

Social Psychology Within the Anti-Doping Area: Baseline Statistics and Profiles of Athlete's Attitude and Knowledge

The project intends to build up a database concerning knowledge, attitudes and beliefs on doping issues among junior athletes and top athletes (International Registered Testing Pool). Based on the results, it will be determined whether there are any special attitudes and knowledge profiles which differ between the target groups. In addition, by comparing the results of these two groups it will be possible to recognise if there will be a need for special anti-doping education and/or awareness campaigns as part of a preventive programme towards a particular group of athletes, and how best to target these campaigns.

Furthermore, using these statistics concerning knowledge, attitudes and beliefs on doping issues, the project will develop a measure that will encompass several factors to give an overall measure describing the status of the phenomena of interest. In this project we are aiming for a measure called an Anti-Doping Quotient (ADQ).

The benefit of the system and gathered statistics will be the ability to:

- Pre-test of target groups to reveal potential need for education
- Establish an aggregated "attitude and knowledge profile" for target groups
- Reduce time spent on education
- Able to measure efficiency within an education programme
- Post-test check/exam that the individual has profited from a specific education
- Certify specified target groups