

Ethical and socio-cultural issues



UNTAMED
EDUCATION

3.2.2 Socio-cultural influences

Performance Enhancing Drugs

Contract to compete

Hooliganism

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Sportsmanship

Gamesmanship

Etiquette



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1. Ethical conduct

- ▶ To be **ethical** means to be in accordance with the principles of **right** and **wrong**.
- ▶ Ethical conduct in sports can be demonstrated in a number of ways.
 - ▶ Etiquette
 - ▶ Sportsmanship
 - ▶ Gamesmanship
 - ▶ Contract to compete
 - ▶ Performance enhancing drugs
 - ▶ Hooliganism



2. Etiquette

- ▶ Etiquette are **unwritten rules** and guidelines in sport.
- ▶ An official will not enforce etiquette.
- ▶ Etiquette demonstrates **respect** for other player's, the official's, the audience and the sport.
- ▶ Examples of good etiquette:
 - ▶ Kicking the ball out when a player is injured in Football.
 - ▶ Shaking your opponents and officials hand.
 - ▶ Bowing or touching gloves with your opponent in martial arts activities.

3. Sportsmanship

- ▶ Sportsmanship is demonstrated by competing in the **spirit of the game**.



- ▶ A good sports person will play **within** the rules of the sport and demonstrate etiquette.
- ▶ A performer who demonstrates good sportsmanship is a good **role model** for others to follow.
- ▶ Examples of this are:
 - ▶ Not receiving a red or yellow card.
 - ▶ Walking if you know you are out in Cricket.

4. Gamesmanship

- ▶ Gamesmanship is the opposite of sportsmanship.
- ▶ Athletes that demonstrate gamesmanship **bend the rules** and guidelines to gain an advantage so they can **win**.
- ▶ Examples of this are:
 - ▶ Faking an injury to waste time or to cause your opponent to lose momentum.
 - ▶ Diving in Football to get a penalty.
 - ▶ Barracking an opponent so they lose focus.



5. Contract to compete

- ▶ A contract to compete is an **unwritten agreement** between opponents to play according to the rules of the game.
- ▶ Examples of this are:
 - ▶ **Not arguing** with officials.
 - ▶ Demonstrating etiquette.
 - ▶ Avoiding **performance enhancing drugs**.
 - ▶ Demonstrating **sportsmanship**.





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6. Drugs

Drugs are:

“Any chemical introduced to the body which affects how the body works.”

Doping is:

“Term used to improve performance by taking drugs.”

7. Types of drugs

Type of Drug	Effect on Performance	Risks	Sports Used
Stimulants	Reduces tiredness.	Impotence, high blood pressure, heart failure, paranoia and insomnia.	Endurance events such as swimming and cycling.
Narcotic-analgesics	Painkillers mask the pain of injury.	Injuries become more severe, nausea, drowsiness, dry mouth and constipation	Used in all sports where injuries are sustained.
Diuretics	Increases the amount of water excreted. Flushes other drugs out of the system.	Muscle weakness, and dehydration. Loss of sodium and potassium salts.	Sports that have weight categories such as Boxing and Horse Racing.
Anxiety reducing drugs - Beta Blockers	Slow down and regulate the heart and reduce hand shake.	Diarrhoea, slow heart rate and impotence.	Shooting and Archery
Peptide hormones (Erythropoietin)	They mimic the effect of naturally occurring hormones. Increase muscle strength and growth.	Allergic reactions, high blood pressure, abnormal growth in hands, feet and face.	Weight lifter to increase muscle mass.
Anabolic Steroids	Quick increase in strength. Able to train for longer.	Heart disease, high blood pressure, kidney and liver disease, infertility and aggression.	Strength and power related sports such as weightlifting and sprinting

Sports performers may take performance enhancing drugs for a number of reasons. Here are some:

- ▶ **Steroids** help to build muscle quickly.
- ▶ **Narcotic-analgesics** help to kill pain and allow the performer to keep going.
- ▶ **Stimulants** make the performer more alert.
- ▶ **Beta blockers** calm performers before an event.
- ▶ **Diuretics** allow the performer to lose weight quickly and mask the other drugs in the system.

- ▶ **Peptide hormones** such as erythropoietin (EPO) copies natural performance enhancing hormones in the body.

8. Reasons for taking drugs

Despite the dangers some athletes still take performance enhancing drugs. Why?

- ▶ Feel the **pressure** to win.
- ▶ They want to be the **best**.
- ▶ To win prize **money**.
- ▶ To achieve **fame**.
- ▶ Improve performance.
- ▶ To gain an **advantage** on their competitors.
- ▶ So they can train **harder** for longer.
- ▶ Allows them to **recover** from injury quicker.



9. Disadvantages of taking drugs

There are disadvantages of taking drugs and blood doping.

- ▶ Seen as a **cheat/damaged** reputation.
- ▶ Lose **sponsorship** deals.
- ▶ Must hand back any titles and **medals**.
- ▶ Receive **finances** and **bans**.
- ▶ Health **risks** and side effects.
- ▶ The sport, sponsor or event's reputation and credibility is **damaged**.

10. Benefits of spectators

Positive

- ▶ Spectators create an exciting and **energetic** environment.
- ▶ Spectators spend **money** on tickets and merchandise which funds the sport.



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- ▶ Support provides a home-field **advantage**.
- ▶ Large amounts of spectators increase the **profile** of a sport.

Negative

- ▶ Spectator **expectation** can have a negative effect on athlete performance.
- ▶ Large crowds can **intimidate** younger performers.
- ▶ Some supporters may behave **inappropriately** or violently (hooliganism).
- ▶ **Security** can cost lots of money.

11. Hooliganism

- ▶ **Hooliganism** is when a person or a group of people who associate with a sport or club are disorderly, **abusive** and violent towards players or other spectators.
- ▶ **Causes** of hooliganism are:
 - ▶ **Rivalries** between opposing groups of supporters.
 - ▶ Media **hype** that causes frustration and anger in fans.
 - ▶ **Alcohol** and drugs can increase poor behaviour.
 - ▶ **Gang** culture associated with groups of supporters and need to display masculinity to impress others.



A number of strategies have been adopted to combat hooliganism.

- ▶ **Early** kick-offs so spectators consume less alcohol before a game.
- ▶ **All-seat** stadia so that stadiums do not fill beyond capacity and put people at risk of being crushed.



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- ▶ **Segregation** of fans and police escorts of away fans to and from the stadium.
- ▶ Home fans kept in the stadium until the away fans have left.
- ▶ Improved **security** including video surveillance.
- ▶ **Alcohol** restrictions.
- ▶ **Education** and promotional campaigns.
- ▶ Identified hooligans are **banned** and on some occasions games are played without spectators.