

**CONDUCT OF PERFORMERS**

Etiquette	Following unwritten rules of the game
Sportsmanship	Being respectful of the competition
Gamesmanship	Bending the rules to gain an advantage
Contract to compete	Always putting in 100% regardless

**SPECTATOR BEHAVIOUR**

<u>Reasons for Hooliganism</u>	<u>Strategies to combat</u>
Rivalry between clubs	Keep opposition fans separate
Frustration-referee's decision	Greater security
Alcohol consumption	Ban alcohol within grounds
Gang culture	Remove standing space
Importance of the game/situation	Educate the public
Showing strength/bravery in front of others	Prevent hooligans from attending
<u>Positive Impact of Spectators</u>	<u>Negative Impact of Spectators</u>
Positive Atmosphere	Put pressure on athletes, Increases security costs
Home advantage	Violence amongst crowd, reduce participation of children

**PROHIBITED SUBSTANCES**

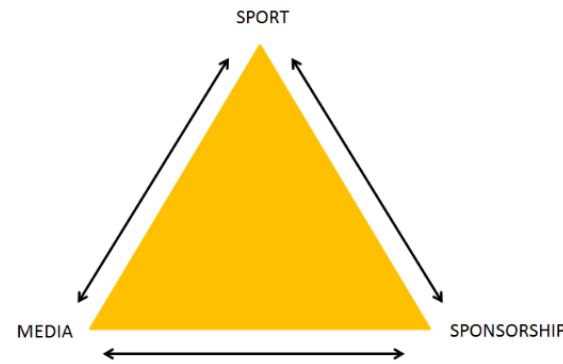
<u>Substance</u>	<u>Reason of use</u>	<u>Side effects</u>
Stimulant	Provide alertness and energy	Disturbed sleep, heart issues
Narcotic Analgesic	Painkiller to allow to play through pain	Addictive, mood swings ,training when injured
Anabolic Agent	Maximise strength	Heart disease, kidney and liver issues
Peptide hormone	Improve O2 levels and helps fatigue	Heart problems, increased blood pressure
Diuretic	Helps lose weight	Dehydration, kidney issues, muscle cramps
Beta Blockers	Steadies hand, calms you down	Nausea, weakness, heart problems
Blood Doping	Freeze blood to help produce red blood cells	Infection risk, heart attack risk

**ENGAGEMENT PATTERNS-  
impacted by the following**

Gender is impacted by	Lack of role models, Media coverage, facilities, stereotypes
Race is impacted by	Restrictions, amount of leisure time, family commitments
Disability is impacted by	Paralympics, facilities, media coverage, stereotypes, equipment
Family is impacted by	Pressure from members, role models, transport from one another, commitments
Age is impacted by	Restrictions, accessibility, stereotypes, free time, media influences and role models

## TECHNOLOGY IN SPORT

Examples of technology	Hawk-eye, Goal line technology, TMO
Advantages for Performer	Better equipment, analysis to help performance
Advantages for Sport	Popularity increased, better pictures (HD)
Advantages for Spectator	Increased quality, better camera angles
Advantages for Sponsor	Increased opportunities to advertise
Advantages for Official	Aids decision making and better accuracy
Disadvantages for Performer	Not available for all, disrupt flow of the game.
Disadvantages for Sport	Popularity could decrease
Disadvantages for Spectator	Viewing could be less enjoyable due to disruptions
Disadvantages for Official	Role is reduced as technology taken over



## GOLDEN TRIANGLE-COMMERCIALISATION

Golden Triangle	Relationship between Sport, Media and Sponsorship.
Sport and Media	Popular sports are broadcast on the media. Can increase popularity. Other sports not looked at.
Media and Sponsorship	Media provides a platform to promote sponsors to large audience. Sponsors pay huge prices to have adverts during popular events.
Sponsorship and Sport	Sport receives sponsorship which gives them money. Successful teams are targeted.

## SPONSORSHIP AND MEDIA-EFFECTS

Positives for performer	Financial support, better clothing, facilities and equipment. Aids their performance.
Negatives for performer	Can become distracted, may not agree with sponsors. Have to do media days.
Positives for the Sport	Quality of sport and viewing experience has improved-increased popularity.
Negatives for the Sport	Gap between popular and non-popular sports is significant. KO times are changed to suit.
Positives for the Official	Increased funding can lead to better development and greater level of training.
Negatives for the Official	Rule changes introduced to make sport more attractive- takes away authenticity for official and sport.
Positives for the Spectator	Better viewing experience and can watch more and more sport. Great access for spectators.
Negatives for the Spectator	Flow of game can be disrupted due to adverts which can reduce viewing experience.
Positives for the Sponsor	Can increase profits by being associated to popular sports. Increased publicity.
Negatives for the Sponsor	Can suffer financially if associated to unpopular team/deviant player. Questions credibility.