



CENTER FOR
SOCIOCULTURAL
SPORT & OLYMPIC
RESEARCH

Center for Sociocultural Sport and Olympic Research

Fourth Annual Conference

18-19 March, 2022

www.cssor.org

Hosts

Founded in 2014, the Center for Sociocultural Sport and Olympic Research (CSSOR) at California State University, Fullerton has been recognized as an International Olympic Studies Centre by both the International Olympic Committee's Olympic Studies Centre and the United States Olympic Committee for its quality and commitment to research and academic activities.

Its mission is to promote education and research concerning sport and the Olympic Games in their broadest cultural, social and political dimensions.

The goal of the center is widespread support and sharing of research and education that takes sport seriously and sincerely. By hosting conferences, community events, and supporting curricula on sport and the Olympic Movement, CSSOR hopes to further our understanding of these enduring human enterprises. In addition to this conference, CSSOR continues to pursue new projects, funding opportunities, and innovative research through visiting professorships and collaborative activities with scholars from around the world.



CALIFORNIA STATE UNIVERSITY
FULLERTON

**CENTER FOR SOCIOCULTURAL
SPORT AND OLYMPIC RESEARCH**

Maps

Map of California State University Fullerton Campus




Legend

31. Titan Student Union (TSU)
Conference Activities (See
Page 5 for details)

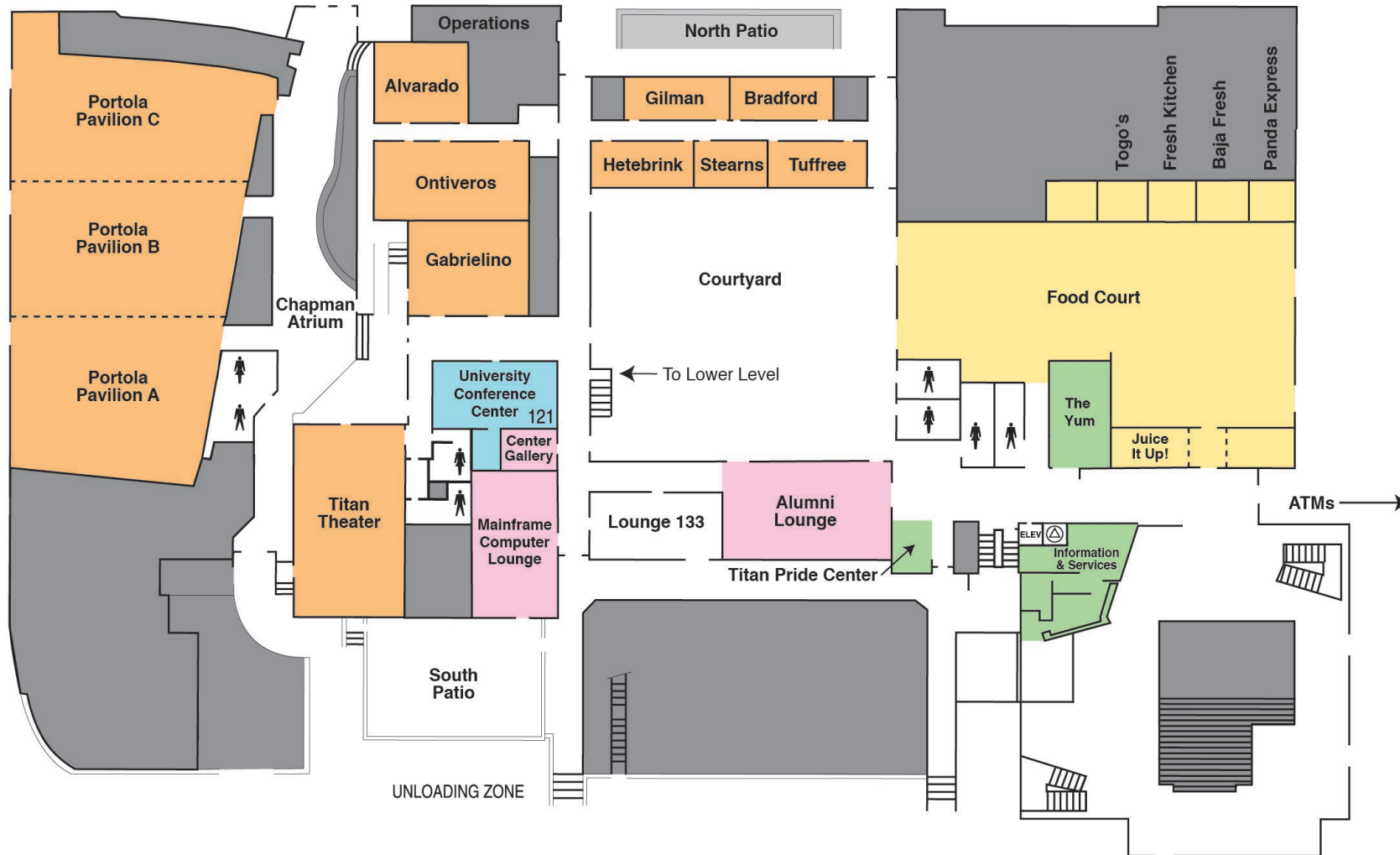
36. Parking for Day Use,
purchased permit required

25. Gastronome

 Marriott Hotel

Expanded Map of TSU for Conference Activities

MAIN LEVEL



CSSOR Distinguished Scholar Award

The Distinguished Scholar Award was established in 2015 to annually recognize one individual for their significant research contributions to the sociocultural understanding of sport. Recipients are nominated and selected by CSSOR Directors based on their overall body of scholarship.

Past recipients:

| | |
|------|--|
| 2015 | Paul Dimeo, University of Stirling |
| 2016 | Cheryl Cooky, Purdue University |
| 2017 | John MacAloon, University of Chicago |
| 2018 | Andrew Zimbalist, Smith College |
| 2019 | David Wiggins, George Mason University |
| 2020 | Barbara Keys, Durham University |
| 2021 | Not Awarded Due To COVID 19 |
| 2022 | Christine O'Bonsawin, University of Victoria |

CSSOR Distinguished Leadership Award

The Distinguished Leadership Award was established in 2018 to recognize outstanding leaders who have dedicated themselves to help sport achieve its highest ideals. Recipients are nominated and selected by CSSOR Directors.

Past recipients:

| | |
|------|--|
| 2018 | Anita DeFrantz, Vice President of the International Olympic Committee |
| 2019 | Harry Edwards, Civil Rights Activist and Professor at University of California, Berkley |
| 2020 | Robert K. Barney, Professor Emeritus of Kinesiology at Western University, London, Ontario |
| 2021 | Not Awarded Due To COVID 19 |
| 2022 | Richard E. Lapchick, Endowed Chair and Director, DeVos Sports Business Management Program; University of Central Florida |

2022 Distinguished Award Recipients



Richard E. Lapchick, CSSOR Distinguished Leadership Award

Human rights activist, pioneer for racial equality, internationally recognized expert on sports and social issues, scholar and author Richard E. Lapchick is often described as “the racial conscience of sport.” He brought his commitment to equality and his belief that sport can be an effective instrument of positive social change to University of Central Florida in August 2001 where he launched the DeVos Sports Business Management Program.

Lapchick is a prolific writer. His 17th book was published in 2018. Lapchick is a regular columnist for ESPN.com and The Sports Business Journal. He has spoken in the United States Congress, at the United Nations, in the European Parliament and at the Vatican. He has given more than 3,000 speeches and written more than 600 articles.

He was inducted into the Sports Hall of Fame of the Commonwealth Nations in the category of Humanitarian along with Arthur Ashe and Nelson Mandela. Lapchick was inducted into the New York City Basketball Hall of Fame in 2015. He was named as one of Beyond Sports Inspirational 50 people (living and passed) who used sport to change the world along with Billie Jean King, Muhammad Ali and Nelson Mandela.



Christine O'Bonsawin, CSSOR Distinguished Scholar Award

Dr. Christine O'Bonsawin (Abenaki, Odanak Nation) is an Associate Professor of History and Indigenous Studies at the University of Victoria, located on Ləkʷəŋən and WSÁNEĆ Territories.

Her scholarship in sport history and Indigenous studies take up questions regarding the appropriation and subjugation of Indigenous peoples, identities, and cultures in Olympic history and the future programming of the Games.

Dr. O'Bonsawin's recent scholarship has mainly focused on the legal and political rights of Indigenous peoples in settler colonial Canada, particularly in hosting the Olympic Games and other mega-sporting events on treaty lands as well as those Indigenous territories that remain treaty-less (unceded).

A prolific scholar, Dr. O'Bonsawin is the author of numerous books and award-winning articles on sport, including “From Black Power to Indigenous Activism: The Olympic Movement and the Marginalization of Oppressed Peoples (1968-2012)” in the *Journal of Sport History*, which received recognition as the 2015 Article of the Year. Dr. O'Bonsawin has also guest edited several journal issues and books, including the most recent, *Journal of Sport History: Indigenous Resurgence, Regeneration, and Decolonization through Sport History* and *Intersections and Intersectionalities in Olympic and Paralympic Studies*.

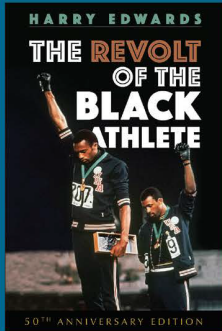
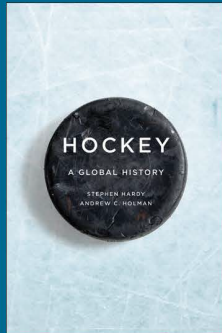
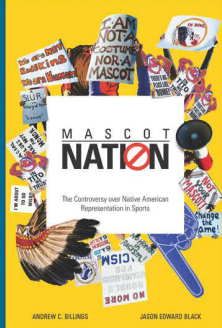
2020



Journal of
OLYMPIC STUDIES

Published for the
Center for Sociocultural Sport
and Olympic Research

VOLUME
01
ISSUE
01



UNIVERSITY OF ILLINOIS PRESS

www.press.uillinois.edu

New journal coming in 2020

Journal of Olympic Studies

*An official publication of the
Center for Sociocultural Sport
and Olympic Research*

Edited by **MATTHEW P.
LLEWELLYN**

**Replays, Rivalries,
and Rumbles**

*The Most Iconic Moments in
American Sports*

Edited by **STEVEN GIETSCHIER**
Paperback \$19.95; E-book

Mascot Nation

*The Controversy over
Native American
Representations in Sports*

ANDREW C. BILLINGS and
JASON EDWARD BLACK
Paperback \$24.95; E-book

Football and Manliness

*An Unauthorized Feminist
Account of the NFL*

THOMAS P. OATES
Paperback \$25.95; E-book
Feminist Media Studies

**Walter Camp and the
Creation of American Football**

ROGER R. TAMTE
Hardcover \$24.95; E-book

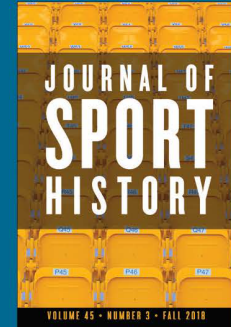
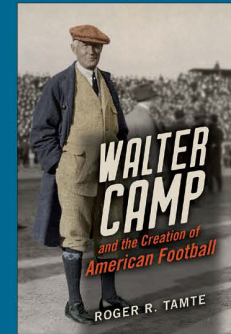
Journal of Sport History

*The official journal of the North
American Society for Sport History*
Edited by **MAUREEN SMITH**

Creating the Big Ten

*Courage, Corruption, and
Commercialization*

WINTON U. SOLBERG
Paperback \$29.95; E-book



NEW VOLUMES IN THE SERIES SPORT AND SOCIETY

Hockey

A Global History
STEPHEN HARDY and
ANDREW C. HOLMAN
Paperback \$29.95; E-book

I Fight for a Living

*Boxing and the Battle for
Black Manhood, 1880–1915*
LOUIS MOORE
Paperback \$27.95; E-book

Baseball

*A History of America's Game
Fourth Edition*
BENJAMIN G. RADER
Paperback \$22.95; E-book

**The Revolt of the
Black Athlete**

50th Anniversary Edition
HARRY EDWARDS
New in Paperback \$19.95

Pigskin Nation

*How the NFL Remade
American Politics*
JESSE BERRETT
Paperback \$24.95; E-book

Available Spring 2020

The Gold in the Rings

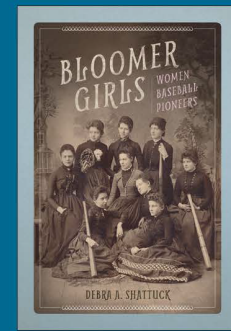
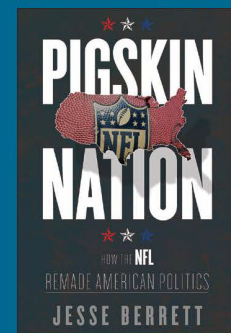
*The People and Events
That Transformed the
Olympic Games*
STEPHEN R. WENN and
ROBERT K. BARNEY

Cold War Games

*Propaganda, the Olympics, and
U.S. Foreign Policy*
TOBY C. RIDER
Paperback \$24.95; E-book

Bloomer Girls

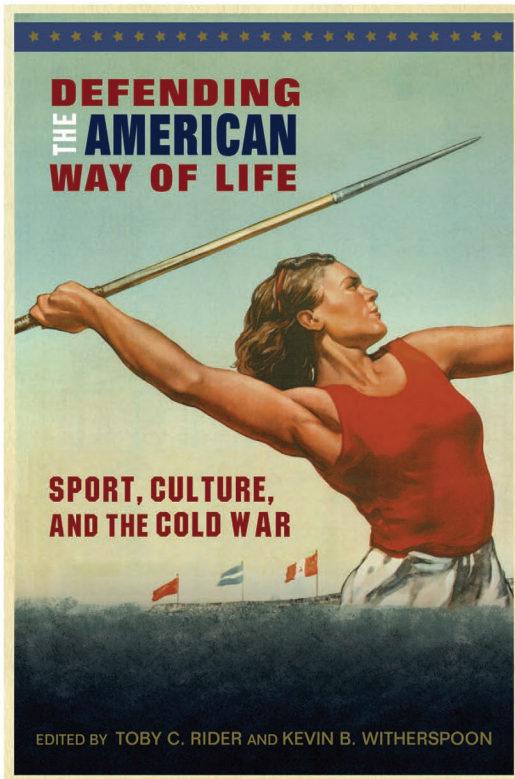
Women Baseball Pioneers
DEBRA A. SHATTUCK
Paperback \$25.95; E-book



Conferece Program

| Time | Friday March 18, 2022 | |
|---|---|--|
| 8.30 - 9.00 | Registration TSU Atrium | |
| 9.00 - 9.15 | <p align="center">Welcome and Conference Introduction Directors Toby Rider, Matthew Llewellyn, and John Gleaves Gabrielino Room</p> | |
| 9.15 – 10.45 | Parallel Sessions | |
| | Gabrielino Room | Hetebrink Room |
| | <p align="center"><u>Implementation of the International Paralympic Committee’s WeThe15 Campaign: Insights from Tokyo 2020</u></p> | <p align="center"><u>Leadership and Governance</u></p> |
| | <p align="center">Chair: Ian Ritchie Brock University, Canada</p> | <p align="center">Chair: David Lunt Southern Utah University, United States</p> |
| | <p align="center">Andrea Geurin Loughborough University, UK</p> | <p align="center">Scott Jedlicka Washington State University, United States</p> |
| | <p align="center"><i>WeThe15: The IPC’s Global Campaign to Generate Awareness and Knowledge About People with Disabilities</i></p> | <p align="center"><i>“The Threat of Congressional Action”: The Lessons and Legacy of the Failed United States Olympic Committee Reform Act</i></p> |
| | <p align="center">Lauren Burch Loughborough University, UK</p> | <p align="center">Rachel Elms and Kimberly Miloch Texas Woman’s University, United States</p> |
| <p align="center"><i>An Analysis of Posts Using the #WeThe15 Hashtag on Social Media During the Tokyo 2020 Paralympic Games</i></p> | <p align="center"><i>Leadership Development and Effectiveness Among Female Sport Athletic Directors</i></p> | |
| <p align="center">Emily Hayday Loughborough University, UK</p> | <p align="center">Callie Batts Maddox Miami University, United States</p> | |
| <p align="center"><i>Global Media Coverage of the IPC’s #WeThe15 Campaign During the Tokyo 2020 Paralympic Games</i></p> | <p align="center"><i>“Two Sporting Cousins”: Global Governance of Baseball/ Softball and the Gendered Politics of Olympic Inclusion</i></p> | |

| | | |
|--|--|--|
| 10.45 - 11.00 | Coffee and Refreshments | |
| 11.00 - 12.30 | Parallel Sessions | |
| | Gabrielino Room | Hetebrink Room |
| | <u>Cold War Sport</u> | <u>Social Media and Branding</u> |
| | Chair: Toby Rider California State University, Fullerton, United States | Chair: John Gleaves California State University, Fullerton |
| | Robert Edelman University of California, San Diego, United States <i>Multipolar Madness: The 1959 World Championship of Basketball</i> | Steph Doehler Open University, UK <i>Role Model or Quitter? An Analysis of the Social Media Response to Simone Biles' Withdrawal from Events at Tokyo 2020</i> |
| | Leslie Waters The University of Texas at El Paso, United States <i>An Embarrassment of Sovereignities: Determining Participant Nations at the 1992 Barcelona Olympic Games</i> | Matthew Zimmerman Mississippi State University, United States <i>Olympic Athletes Take the Time for TikTok</i> |
| Ozzy Keles University of Western Ontario, Canada <i>Historical Overview: Examining the Naturalization Program Since the Late 1980s in Turkey</i> | R. Douglas Manning Santa Ana College, United States <i>Protecting the Olympic Brand: #OlympiansMadeHere</i> | |
| 12.30 - 14.00 | Lunch at the Gastronome | |



"Toby Rider, Kevin Witherspoon, and their collaborators have crafted a focused, thoughtful, and illuminating set of essays that dissect sport's Cold War arena. They reveal just how intensely the US and the USSR waged the Cold War in a fifth dimension—not via military alliances, economic pacts, political doctrines, or global bodies like the IMF—but via sport. It's history at its best—explaining sport's past while showing how that past continues to affect sport today."
—Rob Ruck

"An impressive collection that focuses on a variety of themes and issues, Rider and Witherspoon's book smartly investigates how the Cold War influenced peoples' experience with sport, and how sport was used to promote Cold War agendas. Anyone who studies the topic should read this engaging volume."
—Chris Elzey

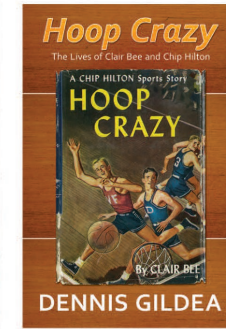
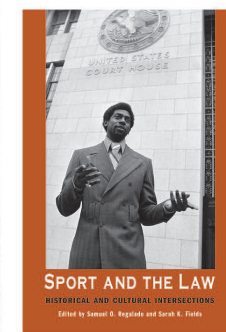
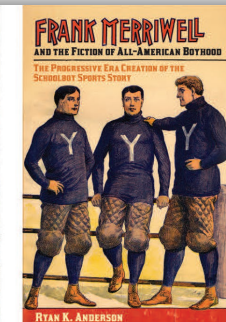
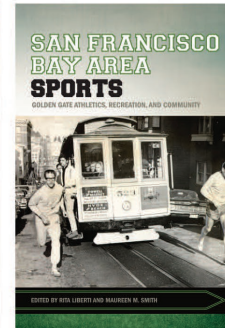
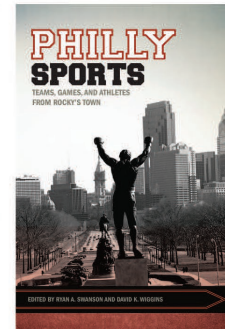
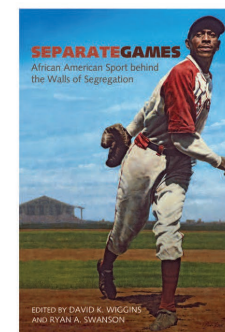
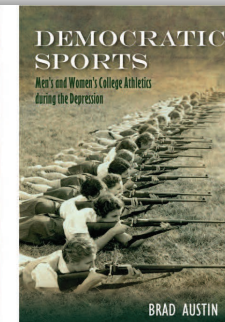
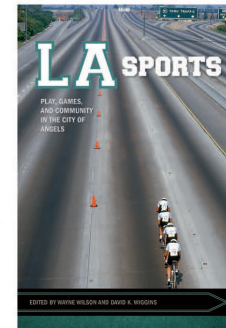
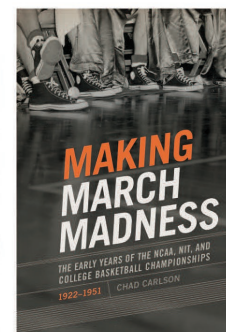
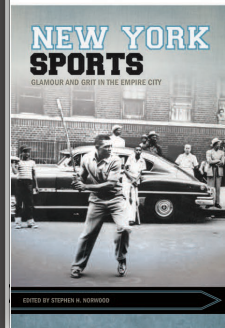
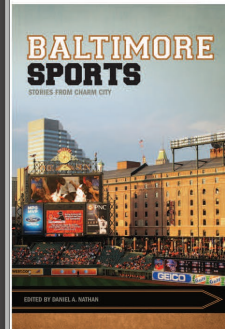
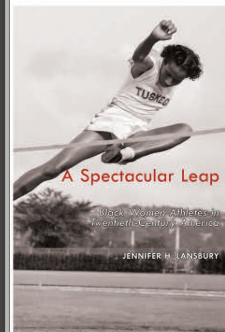
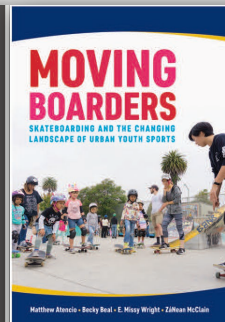
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SPORT, CULTURE & SOCIETY

DAVID K. WIGGINS, SERIES EDITOR

Recognizing sport's powerful influence and ability to change people's lives in significant and important ways, the Sport, Culture, and Society series focuses on topics ranging from urbanization and community development to biography and intercollegiate athletics. It includes both monographs and anthologies that are characterized by excellent scholarship, accessible to a wide audience, and interesting and thoughtful in design and interpretations. Singular features of the series are authors and editors representing a variety of disciplinary areas and who adopt different methodological approaches.



CSSOR Distinguished Scholar Address

Christine O'Bonsawin
University of Victoria, Canada

14.00 - 15.00

The Winter Games at Mohkinstsis (Calgary): Settler Colonial Roots of Olympic Environmentalism and the Disavowal of Indigenous Rights

TSU Pavilion A

15.00 - 15.30

Coffee and Refreshments

15.30 - 17.00

Parallel Sessions

Gabrielino Room

Ethical Issues and Narratives

Chair:
Amy August
San José State University, United States

Chad Carlson
Hope College, United States

Limiting the Height of Olympic Basketball Players: Japan's 1936 Proposal at a Basketball Crossroads

John Gleaves
California State University, Fullerton, United States

Caught in Transition: The Ethical Issues of Trans Athletes in Collegiate Sport

Jeff Bens
Manhattanville College, United States

The Mighty Oak: A Reading from the Novel and a Discussion of Collision Sports and the Draw of Violence

Hetebrink Room

The End of Empire and Southern Africa

Chair:
Leslie Waters
The University of Texas at El Paso, United States

James Ivey
University of California, San Diego, United States

Rhodesian Readmission to International Sport and the Decolonisation of the Zimbabwean Olympic Committee

Toby Rider
California State University, Fullerton, United States

Memories of Empire: British Attitudes to Apartheid Sport

Matthew P. Llewellyn
California State University, Fullerton, United States

The Enemies Within: Post-Colonial Britain and Sporting Relations with Apartheid South Africa

2021



**Journal of
OLYMPIC STUDIES**

Published for the
Center for Sociocultural Sport
and Olympic Research

VOLUME
02

NUMBER
02

Current Issue: Vol.2, No.2

Articles:

The Coca Cola Games: Marketing Legacies of the
Atlanta Olympic Games (pp. 27-62)

Dana Ells and Becca Leopkey

Wintertime Mercenaries: Contextualizing Foreign-Born
Athletes at the Winter Olympics, 1924-2018 (pp.
63-83)

Zachary R. Bigalke

“What’s our Olympic legacy?”: A case study of one
community’s efforts to optimize youth sport
programming following a mega-sporting event (pp.
84-109)

Travis E. Dorsch, Matthew Vierlmaa, Matthew Terwillegar,
Jullan Coffman, Tate Shaw

“Winning for themselves, not for Moscow”: Baltic
Independence and the Olympic Games During the 1980s
Erin E. Redlhan

Research Notes:

Monitoring the Policing of Olympic Host Cities: A Novel
Approach Using Data Analytics and the R Programming
Language (pp. 129-145)

Research note by: Bradley J. Congello

| Time | Saturday March 19, 2022 | |
|--------------|--|--|
| 9.00 - 10.30 | Parallel Sessions | |
| | Gabrielino Room | Hetebrink Room |
| | <u>Hosting and Exploiting the Olympic Spectacle</u> | <u>Gender and Sexuality</u> |
| | Chair: Andrea Geurin Loughborough University, UK | Chair: Callie Batts Maddox Miami University, United States |
| | Tiffany Chevalier, Hugo Gadoffre, Solène Habrant, Benoit Langlais, Cécile Collinet, Jérémy Pierre, Pierre-Olaf Schut Université Gustave Eiffel, France <i>The Paris 2024 Olympic and Paralympic Games in Seine-Saint-Denis: hosting, opportunities and legacy</i> | Amy August San José State University, United States <i>Breaking out of Pretty Boxes: Women's Artistic Gymnasts Redefine the Leotard</i> |
| | David Lunt Southern Utah University, United States <i>The Games Must Go On – But In Our City: The Moveable Games of Ancient Greece</i> | Ahmad Abdelazim University of Wisconsin, Madison, United States <i>God of the Ninety Minutes: Piety and Sexuality in Egyptian football</i> |
| | Yoav Dubinsky University of Oregon, United States <i>The Olympic Games, Nation Branding, and Public Diplomacy: Reflections on Tokyo 2020 and Beyond</i> | Sabeedah Ravat University of South Florida, United States <i>Incorrect Athlete, Incorrect Woman: IOC Gender Regulations and the Boundaries of Womanhood in Professional Sports</i> |

| | | |
|---------------|--|---|
| 10.30 - 11.00 | Coffee & Refreshments | |
| 11.00 - 12:30 | Parallel Sessions | |
| | Gabrielino Room | Hetebrink Room |
| | <u>Education</u> | <u>Rethinking Olympic History</u> |
| | Chair Matthew Llewellyn California State University, Fullerton, United States | Chair: Sean Dinces Long Beach City College, United States |
| | Susan Rayl State University of New York, Cortland, United States <i>“The Icing on the Cake”</i> : Peter Westbrook and his World Class Fencers | Daniel Malanski University College Dublin, Ireland <i>New approaches to Longitudinal Olympic Research (LOR) in Humanities and Social Sciences</i> |
| | Raimund Lazar Leibniz Universität Hannover, Germany <i>Cultural Heritage in Football and Allotment Associations: An Empirical Study on Participation in Difference and Diversity</i> | Ian Ritchie and Jörg Krieger Brock University, Canada and Aarhus University, Denmark <i>An Influential Duo in Olympic Politics – The Power Games of Henri de Baillet-Latour and Sigfrid Edström</i> |
| | Paul McCarthy University of California, Los Angeles, United States <i>“Adaptive, Applied & Inclusive Martial Arts</i> | Mateusz Rozmiarek Poznan University of Physical Education, Poland <i>Disseminating the Olympic Idea in the Grand Duchy of Posen</i> |
| 12.30 - 14.00 | Lunch at the Gastronome | |

14.00 - 15.00

CSSOR Distinguished Leadership Award

Richard E. Lapchick

University of Central Florida, United States

Using the Sports Platform to Face Uncomfortable Truths

TSU Pavilion A

16.00

Conference Reception

Wine and Hors D'oeuvres

Marriott Hotel Banquet Room



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