

## Project Henning

### Social change and doping decision-making: Building a conceptual framework and survey development

Social change can have significant impacts on sport, which can then influence the behaviors and attitudes of athletes toward their sport, sporting institutions, sporting events, commercial opportunities, training, and sport ethics. While research has demonstrated some effects of the increasingly global, commercial, and medicalized nature of sport, research to understand the ways these trends affect athletes' willingness to engage in doping is lacking. It is unclear whether changes on a social level, such as technological developments, ease of communication with individuals and institutions globally, or expanding access to a range of medications and substances via the Internet, influence the views and decisions around doping among athletes. Further, it is unclear which types of changes are most likely to influence athletes and in which ways. In each instance, those factors making doping seemingly more accessible and available to athletes may be countered by anti-doping developments and the increasing ease of athlete surveillance. As such, it is necessary to develop a framework for understanding these relationships and to develop an instrument to measure their impacts.

This project aims to provide an understanding of how social changes influence athletes' doping behaviors and attitudes. Using various qualitative techniques, this project will offer practical guidance for understanding and researching the relationship between macro-, meso-, and micro-level processes. The overall objective is to improve researchers and policymakers understanding of the relationship between social change and doping among athletes.

The research questions to be explored include:

- Which social changes between the early 1980s and mid-2010s have been the most important for sport?
- How have increased connectivity, commerce, and access to medical care changed the ways 1) athletes contest sport and 2) event organizers produce sport?
- How do non-athlete sport stakeholders view the impacts of globalization and commercialization-related change on their sport and/or country's athletes?
- Which processes do non-athlete stakeholders understand as most protective against athletes doping?
- How do former (1986 CG competitors) athletes articulate the relationship between social factors, such as contemporary technology, and the awareness of and/or decision to engage in or refrain from doping?
- How do current (2014 CG competitors) athletes articulate the relationship between social factors, such as contemporary technology, and the decision to engage in or refrain from doping?
- What types of behaviors and attitudes around doping emerge from athletes' experiences competing in their sports within their relative socio-historical context?
- Where might anti-doping efforts be most useful within the changing social context around sport?

This project will produce a framework for conceptualizing and analyzing the relationship between social changes and doping attitudes and behaviors that can be used in future research. Additionally, it will produce a survey for measuring the impacts of these changes on doping attitudes and behaviors, which can then be psychometrically tested.