

# **Understanding Why Athletes Dope**

**&**

**Framing Research to Inform and Evaluate Education Strategies**

**2015 Values-based Education Conference**

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# Topics

**An understanding of why athletes dope/don't dope:**

**Sport Drug Control Model**

**How research can inform education targets and measure effectiveness of programs:**

**WADA Research Package**

# The Sport Drug Control Model

**Factors influencing an athlete's susceptibility to and use of doping methods**

**An ecological perspective – the interaction between individual and environmental factors**

# SDCM References

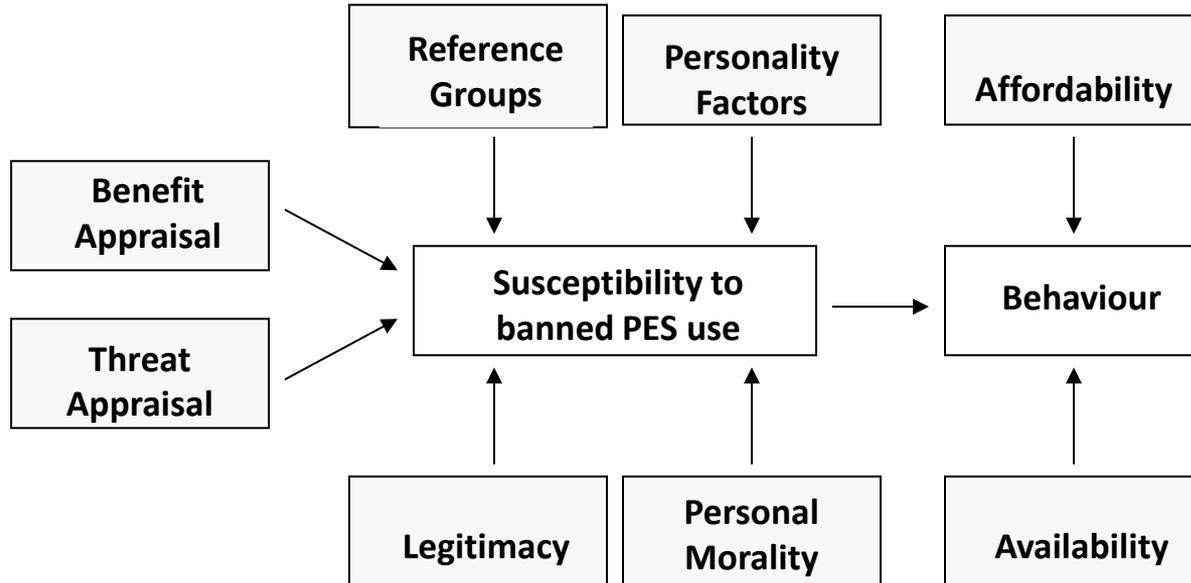
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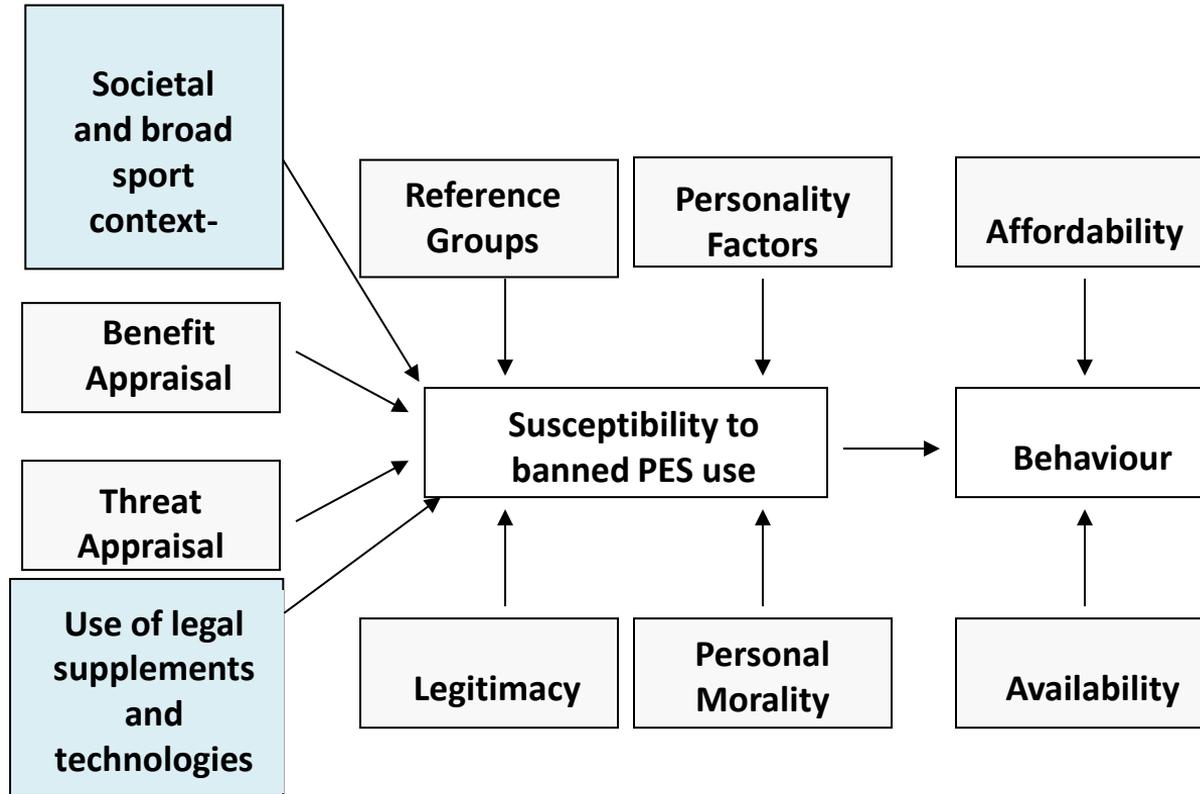
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# The Original Model Emphasised Individual Factors



# The Revised Model Explicitly Includes Broader Environmental Influences



# **Benefit Appraisal: the rewards of success ...**

**Perceived likelihood of sufficient performance  
enhancement to achieve desired benefits: very small  
increments can result in huge rewards ..**



# **Benefit Appraisal: the rewards of success**

## **Perceived rewards**

- • **Personal acclaim/fame**
- • **Financial returns**
- • **Personal achievement**
- • **Need for recognition due to low self-esteem**

**What motivates those who facilitate/encourage athletes to dope?**

# Threat Appraisal

**Perceived health effects**

**Perceived negative effects on performance**

**Perceived likelihood of being tested**

**Perceived likelihood of drug being detected;**

**Perceived severity of consequences of positive test**

**What are the deterrents for entourage and others potentially and actually involved in doping?**

# Reference groups

**All those individuals and groups whose opinion the athlete is concerned about:**

**What are these groups' opinions with respect to doping?**

**To what extent would the athlete take their opinion into account when considering whether or not to dope?**

# Primary & Secondary Reference groups

- • Coaches, trainers
- • Family/partner
- • Team-mates
- • Competition - local, national, international
- • Exercise scientists, pharmacologists, sports doctors, sports psychologists
- • Sporting spectators
- • Sports & other journalists
- • Sponsors/Corporate
- • Government/Politicians

# Reference groups as message source



**It's only a suggestion, but  
let's not forget who's**

# Legitimacy

**People obey what they consider to be just laws - and where the authority introducing and enforcing the laws is perceived to have the right to dictate such behavior**

# Legitimacy

**Perceived fairness of testing procedures**

**Perceived accuracy of testing procedures**

**Perceived fairness in selection for testing**

**“The key to success is to ensure an understanding of why rules are in place and communication of what those rules mean” (Rob Koehler, 2013)**

# **Morality: Ethics & Sport Values**

**Respect for rules**

**Respect for competitors**

**Fair play & honesty**

**Moral stance a major protective factor**

**Moral disengagement allows rationalisation of decision to dope**

# Personality factors

**Some personality types are more likely than others to be motivated by different rewards of success ...**

**Some personality types are more likely than others to be vulnerable to various reference groups' pressure ...**

**Some personality types are more likely than others to be susceptible to using all sorts of potentially performance enhancing methods ...**

# Personality/Psychological factors

- • **Self-presentational concerns**
- • **Fear of failure**
- • **Perfectionism**
- • **Public athletic identity**
- • **Risk taking propensity**
- • **Optimism-Pessimism**
- • **Self-esteem**

**Some just want to win ...**

# Place in heaven after Agincourt?



To mark the 600th anniversary of the Battle of Agincourt, Westminster Abbey will open Henry V's secret chapel, built by him so that prayers for his soul could be said for eternity.

# **Some just want to win ...**

**Henry V knew that the church prohibited the killing of unarmed captives.**

**He knew there was no gallantry in murder.**

**And he knew that what he ordered was against the laws of God, man and honour.**

**But he did it anyway, because he wanted to win.**

# **Some just want to win ...**

**Armstrong knew that the rules prohibited doping**

**He knew there was no gallantry in doping**

**And he knew that doping was against the laws of  
God, man and honour.**

**But he did it anyway, because he wanted to win.**

# **Availability & Affordability**

**Some reference groups are suppliers or facilitate supply – especially medically supervised use**

**Role of pharmaceutical companies**

**Recent reports & investigations show these factors go well beyond individual dealers to corporate and criminal involvement**

# **Socio-Cultural and Sporting Sub-Culture Values: An ecological perspective**

# Socio-Cultural Values

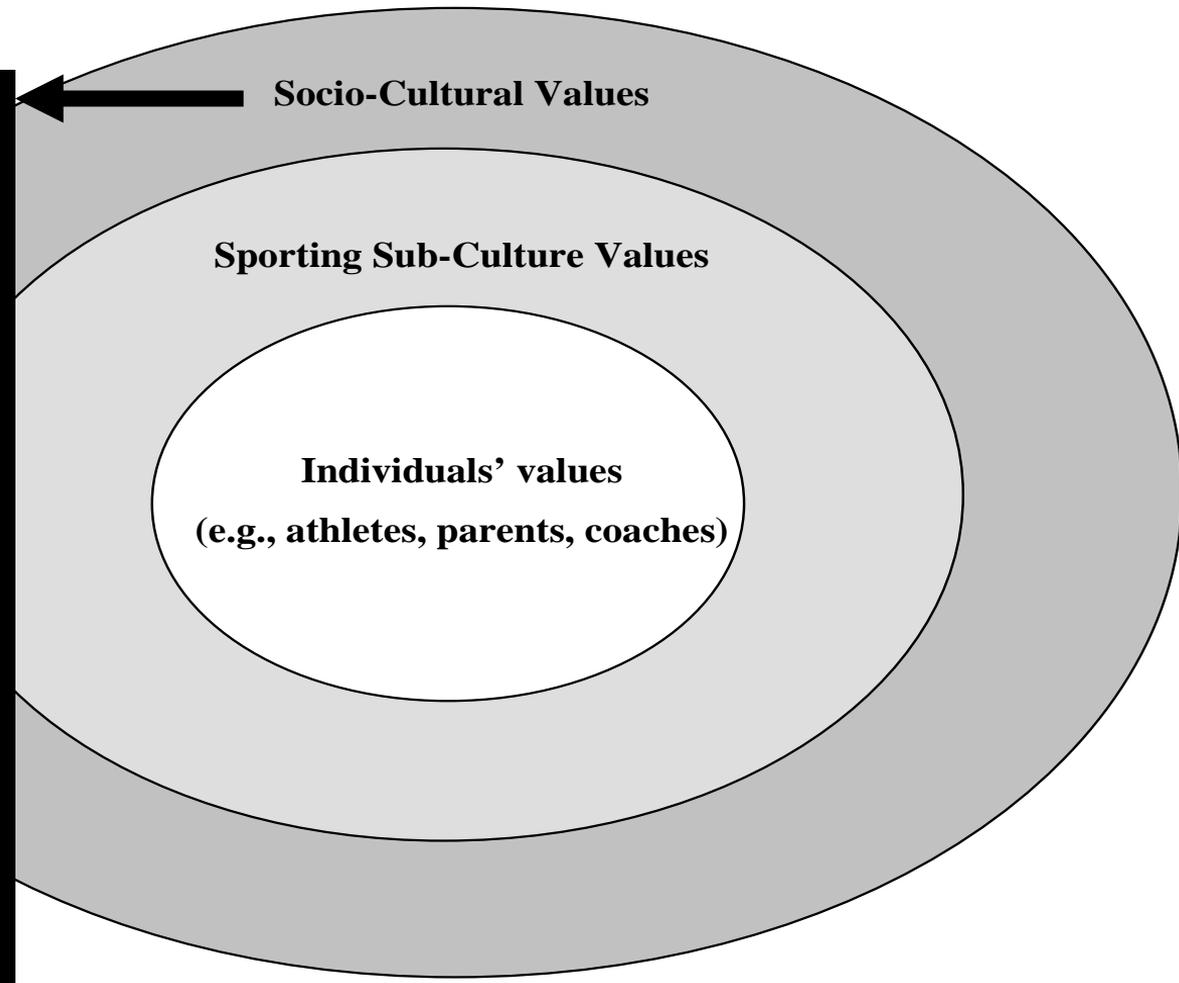
**Technological change: Labour saving devices & the search for 'miracle' cures – advances in pharmacology**

**Acceptance of recreational mood altering substances: legal and illegal**

**Acceptance of clinical drug use: lose weight; sleep better; stay awake; ...**

**Acceptance of self-enhancement in general: cosmetic surgery; 'better than well' ...**

**The health promotion era: health as the absence of disease vs proactive steps**



# Socio-Cultural Values

# Sporting Sub-Culture Values

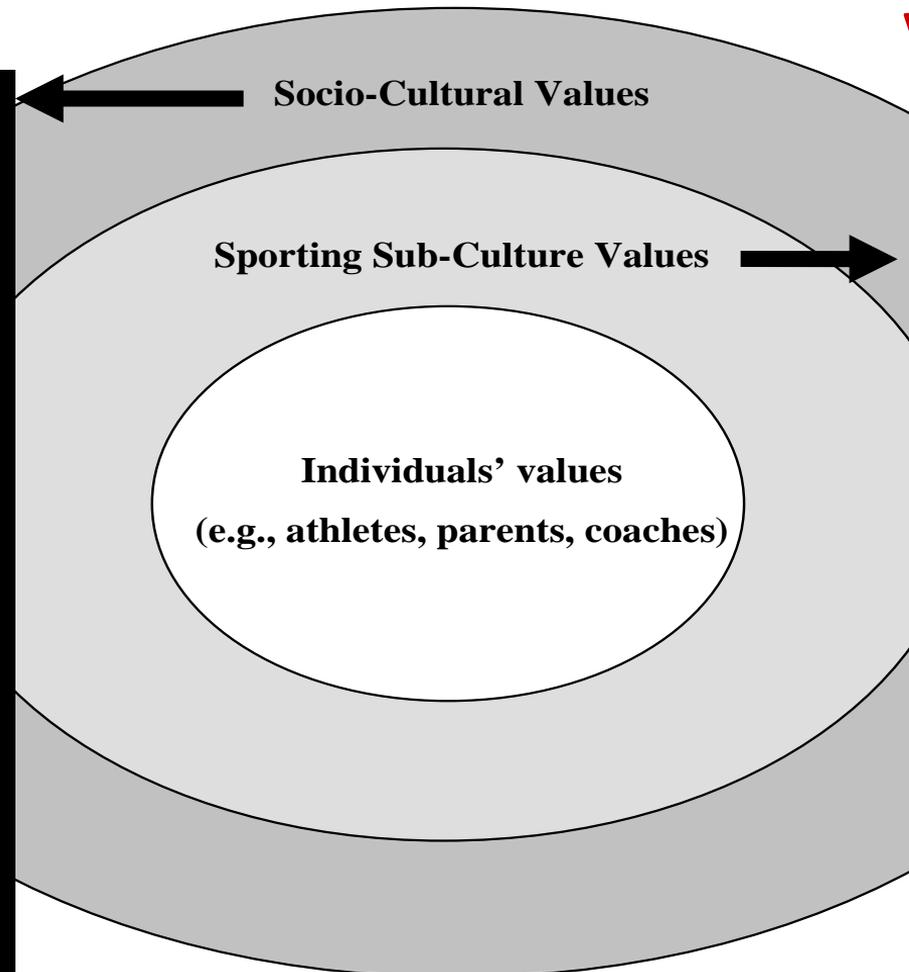
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**Medicalisation of sport: the rise and rise of sports medicine**

**'De-amateurisation' of sport: commercialisation of elite level sport - the entertainment industry**

**Politicisation of sport – esp since 1945 .**

**\$\$\$s for Gold – A Market Society**

**Intensification of sporting schedules**

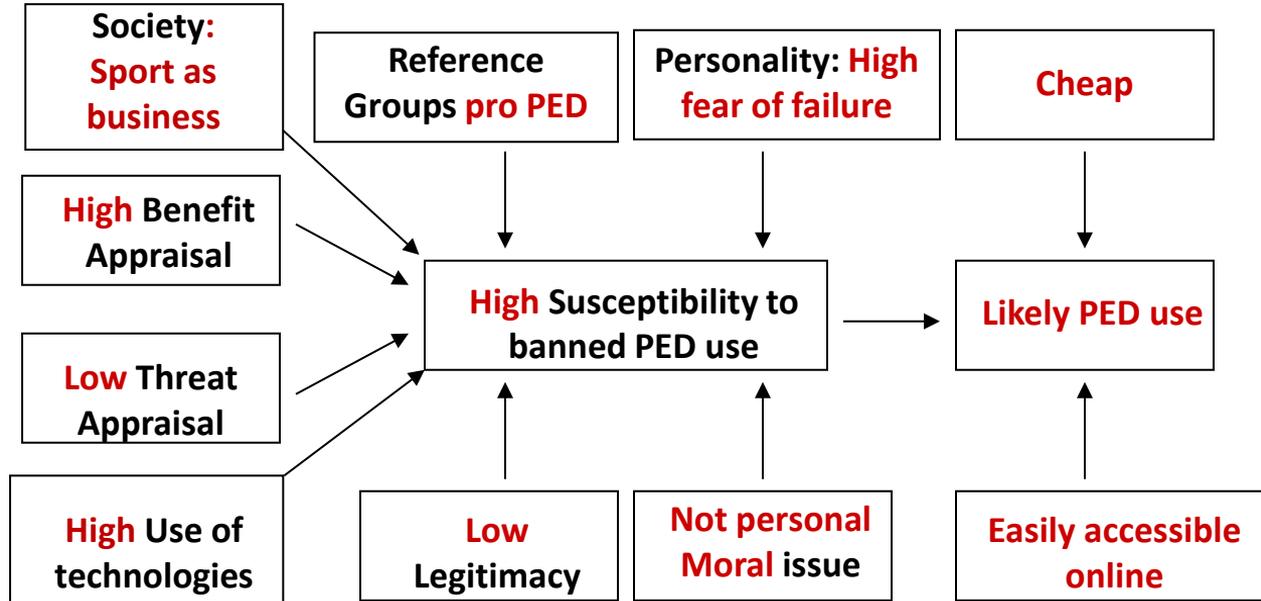
**The 'dark' side of sport lombardi, durocher**

**Doping in sport:**  
*who's to bless*  
*and*  
*who's to blame?*



**Australian swimmers were offered cash bonuses for success at the London Olympics – does this sort of commercialisation cheapen sport? EPA/Barbara Walton**

# Applying the model & Implications for research ...

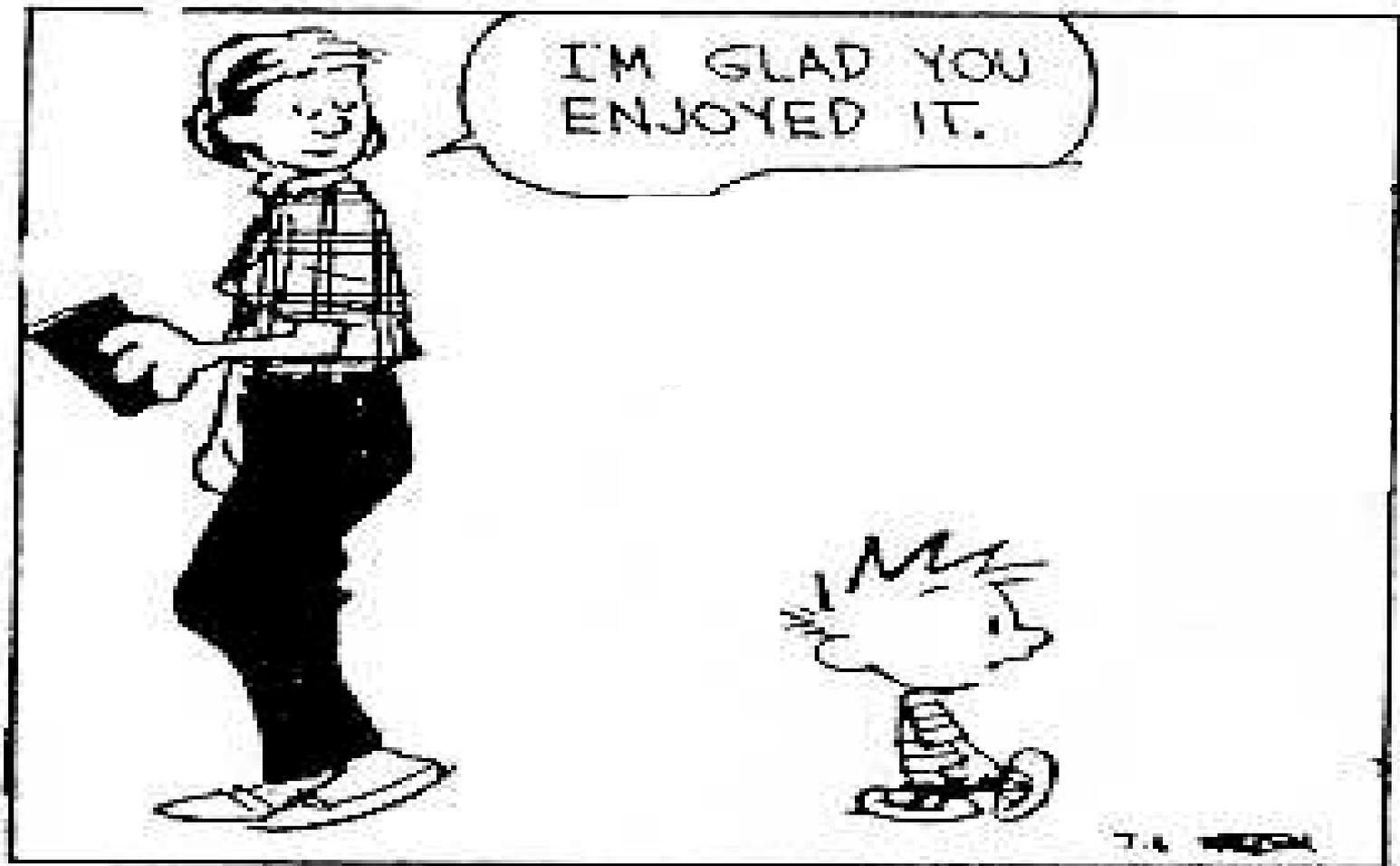


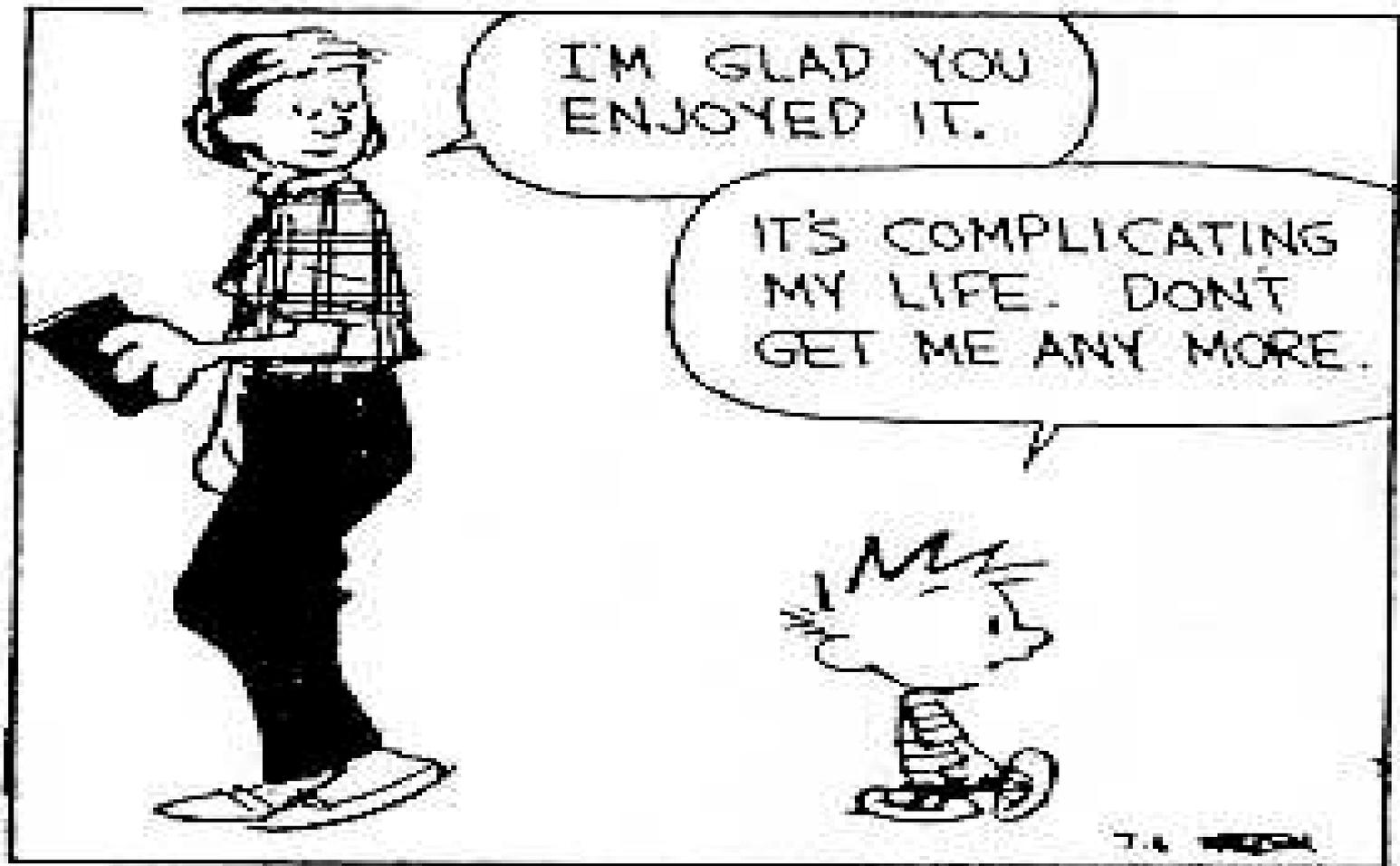
# CALVIN AND HOBBS



IT REALLY MADE ME SEE THINGS  
DIFFERENTLY. IT'S GIVEN ME  
A LOT TO THINK ABOUT.







I'M GLAD YOU ENJOYED IT.

IT'S COMPLICATING MY LIFE. DON'T GET ME ANY MORE.

# **WADA Research Package**

- **Aim: translate our knowledge of doping influences into developing standardised guidelines for anti-doping agencies to ...**
  - **conduct research on their populations of athletes**
  - **identify areas of risk that require attention**
  - **assess the impact of their anti-doping efforts**

# What the package contains

- 1. A standard questionnaire with basic measures of the SDCM influencing factors (and optional additional items for more extensive research)**
- 2. Guidelines with respect to collecting data from athletes, including a sample letter to athletes**
- 3. Guidelines for analyses and interpretations of the survey data & recommended actions where results indicate areas requiring attention.**

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