FUTURE SOCIETAL PERSPECTIVES ON GENE AND CELL THERAPIES AND HUMAN ENHANCEMENT

WADA, BEIJING, 2013

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Outline

I. Ethics – a slightly different take
   - What Ethics is
   - Ethics, Sports, PEDs
   - Sports and Social Media

II. Two major social trends that impact attitudes towards sports ethics
   - Information technology {Social Media}
   - Biotechnology

III. Reflections
Ethics, Values, Morals

- **VALUES** reflect what we hold and commit to (e.g., “fairness” “sportsmanship”)

- **ETHICS** reflects what we, and our communities, believe about how to realize and order our values (“Cheating is a form of poor sportsmanship and is unethical”)

- **MORALS** reflect how we actually behave (“Lance Armstrong had a moral failure.”)

*Therefore…*

- **ETHICS** is the system by which we translate our deepest and most dearly held values into action

- Being **UNETHICAL** is failing to live up to those values
Ethical Ideas and Perspectives (a sociologist’s questions)

- Where do they come from? (Why are “natural” sports values and “enhanced” sports not?)
- Who promotes them? (Why are some sports more rigorous than others?)
- How are they disseminated? (How do we communicate anti-doping values?)
- Whose interests are being served? (Who benefits from lax doping regulations or enforcement?)
- Where are the ethical trends going right now?
- Why do ethical ideas/question arise at certain times and cultural contexts?
Why sport is a special case

- Sports are wholly artificial constructs
- Sport generally involves direct competition with an ‘other’ (or sometimes with self)
  - Tends to be a zero-sum game
- Sport is based on agreeing to a consensual set of rules all play by
  - Violations undermine the stated ‘goal’ of besting an other under agreed upon rules
  - Violations therefore threaten the game itself
- Sports inherently require honesty and trust
Ethics and PEDs

“When it comes to performance-enhancing drugs, gene doping, and the panoply of manipulations banned widely in sports, the challenge is less about fairness than about meaning.” – Tom Murray, (Hastings Center Report, 2010)

Sport is about setting boundaries around limitations – physical and environmental

- We go out of our way to level playing fields when possible – gender segregation, weight classes in boxing, golf handicapping, age stratification, etc.
Social Media
Social Media

Characteristics (derived and elaborated from Bradley, 2010)

- Mass participation/collaboration
- Collective identity formation around cause/site
- Transparency/open dialogue
- Independence/“anytime, anyplace collaboration’
- Persistence/endurance
- Perpetuation into other venues and sites
- Emergent structures, culture, expertise, action
Sports, Doping, & Social Media

- Social Media and PED use
  - Information resource
  - Access resource
- Social Media and the Control of Doping Discourse
  - Branding
  - Claims-making
  - Rapid response
  - Damage Control
The side effects of Anabolic Steroid

Anabolic Steroid abuse has become quite the national concern. These drugs are used mostly by weight lifters, body builders, long distant runners, cyclists, and others who claim that the drugs

Here is a Cross-Section of the Different Anabolic Steroids and Their Application

Whenever you start talking about Steroids and deciding you have to discover all there is to it; keep in mind it will not be an overnight task. That is just

Things to know about Buying Steroids

Steroids can be very dangerous if not taking properly. If you choose to buy steroids you are putting yourself at risk. Bodybuilders and athletes think that if they buy steroids it will improve their chances of winning a competition, or enhance their performance. Most people that buy steroids do not realize the risk of side effects that taking steroids can cause. There is a difference between using steroids and abusing steroids. If you are on a cycle and sticking to that cycle while taking steroids, than you are taking them properly. If you are taking steroids, and you are not on a cycle, or maybe taking them by injection and orally at the same time thinking it will help, you are abusing steroids and can cause more harm to your body. Here is a list of some of the side effects of taking steroids:

- High blood pressure
- Increased acne
- Hair loss and baldness
- Prostate Cancer
- Excessive hair growth

Buy Anabolic Steroids

Buy anabolic steroids online from our legal steroids pharmacy. Glvitamins.com offers a large selection of popular anabolic steroids and effective
Lance Armstrong
@lancearmstrong

My official statement re: @usantidoping's pitiful charade bit.ly/Ozm7XZ

14,039 RETWEETS  2,041 FAVORITES

12:03 PM - 24 Aug 12 via web - Embed this Tweet
4,208,919 accounts reached

4,341,730 impressions

activity

1,496 tweets 1,485 contributors 4 hours

1 tweet 108,097 2-4 tweets 1,581 5-7 tweets 494 8+ tweets

Each bar shows how many accounts received how many tweets

11 replies 141 tweets 1344 retweets
Armstrong still the Tour champion — or so he says on social media

By Matthew Beaudin  Published Jan. 8, 2013

Lance Armstrong continues to defend his stripped Tour titles on social media, including Strava.
After Lance Armstrong confessed that he used performance-enhancing drugs throughout his cycling career to Oprah Winfrey in Thursday’s interview, the world of Twitter was set on fire.
As of late May, Lance Armstrong still had 3,965,000 followers on Twitter.

Knowing I have 0 cred on the doping issue - I still can't help but think, "really Di Luca? Are you that fucking stupid??"

9:38 AM - 24 May 2013

4,133 RETWEETS 987 FAVORITES
Report: Some 20 baseball players may face suspension in doping scandal

By Ben Brumfield and Jill Martin, CNN
updated 4:15 PM EDT, Wed June 5, 2013

Report: MLB drug suspensions loom

STORY HIGHLIGHTS

• NEW: Players union says MLB is interviewing players, who have attorneys
• Ryan Braun sticks by his denial:

(CNN) -- Major League Baseball is set to suspend some 20 players in the coming weeks due to a scandal involving performance-enhancing drugs, according to an ESPN report that said a key figure in the case is now ready to cooperate with investigators.
The MLB world was delivered a bombshell on Tuesday night when it was revealed that Ryan Braun, Alex Rodriguez and several other players are facing potential suspensions for performance-enhancing drugs.

ESPN's T.J. Quinn had the news:

**BREAKING: MLB will seek to suspend A-Rod, Ryan Braun and about 20 players connected to Miami clinic. Founder Tony Bosch agreed to cooperate.**

— T.J. Quinn (@TJQuinnESPN) June 4, 2013

He went on to elaborate on Tony Bosch's anticipated involvement in the case:

Sources tell @OTLonESPN Bosch will swear an affidavit that he provided drugs to players. MLB may seek 100-game suspensions for Braun, A-Rod.

— T.J. Quinn (@TJQuinnESPN) June 4, 2013

Bosch, of course, is the Biogenesis founder, and if he indeed participates in the investigation, it will not only set a never-before-seen precedent, but it will also make it that much more difficult for players to appeal the suspensions.

Bleacher Report's Lead Writer for Sports Medicine, Will Carroll, talked a bit about that:

Bosch’s involvement in MLB investigation is huge factor. Penalties coming, but very tough appeals for 20+ players involved.

— Will Carroll (@injuryexpert) June 5, 2013
A-Rod should be panned in a Yankee Stadium shame ceremony while fans cheer and the ghosts of baseball greats fly around fast in circles.

— pourmecoffee (@pourmecoffee) June 5, 2013

We’re roaring right past the point where the suspensions/public shaming is more distracting and detrimental to the sport than the cheating.


If A-Rod were suspended, that’s the only way the Yanks could get around paying him (just for those games). Contract could not be voided.

— darren rovell (@darrenrovell) June 5, 2013

ESPN report, if correct, would likely foretell the largest group punishment by MLB since the “Black Sox” Scandal broke open in Sept. 1920

— Keith Olbermann (@KeithOlbermann) June 5, 2013
Baseball, this time throw the book at users of performance-enhancing drugs

Barry Bonds: Perjury Indictment

Opinion: It's time to allow doping in sport

Piers: Armstrong a 'disgraceful fraud'

Editor's note: Mike Dougan, special to CNN, updated 5:30 AM EDT, Wed October 24, 2012

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Editor's note: Elia Cashmore is a professor of culture, media and sport at Stirling University in the UK, and the author of Making Sense of Sports.
Biotechnology
Increasing Technological Power
Increasing Public Acceptance of Lifestyle Enhancement Drugs

- Pharmaceuticals
- Cogniceuticals
- Moodiceuticals
- Sensiceuticals
- Recreceuticals
- Nutriceuticals
We are all becoming Cyborgs, an integrated network of organic, chemical, biomechanical, and information technologies.
20% of readers reported using at least one of these for non-medical reasons:

- Ritalin (62%)
- Modafinil (44%)
- Beta blockers (15%)
Views of Legalizing Marijuana: 1969-2013

% saying marijuana should be...

Illegal

84
73
78
61
50
52

Legal

12
24
17
32
45
45


PEW RESEARCH CENTER March 13-17, 2013.