

Deviance		Deviance
<b>Deviance</b>	Behaviour outside of the norms/values of a sport	Deviance is usually a result of a drive to win being blocked, pressure by coaches, sponsorship deals or spectators <b>Examples</b> -Australian cricket team tampering with the ball by using sandpaper to gain an advantage -Lance Armstrong used performance enhancing drugs in all 7 of his Tour de France wins
<b>Violence</b>	The physical force with the intentions of harming someone	
<b>Drugs</b>	Used to improve performance	
<b>Gambling</b>	Risking money or anything to value on the outcome of something involving payment	

Drug	Definition	Effects	Case Study
<b>Anabolic Agents</b>	Work by helping the body's muscles produce more protein which leads to increased muscle size and strength	High blood pressure Acne Liver damage	Roger Clemens used anabolic agents to increase the size and strength of his muscles
<b>Anabolic Steroids</b>	Synthetic variations of the male sex hormone testosterone which boosts muscle growth and increases male sex characteristics	Reduced sperm count Infertility Severe acne	Dwain Chambers a British track sprinter received a 2 year ban after testing positive for THG
<b>Anti-Oestrogenic Activity</b>	A class of drugs which block the effects of estrogen	Excess hair growth Acne Nausea	Jon Jones a UFC fighter tested positive in 2016 and was suspended for a year
<b>Beta Blockers</b>	A prescription only drug that works by slowing down the heart	Tiredness Cold fingers/hands Feeling sick	Kim Jong-Su won silver in the 50m pistol even but tested positive which led to his medal being stripped
<b>Diuretics</b>	Increase the rate of urine flow	Low sodium levels Headaches Dizziness	Veronica Campbell-Brown tested positive for banned diuretics
<b>Masking Agents</b>	Cover up the track of athletes who have taken PEDs by taking more drugs	Muscle cramps Dizziness Low blood pressure	/
<b>Narcotic Analgesics</b>	Medicine used to treat/relieve acute or chronic pain	Constipation Nausea Dizziness	Ambesse Tolosa a log distance runner received a 2 year ban after testing positive
<b>Peptide Hormones -Erythropoietin</b>	Stimulates the production of red blood cells	Blood clots Strokes Increased thickness of blood	Lance Armstrong used EPO during all 7 of his Tour de France wins
<b>Peptide Hormones -Human Growth Hormones</b>	Increases muscle mass and strength	Arthritis Heart failure Abnormal growth in feet and hands	/
<b>Stimulants</b>	A substance that raises levels of psychological or nervous activity in the body	Increased heart rate Heightened blood pressure Very high body temperature	Diego Maradona was caught taking stimulants in the 1994 World Cup

Strategies to Stop Illegal Drug Use	Legal Supplements	
	+	-
<ul style="list-style-type: none"> <li>• Stricter punishments</li> <li>• Improved testing</li> <li>• Education</li> <li>• Legalisation</li> </ul>	<ul style="list-style-type: none"> <li>• Provides a boost to health and well being</li> <li>• Can help recovery process</li> <li>• Increased chances of success</li> </ul>	<ul style="list-style-type: none"> <li>• May contain banned substances</li> <li>• May have long term effects</li> <li>• Prolonged use can contribute to health issues</li> </ul>

Key Terms	
<b>Legal Supplements</b>	Used to maximise training and performance in sport
<b>Caffeine</b>	Helps athletes train harder and longer
<b>Recovery Formulas</b>	Speeds up recovery and/or makes it more effective
<b>Bicarbonate</b>	May help to buffer the effects of lactic acid
<b>Carbohydrate Replenishment</b>	Aid energy replenishment
<b>Glucosamine</b>	Maintaining cartilage
<b>Creatine</b>	Improves recovery of ATP/PC energy system
<b>Electrolytes</b>	Stimulate thirst and encourages drinking

Violence
Intense physical force that is directed towards harming an individual, group or property, this can be either player violence or spectator violence

Causes of Violence		
Player & Spectator	Player	Spectator
<ul style="list-style-type: none"> <li>• Frustration</li> <li>• Importance of game/result</li> </ul>	<ul style="list-style-type: none"> <li>• Provoked/retaliation</li> <li>• Nature of the game</li> <li>• Dehumanising weapons and kit</li> <li>• Drugs</li> </ul>	<ul style="list-style-type: none"> <li>• Alcohol/social drugs</li> <li>• Poor spectator provision</li> <li>• Hooligans</li> <li>• Imitating violence on the pitch</li> </ul>

Solutions to Player Violence		
Rule Changes	Punishments	Education
<ul style="list-style-type: none"> <li>• By doing this it can minimise violent situations in a sport</li> </ul>	<ul style="list-style-type: none"> <li>• By giving stricter punishments and making them mere severe it will prevent violence</li> </ul>	<ul style="list-style-type: none"> <li>• Educating on fair play and how the player is a role model will make the player act accordingly</li> </ul>

## Contemporary Issues in Sport

### -Ethics and Deviance, Commercialisation and Media, Routes to Sporting Excellence, Modern Technology in Sport

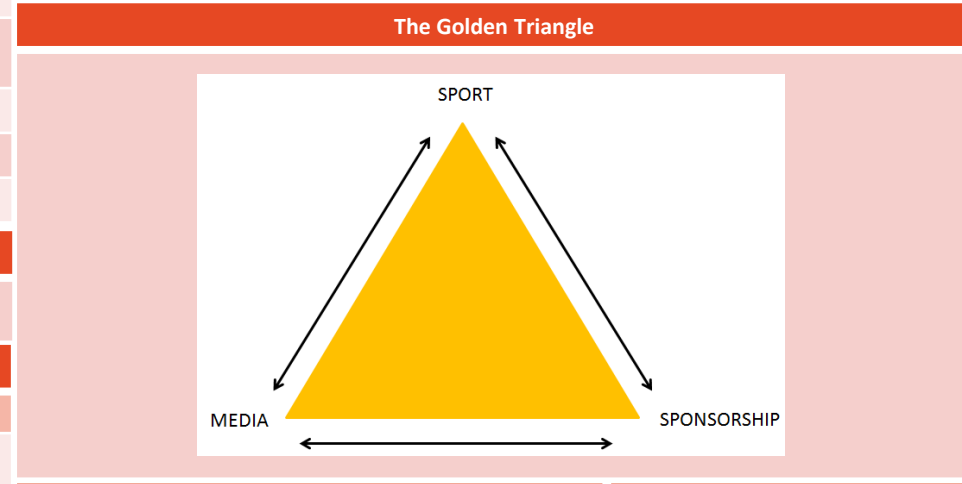
Implications		
Society	Sport	Performers
<ul style="list-style-type: none"> <li>• Sports performers are role models so violence may be copied in society</li> <li>• It may put parents off letting their children participate</li> <li>• Can lead to violence amongst spectators</li> </ul>	<ul style="list-style-type: none"> <li>• Can reduce participation</li> <li>• Loss of sponsors</li> <li>• Can initiate changes in law and ruled of a sport to make violence less likely</li> </ul>	<ul style="list-style-type: none"> <li>• May receive punishment, disciplinary action or even legal action</li> <li>• Injuries</li> <li>• Loss of sponsors</li> <li>• Become a negative role model</li> </ul>

Gambling	
Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Financial benefits to the people involved if successful</li> <li>• Offer big sponsorship deals in sport</li> <li>• Adds excitement to the sport</li> </ul>	<ul style="list-style-type: none"> <li>• Rise in illegal betting in sport</li> <li>• Can cause corruption in sport through match fixing</li> <li>• Players can gin gambling problems</li> <li>• Can cause debt/addiction in society</li> <li>• Growing volume of gambling sponsor which promotes a negative image</li> <li>• Growth of online betting apps makes it easier than ever to get involved</li> </ul>

Spot Fixing	Illegal Betting
When a specific aspect of a sports competition is illegally pre-determined	When a player is involved in betting in sport which is illegal according to NGB rules

Match Fixing
When the upcoming of a match in organised sports have been manipulated or predetermined

Commercialisation
The process of managing or running something principally for financial gain, using sport to make a profit
Sport can generate profit through ticket sales, sponsorship deals, selling media rights, pay per view, merchandise, advertising and membership.
It can be categorised into 4 categories; society, sport, performers and spectators



Different Types of Media	Difference Between Broadsheet and Tabloid
<ul style="list-style-type: none"> <li>- Television / Visual</li> <li>- Internet</li> <li>- Newspapers / Magazines</li> <li>- Social Media</li> <li>- Radio</li> </ul>	<ul style="list-style-type: none"> <li>• Broadsheets include a broader range of sports whereas tabloids include smaller range of sport</li> <li>• Broadsheets have more in depth analysis of the sport, but tabloids coverage is less detailed</li> <li>• Broadsheets are less sensationalised than tabloids</li> </ul>
<b>Influences of Media</b>	<b>Types Of Sponsorship</b>
<ul style="list-style-type: none"> <li>- Event Time Changes</li> <li>- Rule Changes</li> <li>- Adapted Versions of Sports</li> <li>- Technological Innovations</li> <li>- Sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>• Financial</li> <li>• Facilities</li> <li>• Clothing and Equipment</li> </ul>
<b>Media Coverage Has Changed As</b>	<b>Evolutions</b>
<ul style="list-style-type: none"> <li>- Many different types of media</li> <li>- More coverage</li> <li>- Globalised coverage</li> <li>- Increase in amount of pay for/subscription coverage</li> <li>- Increasingly important role of social media</li> <li>- Wider variety of sport covered</li> <li>- Creation of sport stars in the media</li> <li>- Technology has helped control real time sport</li> <li>- Media has growing control over the sport</li> </ul>	<p>All these evolutions have influenced sport to what it is today</p> <ul style="list-style-type: none"> <li>• Internet</li> <li>• Television</li> <li>• Radio</li> <li>• Written press</li> </ul>

Type of Media	Example of Coverage	Coverage in 1980?
TV Terrestrial	FA football cup final on BBC	Yes
TV Subscription	Football Champions League	No (champions league started 1992)
TV pay per view	Test cricket	No
Radio Sport Station	Ashes Test Cricket	No
Newspapers	Wimbledon Tennis Championship	Yes
Internet	Rugby Union	No

Sponsorship
Clothing
<ul style="list-style-type: none"> <li>- Teams often get a shirt sponsor and individual players will get deals for clothing such as footwear</li> </ul>

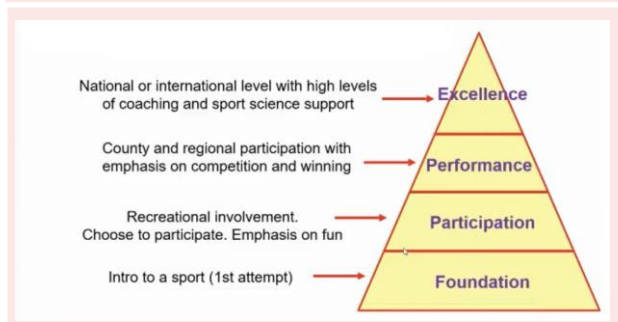
Equipment
<ul style="list-style-type: none"> <li>- Businesses will sponsor a players or a teams equipment. This is usually the equipment manufacturer</li> </ul>

Stadiums
<ul style="list-style-type: none"> <li>- These may be named after the sponsor who has put money towards the building or maintenance</li> </ul>

Competitions
<ul style="list-style-type: none"> <li>- Businesses sponsor competitions or leagues and then their name appears on the products related to the competition. Some competitors are names after their sponsor.</li> </ul>

Impacts of Commercialisation on...	Positives	Negatives
<b>Sport</b>	<ul style="list-style-type: none"> <li>Increase in funding to the sport</li> <li>Increase coverage/exposure of that sport</li> <li>Facilitated globalisation, meaning the sport can grow</li> </ul>	<ul style="list-style-type: none"> <li>Loss of tradition as it can change rules/timings</li> <li>Loss of control because the media can dictate things</li> </ul>
<b>Society</b>	<ul style="list-style-type: none"> <li>Increase in economy</li> <li>Increase in entertainment quality, which keeps society happy</li> <li>Increase in access to spectating sport= society can share in celebration of success</li> </ul>	<ul style="list-style-type: none"> <li>Privately owned, therefore economic benefits will only be felt by very few</li> <li>Loss of tradition as it changes sport, which people don't like</li> <li>People tend to spectate rather than participate</li> </ul>
<b>Performers</b>	<ul style="list-style-type: none"> <li>Increase income/higher wages</li> <li>Increase in status/fame</li> <li>Allows professionalism</li> <li>Increase standard of play</li> </ul>	<ul style="list-style-type: none"> <li>Pressure to do well</li> <li>Win at all costs may cause deviance <ul style="list-style-type: none"> <li>Loss of control (forced to play through injury)</li> </ul> </li> <li>Ethics; representing sponsors that aren't ethically correct</li> </ul>
<b>Spectators</b>	<ul style="list-style-type: none"> <li>Increased access to sport (24/7)</li> <li>Increase in media coverage <ul style="list-style-type: none"> <li>Better media coverage</li> <li>Improved stadia</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Privately owned, economic benefits will only be felt by very few</li> <li>Ethics; representing sponsors that aren't ethically correct</li> <li>Loss of tradition as it changed sport, which people don't like</li> <li>Win at all costs, causes deviance</li> </ul>

Routes to Sporting Excellence in the UK	
<b>The Pathway Diagram</b>	A hypothetical representation of a full pathway and is designed to highlight the Performance Pathway and the Talent Pathway
<b>World Class Podium Potential</b>	Designed to support the stage of the pathway immediately beneath Podium
<b>World Class Podium</b>	This programme is designed to support sports and athletes with realistic, medal capabilities at Olympic Games or realistic gold medal capabilities at Paralympic Games, and are a maximum of four years away from the podium
<b>Performance Foundation</b>	Home Nation Talent Pathways where highly talented athletes are first identified, confirmed and prepared to meet the increased demands of the world class environment
To reach the top in sport, a considerable amount of planning is required along with funding to pay for training, facilities, travel, equipment and coaching	



Role of Schools in Sporting Excellence
<ul style="list-style-type: none"> <li>Compulsory PE</li> <li>Learn a range of sports</li> <li>Learn fundamental skills which are transferable motor skills</li> <li>Coaching and facility quality varies</li> <li>Extra-curricular competitive opportunities</li> <li>Provide links to local clubs</li> <li>Widens the base of the pyramid which increases participation</li> </ul>

Role of Clubs in Sporting Excellence
<ul style="list-style-type: none"> <li>Competition is frequent to give competitive experience</li> <li>Specialist/Elite/High quality coaching</li> <li>Specialist facilities and equipment</li> <li>Some clubs provide financial concessions</li> <li>Assists in talent identification/scouts</li> <li>Can provide basic medical support</li> </ul>

#DiscoverYourPower involves partnership between UK Sport, the English Institute of Sport and British Cycling. They identify future Olympic and Paralympic medal winners.

World Class Programme
This organisation covers all the sports in the summer and Winter Olympics and Paralympics

Role of Universities in Sporting Excellence
<ul style="list-style-type: none"> <li>Combines performance/training with study</li> <li>Many offer sporting scholarship/bursaries</li> <li>High quality competition</li> <li>Specialist facilities</li> <li>Involved in sports science research</li> <li>Provide sport science and medical support</li> </ul>

2 Levels	
Podium Level	Podium Potential Level
Supporting athletes with realistic medal-winning capabilities	For athletes whose performances suggest that they have realistic medal-winning capabilities

UK Sport	
This organisation helps with the identification of potential elite performers in sport	
<b>This Organisation Develops Elite Athletes by...</b>	
<ul style="list-style-type: none"> <li>Identifying potential talent in sport</li> <li>Supporting an athletes lifestyle</li> <li>Supporting the athletes coaching</li> <li>Supporting through research, sports science and sports medicine</li> <li>Providing a "World Class Programme" or pathway to success</li> </ul>	
<ul style="list-style-type: none"> <li>Athletes submit applications then UK Sport invite successful applicants to 'Phase 1'</li> </ul>	
<b>Phase 1</b>	<b>Phase 2 &amp; 3</b>
<ul style="list-style-type: none"> <li>Physical and skill based testing <ul style="list-style-type: none"> <li>Sprints</li> <li>Jumps</li> <li>Aerobic fitness</li> <li>Strength tests</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Physical and mental screening</li> <li>Performance lifestyle workshops</li> <li>Psychological assessments</li> </ul>
<b>Confirmation Phase</b>	
<ul style="list-style-type: none"> <li>All selected athletes train over a 6 – 12 month period <ul style="list-style-type: none"> <li>They are continuously assessed</li> <li>Progress is recorded</li> </ul> </li> <li>Unsuccessful athletes continue sport through the club system</li> </ul>	
<b>Talent Identification</b>	
The testing of both physiological and psychological parameters that help to determine the likelihood of sporting success	
<b>Biological Indicators</b>	<b>Mental Indicators</b>
e.g fitness tests, anthropometry, psychological profile	e.g psychological profile, hereditary profile, sociological profile
<b>Talent Identification</b>	
<b>+</b>	<b>-</b>
<ul style="list-style-type: none"> <li>Allows athletes to have potential in other sports</li> <li>Opens new opportunities</li> <li>Develops minority sports</li> <li>Perform at high levels</li> <li>Better coaching is available</li> <li>Using national governing money</li> </ul>	<ul style="list-style-type: none"> <li>Can be demotivating</li> <li>Hard for younger kids to do <ul style="list-style-type: none"> <li>Takes away childhoods</li> </ul> </li> <li>A long process period, 6 – 12 months <ul style="list-style-type: none"> <li>Misses people out</li> </ul> </li> <li>May cause people to drop out of their chosen sport if they aren't picked</li> </ul>

The Role of UK Sport	
<ul style="list-style-type: none"> <li>Invest National Lottery funds</li> <li>Success is measured by the medals won</li> <li>UK Sport invests 70% of its income in two ways; National Governing Bodies, Athlete Performance Award</li> </ul>	
<b>Athlete Performance Award</b>	
Funds athletes for their living and personal sporting costs	
<ul style="list-style-type: none"> <li>All determined by a certain criteria (level of performance/capabilities) <ul style="list-style-type: none"> <li>Athletes on podium level can receive up to £28,000</li> </ul> </li> </ul>	
<b>National Institutes</b>	
Run by UK Sport, with several of the organisations in each home county specialising in different Olympic Sports	
<b>What do they do?</b>	
<ul style="list-style-type: none"> <li>Provide world class facilities to train in</li> <li>Physiological and psychological sports science support</li> <li>Medical support for injuries and illness <ul style="list-style-type: none"> <li>Run talent ID process</li> </ul> </li> <li>Complete research into new sporting technology</li> </ul>	

Drop – Out Rates	
PE in schools means all children participate in physical activity. However, as age increases, participation decreases	
<b>Participation Drop - Out</b>	<b>Elite Drop – Out Rate</b>
People participating recreationally	People who could have been elite, but dropped out before reaching this

Drop – Out Rates	Strategies to Address elite Drop - Out	
<b>Reasons a Elite Potential may Drop - Out</b>	<ul style="list-style-type: none"> <li><b>Identifying Problems</b> - Evaluate athlete to identify potential stressors or difficulties</li> </ul> <p>This would allow appropriate intervention to be put in place to take stressors away</p>	
<ul style="list-style-type: none"> <li>Funding issues</li> <li>Unable to access elite programmes <ul style="list-style-type: none"> <li>Media pressure</li> <li>Travel</li> </ul> </li> <li>Not quite good enough</li> <li>Demands of training <ul style="list-style-type: none"> <li>Injury</li> </ul> </li> <li>Family commitments <ul style="list-style-type: none"> <li>Stress</li> <li>Lack of enjoyment</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Performance Lifestyle Advice</b> – Advice on integration of sporting and personal life, and giving financial advice</li> </ul> <p>Take away social and financial pressures</p>	
	<ul style="list-style-type: none"> <li><b>Media Strategies</b> – Teach strategies for dealing with media</li> </ul> <p>Enables athletes to deal with the pressure put on personal life</p>	
	<ul style="list-style-type: none"> <li><b>Medical Strategies</b> – Arrange medical intervention e.g physiotherapy</li> </ul> <p>Maintain physical health through injury prevention and rehabilitation to allow continued participation</p>	
	<ul style="list-style-type: none"> <li><b>Psychological Support</b> – Give psychological support/teach stress management techniques</li> </ul> <p>Take away social and financial pressures</p>	
	<ul style="list-style-type: none"> <li><b>Training Programme</b> – suggest training adaptations</li> </ul> <p>To allow appropriate rest and recovery, to meet the changing needs of the athlete and keep them motivated and progressing</p>	

Modern Technology in Sport	Modern Technology Reducing Participation		
Technological Developments - VAR, Floodlights, 3G, 4G, Running shoes, artificial limbs	<ul style="list-style-type: none"> <li><b>Cost</b> – Expensive which has led to inequality in different levels of teams through equipment/facilities</li> <li><b>Range of Alternatives</b> – Games consoles have made mor of a sedentary lifestyle as you can virtually play it this is through games such as Fifa</li> </ul>		
<b>Benefits of Technology for Elite Sport</b>	<b>Potential</b>	<b>Support</b>	<b>Increased Inclusion</b>
<ul style="list-style-type: none"> <li><b>Improved Performance</b> - through training, in competitions, improved recovery</li> <li><b>Increased Access</b> - disability, all-year round participation</li> <li><b>Increased Safety</b> - in competition, in training, monitoring health</li> <li><b>Increased Accuracy</b> - in competitions, monitoring training, talent identification</li> </ul>	<ul style="list-style-type: none"> <li>Tests which sport best suit them</li> <li>Do they have the right physiological make up?</li> </ul>	<ul style="list-style-type: none"> <li>English Institute of Sport, UK Sport</li> <li>Assessing bone density and internal body fat</li> <li>Health screening</li> </ul>	<ul style="list-style-type: none"> <li>Greater accessibility to elite training</li> <li>Prosthetic development</li> <li>Wheelchair devices</li> </ul>

Benefits of Technology for General Participation		
<b>Increased Opportunity</b>	<b>Enjoyment and Progress</b>	<b>Increased Inclusion</b>
<ul style="list-style-type: none"> <li>All weather participation</li> <li>All day/year round participation</li> <li>Variety of sports</li> <li>Improvement of sport equipment</li> </ul>	<ul style="list-style-type: none"> <li>Easier to learn skills</li> <li>Safer</li> <li>Increased enjoyment</li> </ul>	<ul style="list-style-type: none"> <li>Adapted sports equipment for mobility/specific needs</li> <li>Equipment to aid safety for disabled athletes</li> <li>Creation of 'new' sports using assistive technology</li> <li>Advances in prosthesis</li> </ul>
<b>Improvement of Access to Facilities</b>	<b>Increased Motivation</b>	<b>Mass Production</b>
<ul style="list-style-type: none"> <li>Accessible facilities e.g building and equipment</li> <li>Adapted facilities</li> </ul>	<ul style="list-style-type: none"> <li>Motivation through training</li> <li>Motivation through adherence</li> </ul>	<ul style="list-style-type: none"> <li>Readily available</li> </ul>

Increasing Fair Outcomes	Decreasing Fair Outcomes	
<b>Measurement</b> – better timing devices for more accurate records (laser beam measures)	Access to modern technology can be limited and cause inequality	
<b>Officiating</b> – more accurate decision making of officials (Reduces cheating, offside rule)	<ul style="list-style-type: none"> <li>expense, only available at elite level, developing countries disadvantaged due to cost</li> </ul>	
<b>Drug Testing</b> – improved detection of doping (urine samples, blood tests)	<ul style="list-style-type: none"> <li>Performance enhancing drugs</li> <li>Unfair advantage to some athletes, new technology developing drugs, testing technology</li> </ul>	
<b>Overtuning</b> – increases accountability of officials (Allows a fair outcome)	<ul style="list-style-type: none"> <li>Pressure on officials</li> <li>Highlight errors, use technology rather than their own decisions, easier to find negligence</li> </ul>	

Impact on Entertainment in Sport (Enhancing)	Impact on Entertainment in Sport (Hinders)
<b>Replays</b> – action replays/slow motion can add drama	<b>Faulty</b> – technology can break down/delay a game
<b>Rewind</b> – rewatch key moments or fast forward through dull moments	<b>Sports Lose Valuable Revenue</b> – option to watch on TV
<b>Cameras</b> – new angles can increase entertainment	<b>Impact on Entertainment in Sport (Enhancing)</b>
<b>Screens</b> – giant screens in stadiums increasing the entertainment	<ul style="list-style-type: none"> <li><b>Education</b> – more camera angles/replays improve knowledge of sport</li> <li><b>Punditry</b> – replays, camera angles facilitates punditry which increases entertainment before, during and after a game</li> </ul>