
Citation:

Backhouse, SH (2015) Overview of Global Social Science Research; A Literature Review. In: Values-Based Education Conference: Canadian Centre for Ethics in Sport, in partnership with the World Anti-Doping Agency, 2nd - 3rd October 2015, Ottawa, Canada.

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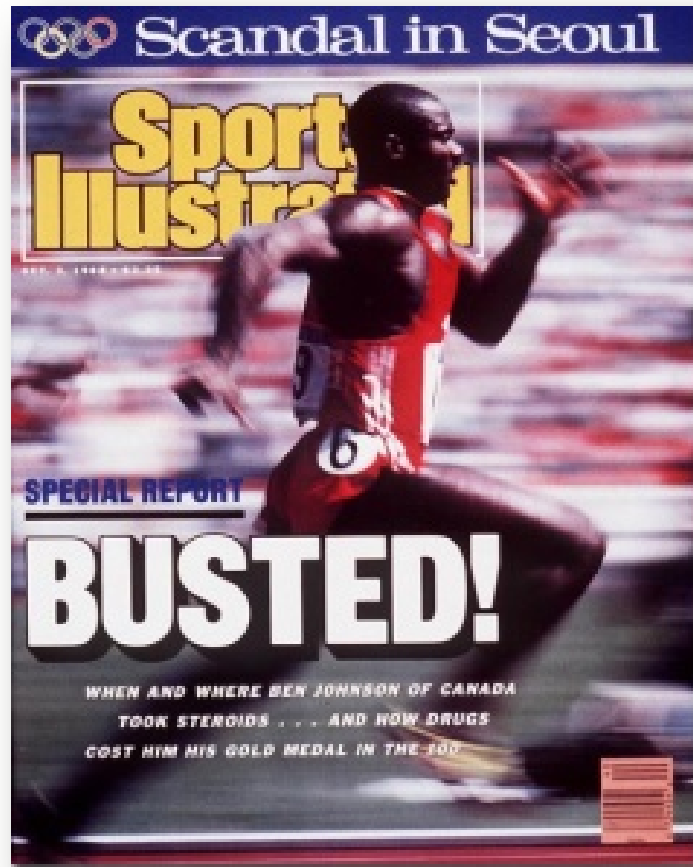
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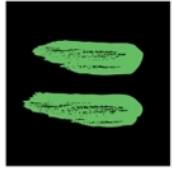
Social Psychology of Doping in Sport: A Literature Review



Prof Susan Backhouse
Institute of Sport, Physical Activity & Leisure







**WORLD
ANTI-DOPING
AGENCY**



SOCIAL SCIENCE RESEARCH

WADA is committed to improving evidence-based doping prevention strategies through social science research.

Understanding the fundamental differences between athletes who choose to compete clean and those who resort to doping or why some athletes decided to dope – despite being well aware of the harmful effects of doping and of anti-doping rules - will assist in ensuring that doping prevention strategies are effective and efficient.

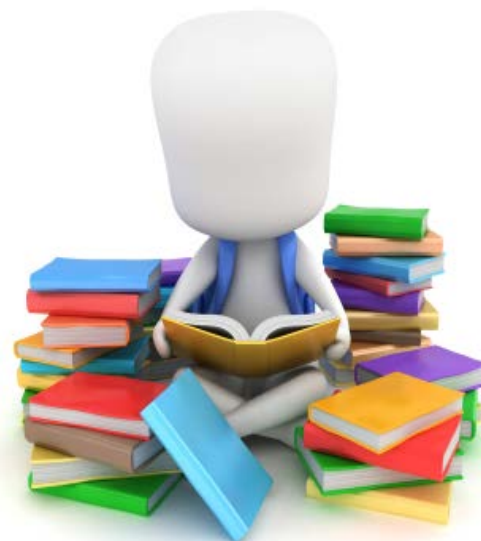


SOCIAL SCIENCE RESEARCH FUND:

International Literature Review:
Attitudes, Behaviours, Knowledge and
Education – Drugs in Sport: Past, Present
and Future

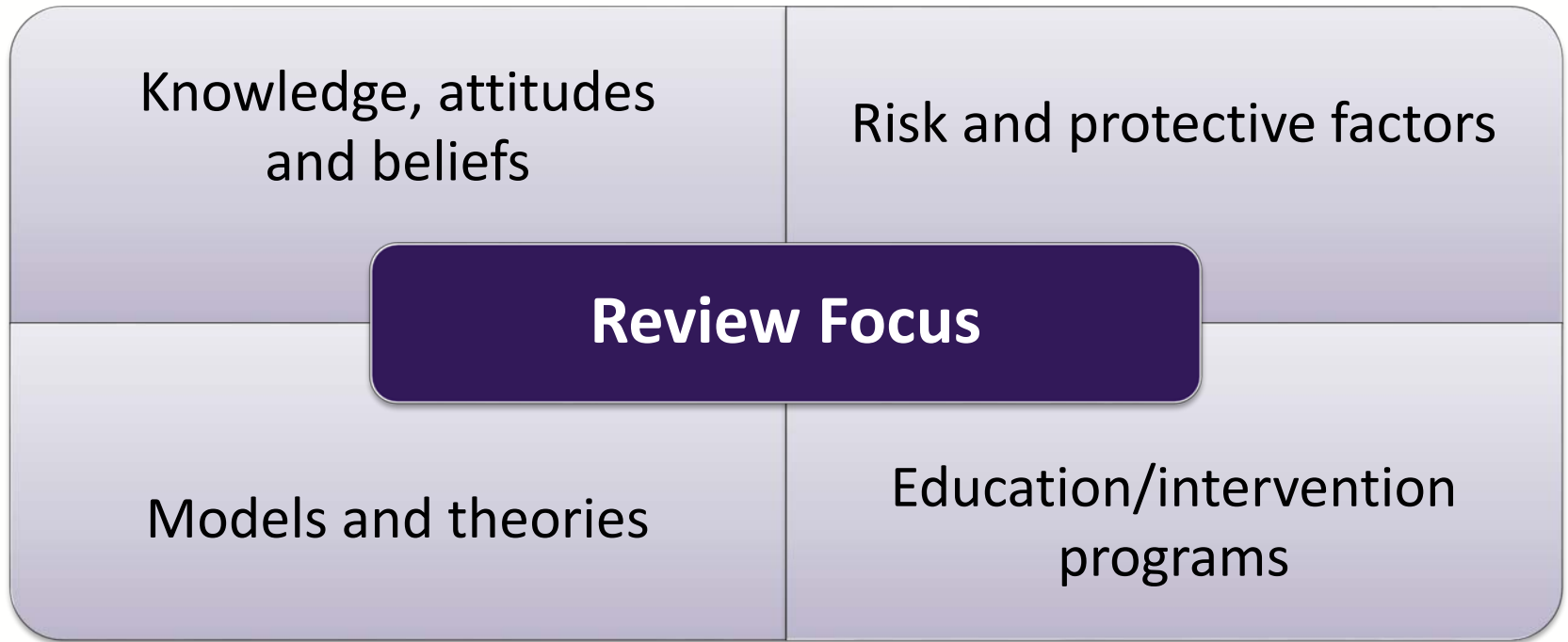
Prepared for
World Anti-Doping Agency

By the
Carnegie Research Institute
leeds metropolitan university



Backhouse, McKenna, Atkins & Robinson (2007)





103 peer reviewed papers



leeds metropolitan university

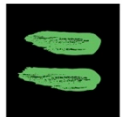
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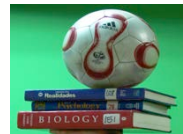
Prepared for
World Anti-Doping Agency

By the
Carnegie Research Institute
leeds metropolitan university

“The evidence base undermines
strategic planning and limits the
capacity to target appropriate and
efficacious education programmes
to abate doping in sport”



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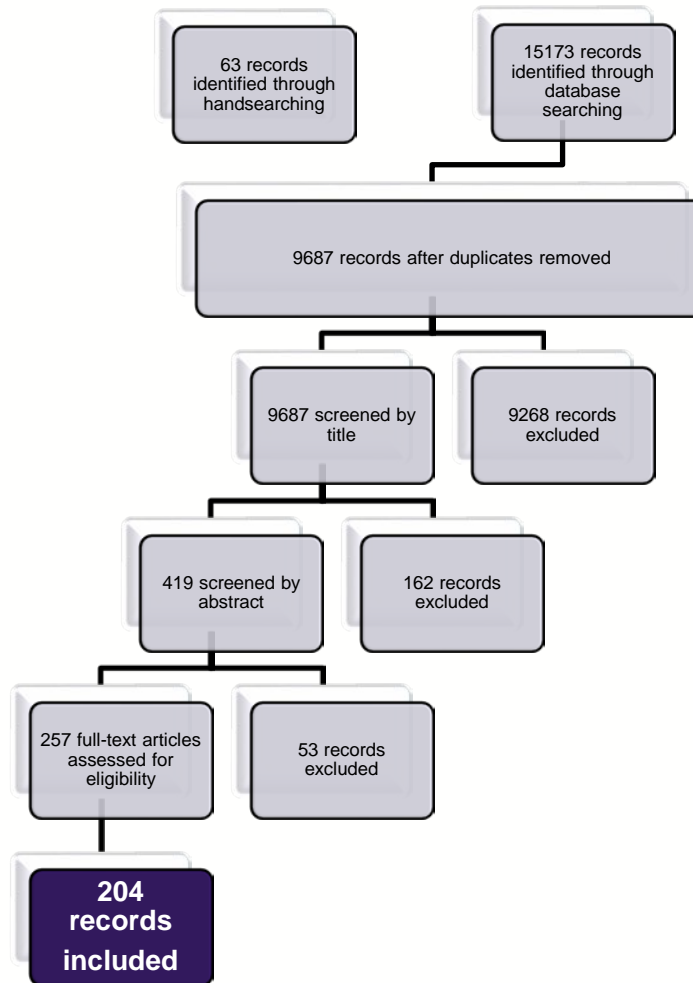
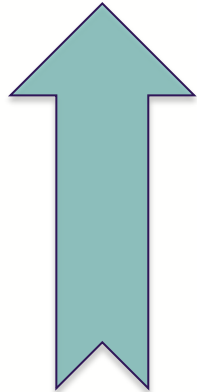
Social Psychology of Doping in Sport: A Literature Update

Prepared for
World Anti-Doping Agency

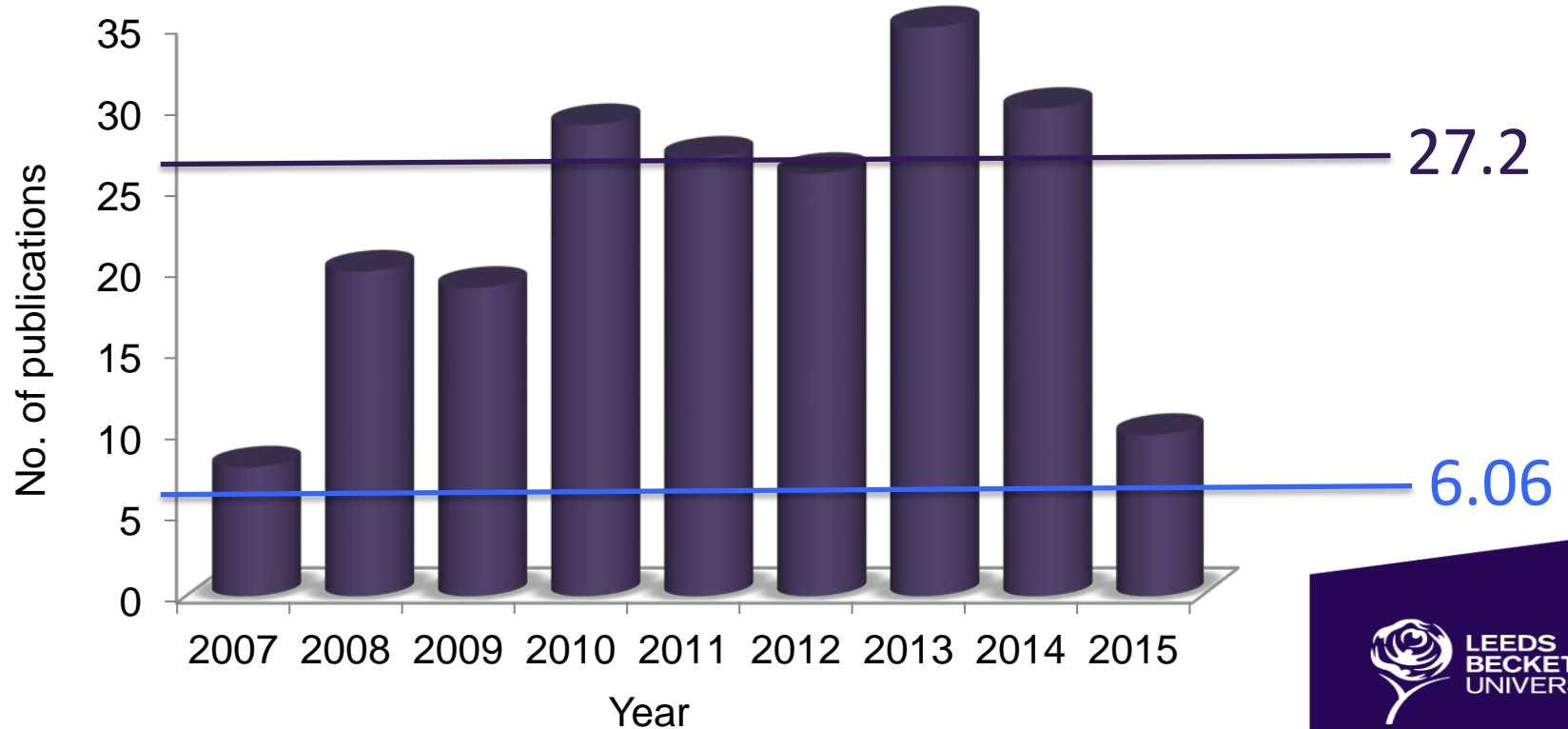
By the
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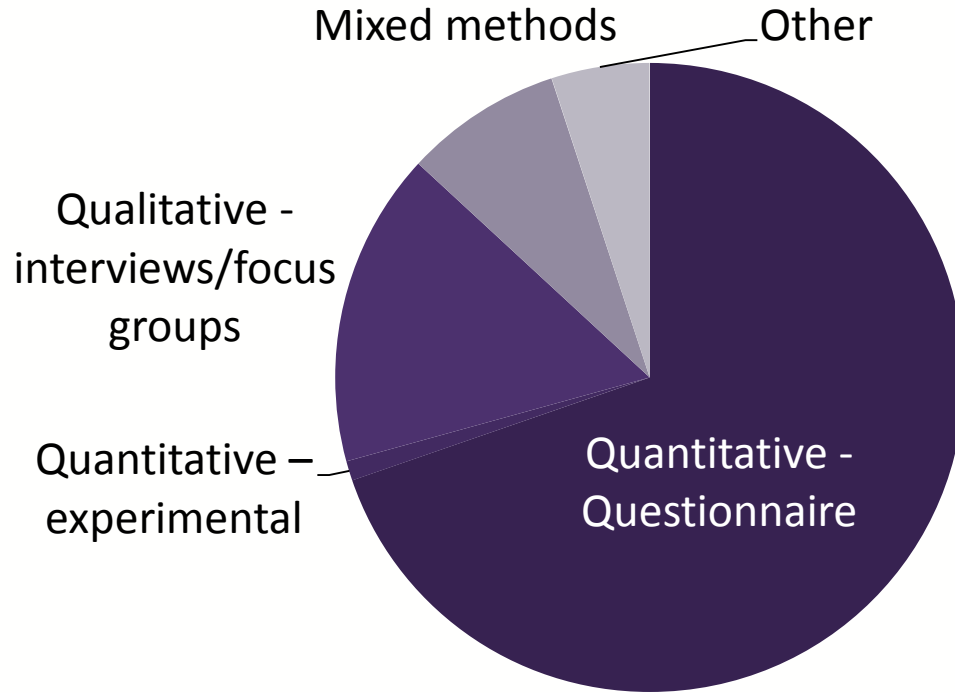
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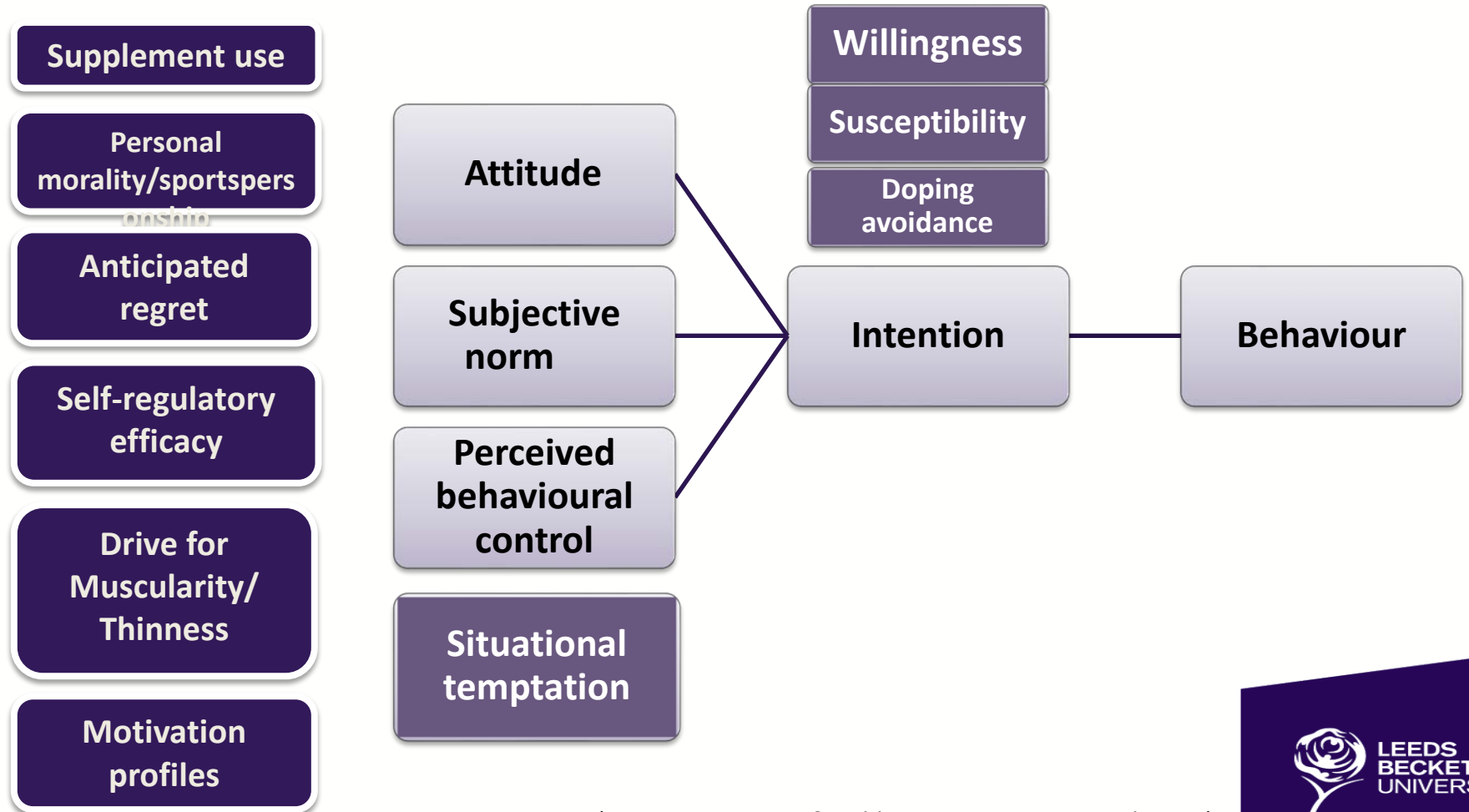


Publication growth



Method expansion

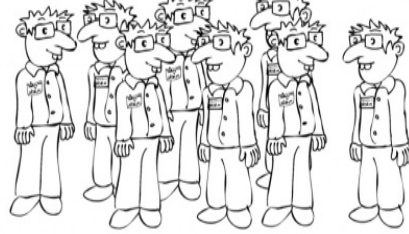




(Ajzen, 1985; Ajzen & Fishbein, 1980; Lazarus et al. 2010)



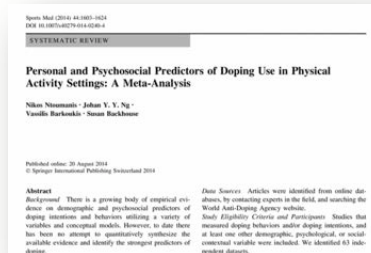
SOCIAL NORMS



Intentions

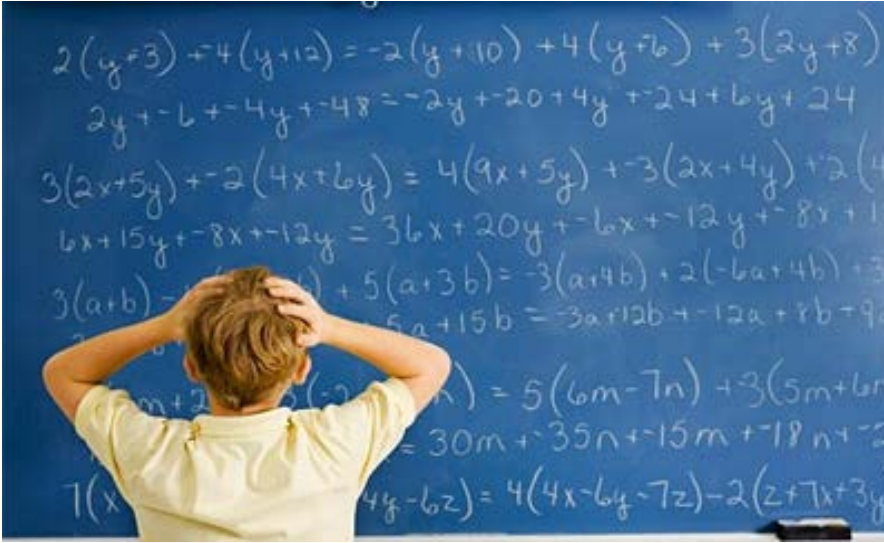


Behaviour





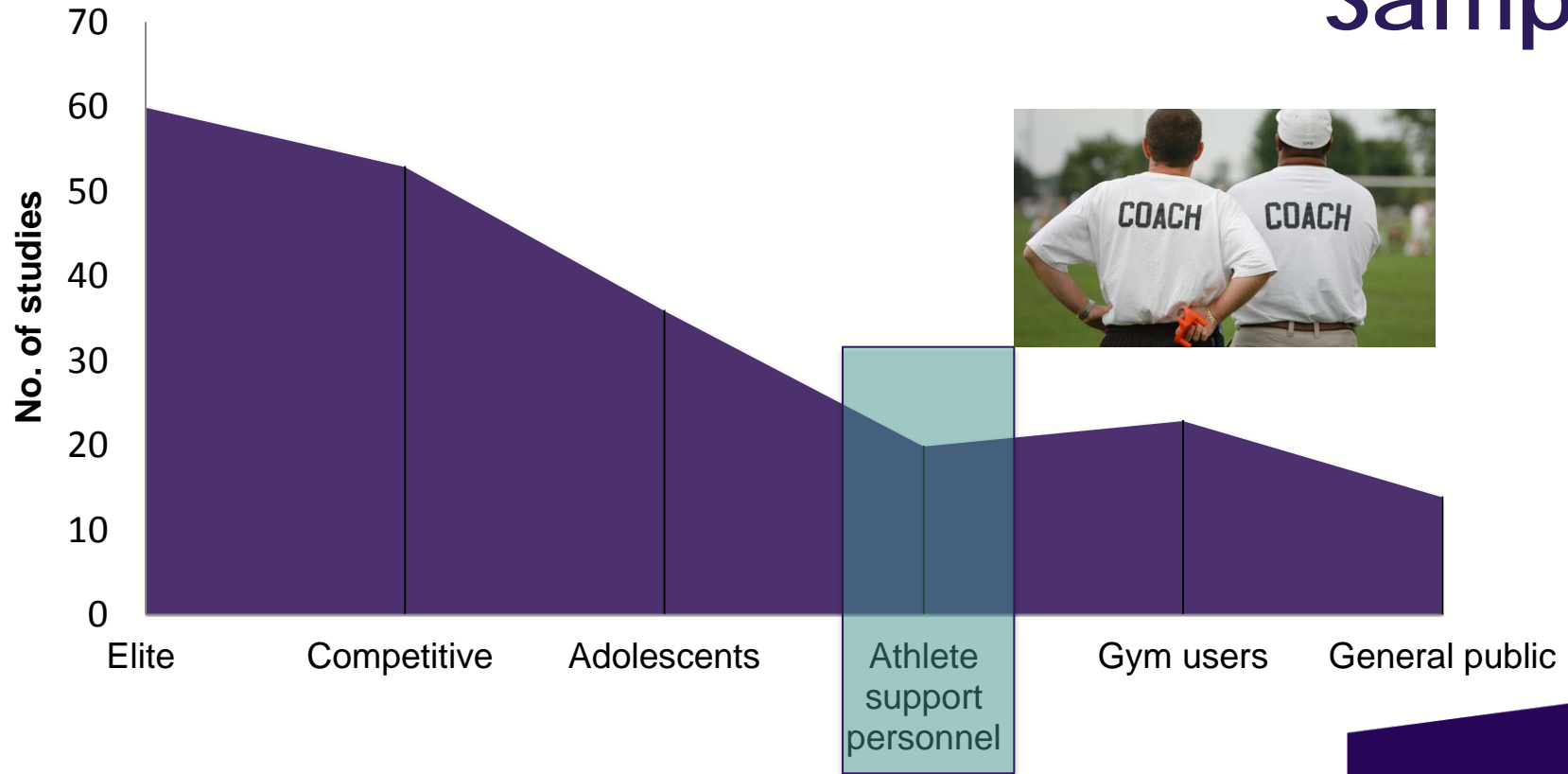




Doping is a
complex
behavior



Sample



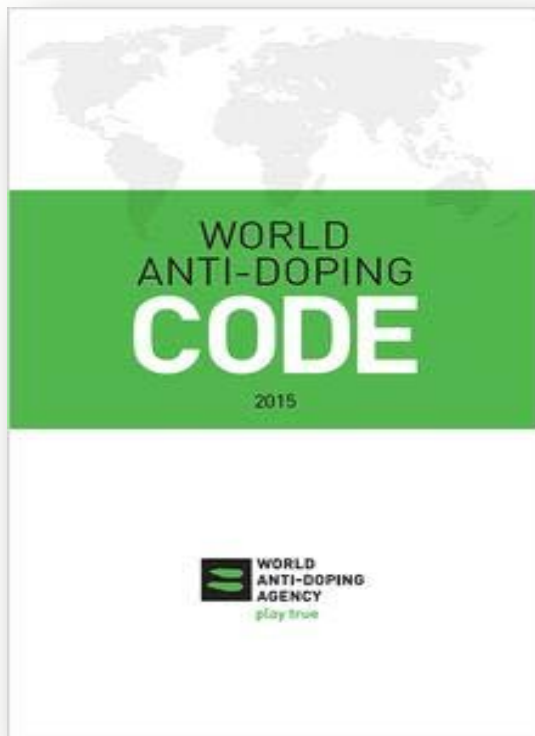


9 mixed samples



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PART 3 Roles and Responsibilities

ARTICLE 21 Additional Roles and Responsibilities of Athletes and Other Persons

21.2 Roles and Responsibilities of *Athlete Support Personnel*

- 21.2.1 To be knowledgeable of and comply with all anti-doping policies and rules adopted pursuant to the *Code* and which are applicable to them or the *Athletes* whom they support.
- 21.2.2 To cooperate with the *Athlete Testing* program.
- 21.2.3 To use his or her influence on *Athlete* values and behavior to foster anti-doping attitudes.
- 21.2.4 To disclose to his or her *National Anti-Doping Organization* and International Federation any decision by a non-*Signatory* finding that he or she committed an anti-doping rule violation within the previous ten years.
- 21.2.5 To cooperate with *Anti-Doping Organizations* investigating anti-doping rule violations.
- 21.2.6 *Athlete Support Personnel* shall not *Use* or *Possess* any *Prohibited Substance* or *Prohibited Method* without valid justification.



Assessing the true incidence of drug use in sport is problematic...

...athletes, support personnel and general public believe that doping is highly prevalent

Sport

Drugs In Sport: Rugby must tackle 'widespread' usage

BY NICK HARRIS AND DAVE HADFIELD | Thursday 10 December 1998

SHARE TWEET + SHARE REDDIT IN SHARE PRINT | A A A Shares: 16

JEFF, AN ex-professional rugby player living in the North-west of England, knows a lot about steroids. Some of his acquaintances are dealers and some of his friends are suffering health problems after years of use. Jeff played both codes of the game before an injury-forced retirement about seven years ago but is still closely involved in the sport.

"Watching certain teams and knowing what goes on, you can identify the players who are using steroids," he said of current professionals. "You can see quite a substantial amount are 'on the gear', as we call it.



NEWS
Nick Robinson nearly 'roared with laughter' when asked to become

Rugby: Ex-hooker backs claims of 'widespread' doping

5:30 AM Sunday Apr 7, 2013

France Rugby Team International Rugby Rugby

★ f 1 t 3 in 0

Former France hooker Laurent Benezech claims people are turning a blind eye to doping in rugby in the same way that was once the norm in cycling.

Speaking to Le Monde, Benezech said: "The proofs [of doping in rugby] are in front of our eyes but no one's interested. Rugby is in exactly the same situation cycling was before the Festina affair."



Laurent Benezech. Photo / Getty

The Telegraph

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Cycling doping report: Drug taking remains 'widespread'

One witness in CIRC inquiry set up in wake of Lance Armstrong disgrace claims 90 per cent of peloton still cheating

f 104 t 93 p 0 in 7 < 204 Email



Disgraced: An investigation in the wake of the Lance Armstrong ban has found doping remains widespread Photo: EPA



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ASHAMED,
EMBARRASSED,
DISGRACED



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Athletics: Kenya warn doping cheats belong in 'dustbin of history'

February 13, 2015 | 12:00 AM



Exclusive: Wada chief John Fahey to target the cheats behind the drug cheats



Anti-doping chief to introduce new code that allows athlete's team to also be held accountable

Hated American tennis cheat banned 15 years for doping

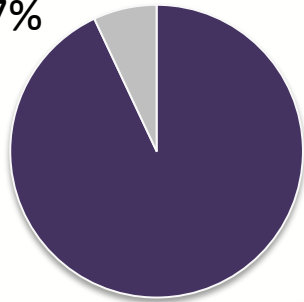
By Associated Press

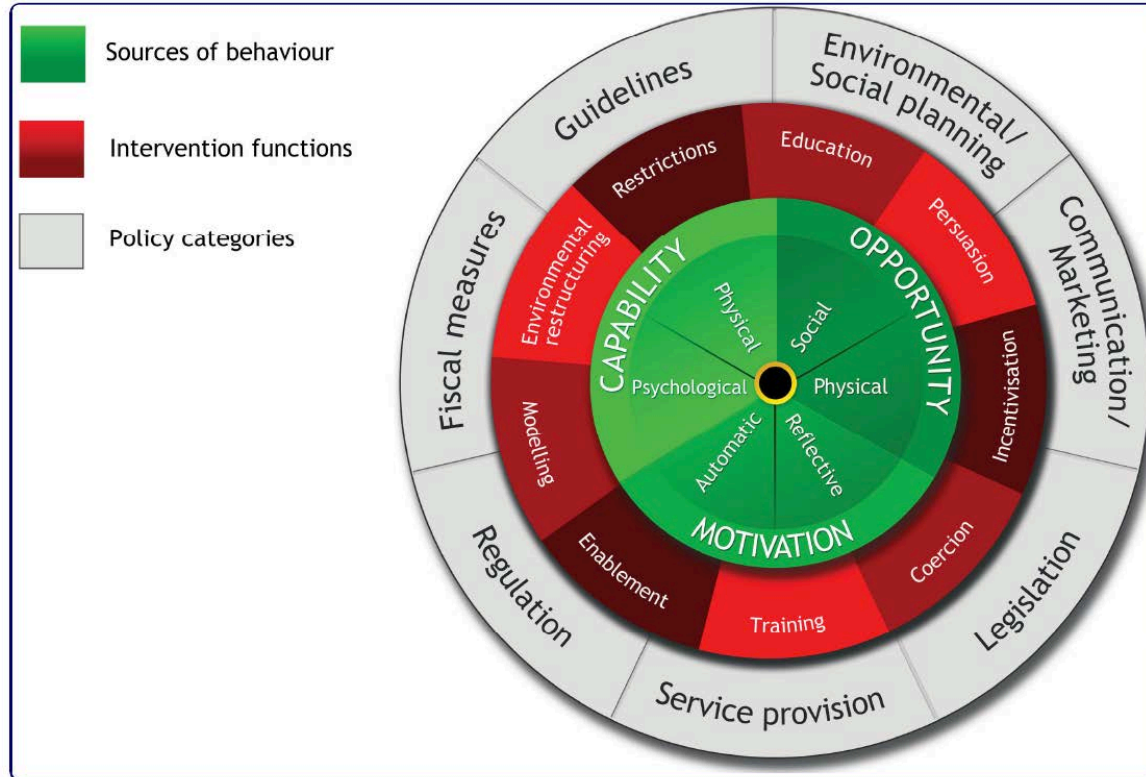
March 18, 2015 | 3:04pm



Photo: AP

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Michie, van Stralen & West. Implementation Science 2011, 6:42

Quantity and
quality of studies
has increased



Methodological
diversity

Programmes of
research

Global
landscape

Clearer
understanding of
doping behaviour
emerging



Integrated
models

Periods of
instability

Threats to
legitimacy

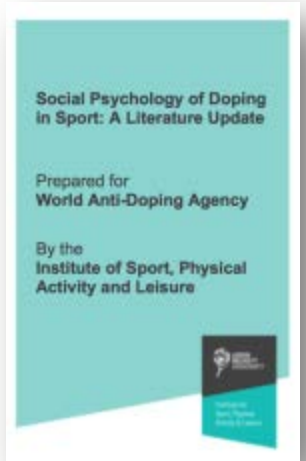
Absence of
evidence limits
prevention
planning



Education/Interventi
ons

Athlete support
personnel

Cross-cultural



Thanks for listening!

Please feel free to get in touch:

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@susanbackhouse

Carnegie Clean Sport Research Team

