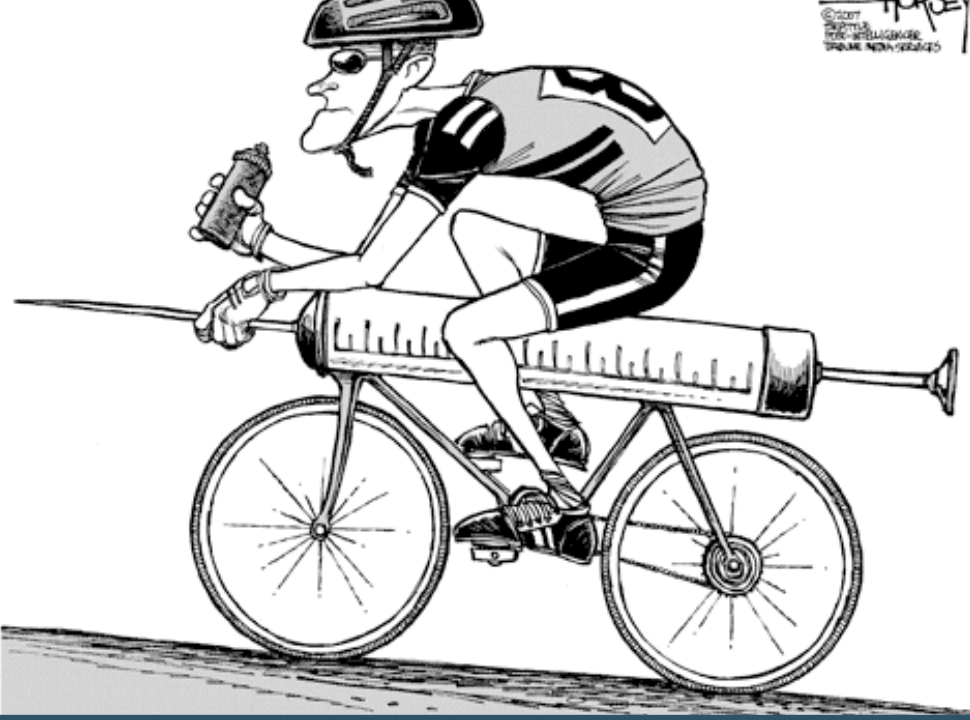




Explaining Elite Athletes' Corruption Behaviours: A Case Study of Doping and Match Fixing

Dr Stacie Gray



Introduction to Sport Corruption

- Sport Corruption = **“the deviation from public expectations that sport will be played and administered in an honest manner”** (Masters, 2015; 113)

- Doping and match fixing = significant integrity threats (Hoeven et al, 2020; Nowy and Breur, 2017; Engelberg et al, 2015)

Literature Review

Doping and Match Fixing:

- **Financial** (Hoeven et al, 2020; Lastra et al, 2018; Theodorou, 2017; Overbye et al, 2013; Kirby, 2011)
- **Social and cultural factors** (Tak et al, 2020; Kegelaers et al, 2018; Kirby, 2011; Lentillon-Kaester et al, 2012)

Doping

- **Career transitions** (Kegelaers et al, 2018; Petróczi and Aidman, 2008)
- **Performance enhancement** (Morente-Sánchez and Zabala, 2013)
- **Tipping points** (Mazanov et al, 2011)
- **The probability of detection** (Dilger et al, 2007)
- **Policy** (Kegelaers et al, 2018)
- **Psychological and social** (Kegelaers et al, 2018; Engelberg et al, 2015; Petróczi and Aidman, 2008)

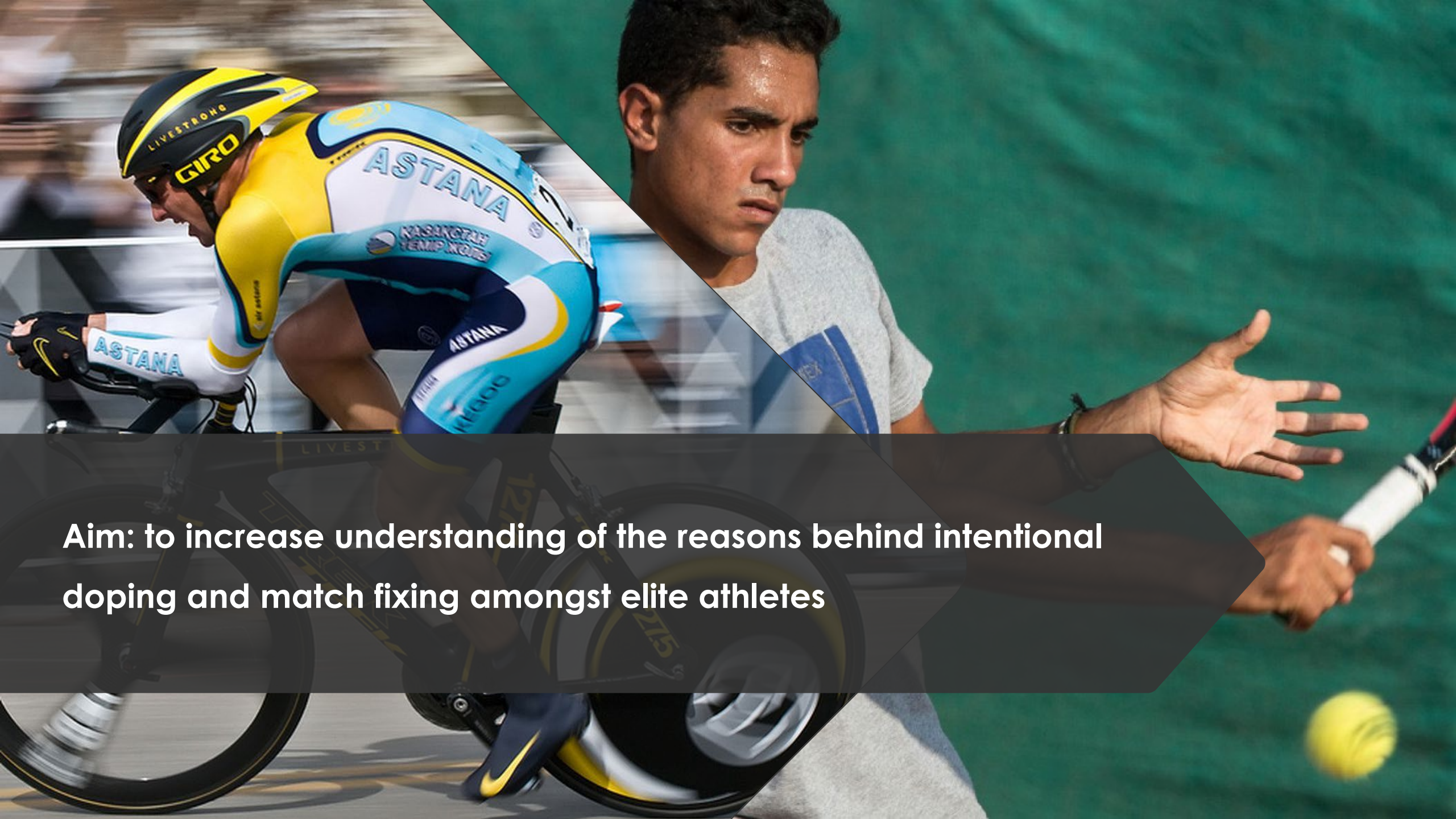
Match Fixing

- **Club's sporting interests and coercion** (Hoeven et al, 2020)



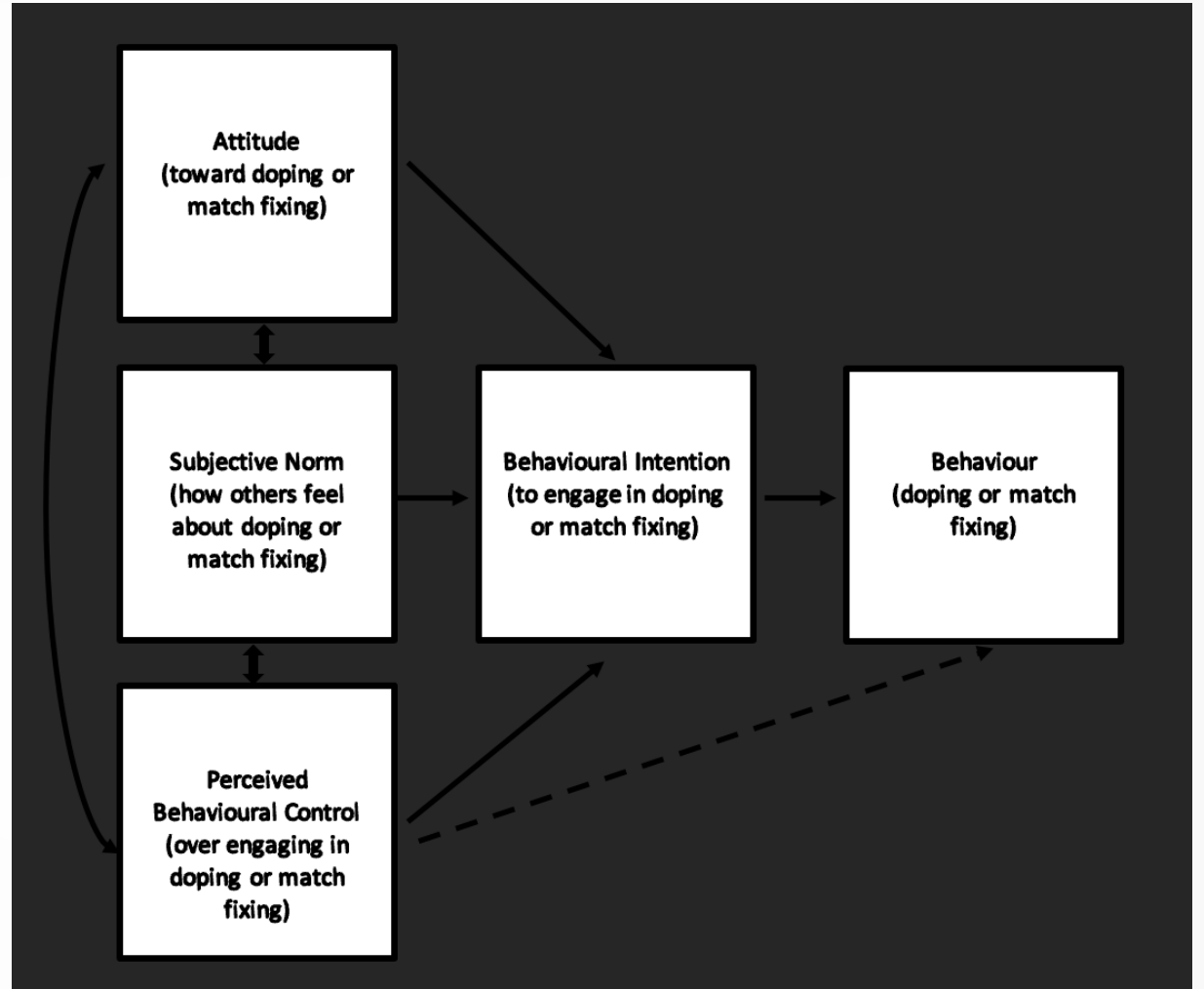
The Research Gap

- Understanding the factors that influence athletes' sport corruption behaviours is crucial to develop more effective strategies
- Elite vs recreational athletes' corruption motivations (Chester and Wojek, 2015)
- Limited micro level accounts of elite athlete corruption behaviours
- Quantitative approaches dominate (Hoeven et al, 2020; Blank et al, 2016)
- Current qualitative research limitations:
 - Difficult sample population due to illicit behaviour (Graycar, 2015)
 - Samples comprise non-users = hypothetical viewpoint
 - Amateur athletes
 - Elite level = small sample sizes, limited geographic area



Aim: to increase understanding of the reasons behind intentional doping and match fixing amongst elite athletes

The Theory of Planned Behaviour: A Qualitative Approach





Methodology

Qualitative paradigm

Consulted IF sanction lists

Searched elite (Swann's 2015 model) athlete names for admission statement (March – May)

Media interviews, athlete admission statements and testimonies

Athlete admission database

NVIVO and content analysis using TPB variable coding:
themes, subthemes and examples quotations

Doping: 34 elite level athletes (10 nations and 9 sports, 1999 - 2019)

Match fixing: 21 elite level athletes (15 nations and 7 sports, 2000 - 2019)

Analysis and Results (Example)

Theme	Sub themes	Examples of selected quotations
Perceived control over, and chances of, detection (8)	Time to remove drugs from system (4)	“I thought I would have plenty of time to get it out of my system” (<i>Tim Sylvia</i>)
	Ability to mask doping (3)	"There's many methods to get around it [returning a positive test]" (<i>Mia St John</i>)
	Infrequent testing (1)	“There wasn't much out-of-competition testing” (<i>Lance Armstrong</i>)

Table 5: Perceived behavioural control (doping)

Analysis and Results (Simplified)

	Doping Themes	Match Fixing Themes
Attitudes	Career (14) Improve physicality and health (11) Injury recovery (4) Financial (3)	Financial (10) Career (5)
Subjective Norms	Culture (13) Pressure from others (8)	Pressure from others (8) Culture (4)
Perceived control over, and chances of, detection	Time to remove drugs from system (4) Ability to mask doping (3) Infrequent testing (1)	N/A

Analysis and Results

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Doping

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Match Fixing

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Conclusion, Practical and Theoretical Implications

- ▶ Elite athlete doping and match fixing is a complex decision making process influenced by various factors
- ▶ Inform the design of preventative anti-corruption (specifically match fixing and doping) strategies within elite sport
 - ▶ Integrate multiple, rather than singular, preventative strategies
 - ▶ Corruption specific strategies
 - ▶ How effective are current strategies? = **future research**
- ▶ Appropriateness of TPB for match fixing?
 - ▶ **Future research**



Research Limitations

- Cases were limited to admissions that were available in English
- Multiple lingual teams = **future research**
- Truthfulness of accounts
- Cannot generalise to elites dopers and match fixers who haven't been caught

*The
End*

Thank you
Questions?

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