(1, 139) = 30,033, p < .001, \eta^2 = .24 \]

Trust*Doping attitudes = -.31
Hypothesis 2: It is about the benevolence, not about the possible ability of the players

Elite athletes asked for the trustworthiness of their federations.

F (2,288) = 2.19, p<.05, ηp2=.015

Folie in Ursprungsform

Wechsel des Folienlayouts
Hypothesis 3: Trust in WADA matters as well.

**Semi-structured interviews in focus groups**
- 19 participants (9 male, 25.10± 4.28 years) from individual and team sports
- Actual or former member of the Registered Athlete Testing Pool, for example of NADA Germany
- Three interview-groups (6-7 elite athletes; 1.5 hours each, audio recorded)

**Thematic analysis**
Transcribed verbatim and coded by two researchers (former elite athletes).
Using MAXQDA as qualitative data analytical software.
Five main-codes (5-14 sub-codes): ADP (6), knowledge of ADP (8), Legitimacy of ADP (14), Trust in ADP (5), Support of ADP (2).

**Interrater reliability**
\[ \kappa_{total} = 0.76 \; (p_c = 80); \text{ range of 0.61-0.80 is substantial [5]} \]
Hypotheses Three: Results

- Trustworthiness of Anti-doping organizations is perceived not only as low but also as a complex structure.
- Recent scandals in doping seem to influence athletes' trust in relevant anti-doping policies.
- Athletes perceive a gap in information.
- Also, their perceptions of the national federation differ to those of other countries, exhibiting the typical ingroup/outgroup bias.
- It is stated that it is not always clear, if every organization wants to fight doping.
- Influence of actual media reports about doping scandals to the perception of own experience.

• „The rumors and what I have seen during the Olympic games [...] initiated one to doubt.“
Conclusion

- **Trust matters** but is questioned by recent doping scandals

- Federations as well as WADA have to be perceived as being trustworthy
- They must transparently show that they are
  - able to fight doping
  - benevolent towards their clean athletes
  - and integer in terms of fighting for a clean sport
- to ensure the athletes that they compete in a fair competition.
Thank You!

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