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Sporteconomics and
Sportsociology

Socio-Economic Doping and Enhancement

4. INNSBRUCKER SPORTÖKONOMIE UND -MANAGEMENT SYMPOSIUM

Innsbruck, Österreich, March 6, 2014

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- 1 Introduction and Methodology
- 2 Literature and Theoretic Background
- 3 Socio-economic Doping
- 4 Summary and Implications

Doping → trend topic

Common ground:

- (expected) enhancement of some sort
- (somewhat) questionable legitimacy

Research questions:

- 1.Which structural similarities do generally justify the labeling “doping”?
- 2.What socio-economic measures do structurally match doping?
- 3.Which conclusions (if any) can be drawn from this insight?

Methodology:

Development of conceptual framework based on literature review and selected “case studies”.

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Literature Review

Doping “exists” since 1960s (e.g., Hoberman 2001, Mazanov & Connor 2010, Institut für Biochemie der DSHS Köln 2008).

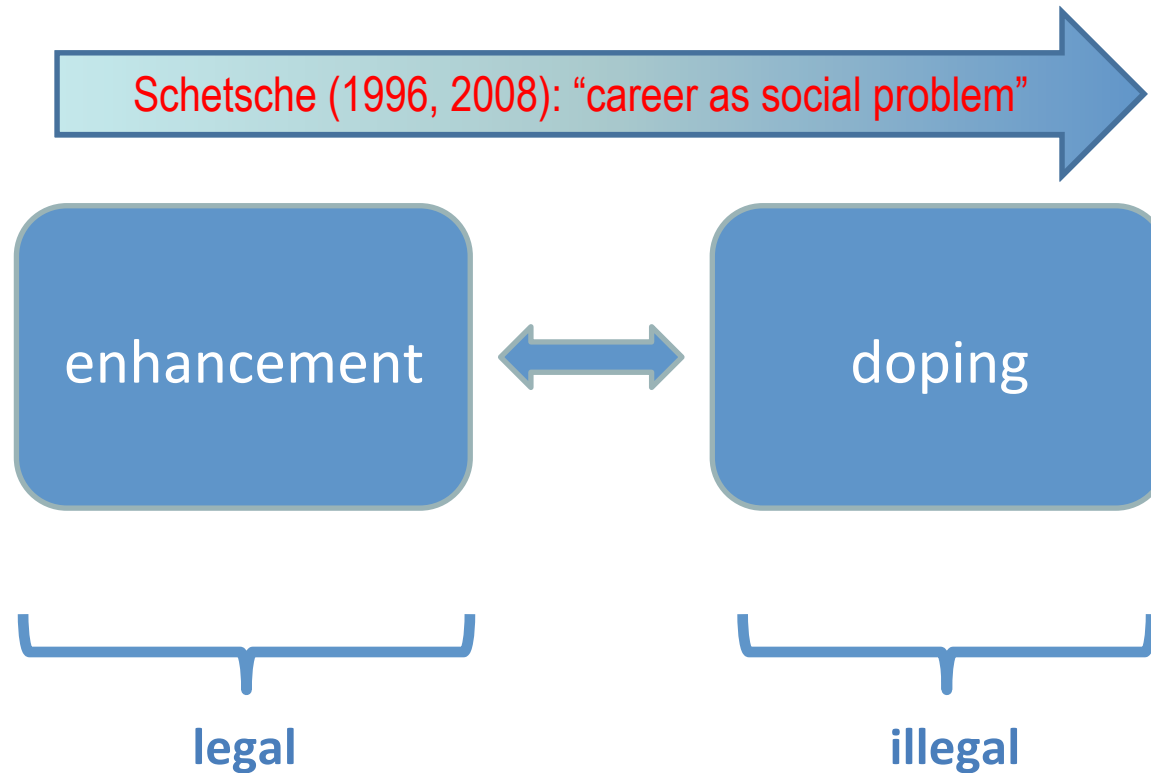


Figure 1: Enhancement and doping

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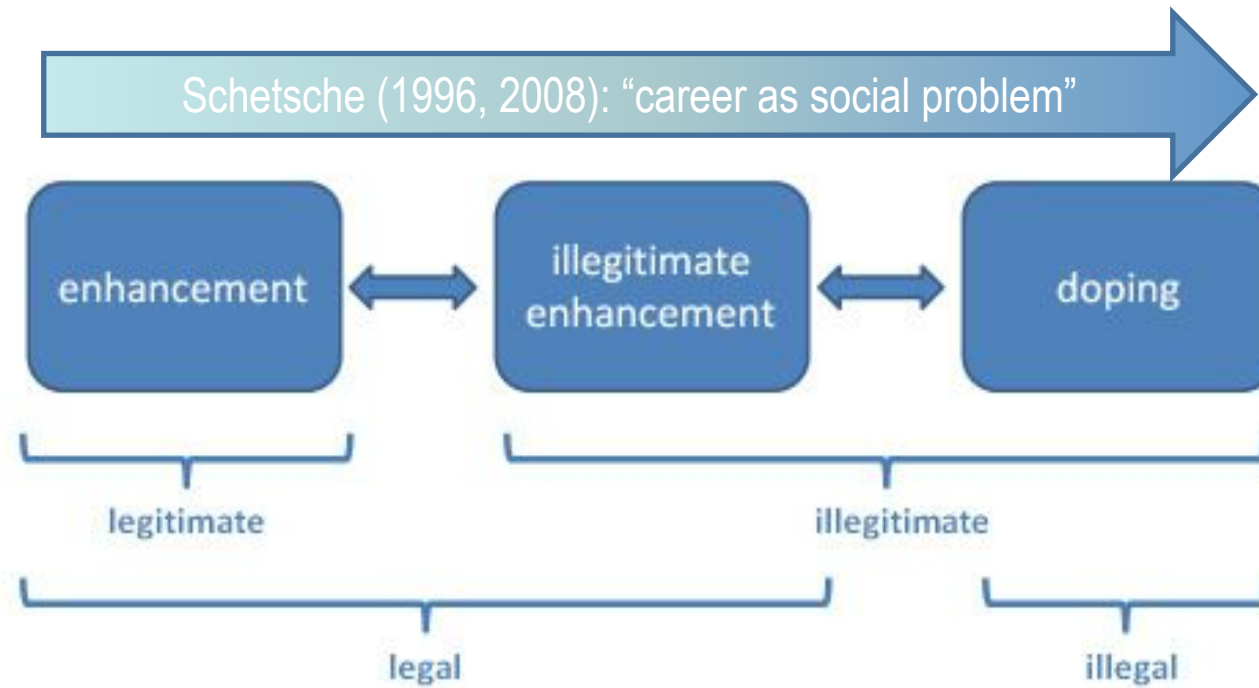


Figure 2: Classification of enhancement and doping subject to legality and legitimacy

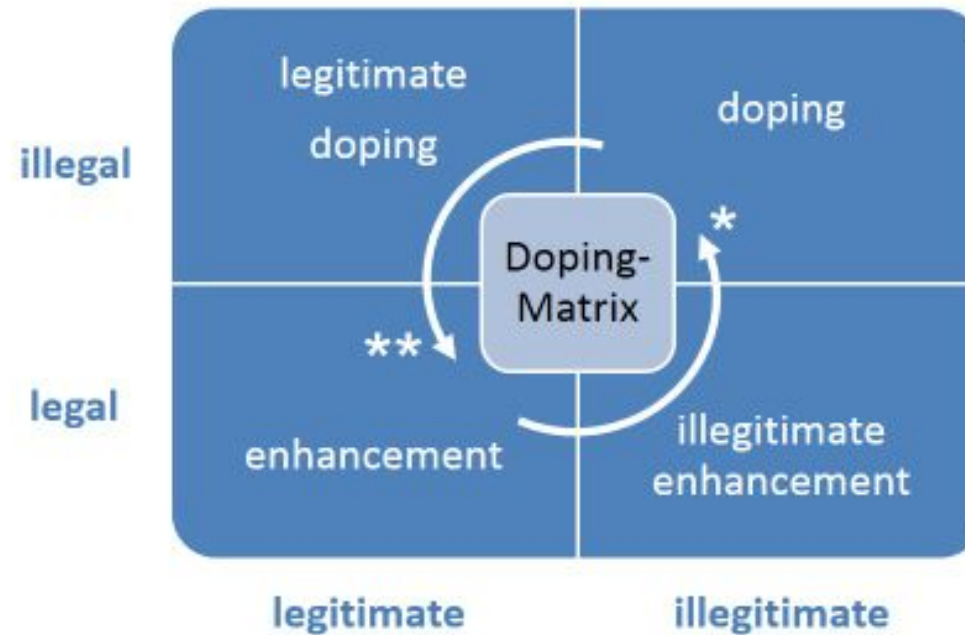
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* career as social problem
** "reverse" career as social problem



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Figure 3: Doping-Matrix: Final classification of doping and enhancement subject to legality and legitimacy

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Answer to first two research questions:

Structurally, (socio-economic) doping is illegal enhancement that has undergone a “career as social problem”!

Some conclusions (third research question)...

- Almost all enhancement is “suitable” for “career as social problem”.
- Relevant actors in (and beyond) sport seem to become more sensitive in this regard but further consideration seems necessary.
- Many socio-economic constellations can insightfully be analyzed using the “doping-matrix”, e.g.:
 - GDP’s predictive power for Olympic success (Rathke and Woitek (2008) for Summer & Emrich et al. (2012) for Winter Games)
 - Protests concerning sport mega events, such as in Brazil or Germany (Munich 2018)
 - Ambush Marketing + Anti Ambush legislation
 - Corruption
 - ...

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“A cynic might say Britain achieved this [success] in Olympic sport through a massive programme of **financial doping**, via Lottery Funding” (**Paul Hayward, Chief Sports Writer, The Telegraph**).