



THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

**24th Annual International Conference on
Sports: Economic, Management,
Marketing & Social Aspects
13-16 May 2024, Athens, Greece**

**Edited by
Maria Kosma & Olga Gkounta**

2024

Abstracts
24th Annual International
Conference on Sports: Economic,
Management, Marketing &
Social Aspects
13-16 May 2024, Athens, Greece

Edited by
Maria Kosma & Olga Gkounta

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TABLE OF CONTENTS

(In Alphabetical Order by Author's Family Name)

Preface		9
Editors' Note		11
Organizing & Scientific Committee		12
Conference Program		13
1.	Posted Memory and Photogenic Spaces: Holocaust Memorials and Photography <i>Victoria Abel</i>	17
2.	Taking Stock of Corporate Social Responsibility Through Sport: Empirical Insights from Listed Companies in Qatar Stock Exchange <i>Christos Anagnostopoulos, Brenno Castrillon Menezes, Sumaya Rahman & Syeda Rizvi</i>	18
3.	From Europe to Saudi: Unraveling the Ronaldo Riddle - Fan Motivations, Identity, and Reputation in the Wake of a Superstar Signing <i>Mutaz Barnawi & Kenon Brown</i>	20
4.	From the "Country of Football" to the "Land of Sports Mega- Events": An Evaluation of the Brazilian Stadium's Modernization after the 2014 FIFA World Cup <i>Bernardo Buarque de Hollanda</i>	22
5.	Analyses of History, Development, and Future Trends of Esports among American Universities <i>Li Chen & Xianhua Luo</i>	23
6.	The Sports Indicators of Developing Virtual Canoe Slalom in Japan <i>Chiachi Cheng & Ching Li</i>	24
7.	From Knobs to Weights: The Misalignment of Human Language in the Age of Artificial Intelligence <i>Lance Chong</i>	26
8.	Beyond the Spotlight: Unraveling Reactions and Media Narratives Surrounding Simone Biles and Simone Biles Husband <i>Vesile Cinceoglu & Jaelle Fuchs</i>	27
9.	Internet and Social Media Impact on Health and COVID-19 in Puerto Rico <i>Ivan De La Cruz</i>	29
10.	Coaching the Neurodivergent Athlete <i>Amy Eperthener, Erik Bentsen & Elizabeth Clark</i>	30
11.	The Zero-Cultural Individual in the Contemporary Communication Space: Identification of the Phenomenon, Opportunities, Challenges <i>Agnieszka Grzechynka</i>	32

12.	Bibliometric Network Analysis of Outdoor Recreation and Determinants of Physical Activities <i>Pınar Gültekin, Yaşar Selman Gültekin & Yıldız Bahçeci Öztürk</i>	33
13.	A Contrastive Construction of Interpersonal Cognition and Linguistic Applications in Promotional Discourses on Mobile Phones <i>Yumeng He</i>	34
14.	Communication Adds Value to the Business. A Brief History and Prospects of Blockchain Technology <i>Giuseppina Iacoviello, Iacopo Cavallini & Elena Bruno</i>	35
15.	Unpopularizing the Popular: The Anatomy of Social Media Lynching Campaign against the Pop Queen Sezen Aksu <i>Duygu Karatas</i>	36
16.	Agenda-setting Strategies for China's Participation in the Construction of International Institutions in the Digital Space <i>Yan Li</i>	37
17.	Practice and Implication of Emerging Technology on Sport Management <i>Cheryl Mallen & Efthalia (Elia) Chatzigianni</i>	38
18.	Cultural Communication and the Contradictions of Commodifying Latinx Celebrations <i>Regina Marchi</i>	40
19.	The Many Futures of Digital Journalism <i>Brian Massey</i>	42
20.	Commodification, Mass-mediazation, and Contestation: Mobile Phones as an Alternative to Mainstream Media as an "Ideological Apparatus" in the Case of Turkey <i>Onder M. Ozdem</i>	43
21.	Using Artificial Intelligence to Teach Communication Classes: Ethics, Efficiencies, and Best Practices <i>David Painter</i>	45
22.	Foreign Players in the Greek Football League: Evidence from the 2023-24 Regular Season <i>Gregory T. Papanikos</i>	47
23.	Social Media Usage of Thai Volunteering Organizations <i>Weerapong Polnigongit</i>	48
24.	Generation Gap, is it an Obstacle or an Opportunity? <i>Elsa Sanchez Huerta Villalba</i>	49
25.	Black Voices: HBCU Radio Station Trends and Digital Community Engagement <i>Marquita Smith</i>	50
26.	From the Imagination of Cultural Politics of Emotion to a Community of Sentiment - Take the Example of Mainland Chinese Students Migrating from Mainland China to Taiwan to Listen to Taiwan Music <i>Yingbo Tian</i>	51

27.	Adolescents and Sport. Stereotypes and Relational Effects <i>Antonio Tintori, Loredana Cerbara & Giulia Ciancimino</i>	53
28.	Machine Learning in Sport's Data <i>Theodore Trafalis</i>	54
29.	Wired and Tired: Exploring the Intersection of Technological Advancement and Social Exhaustion <i>Laura Trujillo-Linan</i>	55
30.	Organization Committees for Olympic Games - The Evolution of IOC-Mandated Directors <i>Lucely Vargas Preciado & Geoff Dickson</i>	57
31.	The Role of Leadership Competence in Enhancing Sport Performance Outcomes <i>Jennifer Walinga</i>	59
32.	RRG in Commercial Institutional Discourses <i>Wenhui Yang</i>	61
References		62

Preface

This book includes the abstracts of all the papers presented at the *24th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects* (13-16 May 2024), organized by the Athens Institute for Education and Research (ATINER).

A full conference program can be found before the relevant abstracts. In accordance with ATINER’s Publication Policy, the papers presented during this conference will be considered for inclusion in one of ATINER’s many publications only after a blind peer review process.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which they can discover colleagues and additional research relevant to their own work. This purpose is in congruence with the overall mission of the association. ATINER was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world can meet to exchange ideas on their research and consider the future developments of their fields of study.

To facilitate the communication, a new references section includes all the abstract books published as part of this conference (Table 1). I invite the readers to access these abstract books –these are available for free– and compare how the themes of the conference have evolved over the years. According to ATINER’s mission, the presenters in these conferences are coming from many different countries, presenting various topics.

Table 1. *Publication of Books of Abstracts of Proceedings, 2010-2024*

Year	Papers	Countries	References
2024	32	16	Kosma and Gkounta (2024)
2023	24	12	Kosma and Gkounta (2023)
2022	29	17	Gkounta (2022)
2021	12	9	Papanikos (2021)
2020	16	9	Papanikos (2020)
2019	32	20	Papanikos (2019)
2018	31	23	Papanikos (2018)
2017	25	15	Papanikos (2017)
2016	25	11	Papanikos (2016)
2015	27	16	Papanikos (2015)
2014	21	14	Papanikos (2014)
2013	16	11	Papanikos (2013)
2012	16	9	Papanikos (2012)
2011	26	16	Papanikos (2011)
2010	24	29	Papanikos (2010)

It is our hope that through ATINER's conferences and publications, Athens will become a place where academics and researchers from all over the world can regularly meet to discuss the developments of their disciplines and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published over 200 books. Academically, the institute is organized into 6 divisions and 37 units. Each unit organizes at least one annual conference and undertakes various small and large research projects.

For each of these events, the involvement of multiple parties is crucial. I would like to thank all the participants, the members of the organizing and academic committees, and most importantly the administration staff of ATINER for putting this conference and its subsequent publications together.

Gregory T. Papanikos
President

Editors' Note

These abstracts provide a vital means to the dissemination of scholarly inquiry in the field of Sports. The breadth and depth of research approaches and topics represented in this book underscores the diversity of the conference.

ATINER's mission is to bring together academics from all corners of the world in order to engage with each other, brainstorm, exchange ideas, be inspired by one another, and once they are back in their institutions and countries to implement what they have acquired. The 24th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects accomplished this goal by bringing together academics and scholars from 16 different countries (Australia, Brazil, Canada, China, Germany, Italy, Japan, Mexico, Poland, Puerto Rico, Qatar, Switzerland, Taiwan, Thailand, Türkiye, USA), which brought in the conference the perspectives of many different country approaches and realities in the field.

Publishing this book can help that spirit of engaged scholarship continue into the future. With our joint efforts, the next editions of this conference will be even better. We hope that this abstract book as a whole will be both of interest and of value to the reading audience.

Maria Kosma & Olga Gkounta
Editors

**24th Annual International Conference on Sports: Economic,
Management, Marketing & Social Aspects, 13-16 May 2024,
Athens, Greece**

Organizing & Scientific Committee

All ATINER's conferences are organized by the Academic Council. This conference has been organized with the assistance of the following academic members of ATINER, who contributed by reviewing the submitted abstracts and papers.

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, U.K.
2. Maria Kosma, Head, Sports Unit, ATINER & Associate Professor, Louisiana State University, USA.
3. Chevelle Hall, Academic Member, ATINER & Associate Professor, Virginia State University, USA.

FINAL CONFERENCE PROGRAM

24th Annual International Conference on Sports: Economic, Management,
Marketing & Social Aspects, 13-16 May 2024, Athens, Greece

PROGRAM

Monday 13 May 2024

08.30-09.15

Registration

09:15-10:00

Opening and Welcoming Remarks:

- o **Gregory T. Papanikos**, President, ATINER.

10:00-11:30 Session 1

Moderator: **Li Chen**, Professor, Delaware State University, USA.

1. **Gregory T. Papanikos**, President, ATINER.
Title: Foreign Players in the Greek Football League: Evidence from the 2023-24 Regular Season.
2. **Theodore Trafalis**, Professor, University of Oklahoma, USA.
Title: Machine Learning in Sport's Data.
3. **Christos Anagnostopoulos**, UNESCO Chairholder and Assistant Professor, Hamad Bin Khalifa University, Qatar.
Brenno Castrillon Menezes, Assistant Professor, Hamad Bin Khalifa University, Qatar.
Sumaya Rahman, MSc Student, Hamad Bin Khalifa University, Qatar.
Syeda Rizvi, MSc Student, Hamad Bin Khalifa University, Qatar.
Title: Taking Stock of Corporate Social Responsibility Through Sport: Empirical Insights from Listed Companies in Qatar Stock Exchange.

11:30-13:00 Session 2

Moderator: **Theodore Trafalis**, Professor, University of Oklahoma, USA.

1. **Jennifer Walinga**, Professor, Royal Roads University, Canada.
Title: The Role of Leadership Competence in Enhancing Sport Performance Outcomes.
2. **Li Chen**, Professor, Delaware State University, USA.
Xianhua Luo, Professor, Delaware State University, USA.
Title: Analyses of History, Development, and Future Trends of Esports among American Universities.
3. **Lucely Vargas Preciado**, Adjunct Research Fellow, La Trobe University, Australia.
Geoff Dickson, Director - Centre for Sport and Social Impact, La Trobe University, Australia.
Title: Organization Committees for Olympic Games - The Evolution of IOC-Mandated Directors.
4. **Antonio Tintori**, Researcher, National Research Council of Italy, Italy.
Loredana Cerbara, Researcher, National Research Council of Italy, Italy.
Giulia Ciancimino, Research Fellow, National Research Council of Italy, Italy.
Title: Adolescents and Sport. Stereotypes and Relational Effects.
5. **Pinar Gultekin**, Associate Professor, Düzce University, Türkiye.
Yaşar Selman Gültekin, Associate Professor, Düzce University, Türkiye.
Yıldız Bahçeci Öztürk, PhD Student, Düzce University, Türkiye.
Title: Bibliometric Network Analysis of Outdoor Recreation and Determinants of Physical Activities.

13:00-14:30 Session 3

Moderator: Brian Massey, Professor, East Carolina University, USA.

1. **Laura Trujillo-Linan**, Professor/Researcher, Universidad Panamericana, Mexico.
Title: Wired and Tired: Exploring the Intersection of Technological Advancement and Social Exhaustion.
2. **David Painter**, Associate Professor, Rollins College, USA.
Title: Using Artificial Intelligence to Teach Communication Classes: Ethics, Efficiencies, and Best Practices.
3. **Elsa Sanchez Huerta Villalba**, Graduate Student, Universidad Panamericana, Mexico.
Title: Generation Gap, is it an Obstacle or an Opportunity?
4. **Lance Chong**, Instructor, University of Lethbridge, Canada.
Title: From Knobs to Weights: The Misalignment of Human Language in the Age of Artificial Intelligence.

14:30-15:30 Lunch

15:30-17:00 Session 4

Moderator: Laura Trujillo-Linan, Professor/Researcher, Universidad Panamericana, Mexico.

1. **Regina Marchi**, Professor, Rutgers University, USA.
Title: Cultural Communication and the Contradictions of Commodifying Latinx Celebrations.
2. **Marquita Smith**, Associate Dean for Graduate Programs and Research, University of Mississippi, USA.
Title: Black Voices: HBCU Radio Station Trends and Digital Community Engagement.
3. **Brian Massey**, Professor, East Carolina University, USA.
Title: The Many Futures of Digital Journalism.
4. **Ivan De La Cruz**, Assistant Professor, University of Puerto Rico, Puerto Rico.
Title: Internet and Social Media Impact on Health and COVID-19 in Puerto Rico.

17:00-18:00 Session 5

Moderator: Marquita Smith, Associate Dean for Graduate Programs and Research, University of Mississippi, USA.

1. **Victoria Abel**, PhD Candidate, University of Toronto, Canada.
Title: Posted Memory and Photogenic Spaces: Holocaust Memorials and Photography.
2. **Duygu Karatas**, Postdoctoral Researcher, University of Siegen, Germany.
Title: Unpopularizing the Popular: The Anatomy of Social Media Lynching Campaign against the Pop Queen Sezen Aksu.

20:30-22:30

Athenian Early Evening Symposium (includes in order of appearance: continuous academic discussions, dinner, wine/water, music)

Tuesday 14 May 2024

09:00-10:30 Session 6

Moderator: Lucely Vargas Preciado, Adjunct Research Fellow, La Trobe University, Australia.

1. **Chiachi Cheng**, Assistant Professor, Tokyo University of Science, Japan.
Ching Li, Professor, Taiwan Normal University, Taiwan.
Title: The Sports Indicators of Developing Virtual Canoe Slalom in Japan.
2. **Vesile Cinceoglu**, Research Assistant and PhD Candidate, University of Zurich, Switzerland.
Jaelle Fuchs, Research and Teaching Assistant, PhD Candidate, University of Zurich,

Switzerland.

Title: Beyond the Spotlight: Unraveling Reactions and Media Narratives Surrounding Simone Biles and Simone Biles Husband.

10:30-12:00 Session 7

Moderator: Weerapong Polnigongit, Lecturer, Suranaree University of Technology, Thailand.

1. **Onder M. Ozdem**, Associate Professor, Vice Chair, Program of Film Design and Directing, Başkent University, Türkiye.
Title: Commodification, Mass-mediatization, and Contestation: Mobile Phones as an Alternative to Mainstream Media as an "Ideological Apparatus" in the Case of Türkiye.
2. **Yan Li**, Lecturer, Guangzhou University, China.
Title: Agenda-setting Strategies for China's Participation in the Construction of International Institutions in the Digital Space.
3. **Yumeng He**, PhD Student, Guangdong University of Foreign Studies, China.
Title: A Contrastive Construction of Interpersonal Cognition and Linguistic Applications in Promotional Discourses on Mobile Phones.
4. **Giuseppina Iacoviello**, Associate Professor, University of Pisa, Italy.
Iacopo Cavallini, Associate Professor, University of Pisa, Italy.
Elena Bruno, Associate Professor, University of Pisa, Italy.
Title: Communication Adds Value to the Business. A Brief History and Prospects of Blockchain Technology.

12:00-13:30 Session 8

Moderator: Duygu Karatas, Postdoctoral Researcher, University of Siegen, Germany.

1. **Bernardo Buarque de Hollanda**, Associate Professor, Getulio Vargas Foundation (FGV), Brazil.
Title: From the "Country of Football" to the "Land of Sports Mega-Events": An Evaluation of the Brazilian Stadium's Modernization after the 2014 FIFA World Cup.
2. **Wenhui Yang**, Professor & Vice Dean, School of English for International Business, Guangdong University of Foreign Studies, China.
Title: RRG in Commercial Institutional Discourses.
3. **Agnieszka Grzechynka**, Assistant Professor, Jesuit University Ignatianum in Krakow, Poland.
Title: The Zero-Cultural Individual in the Contemporary Communication Space: Identification of the Phenomenon, Opportunities, Challenges.
4. **Weerapong Polnigongit**, Lecturer, Suranaree University of Technology, Thailand.
Title: Social Media Usage of Thai Volunteering Organizations.

13:30-14:30 Lunch

14:30-16:00 Session 9

Moderator: Geneviève Bonin-Labelle, Research Fellow, Mass Media and Communication Unit, ATINER.

1. **Yingbo Tian**, PhD Candidate, National Chengchi University, Taiwan.
Title: From the Imagination of Cultural Politics of Emotion to a Community of Sentiment – Take the Example of Mainland Chinese Students Migrating from Mainland China to Taiwan to Listen to Taiwan Music.
2. **Mutaz Barnawi**, PhD Student, The University of Alabama, USA.
Kenon Brown, Professor, The University of Alabama, USA.
Title: From Europe to Saudi: Unraveling the Ronaldo Riddle – Fan Motivations, Identity, and Reputation in the Wake of a Superstar Signing.
3. **Amy Eperthener**, Assistant Athletic Trainer/ Associate Faculty, PennWest Edinboro, USA.
Erik Bentsen, Assistant Faculty, PennWest Edinboro, USA.
Elizabeth Clark, Student, PennWest Edinboro, USA.
Title: Coaching the Neurodivergent Athlete.
4. **Cheryl Mallen**, Associate Professor, Brock University, Canada.

Efthalia (Elia) Chatziagianni, Professor, University of the Peloponnese, Greece.

Title: Practice and Implication of Emerging Technology on Sport Management.

17:00-20:00 Session 10

Old and New-An Educational Urban Walk

The urban walk ticket is not included as part of your registration fee. It includes transportation costs and the cost to enter the Parthenon and the other monuments on the Acropolis Hill. The urban walk tour includes the broader area of Athens. Among other sites, it includes: Zappion, Syntagma Square, Temple of Olympian Zeus, Ancient Roman Agora and on Acropolis Hill: the Propylaea, the Temple of Athena Nike, the Erechtheion, and the Parthenon. The program of the tour may be adjusted, if there is a need beyond our control. This is a private event organized by ATINER exclusively for the conference participants.

20:30-22:00

Dinner

Wednesday 15 May 2024
An Educational Visit to Selected Islands
or Mycenae Visit

Thursday 16 May 2024
Visiting the Oracle of Delphi

Friday 17 May 2024
Visiting the Ancient Corinth and Cape Sounion

Victoria Abel

PhD Candidate, University of Toronto, Canada

Posted Memory and Photogenic Spaces: Holocaust Memorials and Photography

I propose that *posted memory* characterizes the practice of engaging with Holocaust memory through social media. Hirsch states, "Postmemory's connection to the past is thus actually mediated not by recall but by *imaginative investment, projection, and creation*."¹ Posted memory explores how this might extend beyond individuals who had memories 'transmitted' to them directly by survivors, but who still connect through the mediation outlined by Hirsch. Thinking photographically about the space, capturing and selecting images, then writing captions and choosing hashtags to connect their testimony to others on Instagram is an act of memory work. Visitors to Holocaust memorials are encouraged to engage with the space through photography because institutional social media profiles often repost visitor images, but also because the spaces themselves are photogenic and enjoyable to photograph.² Spaces that are photogenic enable and encourage thinking photographically. The photograph becomes a tool to externalize and share the photographer's own experience of being in the place. The social media profile stands as an extension of or outward performance of self, and posting about the Holocaust is an imaginative investment in the self; posted memory incorporates Holocaust memory into one's own selfhood. In this way, I propose that the memorial space as a photogenic space creates an opportunity for incorporating Holocaust memory into one's online selfhood.

Christos Anagnostopoulos

UNESCO Chairholder and Assistant Professor, Hamad Bin Khalifa University, Qatar

Brenno Castrillon Menezes

Assistant Professor, Hamad Bin Khalifa University, Qatar

Sumaya Rahman

MSc Student, Hamad Bin Khalifa University, Qatar

&

Syeda Rizvi

MSc Student, Hamad Bin Khalifa University, Qatar

Taking Stock of Corporate Social Responsibility through Sport: Empirical Insights from Listed Companies in Qatar Stock Exchange

Qatar National Vision (QNV) 2030 aims to transform the country by 2030 into a developed State capable of achieving sustainable development through four major pillars: human, social, economic, and environmental development. As Qatar moves forward in meeting multiple ambitious goals under these four pillars, the role of companies in community development becomes more and more crucial. Indeed, being companies' commitment to contribute to sustainable development while improving the quality of life of their employees, supporting the local community, and reassuring the welfare of society, CSR is playing a vital role place in the achievement of a company's objectives. The notion of CSR in Qatar is largely associated with network-building, concrete impact, sustainable development and inspiring development. Since 2000, Qatari government has been encouraging companies that operate in Qatar to embrace CSR principles. More specifically, an amount equivalent to 2.5% of the annual net profits of joint stock companies shall be allocated to support sports, cultural, social, and charitable activities.

Irrespective of the reasoning behind the adoption of CSR, sport presents some unique features that make it attractive to CSR implementation (Smith & Westerbeek, 2007). The purpose of this study is to provide a descriptive account of the nature and scope of CSR programs that have sport at their core by the firms listed in the Qatar Stock Exchange (QSE). More specifically, the present report addresses the following questions: How do QSE-listed firms utilize sport as part of their CSR agendas? How do different industries have different approaches to CSR through sport? We conducted a comprehensive analysis of CSR initiatives through sport within the annual reports of companies listed on the QSE using large language model (LLM). Our study primarily utilizes two

components: prompts and Retrieval Augmented Generation (RAG). Prompts act as the initial instructions or user input that trigger a LLM to generate responses. LangChain streamlines this process by offering predefined prompt templates, which are essentially parameterized text strings. On the other hand, RAG is a technique to expand an LLM's knowledge base by incorporating real-time or specific data, overcoming the limitations of the data it was originally trained on. We analyzed 426 annual reports of all listed companies published between 2008 to 2022, and a total of 840 'CSR through sport' programs were identified. The highest number of CSR through sport was observed in the year 2022, and the least number in the year 2005. More details on both the employed method and the results will be given during the conference. This is an ongoing research which is made possible from the funding received for the Project with a No. HBKU-INT-VPR-TG-02-11 awarded by the Hamad Bin Khalifa's Office of the Vice President for Research. The findings to be disseminated during the conference reflect the work and are solely the responsibility of the authors.

Mutaz Barnawi

PhD Student, The University of Alabama, USA

&

Kenon Brown

Professor, The University of Alabama, USA

From Europe to Saudi: Unraveling the Ronaldo Riddle - Fan Motivations, Identity, and Reputation in the Wake of a Superstar Signing

The signing of Cristiano Ronaldo by Al Nasser Club in the Saudi Football League shocked football fans worldwide, a critical development that has sparked discussions concerning Ronaldo's motivations and wider influence on fan identification and Saudi Arabia's soft power efforts. The current study aims to examine these elaborate dynamics by utilizing Social Identity Theory and Uses and Gratifications Theory as the primary frameworks. Hence, Ronaldo and other international world-star players signing with the Saudis is essential to Saudi Arabia's Vision 2030, a plan to elevate the country's prominence in international sports and enhance its global reputation as strategic elements move in Saudi Arabia's soft power approach. While the geopolitical implications are clear, fan reactions to this signing are complex and warrant in-depth analysis.

Social identity theory is employed to investigate the possible overlapping identities of football fans and Ronaldo supporters. Further, it is speculated that this dual identity may affect how fans respond to Ronaldo's signing with the Saudi League. Uses and Gratifications Theory is also utilized to comprehend the motivations behind fan reactions, ranging from the need for social interaction to allegiance to Ronaldo.

A quantitative survey has been partially conducted, targeting football fans interested in Ronaldo's career move. In addition, Behavioral elements such as supportive behavioral intention and word-of-mouth will be examined; however, the preliminary findings suggest that these behavioral aspects are influenced by the interplay between fan identification and motivations, and they may also impact Saudi reputation, which is considered as instrumental in shaping the ongoing study and will be integrated into the final analysis.

Consequently, the current research is still in progress; however, it strives to contribute to the existing literature on fan identification and motivations, as well as the effectiveness of sports in soft power and nations' strategies to enhance their reputation. Therefore, the research will offer a comprehensive view of the complex relationship between fan identification, motivations, and the geopolitical implications of sports and

sporting mega-events by utilizing Social Identity Theory and Uses and Gratifications Theory. As a result, the study's anticipated findings, guided by the preliminary results, are expected to have academic and practical implications, enriching the literature on sports communication, identity, and international relations.

Bernardo Buarque de Hollanda

Associate Professor, Getulio Vargas Foundation (FGV), Brazil

From the “Country of Football” to the “Land of Sports Mega-Events”: An Evaluation of the Brazilian Stadium’s Modernization after the 2014 FIFA World Cup

This paper focuses on the meaning of sports for the Brazilian society, especially the uses of new stadiums for football fans, in the period after the 2014 World Cup. We aim at understanding the impact of the arenas on the constitution of collective identities, through groups of fans gathered and mobilized towards high-performance professional football. If arenas were designed considering standard FIFA requirements, in order to meet the expectations of a one-month international cup, after seven years of preparation, how can we understand, in this context, the idea of a “legacy” for a country whose local championships work depending on the clubs, instead of the Brazilian team? How can we comprehend the adaptation of team dynamics to the stadiums frequented by groups of fans whose behaviors are distinct from the public who attended the World Cup matches? Our hypothesis comes from the recognition of such structural mismatch between fans of national teams and those of local clubs, two distinct systems of representation within the spectacle football: nationalism and clubism. Such mismatch, in principle, puts at stake the altruistic nomenclature “legacy” when applied by FIFA mega-events in the case of Brazil. Besides the high and questionable costs required to the government of the host country, as reported by the public opinion since 2007, the *a posteriori* use of mega-events highlights the criticism regarding the concrete benefits and utility for the improvement of quality levels of Brazilian football after the World Cup. To this presentation, in order to analyze the extent of this problem, firstly we will focus on the FIFA mega-event in Brazil, describing the set of modifications made in Brazilian stadiums. In the second and main part, we will concentrate on a specific segment of fans, which integrates the organized supporters’ associations.

Li Chen

Professor, Delaware State University, USA

&

Xianhua Luo

Professor, Delaware State University, USA

Analyses of History, Development, and Future Trends of Esports among American Universities

NOT AVAILABLE

Chiachi Cheng

Assistant Professor, Tokyo University of Science, Japan

&

Ching Li

Professor, Taiwan Normal University, Taiwan

The Sports Indicators of Developing Virtual Canoe Slalom in Japan

In 2023, the Olympic Esports Series, IOC President Thomas Bach announced plans to create an Olympic Esports Games amid the rapid growth of esports, especially among young people. In 2024, Japan bids to host first Esports Olympic Games in 2026. The world of sport is changing and the tendency might seem to indicate that it will include video games with the first Esports Olympic Games in 2026.

Developing outdoor sports or X-games' virtualization may let participants feel more convenience and more interesting. However, what indicators are more suitable for reshaping canoe sport virtualization is less of research. Canoe Slalom is one of Olympic events and a race against the time on a whitewater course. In order to attract new people to experience canoe slalom more easily, International Canoe Federation (ICF) planning to develop esports of canoe. Therefore, this study aims to explore the sports indicators for developing virtual canoe slalom in Japan. This research applied literature analysis, questionnaire survey and semi-structured interviews for data collection. The interviewees were 3 related persons of ICF, 2 related persons of Japan Canoe Federation(JCF), 5 athletics from Asia and collected questionnaires from 164 spectators.

This study found ICF consider the enhancing enjoyment is the most important indicator for developing virtual canoe slalom, JCF and athletics do not optimistic about future development for virtual canoe slalom. The opinions of spectators are as follows: firstly, VR technic is most suitable indicator for developing virtual canoe slalom; secondly, "feel like real canoe slalom" is the most important of virtualizations, and expect virtual canoe slalom could provide sports product information, such as advertisements and instructions for use of auxiliary products; finally, enhance the richness of virtual canoe slalom sports content is necessary.

Above all, participants consider sport virtualisation should be maintained the original characteristics of real sports, esports can provide participants with the opportunity to understand the sports more easily. This study suggests organizers or federation to conduct

research and surveys to understand participants' needs and develop e-sports.

Lance Chong

Instructor, University of Lethbridge, Canada

From Knobs to Weights: The Misalignment of Human Language in the Age of Artificial Intelligence

The historical fascination with future technology spans civilizations, often embellishing unknown technologies with mystique, whether for their perceived benefits or risks. Among these, the allure of automatons and artificial intelligence has been particularly pronounced. The public tends to perceive AI as an enigmatic black box, understandable given the complexity of related technologies such as Artificial Neural Networks (ANN). Even among IT professionals, grasping key technological concepts can be challenging, not solely due to the abstract nature of mathematics and electronics but also because of the imprecise and misleading nature of human language when conveying novel technical ideas.

At the core of ANN lies a statistical induction engine driven by input data and operational commands. In essence, it is simply a more sophisticated machine, a form of software, more potent and automated than its predecessors, devoid of true consciousness, emotion, or willpower akin to humans. Fears regarding AI safety and the Alignment Problem were not baseless but rather stemmed from a misunderstanding of their true nature.

Historically, the scientific and technological vocabulary often borrows from daily life, assigning new meanings only discernible to those educated in a specific field. Outsiders may not suspect that familiar words have been reincarnated into new intellectual dimensions. Projecting familiar meanings onto new concepts can lead to misunderstandings that persist unless proven false empirically or corrected by informed individuals. Recognizing the limitations of human language is crucial, especially considering AI's potential societal disruption. This paper uses the evolutionary journey of two pivotal AI and ANN terminologies, "weights" and "knobs," as a case study to illustrate how humans invent, repurpose, and potentially misinterpret language. The examination explores the repercussions of such misinterpretations on technical communication and social sentiment. The paper also considers potential solutions for designing more effective and precise communication strategies in today's media interfaces.

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Beyond the Spotlight: Unraveling Reactions and Media Narratives Surrounding Simone Biles and “Simone Biles’ Husband”

On December 19, 2023, Simone Biles, the most decorated American gymnast in history (Simone Biles, 2024), and her husband, Jonathan Owens, Green Bay Packers safety in the NFL (NFL, 2024), participated in a podcast interview on “The Pivot”. This interview gained significant attention due to Owens’ remarks, notably his claim of not knowing Simone Biles when they first met (Hebert, 2023). Owens candidly shared, “I’m like, ‘Let me see who this [Simone Biles] is’. I had never really paid attention to gymnastics” (The Pivot Podcast, 2023). He further asserted himself as the “catch” during the podcast (Hebert, 2023). However, Owens faced substantial backlash on social media, particularly on TikTok, where comments like “I had no idea who Jonathan Owens was until Simone Biles introduced him to us” (DamnDiaz on TikTok, 2023a) received thousands of likes. Users have also initiated a trend where they show others a picture of the NFL player and ask them if they recognize the person. This led to Owens now being known as “Simone Biles’ husband [...]” (Blubuni on TikTok, 2023b). Given the widespread attention on TikTok, our first research question is: RQ1 *How did TikTok users react to the Simone Biles and Jonathan Owens interview?*

TikTok’s influence extends not only to news media but also to sports media, which adapts to the platform’s logic within a context of virality, incidental news consumption, and technology-mediated information access (Vázquez-Herrero, et al., 2021). News outlets are leveraging the platform’s popularity to engage a young audience through visual, short content, and algorithm-driven trends like hashtags and challenges (Vázquez-Herrero et al., 2022; Vázquez-Herrero, et al., 2021). Concurrently, the significance of sports in popular and mediated culture is growing (King, 2005), transforming into a central element of the global media entertainment industry (Bellamy, 2009). In recent decades, media coverage of athletes, both professional and non-professional, has surged, with undisclosed details about their on and off-field behavior becoming

widely shared. While much coverage emphasizes in-game performances, personal characteristics and private lives are increasingly in the spotlight (Lewis & Weaver, 2015). Against this backdrop, sports media, in their role as reporters of sports-related events (Schultz & Arke, 2015), are also covering the interview featuring Simone Biles and Jonathan Owens, delving into not just sports events but also the lives of the athletes. The second research question therefore reads: RQ2 *How has the Simone Biles and Jonathan Owens interview been covered in sports media online?*

To address these research questions, we will conduct a content analysis of TikTok user comments on videos with the #SimoneBiles, #JonathanOwens, and #SimoneBilesHusband. We will collect the data from December 19th, the date of the podcast, until January 19th. Subsequently, we will conduct another content analysis for the same time period to examine how sports media reported on the interview and empirically investigate the role played by TikTok in shaping news coverage. The study's findings will provide insights into the dynamic between traditional sports media and TikTok, shedding light on the impact of statements made by and about athletes, particularly concerning their private lives.

Ivan De La Cruz

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Internet and Social Media Impact on Health and COVID-19 in Puerto Rico

An Analysis of the impact of social media and Internet in relation to health and COVID-19 in Puerto Ricans from the Information Society perspective. Including the impact on patient-to-doctor relationship and health services demand, impact on patient-to-patient relationship, knowledge and understanding of information and Internet impact factors in relation to health. An online survey of 124 cases confirmed its effects on the doctor and patients.

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Coaching the Neurodivergent Athlete

Neurodiversity is a term referring to the “variations in cognition, social learning and other behaviors which are normal variations in the context of human neurodevelopment (Hoare et al., 2023). Some of these differences include verbal skills, sensory awareness, empathy, creativity, concentration, and adaptability. These differences can also include diagnoses of mental health conditions, learning disabilities, etc. More neurodivergent students are attending higher education institutions. (Dwyer et al., 2023). Current research lacks studies focus on the specific needs of neurodivergent collegiate student athletes (Hoare et al., 2023).

In the United States, K-12 school-based athletic coaches are typically educators. Through their educator training, they are taught and have field experiences with students who are neurodivergent. However, at the collegiate level, coaches are more likely to have training in human performance/kinesiology/sports management than education. “Coaches are not always informed of the conditions of the young people for which they are responsible. . . and they may not have been trained to adapt their coaching” (Duquette et al., 2016). This leaves coaches and staff at a disadvantage regarding how to best communicate, motivate, prepare, and guide neurodiverse athletes on their team through their academic and athletic college experience. These student athletes may also not be prepared to self-advocate in the athletic setting as they do in the academic setting.

Athletic participation provides many physical, emotional, social, and cognitive benefits to the general and neurodivergent population (Duquette et al., 2016). Participating in sports also improves life satisfaction (Rotta et al., 2020). Potential issues faced by collegiate student-athletes who are also neurodivergent include but are not limited to: varied communication needs at practice vs competition, expectations at practice versus competitions, responsiveness to coaches and staff, managing sensory experiences, new and unfamiliar settings, integrating with teammates, and responding to change and uncertainty (Howe & Stagg, 2016). Student athletes with histories of ADHD have shown to have higher rates of

concussion during sports participation and perform poorly on concussion assessment tools (Hoare et al., 2023 ; Manderino & Gunstad, 2018). Masking is also a common social coping strategy in environments where their neurodivergent behavior is not understood, accepted, or would result in bullying (Hoare et al., 2023). The mental and emotional cost of masking results in stress, anxiety, and depression which affects the athlete's health and safety.

Education and training is needed for coaches and medical staff concerning the mental, social and emotional needs of neurodivergent athletes (Hoare et al., 2023). Collegiate coaches who understand differential developmental outcomes, are informed about the needs and strengths of neurodiverse students, and trained in effective strategies can better meet the needs of all their athletes and improve the inclusiveness of their team culture. Educating coaches on these topics may also increase the number of athletes and advantages of athletic participation for neurodivergent students. Finally, the needs of neurodivergent collegiate athletes should be considered in the planning of future best practice planning of athletic organizations.

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The Zero-Cultural Individual in the Contemporary Communication Space: Identification of the Phenomenon, Opportunities, Challenges

The author's recent research in the digital realm has unveiled a novel phenomenon at the crossroads of politics, culture, and communication, termed "zeroculturality." This concept hinges on the idea that cultural boundaries are not only disappearing spontaneously but are also consciously being erased. Individuals embodying zeroculturality reject traditional cultural norms but still hold onto specific values, shaping their identity to align with the demands of time and place. Essentially, these individuals may ditch certain cultural behaviors while retaining underlying values associated with them.

Although not widespread, zeroculturality deserves serious consideration, especially for entities aiming to communicate effectively, manage relationships, and disseminate information. Conventional approaches in persuasive communication, based on demographics, psychosocial factors, or values, may be losing their edge. Thus, the challenge arises: How can one guide a "zerocultural" audience through the sales process? What should be the foundation of a communication strategy? And how can these goals be achieved through social media, which is increasingly influencing this phenomenon? The author will delve into these questions and more during her presentation.

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Bibliometric Network Analysis of Outdoor Recreation and Determinants of Physical Activities

Within the scope of the study, over 250 publications in the fields of outdoor recreation, determinants of physical activities, physical activity behaviours, physical activity behaviours and health, physical activity and environment, physical activity and psychology in the SCI, SSCI, ESCI, and SCI Expanded citation indexes over the Web of Science database between the years 2000-2022 were bibliometrically examined. The aim of this study is to bibliometrically analyze the publications related to the outdoor recreation and determinants of physical activities and the relationships between these publications.

It is anticipated that the research will contribute to several different areas. First, it will allow the integration of physical activity attendance research topics that have been done to date. It will provide insight into future studies while highlighting areas of interest for secondary research. In conclusion, it will provide an overview of the physical activity behaviours concept. In order to evaluate the publications in the study, changes in the volume and number of publications, keywords, trends in subject headings, publishing countries and institutions are discussed. In the research, collaborations of institutions, authors and countries were mapped with social network analysis. The trends in the subject headings, the countries that contributed the most to the field, the most frequently used keywords and authors, and the most cited ones in the field were visualized by using the VOSviewer program.

Yumeng He

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A Contrastive Construction of Interpersonal Cognition and Linguistic Applications in Promotional Discourses on Mobile Phones

A promotional discourse of mobile phones is the key channel to provide people with detailed information and features of the new products.

The author intends to select the launch speech data of Apple's and Huawei's phones, continuously upgraded within a short period. Three videos of Apple and Huawei product launch demonstrations helped us form a small corpus for research and analysis, using the theories of behaviour chain structure and situational implantation (Langacker, 2008) of cognitive grammar, manifesting the differences and similarities in language construction as well as semantic expression between the two enterprises.

The present research attempts to make a cross-cultural analysis of the interpersonal cognition in promotional speeches of American and Chinese enterprises, aiming at finding out how English corporate profiles of the two companies help to develop and interact with potential customers.

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&

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Communication Adds Value to the Business: A Brief History and Prospects of Blockchain Technology

A key strategic component for the business is sustainability communication, which needs to provide wide exposure to ESG factors in order to achieve corporate objectives within the framework of stakeholder engagement.

Companies are competing more fiercely and with greater skill due to growing market integration and technological innovation. The intangible component of business operations has become more and more prevalent than material ones over time, as seen by the quest for the success of management actions.

As a result, the communication needs to give intangible resources—especially those that are owned—more weight by extending their scope and emphasizing long-term investments. These resources are the outcome of a new company vision that is carried out along a creative strategic path and is framed within a timeline that intends for them to eventually release their inherent value.

This paper aims to give a broad overview of the function that blockchain plays in the complete distribution of all ESG data for the generation and allocation of the company's value as well as in the management of intangible resources.

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Unpopularizing the Popular: The Anatomy of Social Media Lynching Campaign against the Pop Queen Sezen Aksu

The controversial saga unfolded when Sezen Aksu released her song, "Şahane Bir Şey Yaşamak" ("How Wonderful to Be Alive"), on her official YouTube channel on December 30, 2021, with the intention of ushering in the new year with her devoted fans. The venerable 68-year-old Turkish pop music icon found herself entangled in a maelstrom of accusations, particularly centered around her five-year-old song purportedly insulting the biblical Adam and Eve (Ertan, 2022). On January 15, 2022, Aksu became the focal point of relentless attacks on social media, leading to a cascade of questions regarding the sudden and vehement targeting of this iconic figure.

Despite being perceived by some news outlets as a spontaneous eruption of public wrath, this online action raised critical questions about its broader political and social implications within the arena where political actors assert their communicative interests. The research asks if and how some political opinions and social interaction were fabricated and popular but politically undesirable positions were discredited. When this research helps to identify practices, techniques, communicative styles in the problematisation of popularity, our analysis will focus on the role of distributed but conflicting popularisation practices like automation, coordinated activities on Twitter. It investigates how coordinative work has been applied in central political debates on Twitter in Turkey and how these (un)popularisation practices have been related to the fabrication of "the people" or lines of conflict of undesired and desired popularity.

Yan Li

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Agenda-setting Strategies for China's Participation in the Construction of International Institutions in the Digital Space

The setting of the international agenda is the initial stage of the creation of international institutions, but also the key stage. This paper constructs an analytical framework that includes three elements: system platform, agenda setting, means and ability. By using the methods of historical institutionalism, text analysis, system comparison and case study, this paper studies the agenda setting strategies in four paths of our country's participation in the construction of international institutions of Internet governance, and tries to construct the overall landscape. This paper holds that the agenda setting in the four paths has a relationship of inheritance and development, and the autonomy is gradually improved. Specific means of advancing the agenda are limited by institutional platforms; the effect is still not obvious, we should further improve the idea and optimize the means.

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&

Efthalia (Elia) Chatzigianni

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Practice and Implication of Emerging Technology on Sport Management

Sport has always been under pressure to change. Fortunately, we can see the pressures coming as emerging technologies are published online. This means we can get a glimpse into what to expect in the future – including potential change forces. This includes emerging technologies that are a few, to many years, from being in the marketplace. This situation offers a knowledge advantage if sport management students are taught to ponder about such technological advancements and to prepare for their potential integration within sport.

No one has the right answer today concerning how to manage all the new technologies that are change influencers. We currently do not know the future impacts on sport, but we can speculate and begin to prepare. Thinking about such technologies and considering how they will impact sport and devising strategies for managing challenging impacts is an exciting field for future leaders of sport to ponder.

This paper outlines five (5) advancing technologies and proposes questions for debate on their potential impact on sport. Such debate is in the framework for sport management today as we consider the way forward in sport with the emerging technologies. The technologies examined include:

- Sporting equipment and 4D printing
- Deep brain stimulation to control competition anxiety
- Block chain management of sport competition results
- Human driven drones to monitor distance races
- Preparing for races that are higher, faster, and further around the moon and back

It is important to begin to prepare so we ‘get it right’ as these technologies enter the sport realm. An example of potentially not getting it right involves athletics starting block technology where questions concerning the detection of false starts have arisen.

This topic offers an opportunity to contribute to leading edge education and advance key management skills for the future of sport. Insights on the

future of sport provides an opportunity to debate and devise strategies concerning the way forward in emerging times. Significant change is happening – and sport management educators can aid in getting ahead of the issues.

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Cultural Communication and the Contradictions of Commodifying Latinx Celebrations

Illustrating how the commodification of minoritized ethnic cultures in US commercial spaces is a contradictory phenomenon, this paper considers public celebrations of Día de los Muertos (“Day of the Dead”) held in commercial public venues. On one hand, such venues can increase the visibility of minoritized communities and their cultures within a mainstream society that has historically marginalized them. On the other, the values and intentions of ethnic traditions can be lost in the process. This research describes Day of the Dead celebrations held in the fall of 2021 and fall of 2022 in New York City’s Rockefeller Center. While purportedly celebrating “Mexico’s Indigenous Oaxacan culture” the elite organization planning the celebrations did not invite participation from New York City’s large Oaxacan immigrant population in the planning or execution of the event. Comparing these events to other (more community-based) US Day of the Dead celebrations that were also held in highly public commercial venues, the paper illustrates the tensions and negotiations between cultural visibility, exoticism, and exclusion. It concludes by drawing attention to practices that should be taken into consideration when planning to publicly showcase ethnic traditions.

The methods for this paper include visual analysis, photographic documentation, ethnographic observation and informal interviews. To navigate the complex historical, political and media landscape within which this analysis takes place, I will first discuss long-standing anti-Latinx public discourses circulating within US media and politics. This is necessary to understand the socio-political context in which contemporary US Day of the Dead celebrations occur. Next, I will provide background on the birth of Day of the Dead altar installations in the United States as an important part of the Chicano civil rights movement, and how the emergence of these public art installations has inspired and influenced contemporary Day of the Dead celebrations in both the US and Mexico. Finally, I will discuss examples of the growing commodification of US Day of the Dead celebrations in non-Latinx spaces and analyze the costs and benefits for Latinx communities. These forms of commodification bring up important debates around cultural representation versus appropriation. Data from my interviews with Latinx participants involved in US Día de los Muertos installations will help illustrate how minoritized communities can either be erased or sustained by the commodification of their cultures.

A decisive factor to consider is whether or not commodified ethnic celebrations take place in collaboration with community-based organizations and local residents working on behalf of their community. Without grassroots involvement in the planning and implementing of such events, their celebration within corporate spaces can create illusions of mainstream acceptance and cultural diversity (providing the sponsoring company with economically valuable cache as a purveyor of “hip” or exotic ethnic energy), while further excluding historically minoritized communities from meaningful representation.

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The Many Futures of Digital Journalism

This paper challenges conventional narratives about the future of digital journalism. It argues that digital journalism is not a globally uniform practice with a predictable universal future. That is how the academic and industry literatures often portray it to be. Instead, it is as diverse as the news outlets that practice it and so too will be its future(s). To develop that argument, the paper contextualizes today's digitalized journalism as the latest waypoint in humankind's long quest to send messages ever farther and ever faster. That context foregrounds a critical discussion of the narratives to reveal digital journalism as a range of practices constrained by organizational resources and situated within unsettled bundles of uncertainties. Digital journalism's futures are only possibilities until they are the present.

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**Commodification, Mass-mediazation, and Contestation:
Mobile Phones as an Alternative to Mainstream Media as
an “Ideological Apparatus” in the Case of Turkey**

Commercialization of mobile phone technology has gained speed with the integration of high-resolution cameras into those pocket-size devices and the simultaneous facilitation of distribution opportunities. In addition to becoming a “cultural consumption medium” (Aguado & Martínez, 2007, p. 3), mobile phones have become “mass-mediazation” (Rymes, 2011) tools that enable users to report information, refute any given information, and create a platform for debate and discussion. News read on phone screens, news videos, documentaries, and even fictional films watched on a cellular screen have replaced communications as an “ideological state apparatus” (Althusser, 1970) from the TV screen in a living room to the pocket of each mobile phone user. Traditional media technologies are losing their power as ideological tools in the face of pluralist, flexible and multi-functional technologies of mobile phones. Concerning the shift in tools of ideological dissemination, this study takes the catastrophic earthquake that rocked southern Turkey and northern Syria in the morning on 6 February 2023 as a case where individual usage of cell phones has turned into an alternative source of information for rescue operations and cites of criticism, contestation, and resistance. The images that the citizens themselves shot, shared, and disseminated challenge the marginal miracle rescue stories and the news that mainstream media reporters gave from time to time by turning away from the critics of citizens. We argue that even though state-owned and government-allied media had successfully institutionalized the neoliberal and neoconservative ideology pioneered by the current government, citizens’ self-owned mobile phones act, as alternative tools to acquire and disseminate information, ask for help, argue, criticize, and act in solidarity. From an Althusserian perspective, questioning the limits and effect of the state’s media usage as an ideological apparatus would allow us to observe possibilities of contestation created by neoliberal commodification. Furthermore, analyzing the state’s involvement in preventing disinformation and controlling sources of information during rescue operations in Turkey would unfold a particular facet of

“variegated neo-liberalization” (Brenner et al., 2010; Adaman & Akbulut, 2021).

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Using Artificial Intelligence to Teach Communication Classes: Ethics, Efficiencies, and Best Practices

Widely available artificial intelligence (AI) tools such as Chat GPT have fundamentally disrupted pedagogical practices in higher education, particularly in the communication discipline. Responses to this technological innovation have been as dramatic as its deployment: from ardent and angry denial to eager and creative adoption. This project proposes exploring how ChatGPT can be used in college communication classes such as research methods and public relations courses to brainstorm and organize ideas, develop and refine content, and serve as a focus for meaningful reflections and discussions on the ethical use of technology in the Information Age. Based on a semester of ChatGPT integration into these communication courses, this project poses three research questions:

RQ1: How can ChatGPT be utilized to uphold pedagogical best practices in college communication courses?

RQ2: What are the ethical implications of utilizing ChatGPT in educational settings, especially in the communication discipline?

RQ3: How can critical and philosophical reflections guide the integration and understanding of AI in higher education?

Although some in higher education characterize Chat GPT as the “ultimate plagiarizer” due to its use of information and content from a wide variety of unacknowledged online sources, others are incorporating this new tool into their coursework to teach students how they can use it responsibly, ethically, and in ways that improve their productivity. During the fall semester of 2023, I incorporated ChatGPT into my Research Methods and Public Relations courses to help students brainstorm ideas, organize their content, refine their thoughts and communications, and learn its capabilities as well as its limitations. Throughout this experience, the students engaged in discussions assessing the quality of the ChatGPT outputs as well as the critical nature of the queries used to develop that content. Moreover, these discussions have also focused on the ethical considerations that must be addressed to use this tool responsibly.

Overall, this project will review and synthesize the literature on the pedagogical integration of AI, highlighting successes, challenges, and recommendations. Additionally, this project will explore the current discourse on AI ethics, especially concerning education, data privacy, and the potential biases in AI models. Next, this project will consider some

philosophical insights related to critical theory, post-humanism, and reflections on technology in education. Then, the project will use both qualitative, narrative data as well as quantitative survey data to answer the research questions. Finally, the project concludes with a discussion of some best practice principles drawn from the findings' implications, the study's limitations, and directions for future research.

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Foreign Players in the Greek Football League: Evidence from the 2023-24 Regular Season

After the Bosman ruling of the European Court of Justice in 1995 and the freedom of movement of football players that followed, professional football clubs have become a modern Tower of Babel. The Greek Football League is not only not an exception but leads the relevant list of the highest percentage of expatriates in its first division. This paper uses descriptive statistics to showcase the extent of the use of foreign players in the world of football, with an emphasis on the Greek professional football league. Descriptive evidence from professional football clubs in 31 European countries shows that there is a nonlinear association between the percentage of foreign players and the average age of players. There also exists a negative non-linear association between the percentage of foreign players and club-trained players. In the Greek football league, the use of foreign players improves the results as measured by the points gained during the 2023-24 season. It is found that a 10% increase in the number of foreign players results in a 14% increase in the number of points gained.

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Social Media Usage of Thai Volunteering Organizations

According to the concept of dialogic communication, two-way communication is the key tool through which to foster good relationships between an organization and its 'publics.' Such good relationships are also a key indicator of the presence of dialogic communication, an ethical, equitable and participatory form of communication based on mutual recognition. Organizations utilizing dialogic communication are said by Public Relations theorists to be effective and able to achieve appropriate goals because they have developed good relationships with their audience/publics. Organizations that do not do this are therefore likely to be ineffective and unable to achieve their goals because they ignore or do not understand the needs of their audience/publics (Hon and Grunig 1999: 8). Nevertheless, the bar for achieving dialogic communication is high, requiring a commitment to communication that, even with the best of intentions, many volunteer organizations may not be able to achieve. Unlike economic organizations, volunteer groups are not – or should not – be driven by profit motives. Nevertheless, they have generally been set up to achieve goals other than dialogic relationships with their supporters (Smitko 2012: 633) – the rescue of animals, for instance, or the provision of food to the homeless. Two-way communication for its own sake, the epitome of dialogic communication according to Kent and Taylor (1998: 324), may be a luxury few can afford. A mix of communication forms is most likely to help these organizations achieve their goals.

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Generation Gap, is it an Obstacle or an Opportunity?

The issue to be addressed in this work is the evident fact that the generational gap has narrowed. People of a certain age want to remain "young," yearning to engage in the world's life, seeking to make the most of another 30 years of life that technological advances, especially advancements in medicine, have provided them.

Simultaneously, in the opposite direction, the gap has widened, as people from all generations aspire to the same things, leading to a loss of the axis generally provided by the generation with more experience, which the younger generation traditionally relied upon.

And what is that axis? It is the wisdom gained through learning from lived experiences, the ability to reflect on them, and turn that reflection into a way of life. The objective of this dissertation is to enhance understanding between generations through adaptation to change and redefining the way of communication.

This involves learning about new trends, making them one's own through an approach to others, while the guidance of the more experienced in life provides guidelines to enhance the capacity for reflection on life itself. This, in turn, facilitates the search for and sustainability of human values that contribute to a fulfilling existence, ultimately forming stronger individuals for a better society.

These matters will be discussed in the context of contemporary times, drawing from the theoretical concept of hyperculture by Byung-Chul Han. The presentation will be based on the analysis of various texts by philosophers Carlos Llano and Miguel Ángel Martí García, as well as the insights of Dr. Marveya Villalobos, a doctor in Educational Sciences.

The crux of the matter is to redefine communication as an opportunity, making effective message transmission possible and thus proposing a connection among individuals of any generation. Contributing through education, via communication, each person's valuable contribution to the world.

Marquita Smith

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Black Voices: HBCU Radio Station Trends and Digital Community Engagement

Many of the radio stations involved in the HBCU (Historically Black College and University) Radio Preservation Project date back more than a half-century and pre-date the digital explosion. The rise of the internet and social media platforms such as Facebook, Twitter, Instagram and TikTok as well as mobile streaming and podcasting have been game changers in the audio world in the 21st century, but there's little research about how digital/social media tools have impacted community engagement at HBCU radio stations. This study seeks to explore how more than 20 radio stations, the majority, involved in the first wave of the HBCU Radio Preservation Project are engaging with their communities in digital spaces in the 21st century. Findings suggest that most of the stations have a web streaming presence, but results are mixed in building social media work experiences for students. Nearly half of the stations have some affiliation with National Public Radio. Several radio stations have some community engagement initiatives that often focus on festivals, food giveaways or healthcare issues. Black colleges, community radio, digital/social media engagement. According to Nielson (2022), radio continues to reach a significant portion of the Black community, 91% percent of the Black population in a month. In fact, Black listeners spend more time with radio than any other group – 20 minutes longer than the average of the total population. This study is significant because radio is the mass media form with the widest audience in the world, according to UNESCO (2023). Yet, there is a gap in the literature about the impact of digital/social media on community engagement at radio stations, particularly for those operated by HBCUs and serving largely Black audiences in the United States.

Yingbo Tian

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From the Imagination of Cultural Politics of Emotion to a Community of Sentiment - Take the Example of Mainland Chinese Students Migrating from Mainland China to Taiwan to Listen to Taiwan Music

Appadurai (2009) explored the "work of the imagination" based on media and migration. Around 2000, Mainland Chinese students listened to Taiwan music through broadcast, tapes, TV and so on. They imagine what Taiwan is like through the text, music mv, song lyric, dramas, etc. Mainland China and Taiwan has different politics' imagination, Taiwanese could arrive China at any time, but Mainland Chinese could not go to Taiwan easily. In 2011, Taiwan released the Measures for People from Mainland China to Study in Taiwan at the Post-Secondary Level or Above, Mainland Chinese students could study to Taiwan for a period of time.

Sara Ahmed (2004) explored "how emotions work to shape the 'surfaces' of individual and collective bodies". Mainland Chinese students are independent individuals in different area in China, but when they become Mainland Chinese students in Taiwan who assembling a migrating student body. Today's global ethnoscares' conflict is the globalization of native sentiment (Appadurai, 2009), Mainland Chinese students recognize Taiwan as a member of our family and a part of China. But when they migrated to Taiwan, they saw a different social picture distinguished from they imagined.

I reviewed the current research about Mainland Chinese students, contained on the policy in the study of Mainland Chinese students, e.g. (Wang Qiu-shu, 2010; Hsu Hsiu-li, 2011; Lin Ming-chao, 2017); studies related to learning, e.g. (Su Yi-ching, 2015; Yuan Lin 2018); life adaptation studies, e.g. (Wang Juan, 2014; Zhao Yiming, 2018); political and identity-related studies, e.g. (Zhang Yujia, 2014; Shi Zhiyu, 2022); studies on news media coverage of Mainlanders, e.g. (Yang, Yunqiao, 2013); studies on media use by Mainlanders, e.g. (Huang, Yannan, and Su, Heng, 2019); research on cross-cultural communication and cultural adaptation, e.g. (Hu, Shaojia, 2012). There is one music study on Mainland Chinese students with Taiwan Modern Ballads, in which Ai Ke (2021) conducted feelings between politics of emotions in listening experience. However, there is no study combine Taiwan music with imagination, emotion and sentiment, so this study is an innovation.

The research focuses on the Mainland Chinese students who move through study opportunities from Mainland China (their provinces limits in Beijing, Shanghai, Jiangsu, Zhejiang, Guangzhou, Shenzhen, Hubei and Liaoning) to Taiwan. I selected 10 Mainland Chinese students who often listen Taiwan music regard music as a media which can communicate, exchange, discuss and share.

This study plans to conduct in-depth interviews and Ellingson's (2017) embodied qualitative research. The project interviews Mainland Chinese students about their musical imaginings about Taiwan in Mainland China and musical practices in Taiwan, and considers the cultural politics of the emotions conveyed by music, as well as reflections on the individual and the Mainland Chinese students as a group.

The expected results of this study are Mainland Chinese students combine imagination before coming to Taiwan and music listening practice in Taiwan which help them gain a deeper understanding of Taiwan's society, and to gather together with the emotion conveyed by the mainland student community through music. Mainland Chinese students constituted the "*community of sentiment*" (Appadurai 1990) through Taiwan music, a group that begins to imagine and feel Mainland China and Taiwan together.

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Adolescents and Sport: Stereotypes and Relational Effects

The practice of extracurricular sports in Italy today is a significant factor in social integration. However, the increasing shift of adolescent interaction to virtual platforms exacerbates issues of social exclusion and withdrawal, contributing to widespread psychological distress among youth. Therefore, sports serve as a protective factor against social isolation. Despite this, sports education still lacks a clear emphasis on promoting positive social values. Indeed, adolescents engaged in extracurricular sports often exhibit greater adherence to social stereotypes, including those related to gender, compared to their sedentary peers. Through an analysis of data from two large national surveys, this report aims to illustrate the evolution of participation in extracurricular sports in Italy from 2019 to 2022, along with its associated effects on social interaction.

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Machine Learning in Sport's Data

NOT AVAILABLE

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Wired and Tired: Exploring the Intersection of Technological Advancement and Social Exhaustion

In the modern epoch, characterized by unprecedented technological advancement, a paradoxical scenario has emerged. While technology promises efficiency, connectivity, and ease, it paradoxically engenders a state of collective exhaustion, a phenomenon that I term "Wired and Tired." This paper aims to explore this intersection, analyzing how the proliferation of digital technologies has contributed to societal fatigue, both in a physical and existential sense.

The first part of this exploration delves into the concept of societal exhaustion as a symptom of the digital age. Drawing on the philosophical insights of Byung-Chul Han in "The Burnout Society," along with sociological theories, the paper examines how the omnipresence of technology leads to a state of hyperarousal, constant connectivity, and the erosion of boundaries between work and personal life. This condition is not merely a byproduct of increased workload but is intricately linked to the nature of digital technology itself, which demands continual attention and engagement.

Moving beyond the physical manifestations of exhaustion, this analysis also considers the existential dimension. The paper draws on the works of existential philosophers, including Søren Kierkegaard and Martin Heidegger, to argue that technology, while purporting to bring individuals closer, often leads to a form of existential alienation. This paradox is exemplified in the realm of social media, where virtual interactions frequently replace genuine human connections, leading to a sense of loneliness and isolation in the midst of digital crowds.

The discourse then shifts to the implications of this societal fatigue on communication practices. In a world dominated by rapid digital communication, the quality and depth of human interactions are often compromised. The paper explores how the brevity and immediacy of digital communication foster a culture of surface-level engagement, diminishing the capacity for deep, reflective conversations, which are essential for meaningful human connection and understanding.

Furthermore, the paper examines how this pervasive exhaustion affects individual's cognitive abilities and emotional wellbeing, influencing the way they perceive, interpret, and engage with the world around them. It posits that the constant state of fatigue leads to a

diminished capacity for critical thinking and empathy, crucial components of effective communication and philosophical discourse.

In conclusion, "Wired and Tired" proposes that the intersection of technological advancement and societal exhaustion presents a significant challenge to the contemporary human condition. It calls for a reevaluation of our relationship with technology, advocating for a more balanced approach that recognizes the limitations of digital interaction and the need for restorative practices. This paper aims not only to shed light on the issue but also to stimulate a broader conversation on developing more sustainable and humane ways of integrating technology into our lives.

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&

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Organization Committees for Olympic Games - The Evolution of IOC-Mandated Directors

Organizing Committees for Olympic Games (OCOG) are responsible for planning, organizing, financing, and staging the Games. As part of the Host City Contract, the International Olympic Committee (IOC) mandates representation from certain stakeholder organizations on the OCOG board. The aim of this study is to examine the growth of IOC-mandated directors on the OCOG boards between 1992 and 2032.

To generate the data, we reviewed the clauses describing IOC-mandated stakeholders within 17 of the 20 Host City Contracts for each Summer and Winter Olympic Games since Albertville 1992. IOC mandated directors were not detailed in the contracts until Albertville 1992. No data could be sourced for the 2002, 2006, and 2018 Winter Olympics.

Across these 17 OCOGs, the review identified nine different organizations with a mandated director: Host Country IOC member (or members), Host Country International Paralympic Committee (IPC) Governing Board members, Host Country National Olympic Committee (NOC) President, Host Country NOC Secretary-General, Host Country National Paralympic Committee President, Olympians, Paralympians, Host-City Government, and Provincial (i.e., state) Government. Only three of these organizations were consistent across all OCOGs: Host Country IOC member (or members), Host Country NOC President, Host Country NOC Secretary-General. Host city representation was not mandated for Atlanta 1996 but has been mandated ever since. Brisbane 2032 was the first time that the IOC mandated that the Host Country IPC Governing Board members, Host Country NOC President, a Paralympian, and Provincial Government were OCOG directors. In recent years, there was considerable evolution in terms of athlete representation since it first mandated for Beijing 2008. Since 2024, the IOC has mandated an OCOG board to have at least one recent, host country Olympian. Previously, for Tokyo 2020, the requirement was for only one recent, host country Olympian. For Rio 2016, the requirement was for a recent Olympian, either summer or winter, and for London 2012, an athlete who was either

a summer or winter Olympian from the previous Olympics. The analysis also revealed that the IOC provided no gender mandates until Brisbane 2032.

To summarize, the number of IOC-mandated directors on OCOG boards has increased. This underpins a commensurate increase in board size to the extent that OCOG boards are inconsistent with best practice corporate governance guidelines.

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The Role of Leadership Competence in Enhancing Sport Performance Outcomes

This research makes a new case for leadership development through sport by exploring the role that leadership competence plays not only in terms of human and social development, but also in terms of concrete athletic performance outcomes. We reviewed the experience of 12 women rowers who reached their peak performance winning 4 gold medals in the 1992 Olympics. Interviews were also conducted with other members of the training group not selected to the team, mentors, coaches, manager and the high performance director. The case study, based on interviews, group discussions, and participant observation, reviewed their development from 1988 to 1992 and identified leadership development focused values, structures, processes and environments as integral to their performance. Our research builds on Tuckman's model of group development in emphasizing phases of forming, norming, "learning", performing, and "transitioning", where learning is an interactive process facilitated by the formal leader and team members, and transitioning is illustrated in how athletes shifted from peak performance in the sport to productive involvement in other roles in life. A non hierarchical model of leadership emerged which finds egalitarian values leading and shaping the environment and fostering non hierarchical athlete behaviours which serve to recursively build the egalitarian culture. The research queries whether a non hierarchical leadership model can be designed independent of coach morality.

We believe our leadership development through sport model can inform leadership development training for sport participants using theories and principles of organizational, adult, team, and experiential learning. We imagine our model integrating effectively and productively with the existing Long Term Athlete Development Model (LTAD) in Canada by offering a Leadership Development dimension to athlete development that complements the physical, mental, and life skills dimensions and similarly supports sport performance as well as post sport performance outcomes such as career success and community impact. We envision a leadership through sport facilitator assisting coaches, sport organization managers, directors and CEOs, officials, sport scientists, athletes, parents and educators, with clear processes for collaboratively summoning and articulating guiding assumptions, beliefs and values, designing structures, processes, and practice to reflect these guiding

elements, and creating metrics and evaluation strategies against which leadership and performance outcomes are measured.

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RRG in Commercial Institutional Discourses

As a burgeoning field of linguistics studies, cognitive linguistics has been witnessed with increasing popularity and prosperity among scholars of applied linguistics, which emerges and takes shape in the 1970s with great efforts made by researchers who committed to examining the relationship between language and mind. As a sub-division in cognitive linguistics, Role and Reference Grammar (RRG) concerned with the interrelations of occurrences and combinations together with the semantic and pragmatic combinatory relations, which all rest on the exploration of human cognitive activities and language production at the syntactical level. In this present study, the author collected discourses from the websites of four institutions (leading pharmaceutical companies, two from China and two from the US) to conduct a cross-cultural study from the perspective of a combinational framework regarding “functional-cognitive interface”, which incorporated analytical rules from the RRG and cognitive reasoning, so as to reveal the complex and dynamic relationship between semantics and syntax through the keyhole of action verbs in discourses. By interpreting the similarities and differences in the language used by these companies from a grammatical perspective, which activated various cognitive processes and discourse functions, the author would like to unveil the vitality of an empirical cognitive syntactical study of commercial institutional discourses, and thus enrich the diversity of cognitive linguistic studies in professional communication fields. Meanwhile, the author deems that such a cognitive study could endow practical meanings and implications to project the existence of cultural universalities and linguistic variations, providing sound evidences people need in determining the nature and specific organization of linguistic systems in business communication contexts.

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