Adding more variables to the theory of doping

- Simple rational choice model
- Historical institutionalism
- Implications for policy approach

Picture by LG, addictedtobicycles.blogspot.com
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Simple Rational Choice Theory

Assumption
Exogene given preference:
Maximize benefits
(Victory + Money + Fame)
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**EPO facts**

Ergometer time to exhaustion – endurance 20-30 min
- WATT output fixed at Sub Max level (80%)

**After Controlled EPO injections**
When WATT output is set at the same level
Ergometer time to exhaustion improves by <54%

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Simple Rational Choice Theory

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**Institutionalist Theory**

Athletes’ preferences created within the institution

Federation, WADA, PRESS, FANS

**Necessary variables**

A moral in favour of doping practices
Knowledge about how to practice doping

Institutions create or socially construct the actors’ identities, belongings, definitions of reality and shared meanings

(Rothstein 1996:147)
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**Implications for the policy approach**

1. **Control + punishment**
2. **Information** (awareness of institutional reality - fighting trends, not persons)
3. **Changing incentive structures** – Funding + Legitimacy
   - Social
   - Economic

**Institutional reform**
Workers rights / limits on riders
Limits on stage races average KM per day + assent

**Higher application demands**
Team licence
Team workers licence

**Federations + UCI to change policy approach**
Recruitment to organisation – Education demand, not top ranks
Holistic view of sport – not only for the elite
Funding and sports legitimacy to talent + recreational level
Investing in campaigns to promote sport ➔ more members, bigger budgets