

10: Topics and challenges in sport journalism and society (1)

Sport Journalism
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Themes and topics

- Results and reports: 30.9%
 - Previews: 18.3%
 - Other performance/sporting aspects: 28.5%
- 77.7%

Topic	%	Topic	%
Financing – private sector	3.0	Sp. integration/discrimination	0.7
Financing – public sector	0.4	Ecology/environmental iss.	0.1
Doping and anti-doping	1.0	Gender issues in sport	0.2
Betting and bookmaking	0.8	Sports politics	2.8
Local comm., amateur sports	1.3	Media aspects of sport	0.9
Children's and youth sports	1.0	Spectators and fan culture	1.8
Sports for elderly and seniors	0.1	Sport and technology	0.4
Health-related aspects of sp.	0.5	Mega-events	0.5
		Other	6.5

Source: Horky and Nieland, 2013

“Big stories,” “hard news”

- Examples of “hard news” stories?
 - Politics, economy, crime

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“Hard news” in sports

- Doping/performance-enhancing drugs use
- Match-fixing

- Mega-events and their consequences
- Bribery and corruption

...Why they matter, how they can be dealt with

Doping (PED)

- “Doping” = “breach of [World Anti-Doping Code](#)”
 - **Presence** of a prohibited substance or its metabolites (in one’s body)
 - **Possession** of a prohibited substance
 - (Attempted) use of a prohibited **substance** or **method**
 - Evading, refusing, failing to submit to sample collection
 - **Whereabouts failures**: missing three tests within 12 months
 - (Attempted) tampering with doping control

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Doping

- **Complicity**: assisting, encouraging, aiding, covering up or any other type of intentional complicity involving an (attempted) ADRV
- **Prohibited Association**: associating with a person (coach, doctor) who has been found guilty of a criminal or disciplinary offence equivalent to a doping violation

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Doping

- List of prohibited substances is updated annually
- Prohibited **at all times** (in- and out-of-c.)
 - Substances and methods (manipulation of blood; chemical and physical manipul.; gene and cell doping)
- Prohibited **in competition**
 - Stimulants, narcotics, cannabinoids, glucocorticoids
- Prohibited **in particular sports**
- Potential for “minor” infractions (alcohol, smoke)

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Doping

- Why do athletes resort to doping?
 - Prize money
 - Sponsorships
 - Prestige that comes with being *first*
 - *Mass media* pressure
 - ...

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Selected issues

- Athletes' rights
 - [Athlete biological passport](#) monitors blood and hormone levels: invasion of privacy?
 - Declare whereabouts (1h/day), update movement in ADAMS
- German investigative journalism and Alberto Contador ([1](#), [2](#))
 - UCI protects, promotes their sport
- PED often trafficked through same (criminal) channels as drugs, people (crime = crime = ...)

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Match-fixing

- Doping is cheating to *win*; fixing is cheating to *lose*. Different motive!
- **Major** problem in football for (at least) 15 years. All levels:
 - Ghana threw 2006 WC 2r game against Brazil, 3-0
 - 2009 CL, Debrecen loses to Liverpool
 - Youth tournaments (2008 Tivoli Cup)

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Match-fixing

- Between 2011-2013:
 - At least 360 official games in European competitions
 - At least 300 official games in Asia, South America, Africa (at least 150 NT games)
- Jia-A League: Shanghai Shenhua stripped of 2003 title ([Guardian, 2013](#))
- Continues in Chinese Super League? ([Economist, 2011](#))
 - Allegedly, more than half of the games were fixed

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How to fix a football match?

- Which (type of) game?

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	T	Z	N	P	T
Maribor	35	20	10	5	70
Olimpija	35	16	9	10	57
Gorica	35	15	12	8	57
Domžale	35	16	8	11	56
Celje	35	14	10	11	52
Koper	35	12	14	9	50
Rudar	35	10	10	15	40
Krško	35	8	15	12	39
Aluminij	35	9	11	15	38
Radomlje	35	1	9	25	12

- Top 3 qualify for int'l competition, last team is demoted.
Odds (1-X-2).

1. Maribor vs. Celje
– 1.3 ... 2.2 ... 3.2
2. Radomlje vs. Olimpija
– 7.0 ... 4.2 ... 1.2
3. Gorica vs. Domzale
– 1.5 ... 2.3 ... 1.8

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How to fix a football match?

- Which (type of) game?
- Who to corrupt? (Min. three...GK & def...)
- What to request? (Goal spread has better odds!)
- How to recognize a fixed match?
 - Three-goal difference, goals early on (first within 15', often all within 45)

Issues with match-fixing

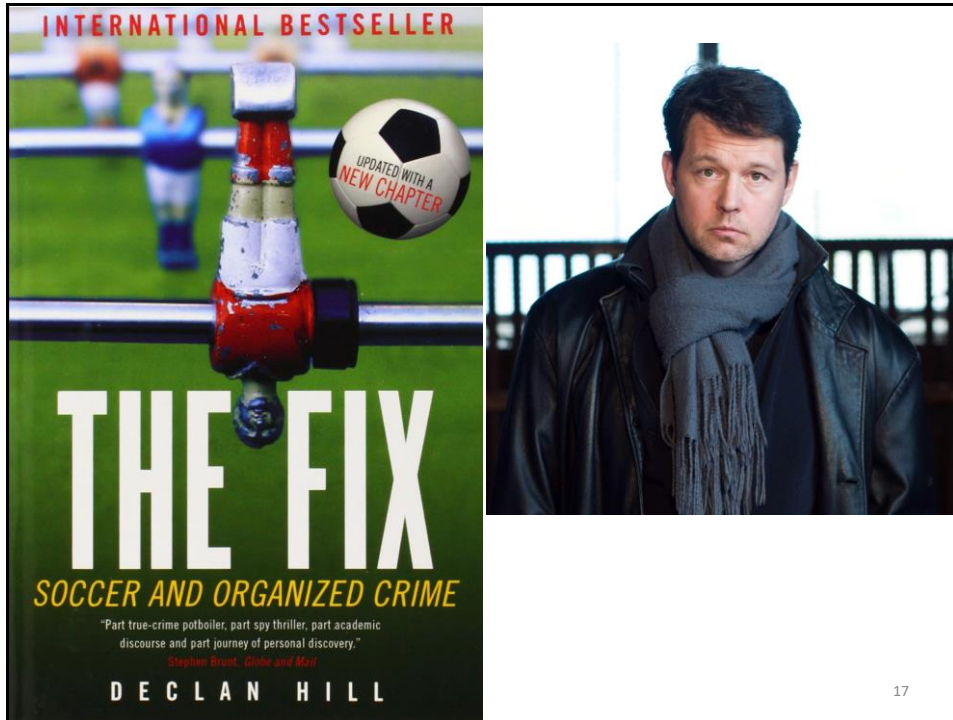
- People don't throw "one" game
 - Pickpockets don't steal "one" wallet, students don't cheat on "one" exam
- Common misconception: great upsets are fixed
 - In fact, most often fixed are expected results: matter of knowing (betting on) exact score or spread ahead of time
 - Frequent: "3 ball" (higher odds)

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Match-fixing

- Risk factors:
 - Low, irregular pay
 - Age: young athletes want to prove themselves, veterans need to think of their future
 - Veterans: families to sustain, perhaps no savings, no education
 - Tradition/culture of fixing
 - Competitive imbalance, expected outcome
 - Stage in competition

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Review

- PED: Types of infractions; implications
- Match-fixing: How to fix a soccer match