THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH

Abstract Book

19th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects

13-16 May 2019, Athens, Greece

Edited by
Gregory T. Papanikos

2019

Abstracts
19th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects

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TABLE OF CONTENTS
(In Alphabetical Order by Author's Family name)

Preface

This book includes the abstracts of all the papers presented at the *19th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects (13-16 May 2019),* organized by the Athens Institute for Education and Research (ATINER).

In total 32 papers were submitted by 35 presenters, coming from 20 different countries (Australia, Austria, Brazil, Canada, China, Côte d'Ivoire, Czech Republic, Finland, Hong Kong, Hungary, Indonesia, Iran, Israel, Kenya, Mozambique, Taiwan, Turkey, UAE, UK, and USA). The conference was organized into 10 sessions that included a variety of topic areas such as Sports Economics, Sports Psychology and Education, Sports Management, Soccer, Stress and Leisure, and other. 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.

The purpose of this abstract book is to provide members of ATINER and other academics around the world with a resource through which to 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 could meet to exchange ideas on their research and consider the future developments of their fields of study.

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 regularly meet to discuss the developments of their discipline and present their work. Since 1995, ATINER has organized more than 400 international conferences and has published nearly 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. Specific individuals are listed on the following page.

Gregory T. Papanikos
President

19th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects
13-16 May 2019, Athens, Greece

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 chairing the conference sessions and/or by reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Gregory T. Papanikos, President, ATINER.
3. Nicholas Pappas, Vice President of Academic Membership, ATINER & Professor of History, Sam Houston University, USA.
4. Maria Konstantaki, Head, Sport, Exercise, & Kinesiology Unit, ATINER & Senior Lecturer, Buckinghamshire New University, UK.
5. Chris Sakellariou, Head, Economics Unit, ATINER & Associate Professor of Economics, Nanyang Technological University, Singapore.
6. Yorgo Pasadeos, Director, Social Sciences Division, ATINER & Ex-Associate Dean, College of Communication & Information Sciences and Professor Emeritus, Department of Advertising and Public Relations, University of Alabama, USA.
7. Sharon Claire Bolton, Vice President of Research, ATINER & Professor, The Management School, University of Stirling, Scotland.
8. Cleopatra Veloutsou, Head, Marketing Unit, ATINER & Professor of Brand Management, University of Glasgow.
9. Valia Kasimati, Head, Tourism, Leisure & Recreation Unit, ATINER & Researcher, Department of Economic Analysis & Research, Central Bank of Greece, Greece.
10. Christos Anagnostopoulos, Co-editor, Athens Journal of Sports, Associate Professor, Molde University College, Norway & Associate Lecturer, University of Central Lancashire, Cyprus.
11. Seppo Suominen, Academic Member, ATINER & Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland.
12. George Pavlou, Academic Member, ATINER & Scientific Collaborator, European University Cyprus, Cyprus.
13. Li Yang, Associate Professor, Western Michigan University, USA.
14. Gustavo Paipe, Auxiliary Professor, Pedagogical University, Mozambique.
15. Nadim Nassif, Academic Member, ATINER & Assistant Professor, Department of Psychology, Education and Physical Education, Notre-Dame University, Lebanon.
16. Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic.
17. Chris Underation, Academic Member, ATINER & Associate Professor, Liberty University, USA.
18. Kristen Hark, Chair, Department of Strategic & Personal Communication; Associate Professor, Liberty University, USA.
19. Annette Madlock Gatison, Professor, Liberty University, USA.
20. António Vicente, Assistant Professor, Department of Sports Sciences, University of Beira Interior (UBI), Portugal.
21. Marco Di Domizio, Researcher, Faculty of Political Science, University of Teramo, Italy.

FINAL CONFERENCE PROGRAM
19th Annual International Conference on Sports: Economic, Management, Marketing & Social Aspects, 13-16 May 2019, Athens, Greece

Conference Venue: Titania Hotel, 52 Panepistimiou Street, 10678 Athens, Greece

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Monday 13 May 2019

08:00-08:30 Registration and Refreshments

08:30-09:00 (Room B – 10th Floor): Welcome and Opening Address

Gregory T. Papanikos, President, ATINER.

09:00-10:30 Session I (Room A – 10th Floor): Sports Economics

Chair: Gregory T. Papanikos, President, ATINER.

1. Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland. On the Number of Top Sport Teams in a Town.
2. Harry Davakos, Professor, The Citadel, USA, Stavros Triantafyllidis, Visiting Professor, The Citadel, USA, Kenneth Teed, Visiting Professor, The Citadel, USA & Nicholas Schlereth, Assistant Professor, Coastal Carolina University, USA. Economic and Other Impact of the 2018 Cooper River Bridge Run.
3. Beatrix Farago, Assistant Lecturer, Széchenyi István University, Hungary, Agnes Kovacs-Toth, Associate Professor, Széchenyi István University, Hungary, Csaba Konczos, Associate Professor, Széchenyi István University, Hungary, Zsofia Papai, Student, Széchenyi István University, Hungary & Zsolt Szakaly, Associate Professor, Széchenyi István University, Hungary. Regional Determination of Health Factors.

10:30-12:00 Session II (Room A – 10th Floor): Sports Psychology and Education

Chair: Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland.

1. Michael Bar-Eli, Nat Holman Chair in Sports Research / Sport Management Program, Ben-Gurion University of the Negev / The Wingate Academic College, Israel. Boosting Human Performance in Organizations: What Can Be Learned from Sports Psychology?
2. Tim Robinson, Assistant Professor, Saint Joseph's College, USA. Learning Styles of Sport Management Majors.
3. Pamela Buhere, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Policies and Management of PE in Schools in Kenya: A Review of Current Practices.

12:00-13:30 Session III (Room B – 10th Floor): Stress, Communication Apprehension and Educational Issues

Chair: Annette Madlock Gatison, Professor, Liberty University, USA.

1. Kathleen Crowley, Professor, The College of Saint Rose, USA. The Growing Need for Undergraduate Media Psychology Courses.
2. Nunna Venkata Prasad, Associate Professor, Abu Dhabi University, UAE, Maryam Amoke Folarin, Student, Abu Dhabi University, UAE & Muhammad Ali Shaukat

Sham, Associate Professor, Abu Dhabi University, UAE. A Case Study of Communication Apprehension (CA) among Undergraduate Students of Abu Dhabi University. (Monday)
3. <u>Lydia Fleming</u>, Researcher, MacEwan University, Canada, Shannon Delaney, Researcher, MacEwan University, Canada, Megan Strachan, Researcher, MacEwan University, Canada & Jasmine Roy, Researcher, MacEwan University, Canada. How Communication Technologies Influence University Students' Stress Levels.

13:30-14:30 Lunch

14:30-16:00 Session IV (Room B – 10th Floor): Sports, Leisure, Media and Communication

Chair: Li Yang, Associate Professor, Western Michigan University, USA.

1. Lisa Stansbie, Dean of the School of Art, Architecture and Design, Leeds Beckett University, UK. Fields of Vision: Arts and Sport Communities and Methods of Practice.
2. Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic. Creating a Tool that Helps Adults to Consider their Free Time.
3. <u>Bi Tizie Emmanuel Gala</u>, Senior Lecturer, Université Félix Houphouët-Boigny, Côte d'Ivoire & Roland Bini Koffi, Researcher, Université Félix Houphouët-Boigny, Côte d'Ivoire. Social Significations and Promotion of Dan's Traditional Games in Côte d'Ivoire.
4. Lydia Anyonje, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Mass Media and Disability Sports in Kenya: Upscaling Participation among Primary School Children.

16:00-18:00 Session V (Room B – 10th Floor): ATINER's 2019 Series of Academic Dialogues: Globalization of Fake News

Chairs: Gregory T. Papanikos, President, ATINER.

1. John Pavlik, Professor, Rutgers University, USA. Qatar and Quality Online Content: A Research Perspective on Fake News.
2. Lisa Stansbie, Dean, Leeds Beckett University, U.K. Social Media Fake News and the U.K. Brexit Referendum.
3. Gerald Steiner, Dean of the Faculty of Business and Globalization, Professor of Organizational Communication and Innovation, Chair, Department for Knowledge and Communication Management, Danube University Krems, Austria. Fake News – A Society Greedy for Extremes: Have we Lost our Moral?
4. John Mark King, Professor, American University of Sharjah, UAE. "How a Guerrilla Marketing Tactic for the Louvre Abu Dhabi Became Fake News about Religion in the Middle East".
5. Laura Trujillo Liñán, Professor/Researcher, University of Panamericana, Mexico. Fake News, Our New Reality.
6. Seppo Suominen, Senior Lecturer, Haaga-Helia University of Applied Sciences, Finland. "1932 Olympics in Los Angeles and the Case of Paavo Nurmi".
7. Chris Underation, Associate Professor, Liberty University, USA. The Globalization of Fake News: Relax, All is Well.

21:00-23:00 Greek Night and Dinner

Tuesday 14 May 2019

07:45-10:45 Session VI: An Educational Urban Walk in Modern and Ancient Athens

Group Discussion on Ancient and Modern Athens.
Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

11:00-13:00 Session VII (Room A – 10th Floor): Sports Management

Chair: Harry Davakos, Professor, The Citadel, USA.

1. Gustavo Paipe, Auxiliary Professor, Pedagogical University, Mozambique & Maria José Carvalho, Auxiliary Professor, University of Porto, Portugal. Sport Policies: Characterization of Sports Services and Human Resources in Municipalities of Mozambique.
2. Eko Noer Kristiyanto, Researcher, Ministry of Law and Human Right of Republic of Indonesia, Indonesia & Yusup Suparman, Government Official, Ministry of Youth and Sport of Republic of Indonesia, Indonesia. Role of the National Law in the Competition of Professional Football League in Indonesia: An Overview to Advancing Public Welfare.
3. Richard S. Bera, Chairman, Indonesia Professional Sports Agency, Indonesia & Eko Noer Kristiyanto, Head Division, Indonesia Professional Sports Agency, Indonesia. Urgency of the Establishment of Dispute Settlement Body between Football Clubs and Professional Football Players in order to Support National Economic Development.

13:00-14:30 Session VIII (Room B – 10th Floor): Historical Considerations and Social Issues

Chair: Donald Roberson, Associate Professor, Palacký University Olomouc, Czech Republic.

1. Li Yang, Associate Professor, Western Michigan University, USA. Heritage Tourism Development in Small Historic Towns: A Case of Daxu Ancient Town, China.
2. Francisca Selidonha Pereira da Silva, Professor, University of Vila Velha, Espírito Santo, Brazil & Herica Lene, Professor, Federal University of Recôncavo da Bahia, Brazil. Indiciary Paradigm as Methodology for Researches in Brazilian History of Communication.
3. Liyin Zhang, Lecturer, Wuhan University, China. The Renaissance in Middle Ages Europe: A Spiritual Inspiration for Urban Cultural Communication and Reconstruction in Contemporary China.
4. Sena Aydin, Research Assistant / PhD Candidate, Istanbul Commerce University, Turkey & Zeliha Hepkon, Professor, Istanbul Commerce University, Turkey. Mediating History: Television Serials and New Memory.

14:30-15:30 Lunch

15:30-17:30 Session IX (Room B – 10th Floor): Social and Technological Issues in Sports and Media

Chair: Gustavo Paipe, Auxiliary Professor, Pedagogical University, Mozambique.

1. Zhibin Lei, Acting Director, ASTRI, Hong Kong. Next Generation Blockchain Communication Network (BCN).

2. <u>Chao Chen (Caroline) Lin</u>, Professor, Graduate Institute of Journalism, National Taiwan University, Taiwan & Ying Chia (Louise) Hsu, PhD Student, Institute of Applied Arts, National Chiao Tung University, Taiwan. Convergence of Virtual Reality and Real Virtuality: The New Ethical Thinking on Immersive Journalism.
3. <u>Kristen Hark</u>, Chair, Department of Strategic & Personal Communication; Associate Professor, Liberty University, USA, <u>Garrett Hedrick</u>, Graduate Student Assistant, Liberty University, USA & <u>Caitlyn Richard</u>, Graduate Student Assistant, Liberty University, USA. Storybranding: The Power of Digital Stories for Corporate and Community Brand Voice.
4. Katharine Nohr, Attorney, Nohr Sports Risk Management, LLC, USA. Hot Topics in Sport Risk Management: The Future of Sport in a World with Global Warming, Active Shooters, Cyber Attacks, Drone Risks and Robotics.
5. <u>Loghman Keshavarz</u>, Faculty Member, PNU University, Iran, Masoumeh Bahmanzadeh, MA Student, Kharazmi University, Iran & Mohammad Mahdi Keshavarz, Student, PNU University, Iran. Factor Analysis of Affecting the Readiness of Managers to Deal with Terrorist Group Attacks in Sporting Events on Middle East: Case Study in Iran.
6. Rong Han, PhD Candidate / Lecturer, Macquarie University / Northwestern Polytechnical University, Australia / China. Artificial Intelligence and Chinese Soft Power: Comparing Chinese & US Media Responses to China's AI Strategy.

17:30-19:00 Session X (Room B – 10th Floor): Special Topics in Sports and Media
Chair: George Pavlou, Scientific Collaborator, European University Cyprus, Cyprus.

1. <u>Gerald Steiner</u>, Dean of the School of Business and Globalization, Danube University Krems, Austria & <u>Kay Muehlmann</u>, Researcher, Danube University Krems, Austria. Transdiciplinarity as 21st Century Approach for Communication & Mass Media.
2. David Garfinkle, Contract Instructor, MacEwan University, Canada. Embodied Semiotics in Science Fiction Studies.
3. <u>Georgios Andronikos</u>, Teaching Associate, Edinburgh Napier University, UK, Tony Westbury, Associate Professor, Edinburgh Napier University, UK & Russell Martindale, Associate Professor, Edinburgh Napier University, UK. Unsuccessful Transitions: Understanding Dropout from the Athletes' Perspective. (SPOPOL)
4. Joana Peregrino, Master Student, Federal University of Rio de Janeiro, Brazil. Accessibility for the Hearing and Visually Impaired in Brazilian Audio-visual Content Production.
5. <u>Peter Bukhala</u>, Senior Lecturer, Masinde Muliro University of Science and Technology, Kenya & Isah K. Wabuyabo, Lecturer, Masinde Muliro University of Science and Technology, Kenya. Emergence and Development of Middle and Long Distance Running Athletics Culture in Kenya.
6. <u>Ildiko Balatoni</u>, Director, Clinical Center, University of Debrecen, Hungary, Henrietta Varga Szepne, University of Debrecen, Hungary & Laszlo Csernoch, University of Debrecen, Hungary. Free Time Activities of High School Students: Sports or Video Games?

20:00- 21:30 Dinner

Wednesday 15 May 2019 **Mycenae and Island of Poros Visit** **Educational Island Tour**
Thursday 16 May 2019 **Delphi Visit**
Friday 17 May 2019 **Ancient Corinth and Cape Sounion**

Georgios Andronikos
Teaching Associate, Edinburgh Napier University, UK
Tony Westbury
Associate Professor, Edinburgh Napier University, UK
&
Russell Martindale
Associate Professor, Edinburgh Napier University, UK

Unsuccessful Transitions: Understanding Dropout from the Athletes' Perspective

Limited studies have investigated the developmental and transition experiences of athletes who did not 'make it' to elite level. To breach that gap this study investigated the individual, environmental characteristics and developmental experiences of athletes who did not manage to negotiate successfully the transition from junior elite to senior elite level. A qualitative methodology was followed and six athletes who did not manage to progress or maintain at elite senior level despite being elite junior athletes were interviewed. Inductive analysis of the data showed that those athletes were specialized early and in some cases, it was not their personal choice to start the sport they were participating in. Thus, potentially there is a link between early experiences and progression in sport; however, this needs to be further examined to allow us to draw safe conclusions. Results showed that withdrawal from sport is attributed to a combination of factors rather than a specific element. Amongst those factors were the following: poor communication, inappropriate support, balancing a dual career without support or with excessive pressure and a win focus environment during the development stage, which can increase the risk of athletes dropping out.

Lydia Anyonje
Lecturer, Masinde Muliro University of Science and Technology, Kenya

Mass Media and Disability Sports in Kenya: Upscaling Participation among Primary School Children

Kenya is one of the world's leading producers of accomplished sportsmen and women. While the mass media has given publicity to sports, it has been silent on disability. Disability sports are not visible especially in primary schools, yet these are the harvesting grounds of talented sports people for clubs. Media stories involving talent from primary school in disability games are non-existent. Sports segments in mainstream media rarely focus on disability sports in primary schools and where they have done, the spotlight has been on famous politicians gracing the events. The media has not highlighted the plight of learners with special needs in primary schools who have remained cut-off, unable to access competitive tournaments. Further, there is limited information about which games and tournaments such learners participate, and whether they are covered by the media. In addition, it is impossible to purchase and install equipment for disability sports without sponsors who are only effectively accessed through media publicity. This study seeks to determine the strategies for enhancing media publicity of disability sports for health and increased participation of learners living with disabilities. The findings of the study are expected to transform school games management system in Kenya as well as sports reporting in the media sector.

Sena Aydin
Research Assistant / PhD Candidate, Istanbul Commerce University, Turkey
&
Zeliha Hepkon
Professor, Istanbul Commerce University, Turkey

Mediating History:
Television Serials and New Memory

This study will discuss the transformation of collective memory built through myths and rituals, into a structure mediated through media in the process of development of capitalism in traditional societies. The structure of memory, which confirms and makes sense of today, necessitates the consideration of the collective memory, in particular with its concepts of past, history, forgetting and remembering, as well as its relationship with power.

The relationship with the past is also of great importance for the establishment and maintenance of the legitimacy of the power. The modern state provides this legitimacy by means of the rationalization it produces through differentiated institutions and the collective identities it has invented. Media plays one of the most important roles among these institutions. The aim of this study is to explain how the historical television serials construct new memory by analyzing Turkish historical serial, "Payitaht Abdülhamid".

Ildiko Balatoni
Director, Clinical Center, University of Debrecen, Hungary
Henrietta Varga Szepne
University of Debrecen, Hungary
&
Laszlo Csernoch
University of Debrecen, Hungary

Free Time Activities of High School Students: Sports or Video Games?

Introduction

Data from various national and international surveys show that people in developed countries do not perform enough physical activity, even though it is an essential part of a healthy lifestyle. Young people spend most of their free time watching TV, using IT-tools, including computer games.

In recent years, video-game (i.e. e-sports) team competitions have become more and more popular in Hungary, with countless spectators and mass events that further promote this new sport. We were thus interested in what role do sports and video games play in the free time of high school students, and how the time spent on them is gender specific.

Materials and Methods

The survey was conducted in spring 2018 in Debrecen, among high school students. The completed questionnaires were processed with the EvaSys software. The first portion of our questions – beyond socio-demographic data – concerned the respective individual's sporting habits, after which the individual was asked about their computer games-related behavior, including the time spent on computer games, the platform of the game, the most popular games, and any plans for competing. While analyzing the data, the proportion of time spent on physical activity and video games was also examined and the scope extended to explore the differences between age groups and genders as well. The definition of sports in this context was at least 30 minutes of continuous physical activity outside of school physical education.

Results

The questionnaire was filled in by 563 students, their average age was 15.9±1.4 years, 59.6% of them were girls, 40.4% were boys. Respondents reported to have approximately 3 hours of free time on weekdays and 6.5

hours on weekends. Boys reported having half an hour more free time. 91.6% of the students do sports regularly, with no difference ($p > 0.9$) between the genders. Respondents have identified study load, fatigue, and lack of time as the main reasons for not doing sports.

Nearly 90% of boys play computer games on a regular basis, unlike girls, of whom more than 75% choose a different form of spending their free time. 59.8% of the players either use their computer and/or their phones for this purpose.

Students thus spend almost half of their free time both on weekdays and weekends playing computer games.

Conclusion

With the spread of the internet, computer games have become one of the most important factors in spending free time. This is even more so in the case of younger generations. However, in order to become an adult leading a healthy lifestyle, habits that affect health are to be established at a young age. Therefore, it is important that sports become a part of their everyday lives. In Hungary, the compulsory system of daily physical education in primary and secondary schools contributes greatly to this purpose, but the passion for and the enjoyment of physical activity is also important. At the same time, we need to be aware of the needs and interests of our children in order to influence their way of life in a positive way.

Michael Bar-Eli

Nat Holman Chair in Sports Research / Sport Management Program, Ben-Gurion University of the Negev / The Wingate Academic College, Israel

Boosting Human Performance in Organizations: What Can Be Learned from Sports Psychology?

Performance enhancement is a major goal of sports organizations. To boost human performance, the complex behavioral science of getting ahead has to be broken down into its determinants. In this presentation, I will discuss some of the most important psychological underpinnings of human behavior, and how we can harness them in order to perform at our highest levels and to succeed in sports and other organizational settings.

To excel in any achievement situation, it is critical to develop psychological skills, which, just like physical abilities, can be taught, learned, and practiced. Both as individuals and as groups, people can refine their psychological skills and use them to heighten awareness, foster talent, and achieve peak performance. Individual skills include the regulation of arousal, motivation and goal setting, self-confidence, decision-making, and creativity, whereas working in teams requires appropriate group cohesion and effective leadership.

To thrive and boost performance in any competitive environment, these components of mental preparedness and psychological awareness are mandatory. I will illustrate some of the lessons to be learned from sports psychology and apply them to other settings as well, in order to better support, inspire, and manage elite performers in any domain of their lives.

Richard S. Bera
Chairman, Indonesia Professional Sports Agency, Indonesia
&
Eko Noer Kristiyanto
Head Division, Indonesia Professional Sports Agency, Indonesia

Urgency of the Establishment of Dispute Settlement Body between Football Clubs and Professional Football Players in Order to Support National Economic Development

Economic development is an important part of national development, economic development is closely related to the goals of the state stated in the constitution, namely promoting public welfare. The 1945 Constitution of the Republic of Indonesia is also called an economic constitution, one of its most important characteristics as an economic constitution is that the 1945 Constitution contains the idea of a welfare state. The main objective of the Indonesian state contained in the Republic of Indonesia's 1945 Constitution is to advance public welfare. The state is obliged to promote public welfare (promoting public welfare) and maximizing social welfare (to maximize social welfare). The state has the function of creating sufficient terms and conditions and infrastructure to obtain its welfare. The government was formed not to create public welfare, but to promote public welfare. Public welfare is something that continues to be pursued continuously in the context of the development of the times, the parameters also involve many aspects but certainly the most important is the economic aspect.

In the context of the welfare state, the state is obliged to guarantee the availability of access to welfare for its citizens, the state's efforts to realize general welfare are carried out covering various fields of life in broad perspectives and dimensions, including guaranteeing activities that stimulate the economy of society, including is a professional sports activity, sport in the global context is increasingly modern and penetrated the industrial and economic sectors, as well as being a means of advancing general welfare through income distribution and economic determination from various walks of life through various sectors.

The sports industry is an industry with great potential to mobilize the economic behavior of the community collectively. Thus the sports industry has the potential to be a sector that can have a significant impact on poverty alleviation and overcoming unemployment. The sports industry needs to be moved and supported through a series of systematic policies from central and regional governments, communities, and investors.

Professional football competition as a competition involving the most popular sports in the entire world contributes and has enormous

opportunities for the promotion of public welfare. Professional football competitions create enormous employment opportunities for football players, football managers, football businessmen, culinary entrepreneurs, convection entrepreneurs, transportation entrepreneurs, media entrepreneurs, hotel entrepreneurs, infrastructure entrepreneurs, and other economic actors. There are more than 270 million people in the world active in football, including football players and devices. Of the 85 million players active in Asian football, there are around 7,094,000 players in Indonesia.

But it turned out that the positive impact on the implementation of football in Indonesia was not matched by instruments and institutions to resolve conflicts and disputes among the football players themselves. Even though this is important to guarantee legal certainty and protect human rights for football players, especially football players. It is true that the Republic of Indonesia has its own judicial system and judiciary under the Supreme Court. But the FIFA statute states that all kinds of conflicts and disputes of stakeholders should not be brought to the state court. The Indonesian Football Federation as the highest football authority in Indonesia must guarantee that this is carried out if it does not want to be punished by FIFA, because FIFA does not want state intervention in the problems faced by its members. But on the other hand PSSI (Indonesian Football Association) as a federation apparently did not provide a solution to the problems and disputes that occurred especially between players and clubs. It is common for football clubs in Indonesia not to fulfill the rights of players, especially regarding salary payments. When it comes to suing the club, players are often confused because of the absence of a clear judicial institution. This problem actually happened abroad. It's just that in countries where football is progressing, problems can often be resolved because there are clear dispute resolution institutions.

In the context of national economic development. The formation of the NDRC (National Dispute Resolution Chamber) as a special institution that handles dispute resolution between professional football players and professional football clubs is urgent to be realized. This is important as an effort to uphold the law and ensure legal certainty in this country which is pursued in various aspects including sports, especially football. This legal certainty will create a conducive situation for professional football competition in Indonesia which will eventually attract investors and business people. The economic impact of this professional football competition will support the promotion of public welfare which is the essence of national economic development.

Pamela Buhere
Lecturer, Masinde Muliro University of Science and Technology, Kenya

Policies and Management of PE in Schools in Kenya: A Review of Current Practices

Physical education is a mandatory subject in Kenyan schools. At secondary level, the subject has been allocated 40 minutes a week which is not enough for students to change into sports gear and engage into meaningful exercise. The government has availed the curriculum, resources and supervision. However, studies indicate that teachers are not willing to teach the subject due to their poor attitude. Instead the time allocated for the subject is used for syllabus coverage of other subjects that are examinable. In addition, there are very few teachers trained in the subject. Female teachers specifically trained in physical education are absent in many schools in Kenya. Female teachers perceive physical education as a male activity. Since the subject is not examined, many teachers feel it is a waste of their time. With time, the subject will become extinct and therefore the goal of physical education in schools may not be achieved. This study seeks to establish interventions that can aid policy implementation of Physical education to mitigate against the possible death of physical education lessons in Kenyan schools. The results of this study will aid in the implementation of physical education curricular in secondary schools in Kenya.

Peter Bukhala
Senior Lecturer, Masinde Muliro University of Science and Technology,
Kenya
&
Isah K. Wabuyabo
Lecturer, Masinde Muliro University of Science and Technology, Kenya

Emergence and Development of Middle and Long Distance Running Athletics Culture in Kenya

Kenyan runners began winning in championships as early as 1930s. For instance, in 1934 Kenyan runners participated in the first inter-territorial athletics competition organized in Kampala - Uganda (Bale and Sang, 1996). Kenya has participated in Olympics from 1964, World championship since 1983, Common Wealth Games since 1954 and All African Games from1965. Kenya has won medals in Olympics in middle and long distance events than any other country in the world. This includes winning every Olympics steeplechase event from 1968 to 2012 London Olympics. The Kenya men's' team has recorded the longest winning streak in international sporting history by scooping all IAAF World Cross Country Championship titles from 1986 to the year 2003 while 13 Out of the past 14 Boston marathons have been won by Kenyans. More remarkable is the fact that majority of the middle and long distance runners come from the Kalenjin tribe which constitutes 10% of the Kenyan total population. This athletics dominance of Kenyan middle and long distance runners has led to a series of studies seeking to explain this phenomenon. However many studies conducted have been pre-occupied with associating Kenyan middle and long distance running with pre-determined genetic superiority. The purpose of this paper is to explain from a historical perspective the emergence and development of Kenyan middle and long distance running athletics culture.

Kathleen Crowley
Professor, The College of Saint Rose, USA

The Growing Need for Undergraduate Media Psychology Courses

As people across the globe become increasingly enmeshed in technology, media consumption—and especially social media consumption—has grown dramatically (Smith & Anderson, 2018). Much has been written over the past two years about the outsize effect viral (and often "fake") social media posts exert on opinions, behaviors, and (most alarmingly) elections (Allcott & Gentzkow, 2017). These trends have created a compelling need for increased understanding of how constant media exposure affects human development, cognition, emotion, motivation, and behavior. As Rutledge (2010) notes: "We need media psychology because media technologies are proliferating at the speed of light with new toys and gadgets on the market every day. These technologies are introducing capabilities that are redefining the way we work, play, and communicate" (p. 3). In this paper, I outline the growing need for undergraduate courses in Media Psychology. I also discuss the content and some of the teaching methods and strategies used to introduce this subdiscipline of psychology to undergraduates and to engage them in a critical analysis of the media and their effects on children and adults. This paper will detail the course syllabi, assignments, resources, and recent empirical findings from researchers focused on this rapidly-growing area of psychology.

Harry Davakos
Professor, The Citadel, USA
&
Stavros Triantafyllidis
Professor, The Citadel, USA

Economic & Other Impacts of the 2018 Cooper River Bridge Run

Cooper River Bridge Run, a 10K Road Race that draws in excess of 40,000 participants, is a case of a community but also sport tourism event. While the primary reason for establishing the event was to enhance quality of life in the community, the growth of the race in participants, especially from outside of the Greater Charleston area, has also increased financial benefits for the area as well, and rents itself as an example of sport tourism. The paper examines the economic and other financial impacts of the Cooper River Bridge Run on the Charleston region (city of Charleston and surrounding towns). Although mega sport events (Olympics, Super Bowl, World Cup, etc.) have been given attention, little research in the past has been done and/or published on the impact that some popular but not highly advertised/promoted sports might have on a given community. Some of those events have been established and maintained not only for purposes of financial profits but because of health or social impact that provide to a community, as is the case with this event. Based on the above, a study was conducted in April 2018 through online surveys that opened the day of the race and ended a few day later, after more than 1,100 people had answered it.

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Regional Determination of Health Factors

The determinant of a healthy lifestyle is the environment in which we live, our home, school, and work environment. The typical spatiality of consumer-oriented leisure style is oriented to big cities, county seats, while the intellectual, artistic leisure style, experience-seeking and technic style appear in the small town culture and villages, while the traditional-conservative leisure style is typical of those living in the family house. The proportion of health determinants is dependent on residence and regional economic development. (Keresztes, Pluhár, Pikó, 2006) Socio-culture has a significant impact on the development of risk behaviors, in which the living environment is decisive. Improving the quality of life through the development of economic and geographical conditions. (Keresztes, Makó, Klembucz, Hanus, Pikó 2005) One of the determinants of health determinants is the quality of leisure activities, which has an impact on risk behavior and the well-being of the population. (West – Sweeting 1996) One of the foundations of lifestyle change is outgrown adolescence. (Pikó – Vazsonyi 2004) The role of structured activities is outstanding, which appears as a protective factor, in the absence of it, the divine elements may appear in their free time.

In order to identify the territorial variation of health factors, regional research is needed to identify health determinants in the region, and we represent our research target area in our study. Our research covers local health behavior, health awareness, the appearance of health factors and their proportion. In addition to socio-demographic factors, we examined the elements of harmful and preventive lifestyles. Our survey is based on the West-Transdanubian region of Hungary, which represents a higher economic level than the national average. The sample of our survey is the urban population, the number of elements is 231. The method of our survey is a questionnaire survey, which was printed by the members of the research group to the sample group.

We did not consider the area highlighted in terms of the result, but there is less development compared to previous research. The characteristics of the age groups showed that in the age group of middle-aged adults and the elderly, health awareness and health behavior is higher than the average. In the field of health care and leisure spending, with the development of urbanization, there is an increasing amount of prevention, its tools appear in the local space, which results in an increase in the quality of life. Territorial developments alone do not lead to an increase in living standards, but only in line with the health consciousness of the population. The health consciousness of the population appears in the field of physical activity, knowledge of health factors, its application is dependent on individual motivation.

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How Communication Technologies Influence University Students' Stress Levels

The purpose of this study is to understand the ways in which evolving communication technologies influence university students' stress levels. Using a mixed methods approach that includes a survey and self-reflexive analysis, the study examines how university students' stress levels are affected by societal pressure to remain attentive to phone calls, texts, emails, and Facebook Messenger messages throughout the day and night. The survey was administered to 37 undergraduate communications students at MacEwan University to investigate stressors and perceived expectations to respond swiftly to mediated communication. The self-reflexive study was conducted by the authors to investigate how varying the time it takes to respond to mediated communication influences the perceived experience of stress. Survey results were tabulated and found that students have varying perceptions of stress depending on relationship to interlocutor, content of message, and tone of message. Additionally, the survey responses indicated more stress was experienced with significant others and work relationships rather than with friends and family. The self-reflexive study offered a qualitative analysis of student experiences and provides specific accounts of feelings when compelled to remain attentive to mediated communication influences stress. The results indicated similar trends from the survey, but also found that the greatest amount of stress was related to changing response habits—for both individual and widespread communication habits. This study furthers the body of research of university students' mental health, and provides a reference for further studies on the stress-related effects of mediated communication.

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Social Signimications and Promotion of Dan's Traditional Games in Côte d'Ivoire

Leisure is seen as part of the universal human rights (1948) and a cultural identity indicator. It promotes well-being and helps mobilise people. However in almost all countries in Sub-Saharan Africa the contact with colonial powers brought about an acculturation system rather than generating a cultural mix. This acculturation led eventually to the adoption of modern leisure introduced by the colonial administration at the expense of traditional leisure.

Cultural diversity subsumes a peculiar form of leisure namely traditional games (Mickaël Vigne & Alexandre Oboeuf, 2013). In the past, these games played a key role in African societies.

With regard to Côte d'Ivoire, traditional societies broke apart, as well as traditional games disappeared. As a matter of fact modern leisure from western countries such as electronic games (play station, Nintendo, etc.), leisure sports (soccer, basketball, etc.) and cultural leisure (modern music), invaded Ivorian villages and towns at the expense of traditional leisure.

Though traditional games play an educational role they are abandoned and unknown by young people. This alarming calls for a scientific research, hence the present survey. This study is based on a socio-historical and dialectic approach. It aims at setting up a repertoire of Dan's traditional games in the Tonkpi region in the western part of Côte d'Ivoire, analyzing their social signimications, identifying the reasons why they are relinquished and putting up solutions for their revalorization.

David Garfinkle
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Embodied Semiotics in Science Fiction Studies

Building upon my prior research on the applications of both mimesis and media-logic to the televised and cinematic representations of imaginary futures, this next phase of research investigates how the affective turn has influenced semiotic analysis in film studies, as applied to the genre of science fiction. The key resource draws upon the work by Lakehead University's Professor of Sociology Gary Genosko and his recent publication of *Critical Semiotics: Theory, from Information to Affect* (London: Bloomsbury, 2016). Genosko's research proposes a range of innovative approaches to the use of semiotic analysis, such as in his identification of partial-signs as signals, fuzzy signs, obstacle and tensor signs, affect signs, among other sign types. His theoretical models reflect current research in analysis of mass media artifacts as commodities and for their ideological content, and in the application of affect studies and embodied ecological approaches to the interpretation of signs. My presentation will focus on a demonstration of typical semiotic analyses of science fiction media as informed by Genosko's recent theorization of semiotics.

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Artificial Intelligence and Chinese Soft Power: Comparing Chinese & US Media Responses to China's AI Strategy

This study undertakes a comparative investigation of media responses to China's Artificial Intelligence (AI) strategy, at a key moment when China is striving for recognition as an AI superpower. China has increasingly focused on enhancing its soft power and national image through AI.

The emergence of AI has created new venues for countries to project their influence and soft power. Constructivists in world politics examine relationships between AI and society and argue that soft power could be generated if AI, nations and the world confederacy resonated in terms of the values of humanism. China, with a huge number of AI users, strong market demand, close cooperation between the academia, companies and government, is already an AI powerhouse and has been perceived as aiming to surpass the United States, world's AI leader.

Therefore, this study will seek to find out how Chinese and US news frames differ in reflecting China's soft power and national image through the venue of AI. To do so, it will ask the following questions. (1) What were Chinese media's intended frames in China's AI strategy? (2) What were the locally constructed frames in US media? (3) To what degree is there congruence or lack thereof between Chinese intended frames and locally constructed US media frames? Framing theory will be employed in the examination of rhetorical structures in news frames in Chinese newspapers' and American newspapers' reportage of China's AI strategy.

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Storybranding: The Power of Digital Stories for Corporate and Community Brand Voice

Communities are becoming progressively defined by the personal stories shared by community members, instead of the community's larger brand narrative. Why are these individual stories, histories, and experiences able to garner such attention? How can sharing a personal experience through social media cause community growth or new communities to emerge? The answer to both questions is digital storytelling. Using multimedia outlets to share stories creates spaces for education, social change and reflection. Available to individuals and organizations alike, digital storytelling creates connections, bolsters brand identity, empowers expression and expands personal voice.

How does one engage digital storytelling in ways that are compelling and effective? By understanding what storytelling is and what it can do. Not only do stories resonate with us as Fisher's "story-telling animals," but also the structure of digital storytelling aligns with the way we learn, aids in memorization and recall, and resonates in a way that mere facts cannot. Stories are vessels that create a sense of life and color. Yet, the medium through which these stories are shared has oft been described as the message and that rings true here as well; the medium of multimedia has revolutionized storytelling.

There are certain requirements for a good story—conflict, characters, form, resolution—but perhaps the most important requirement is to resonate with the audience. When an organization fails to listen to their consumers or audience, when companies forget what their audience values, stories fail. "My" story needs to connect to "your" story to create an "our" story. Just as an excellent storyteller ("me") anticipates what the audience ("you") wants, PR practitioners must consider how the audience thinks—there is no room for disconnect between audience and storyteller—they must create a shared meaning, a shared "our" story that, in turn, creates a larger brand narrative, the shared reputation.

This project embraces the use of digital storytelling for pragmatic goals. From the PR perspective of storybranding, digital storytelling allows audiences to share their stories in ways that interweave into the

larger fabric of a community or brand's story. Drawing on the work of
Lambert and Miller, digital storytelling functions strategically to integrate
multiple stories and viewpoints and give voice not only to individual
identities, but to create a larger communal brand identity. This cohesive
voice, the communal brand identity, drives the most powerful and
dynamic story a brand can tell—a brand's reputation. Understanding an
audience and giving them opportunities for two-way engagement with a
brand, organization, or other members of that audience drives connections
and interaction. Engagement and the resulting audience response allows
practitioners to execute effective campaign tactics and programming to
meet objectives. This project hopes to demonstrate that by extending
Signorelli's concept of storybranding to digital storytelling, public
relations practitioners can engage audiences, execute creative
programming, meet objectives, and provide space for a shared sense of
meaning to emerge.

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Factor Analysis of Affecting the Readiness of Managers to Deal with Terrorist Group Attacks in Sporting Events on Middle East: Case Study in Iran

The purpose of this research was to analysis of factor affecting the readiness of managers to deal with terrorist group attacks in sporting events on Middle East. Statistical population of this study included all of the faculty members of physical education colleges in sport management field, large, medium and small sports facilities managers, police and security specialists in Iran that their numbers were unclear. On the basis of Cochran formula, 384 persons were randomly selected of research samples. To achieve the research goals, the made researcher questionnaire was used. Validity of questionnaire was confirmed by 20 experts, and its structural validity was confirmed by confirmatory factor analysis. Its reliability was studied in a pilot study with 30 subjects and calculated as 0.79. For data analysis the descriptive statistics and inferential statistics methods, including Kolmogorov- Smirnov, KMO, Bartlet test, exploratory factor analysis with Varimax rotation and confirmed factor analysis by application of AMOS software and SPSS software were used. Research findings showed that there are 8 factors such as information, security, preparation, coordination, technology, management, education and citizenship rights that they effect on the behavior and readiness of managers to deal with terrorist group attacks in sporting events.

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Next Generation Blockchain Communication Network (BCN)

The increasing Pico/Femto/Wifi base stations in future generation communication networks are becoming the starting points of mesh P2P blockchain nodes. Three trends are happing:

1) Telecom BS are getting smaller in size and covering smaller region with much higher throughput,
2) Storage and IDC are being pushed towards the network edge where big data are originally generated,
3) Computation resource is getting more parallel and distributed, thanks to the blockchain token mining incentives

A disruptive revolution is forming for the blockchain based communication network framework with end-to-end P2P based architecture of distributed computation, storage, and networking paradigm – the Next Generation Blockchain Network (NGBN). The core theme of NGBN is to push up communication PHY layer and push down application layer (e.g. storage and computation) to converge on a single networking layer – called Blockchain Network Layer (BNL) – such that blockchain token economy can be efficiently implemented to support an end-to-end P2P mesh network with unlimitedly scalable, available to everyone, and expandable by peer nodes' joining openly, robust and secure network environment for all the IoT, big data, AI applications to be coming in the next 10 years. To achieve this goal, a joint effort is needed to pull together various resources, including network resources, communication resources, application and chip level support, software and system, and initial PoC trials for the end-to-end deployment.

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Convergence of Virtual Reality and Real Virtuality: The New Ethical Thinking on Immersive Journalism

Virtual Reality(VR) technology has advanced and been applied in journalism. The so called immersive journalism is a new kind of journalism for professionals to explore. Due to virtual reality technology, people could have presence, empathy and immersive experience in the digital environment. Even the virtual is characterized as the opposite of the real, the notion "real virtuality" that virtual embodiment is a part of reality for participants.

Convergence is a popular word and has created numerous ideas for digital development in the digital age. The convergence of virtual reality and real virtuality is an interesting issue in immersive journalism. The relationship between virtual reality technology and its participants in that context of interaction has blurred the boundary the virtual and the real. We need a theoretical framework to make virtual processes of meaning making more apparent. It also recall modern journalists to rethink the ethical code when they conduct computer generated (3D) reporting which could create real feeling about virtuality.

Through questionnaire surveys and in-depth interview, this paper will analyze the data from 244 persons who have worn headset to watch a computer generated immersive reporting. This paper also interview 8 professionals in UK, including journalist, engineer and producer to discuss the process and ethical questions in creating real virtuality in virtual reality.

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Role of the National Law in the Competition of Professional Football League in Indonesia: An Overview to Advancing Public Welfare

Implementation of professional football competition has a positive contribution to the objectives of the state particularly efforts to promote the general welfare. Implementation of professional football competition associated with the legal system of transnational FIFA and the national legal system of Indonesia, the two legal systems have points of contact where potential conflicts. This paper tries to explain how exactly the position and role of national legal systems in the professional football competition in order to support the realization of common prosperity. By comparing the function and role of the legal system in the implementation of the football competition. It turned out that the national legal system and FIFA legal system have their respective roles, the two are complementary, if both are in harmony and synergy will contribute positively to the promotion of the general welfare, in accordance with the state objectives set forth in the constitution.

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Hot Topics in Sport Risk Management: The Future of Sport in a World with Global Warming, Active Shooters, Cyber Attacks, Drone Risks and Robotics

Global warming, active shooters, cyber attacks, drone risk, cyber security, and increased use of robotics are some of the hot topics in sport risk management today. On October 1, 2017, more than 50 people were killed in Las Vegas, USA when a lone gunman from a hotel room high above a concert venue used automatic weapons to fire hundreds of rounds of ammunition on people below. A cyber attack caused internet disruptions during the opening ceremony at the 2018 Pyeongchang winter Olympic Games, preventing spectators from printing out reservations and attending the ceremony, which resulted in an unusually high number of empty seats. Global warming threatens winter sports, such as skiing and snowboarding and is anticipated to cause more devastating weather events that will impact sporting events worldwide. Drones not only have changed the way we watch sporting events, but threaten sport if not used safely. Robotics will surely replace humans in roles in the sport environment, but may lead to increased lawsuits where failure of human supervision will cause increased accidents. This presentation will address the hottest topics in sport risk management and discuss the future impact to sport, and what steps can be taken to assess, control and finance such risks.

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Sport Policies: Characterization of Sports Services and Human Resources in Municipalities of Mozambique

Municipalities have an important role in the provision of sports services for citizens. Imperatively, the allocation of qualified human resources is a fundamental requirement for success in the programmes offered. The aim of this study was to characterize the sports services and human resources in municipalities of Mozambique. Data collection was accomplished by using a semi-structured interview directed to councillors and a questionnaire to sport municipal directors. It was applied a content analysis and descriptive statistics analysis for the results derived from the interviews and questionnaires. The results indicated that 91.7% of the municipalities were created in 1998 and 8.3% in 2008. On the other hand, the perceived services efficiency in general was considered as regular. Regarding human resources, the large majority (75%) of the employees do not have qualification in sport training. This indicates that training in leadership; policy formulation; general management; strategic planning; public relations; legal aspects and sport law; sport marketing; programme planning and accounting in sport are required.

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Accessibility for the Hearing and Visually Impaired in Brazilian Audio-visual Content Production

With six laws, one decree, six standardized norms and four specific rules, Brazil is ahead of all other South American countries regarding the accessibility of hearing and visually impaired individuals to several types of media. In 2010, according to the IBGE (Brazilian institute of geography and statistics), Brazil had a population of over sixteen million people with a visual or auditory disability.

In 2014, Brazil's ANCINE (National Cinema Agency) determined that any independent audiovisual content producer that makes use of public funding, and is managed by ANCINE, must deliver, together with the regular version of the content, a version with accessibility measures in place: LIBRAS (Brazilian sign language) interpretation, audio description and descriptive subtitles.

In 2016, that same agency determined that film distributors based in Brazil must distribute versions of films with these accessibility measures in place, regardless of the movie's country of origin. ANCINE also determined that exhibitors must equip their theatres with accessibility technology, allowing the visually and hearing impaired to enjoy movies together with those who can see and hear normally. This demand affected approximately 3200 cinemas in Brazil.

With this major advancement in accessibility, until now unseen in South America, millions of visually and hearing impaired Brazilians may now enjoy national and international productions in the country's movie theaters.

The Brazilian audiovisual market now has a major demand for the implementation of these accessibility measures, both for cinema and television. Said implementation has many specific nuances and characteristics that are usually unknown to audiovisual professionals. To many, words such as accessibility, Libras, audio description and descriptive subtitles are practically unknown. For that reason, the development of a technical manual that aims to guide accessible content production has become very important, as it will bring much needed knowledge and security to audiovisual projects, as well as giving content creators a new perspective in regards to the importance of these accessibility measures, and how these measures can help increase the visibility of their works, creating a new public for said projects.

In that sense, we see the creation of this Manual for the Production of Accessibility Features for Audiovisual Content as a very important

contribution to society, as it will help guide producers in creating content
with great accessibility features.

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Indiciary Paradigm as Methodology for Researches in Brazilian History of Communication

This article aims to address the indiciary paradigm as a methodology for research on the History of Media understanding it as part of a broader field: History of Communication. In this sense, we follow the characterization made by Ana Paula Goulart Ribeiro and Micael Herschmann (2008) on the field of historical studies of Communication in terms of methodology and research. The authors emphasize the historiographic analysis of the media of communication is relegated still as low priority. Although the interest in historical themes of Communication has been presenting in the last years as a growing trend both in Communication and History. As an example of the application of the scientific method of indicial studies in this area we analyze the work Cultural History of the Brazilian Press - 1800-1900 (2010) by the researcher Marialva Barbosa. The indiciary paradigm was created by Italian historian Carlo Ginzburg based on the book Myths, Emblems and Signs (2009), in which he presents the paradigm of index knowledge inspired by Sigmund Freud, Sherlock Holmes, art critic Morelli among others.

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A Case Study of Communication Apprehension (CA) among Undergraduate Students of Abu Dhabi University

A quantitative investigation was conducted to explore the communication apprehension among undergraduate students of Abu Dhabi University. Communication apprehension (CA) is an individual's level of fear or anxiety associated with either real or anticipated communication with another person or persons. All individuals experience some level of communication apprehension. A total of 100 participants selected through a stratified sampling method, which includes 50 males and 50 females participated in the study. The research was conducted by distributing the personal report of communication apprehension questionnaire, randomly amongst these students. Results were affirmative with previous researches conducted. Demographics, age, or college year did not make any significant differences amongst the undergraduate students. More students were found to have high CA with public speaking rather than other scenarios. And lesser students were found to have high CA level with one-on-one conversations although a significant number of them still tested to have high CA with interpersonal communications.

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Creating a Tool that Helps Adults to Consider Their Free Time

The purpose of this research was to create a tool that can help adults consider their free time. Research questions are the following. How did the participants describe the FTT? Is there something that should be changed about the free time test? This instrument was initially created as a result of concepts such as free time and worship (Pieper, 1952), free time and work, deGrazia (1962), history of and meanings of leisure (Goodale and Godbey, 1989), the ideas of solitude (Thoreau, 2008/1854), the concepts of nature and beauty (Muir, 1990/1838), and the intensity of high involvement (Ciskszentmihalyi, 1997). After creating the FTT, I began to use this with students; we would discuss the contents of the exam as well as their opinions.Also, I gave the FTT to participants at several conferences as a part of a presentation. The comments continued to be supportive of this exam. The FTT was evaluated, according to ideas of andragogy and adult education, rather than standard procedures of validity or reliability. Each person can determine if this is helpful; there are no correct answers. (Jarvis, 2001). In addition I wanted to create a tool that is free and easily accessible.

Eventually I gave this to many of my colleagues and friends and asked for their input and impressions. And, I also created a shorter version, if they felt this was too long. In addition, we evaluated the FTT in one class of my contemporaries which included a professional language expert. They in particular were looking for wording which was confusing.

Students in a recent class gave the FTT to fifteen of their family and friends for their output. Lastly, I gave the FTT to all of the students at our college who were enrolled in an English language class. As a result of all of this, 223 questionnaires were returned to me. The purpose of this was not to consider or evaluate their answers to the actual FTT. Rather, the purpose was to consider their reaction to the FTT. On the FTT used in this study, the first part was kept by the participant; the second part is an evaluation of the FTT and was returned to the researcher.

The first part of the FTT is kept by the individual in order to promote a self-directed educational experience about their free time. The second part of the questionnaire was returned to the researcher. According to the purpose of the study, the following results reflect the participant's responses. Quotes represent direct statements from the participants, and if there is a number behind a statement or sentence, this indicates how many people indicated this thought or idea. Although we received 223 questionnaires, the numbers will not add to this sum because some of the

participants did not complete each question. The Table One is general information about what the individual thought about the FTT.

Tim Robinson
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Learning Styles of Sport Management Majors

It was the ultimate purpose of this study to advance the breadth and depth of pedagogical knowledge concerning undergraduate sport management majors and learning. More specifically, and for this study, the prime research question was: Do selected undergraduate sport management majors display consistency of preferred learning styles across institutions of varying Carnegie classifications and geographical boundaries?

This study compared the learning style preferences of undergraduate sport management students at two major universities (N = 212), while secondary data from a third university (N = 101) served as a baseline. Two separate instruments, the Kolb Learning Style Inventory (LSI) 3.1, and Fleming's *Visual, Aural, Read/Write, and Kinesthetic* (VARK) assessment, were used as dependent variables to measure participants' learning style preferences. Data analysis revealed inconsistency of learning style preference across four of the five measures evaluated. In one measure, the VARK analysis, a trend toward consistency of learning style was observed with regard to the perception of environmental information, however, this tendency was not reflected by evaluation of Kolb's perceiving dimension. As might be expected of sport management majors, additional findings indicated a higher than normal frequency of Kinesthetic learners (42%) compared to Fleming's 4-year college VARK database (22%).

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Fields of Vision:
Arts and Sport Communities and Methods of Practice

The worlds of the arts and sport are commonly separated in academic study, research, professional practice and cultural policy, even though in the UK they both lie within the remit of a single department of Government (Department for Culture, Digital, Media and Sport). In the UK the relationship between arts and sports can sometimes appear awkward, with the two disciplines often only bought together for large sporting events.

However, links between the arts and sport can enhance strategies to increase participation in each and promote cultural citizenship, stimulate experimentation and be aesthetically innovative. This paper takes *The Fields of Vision* Project, Long & Sandle (2013) and the associated *Fields of Vision Manifesto* (2017) as a departure point to propose pioneering modes of practice that cross the discipline boundaries of Sports and Art, whereby a dialogue and community of practice develops that encourages audience diversity, community engagement and hybrid forms of practice. Utilising case studies from the 2012 U.K. Cultural Olympiad, The 2015 Tour de Yorkshire Festival and international contemporary precedents, propositions are expressed for new experiences and opportunities for practitioners, producers and audiences that might offer impact and legacy.

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Transdiciplinarity as 21st Century Approach for Communication & Mass Media

Mass media faces great challenges with respect to an increasingly complex world. Whereas in past the transfer of knowledge based on appropriate language patterns was in the center of interest, today's increasingly complex world calls for dynamic knowledge integration between the various involved stakeholders, from society as well as from science. Within this mutual learning process (in opposite to previous one-sided communication processes), mass media plays a crucial role for future communication strategies by being an important interface between a mutual knowledge integration process of science and society.

This calls for appropriate thinking paradigms, which allow leaving a reductionist point of view and moving forward to enable a form of multidimensional knowledge integration to deal with complex real-world challenges. At the methodological level, a joint communication patterns that makes use of physical and virtual communication is of key importance in order to enable knowledge integration across stakeholder groups, time frames, and space (e.g., urban and rural).

This paper outlines examples and a conceptual model for potential futures paths of developments based on a close interplay of transdisciplinary and the possibilities offered by mass media. In integrating the communicative patterns of the mass media into transdisciplinary processes of multi-level knowledge integration has the possibility of proving beneficial for both: the media as well as Transdiciplinarity and in the end it may be for the benefit of society as a whole.

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On the Number of Top Sport Teams in a Town

Top teams in sports typically are located in large towns since the junior teams of a top team have a bigger number of talents available and a large proportion of top players come from own junior team. This is especially true in women sport. A large town is able to support a large number of fans and visitors to a game which results in higher ticket revenue. The aim of this study is get more information concerning income elasticity using a long data set of top teams in Finland, especially to include women sport and compare income elasticity of men sport and women sport.. A simple oligopoly model is suitable for analysing the number of top teams in a town. Since the weakest teams are subject to relegation and there is some variation in the location of the top teams during a long period, the long run equilibrium number of teams must be analysed.

The output variable in the Poisson and Negative Binomial estimations is the cumulative number of teams in a town over a period from 1990 to 2017.

The results indicate that Poisson regression which assumes that the mean equals the variance is not suitable due to overdispersion. Negative binomial regression shows that median income is significant in the case of men sports but not significant in the case of women sports. The latter has typically substantially lower spectator audience and therefore lower incomes from ticket sales. Population coefficient is positive but less than one indicating that larger towns have more top teams but the effect is diminishing. It is possible that the largest towns and cities in Finland seem to reduce the possibility of the neighbour towns to sustain a top level men team.

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Heritage Tourism Development in Small Historic Towns: A Case of Daxu Ancient Town, China

With tourism boom in China in the past decades, small historical towns have become an important cultural and historical resource for tourism. The purpose of this study is to examine the development of heritage tourism in a small historic town, and to discuss, in a broader context, issues and considerations that are pertinent to the management and development of historic attractions. An empirical study was conducted in Daxu Ancient Town in Guilin, Guangxi Province, China in the summer of 2018. Multiple research methods, including in-depth interviews, informal discussions, on-site observations, and secondary data review were employed to measure residents and tourism decision-makers' perceptions of heritage tourism and to explore the impacts of tourism on the town and local community. Key informants from government officials, tourism developers, managers and local community were interviewed. The study reveals that cultural heritage is the essence of tourism in the town. Daxu is well-known for its historic buildings, stone-paved old streets and traditional culture. It has attracted a large number of domestic tourists and oversea visitors. Tourism is now a new economic driver of the community providing opportunities for the creation of small businesses. Although tourism has brought socio-economic benefits to the town, there is a general concern about the destruction of heritage and an erosion of local environment and place. It is argued that the conservation of heritage should be enhanced if long-term sustainable development of tourism is to occur and the loss of heritage is to be avoided.

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The Renaissance in middle Ages Europe: A Spiritual Inspiration for Urban Cultural Communication and Reconstruction in Contemporary China

The Renaissance upon the Middle Ages brought about a new value system, a new form of social organization, and a new way of life in Europe. Beginning with a basic revival of arts in cities, the Renaissance not only transformed political, economic, social, and cultural landscapes, but also prepared soils and planted seeds for liberty, democracy, capitalism, and various other institutions of modernity across the civil society. China is now in a period of rapid economic development and widespread social change. The reconstruction of cities appears to be one of the most outstanding features. While the hardware of the Chinese city takes an impressive shape in a short span of time, the software or the "soft power" of culture across the Chinese urban sphere remains a daunting task for years to come. There is a critical lack of cultural elites, elitisms, masters, and masterpieces on the one hand, and a phenomenal lack of social appreciators, appreciations, consumers, and consumptions on the other. This paper connects cultural reconstruction of contemporary Chinese cities to the Renaissance in fourteen to seventeen-century Europe to see how the former can draw from the latter as a source of inspiration as well as what a new line of interpretation the latter may gain from the former.