

Project MAO

Influencing Factors of Chinese Adolescence Athletes' Doping Intention and Strategy of Anti-Doping Education

The strategy of anti-doping education to adolescent athletes depends on the understanding of the influencing factors of their behavioral intention towards doping. Based on Theory of Planned Behavior (Ajzen, 1991; Ajzen & Fishbein, 1980), a famous psychological theory about the relationship between attitude and behavior, doping behavior is decided by doping intention, whereas doping intention is decided by athlete's attitude toward doping, attitude of important persons around him/her, and his/her evaluation of worth-cost balance. Meanwhile, it is believed that long-term anti-doping education applied by Chinese NADO has effectively increased athletes' anti-doping knowledge or even belief. Does the increasing knowledge helpful to decrease athletes' doping intention?

Present project aims on establishing a measurement model for testing the influencing factors on adolescent athletes' doping intention, developing an validating a psychological scale, and then conducting a test on adolescent athletes all over China in professional teams (clubs), sport schools, ordinary middle schools. Founded on data analysis and the importance of the influencing factor(s) toward athletes' doping intention, Different strategies of anti-doping education to different sources or categories of athletes would be suggested to NADO.

The first step of the project (in the first year) is the development of the psychological scale in the name of Attitude Scale Toward Doping in Sport-Adolescent Version (ASTD-Sport-Ad), taking 1,000 participants and 2 rounds of testing and validating. The second step (in the second year) is to conduct the testing of 3,000 athletes over China with the method of "stratified random sampling". Statistical method of multivariate analysis, structural equation modeling, would be the chiefly used analytical method.