3G Yanchao Li, Shanghai University of Sport
“Research on the Identity Experience of Foreign Contestants of the Suzhou River Dragon Boat Race in Shanghai”

The identity of the Chinese Dragon Boat culture by the foreign contestants affects the quality of their experiences in the event. In a strange environment, sports facilities, services and culture will let contestants have their own understanding. Using exploratory factor analysis based on the perspective of cultural identity, this research takes the Suzhou River Dragon Boat Race in Shanghai as an example and analyzes the factors of identity and experience. It confirms that the sense of identity has a positive impact on the race experience, then analyzes the relationship between identity and experience factors. The identity factor is divided into material identity, institutional identity and value identity, and the experience factor is divided into functional experience, emotional experience and social experience. We found that Chinese Dragon Boat style, venues and facilities, and festive atmosphere have distinct visual and sensory feelings to foreign contestants. The value concept of the contestants to Dragon Boat culture has been accepted in different degrees, and the material identity of contestants in the event has an impact on both emotional experience and social experience, but it has no impact on the quality of functional experience. While the institutional identity has no obvious influence on the various types of quality of experience, the value identity has a positive effect on the quality of functional experience and social experience but has no obvious influence on the emotional experience.

3G Judy Davidson, University of Alberta & Jay Scherer, University of Alberta
“Prairie Settlement, Hockey, and Recuperative Indigeneity: The case of Edmonton”

This paper will consider how the development and building of settler colonial sporting venues has contributed to the settlement of Edmonton, Alberta, Canada. The occasion for this dialogue is the building of a new arena and entertainment district in the downtown core of this mid-sized prairie city that yet again displaces and removes Indigenous peoples. The (attempted) historical and ongoing elimination and removal of the indigenous peoples of this place (primarily the Nehiyawak Plains Cree, the Stoney Nakota Sioux, and the Metis), mean that the pre-contact history of Amiskwacis, or Beaver Hills, arbitrarily named Edmonton by British fur traders, is yet again disregarded by celebratory stories of settler civilization and often those triumphant tales are centered around sport. The paper ends with an analysis of three particular events in post-Truth and Reconciliation Commission Canada that are complex imbrications of professional men’s hockey, fetishized aboriginality, and recuperative indigeneity.

3G Jordon Koch, University of Alberta
“Sport and Re(Cree)ation: The Making of the Hobbema Community Cadet Corps Program”

In 2005, the Royal Canadian Mounted Police helped launch an afterschool military-drill program among the four Cree Nations of Maskwacis (formerly Hobbema), Alberta. The program, known as the Hobbema Community Cadet Corps Program (HCCCP), was widely celebrated by politicians, segments of the community, and the mainstream media as an effective tool for gang prevention for ‘at risk’ Aboriginal youth. However, a closer examination reveals a far more complex set of negotiations and power relations at the local level. This presentation draws from a series of in-depth interviews with Maskwacis residents (e.g., parents, youths, and other community members) to critically examine the stories behind the making of the HCCCP. Guided by Pierre Bourdieu’s relational sociology, the presentation argues that, beyond a
‘correctional’ sport-for-development program, the HCCCP also provided Maskwacis residents with an important site, and discourse, through which to conceive, negotiate, and, at times, contest their ideas about Maskwacis as a community, and about what it means (and doesn’t mean) to be Cree in the new millennium. The study, thus, extends upon a body of Aboriginal sport studies literature that has been generally slow to integrate the diverse voices, experiences, and complex power relations that have shaped the cultural production of Aboriginal sport in distinct communities across Canada.

3G Jafra D. Thomas, Oregon State University & Bradley J. Cardinal, Oregon State University
“Readability of Community-Based Print and Web Resources on Physical Activity”

Readability is an expression of how easily a written text can be read and understood. Derived from syntax and vocabulary, it can be conveyed as an educational grade level. Many organizations, including federal health agencies, provide freely available educational materials to community-based organizations for redistribution to their constituents or to individuals directly. Assuring such materials are understandable to their intended audiences is paramount to eliciting a desirable effect. Unfortunately, levels of educational materials on physical activity are often too high to be fully understood by the average U.S. adult (Cardinal & Sachs, 1992; Gorczynski et al., 2013). Over the years the U.S. government has made efforts to promote more readable federal resources, such as the passage of the 2010 Plain Writing Act by Congress. Other organizations have too. However, information on how well federal/non-federal health agencies are meeting readability recommendations specific to physical activity materials is limited. We documented the reading grade level of freely available Internet content specific to physical activity promotion from federal and non-federal health organizations using descriptive and parametric statistics, observing several gaps. The ramifications of our results for developers and distributors of these materials are discussed, particularly in terms of a publicly engaged sociology of physical activity.

3G Lauren McCoy, Western Kentucky University & Evie Oregon, Western Kentucky University
“My University, My Self: Identity and Crisis Response”

Initial reaction to the allegations of systemic cover-up of sexual assault incidents at Baylor University varied with many fans condemning the school for their actions and others wanting to bring back the fired coach. Florida State fans, in a similar incident, rallied around their accused quarterback. Does the difference between a negative or positive response to crisis speak to the nature of the allegations or to a larger connection between the university, their fans, and the development of a collective identity through sport? This paper examines the impact of collective identity on community and fan response to negative publicity associated with specific teams or a university’s athletic department. Studies show that sport can provide a social identity that leads to strong psychological connections to the team, which may impact behavior as well (Heere et al., 2011). In response to this collective identity, individuals will highlight the positive identity of a group and may disassociate with groups portrayed negatively (Jones, 2015). Some individuals, conversely, will focus only on the positive aspects and deny any negative accusations against the university, despite corroborating evidence. Through case study examples, the depth of collective identity at individual institutions can predict fan response to negative publicity.