Understanding legitimacy of anti-doping policies

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Approaches to anti-doping

Detection and sanctions
(Detect doping cases and impose legal sanctions)

- Anti-doping governing using coercive power
- Requires a large expenditure of recourses
- Alone, it gives modest and limited amounts of influence

Creating anti-doping culture

- Knowledge
- Moral values
- Skills to avoid doping use
- Legitimacy

Changing attitude/intention

Sustainable policy compliance and protection of clean athletes

Compliance with anti-doping policies
Legitimacy in anti-doping

The main assumption:

When governing bodies in anti-doping perceived as legitimate, people would defer voluntarily to decisions, rules, and social arrangements created by antidoping organizations.

as long as athletes belief that policies are appropriate and just

Legitimate power makes governing easier

More likely a sustainable effect
Legitimacy

A perception that the action of an entity are desirable, proper and appropriate within some socially constructed norms (Suchman, 1995)

Is given to a social order on the basis of tradition, for emotional reasons, based on value-rational beliefs or due to positive enactments that are considered legal (Weber, 1978)

Regulations

Regulations are legitimate because parties have voluntary agreement upon who is in power to regulate (Weber, 1978)

In anti-doping, an essential component of legitimacy is that an appropriate authority is enforcing regulations (Donovan, 2002)

Indicators of legitimacy

Voluntary agreement

Feeling that it is a right way to comply with regulations

Legitimacy of anti-doping policies is voluntary compliance with anti-doping regulations
An interdisciplinary approach in identifying the legitimate regulator of anti-doping in sport: The case of the Australian Football League

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• Australian Sports Anti-Doping Authority - actual legal legitimacy
• Australian football association - perceived authority
Legal framework for doping control

Trust

- Law makers (IOC, WADA)
- Enforcement bodies (NADOs, National sport federations)
- Court of Arbitration for Sport

Testing procedures, whereabouts, TUE regulation, sanctions

Factors undermining legitimacy

Factors undermining trust

Compliance

Fair and equal application of anti-doping rules
Conclusion

Legitimacy is an effective influence strategy: it guides behavior separately of sanctions.

Creating and maintaining legitimacy helps build sustainable anti-doping policy.

Organizations within anti-doping must actively work to maintain support of their legitimacy to enforce anti-doping rules.

To what degree legitimacy actually shapes doping behavior?