

The Paralympic Games and Social Impact: Beyond the Rhetoric

Laura Misener

Associate Professor, School of Kinesiology

Western University

Laura.misener@uwo.ca

10 THINGS CHILDREN CAN LEARN FROM OLYMPIC ATHLETES





Barriers



Constraints

Privileging Knowledge and Prioritizing Agendas

TABLE 1
FREQUENCIES AND PERCENTAGES OF DATA-BASED PUBLICATIONS ACROSS
CATEGORIES FOR TWO 10-YEAR TIME PERIODS

Category	1986 to 1996*		2001 to 2011	
	%	Number of Articles	%	Number of Articles
Physiology and Biomechanics	41	87	42	119
Psychology and Sociology	24	51	32	91
Technological Advances	13	28	5	14
Legal, Philosophical, and Historical	9	18	1	3
Competition and Training Effect	5	11	10	28
Selection and Training of Coaches	2	5	2	5
Demographics	2	4	6	17
Other			1	2
Total		204		281

*Reid and Prupas (1998), rank-ordered from greatest to fewest articles.

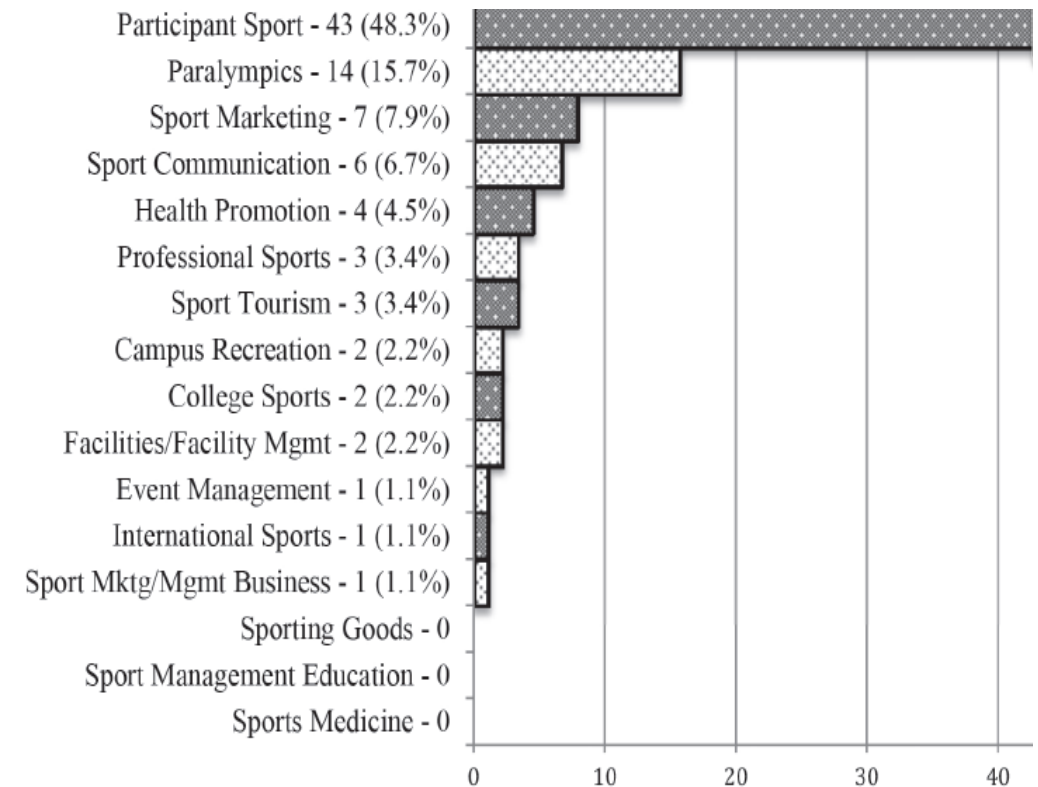


Figure 1 — Disability sport in industry segments in the 89 studies.

Table 1 Frequency and Percentage of First-Author Country Affiliation

Country of affiliation	Frequency	Percentage
North America	122	67%
United States	79	44%
Canada	43	24%
Europe	38	21%
United Kingdom	6	3%
Belgium	6	3%
Poland	5	3%
Spain	5	3%
The Netherlands	3	2%
Norway	3	2%
Finland	2	1%
France	2	1%
Portugal	2	1%
Greece	1	<1%
Latvia	1	<1%
Sweden	1	<1%
Ireland	1	<1%
Asia	10	6%
Hong Kong	4	2%
Taiwan	3	2%
Israel	2	1%
Malaysia	1	<1%
Australia/Oceania	7	4%
Australia	5	3%
New Zealand	2	1%
South America	3	2%
Brazil	3	2%
Africa	1	<1%
Botswana	1	<1%

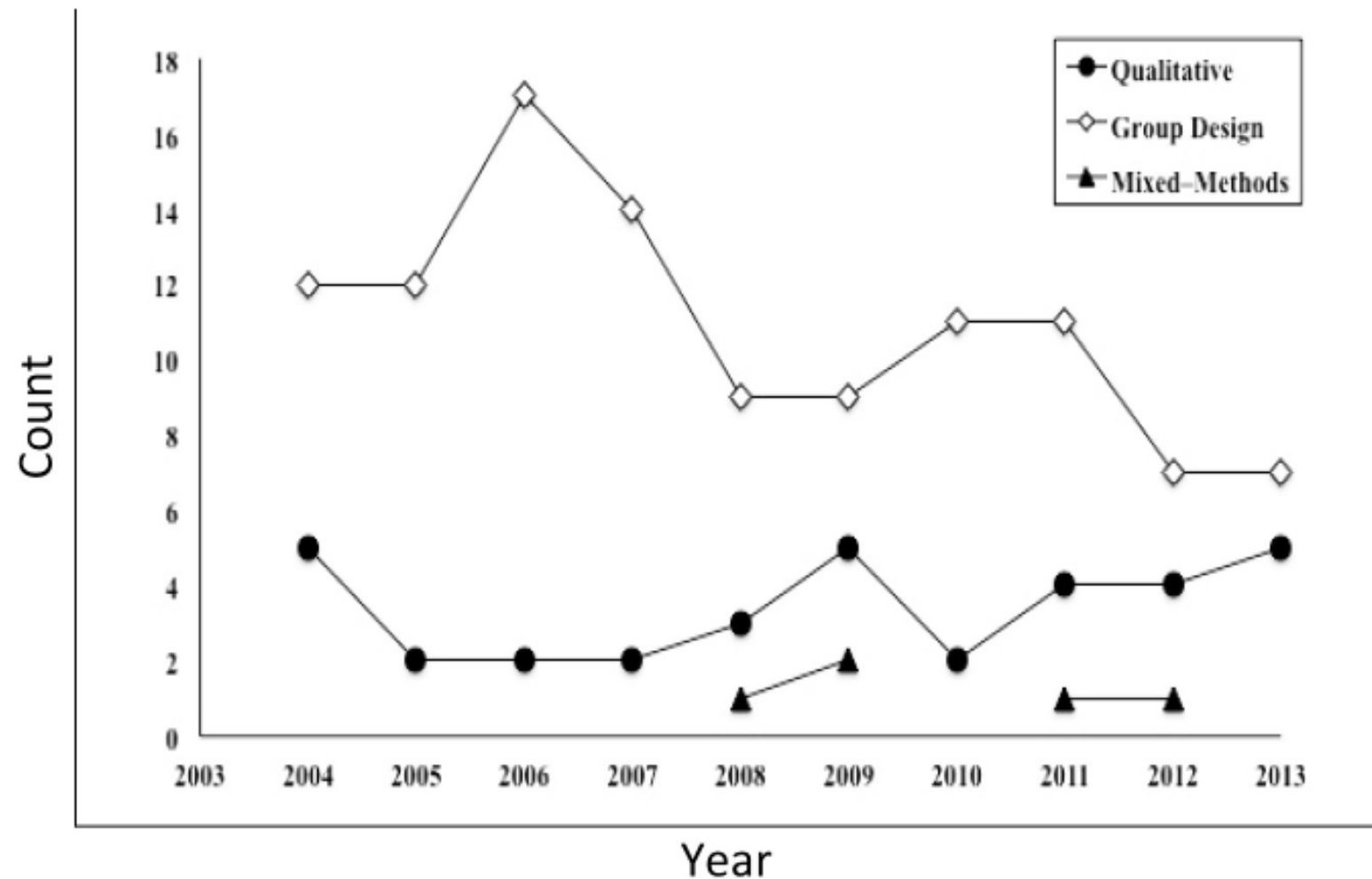


Figure 1 — Research methods across nonintervention research.

Rhetoric of Events

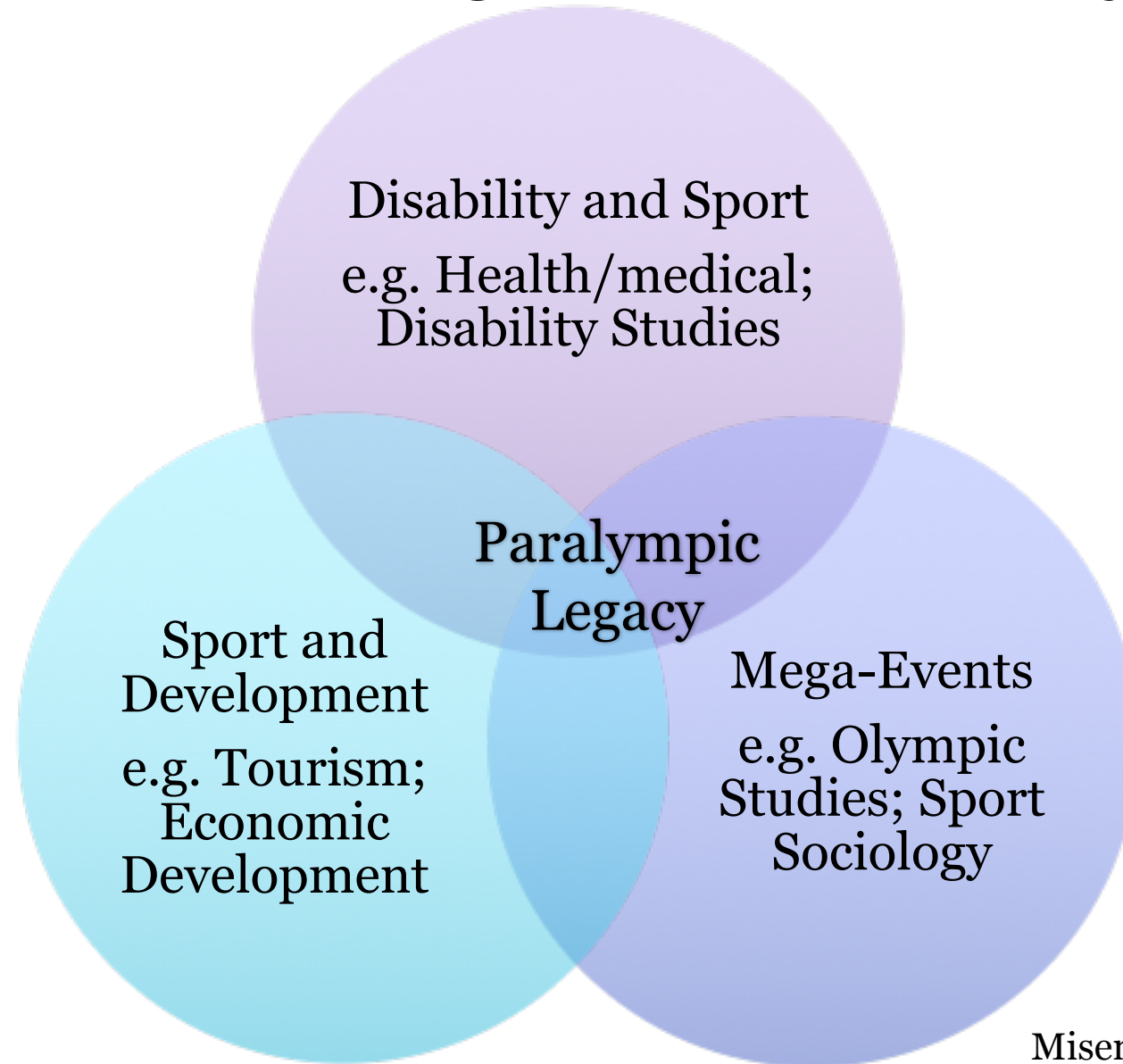
Impact

LEGACY

Leverage



Framework for Understanding Research on Paralympic Legacy



Misener, Darcy, Legg & Gilbert (2013)

Authors and Year	Events	Legacy Dimensions
Darcy (2001)	Sydney 2000	Pre-event analysis
Goggin & Newell (2001)	Sydney 2000	Media and Representation
Darcy (2003)	Sydney 2000	Structures and Negative Consequences
Greig, August & Race	Summer Torontolympiad, 1976	Sporting and Political
Gold & Gold (2007)	London 2012	Pre-Event Bid Commitments
Cashman and Darcy (2008)	Sydney 2000	Domestic and International Partnerships
Gold & Gold (2009)	London 2012	Pre-Event Legacy Promises
Weed & Dowse (2010)	London 2012	Obstacles for social legacy
Dickson, Benson & Blackman (2011)	All Paralympic research	Conceptual framework
Darcy & Appleby (2011)	Sydney 2000	Structures and Negative Consequences
Bloyce & Lovitt (2012)	London 2012	Plans for participation legacy of event
Weed & Coren (2012)	London 2012	Potential legacy

Authors and Year	Events	Legacy Dimensions
Darcy (2001)	Sydney 2000	Pre-event analysis
Goggin & Newell (2001)	Sydney 2000	Media and Representation
Darcy (2003)	Sydney 2000	Structures and Negative Consequences
Greig, August & Race	Summer Torontolympiad, 1976	Sporting and Political
Gold & Gold (2007)	London 2012	Pre-Event Bid Commitments
Cashman and Darcy (2008)	Sydney 2000	Domestic and International Partnerships
Gold & Gold (2009)	London 2012	Pre-Event Legacy Promises
Weed & Dowse (2010)	London 2012	Obstacles for social legacy
Dickson, Benson & Blackman (2011)	All Paralympic research	Conceptual framework
Darcy & Appleby (2011)	Sydney 2000	Structures and Negative Consequences
Bloyce & Lovitt (2012)	London 2012	Plans for participation legacy of event
Weed & Coren (2012)	London 2012	Potential legacy

Authors and Year	Events	Legacy Dimensions
Weed, et al. (2012)	London 2012	Sport Participation
Braye, Gibbons, & Dixon (2012)	London 2012	IPC vision of event legacy/Governance
Braye, Dixon & Gibbons (2013)	London 2012	Perspectives of disabled activists
Darcy, Dickson & Benson (2014)	London 2012	Politics & Volunteers w/ disability
Misener, McGillivray, McPherson, Legg (2015)	Glasgow CG 2014	Policies and structures opportunity
Christie & Gibb (2015)	Glasgow CG 2014 2014	Event-led regeneration
Bell & Gallimore (2015)	London 2012	Sub-regional strategic partnerships
Carlisi & Misener (2016)	Toronto Parapan American Games, 2015	Collaborative governance
Brittain & Beacom (2016)	London 2012	Public policy and media
Coates & Vickerman (2016)	London 2012	Paralympic legacy for children w/ disability
Bush, Silk, Porter, & Howe (2016)	London 2012, Beijing 2008	Media Representations of Para-Athletes

Authors and Year	Events	Legacy Dimensions
Weed, et al. (2012)	London 2012	Sport Participation
Braye, Gibbons, & Dixon (2012)	London 2012	IPC vision of event legacy/Governance
Braye, Dixon & Gibbons (2013)	London 2012	Perspectives of disabled activists
Darcy, Dickson & Benson (2014)	London 2012	Politics & Volunteers w/ disability
Misener, McGillivray, McPherson, Legg (2015)	Glasgow CG 2014	Policies and structures opportunity
Christie & Gibb (2015)	Glasgow CG 2014 2014	Event-led regeneration
Bell & Gallimore (2015)	London 2012	Sub-regional strategic partnerships
Carlisi & Misener (2016)	Toronto Parapan American Games, 2015	Collaborative governance
Brittain & Beacom (2016)	London 2012	Public policy and media
Coates & Vickerman (2016)	London 2012	Paralympic legacy for children w/ disability
Bush, Silk, Porter, & Howe (2016)	London 2012, Beijing 2008	Media Representations of Para-Athletes

Legacy, Impact, and Leverage...

Focus on identifying and capitalising on leverageable assets of events as a means to foster lasting social and economic benefits (Misener et al, 2015; Chalip, 2017)

LEGACY —→ **LEVERAGE**

Paralympic Legacies



- **Accessible infrastructure**
- **Development of sport structures**
- **Attitudinal changes**
- Opportunities for **full integration in social living** beyond sports.



Disability Studies Lens

- How are people included/excluded, to what extent sites of power and privilege reproduce norms of ability
 - Policies
 - Infrastructure
 - Attitudes
 - Representation

Glasgow 2014 Commonwealth Games



Toronto Parapan Am Games 2015



What have we learned?

- ❖ Integration – SAME or Distinct
- ❖ Integrated marketing and messaging often misses key issues
- ❖ Broad legacy objectives – BUT planning and resources?
- ❖ KEY QUESTION: Who is driving this agenda?

BID/POLICY PROMISES \neq STRATEGIES

Role Clarity

- Role of the Games
- NPCs – Development – High Performance
- Organizing Committee versus other Partners organizations
- Governance mechanisms



Knowledge

“Where do I find out about these sports”

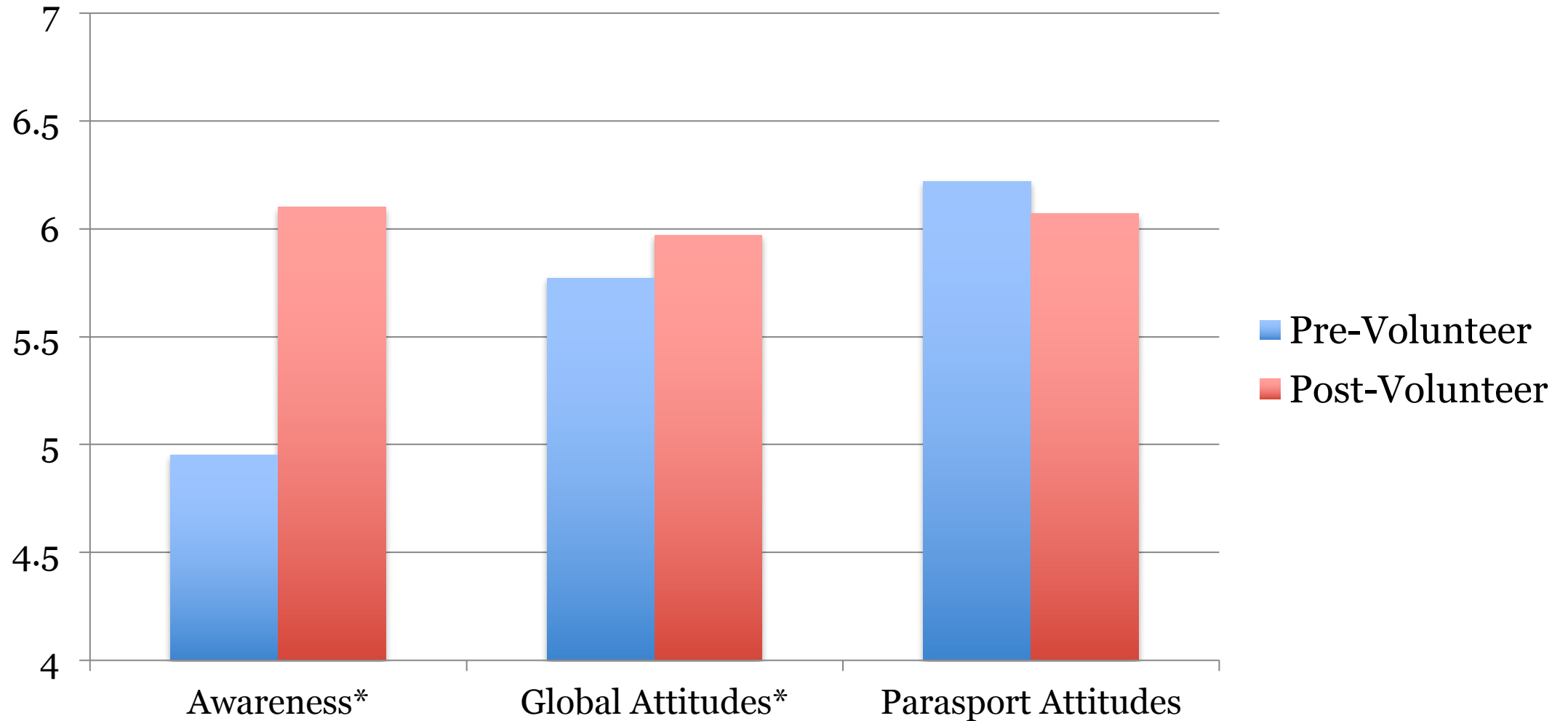
➤ *Missed Opportunity – lack of information onsite for referrals*

“Can you explain to us what is happening”

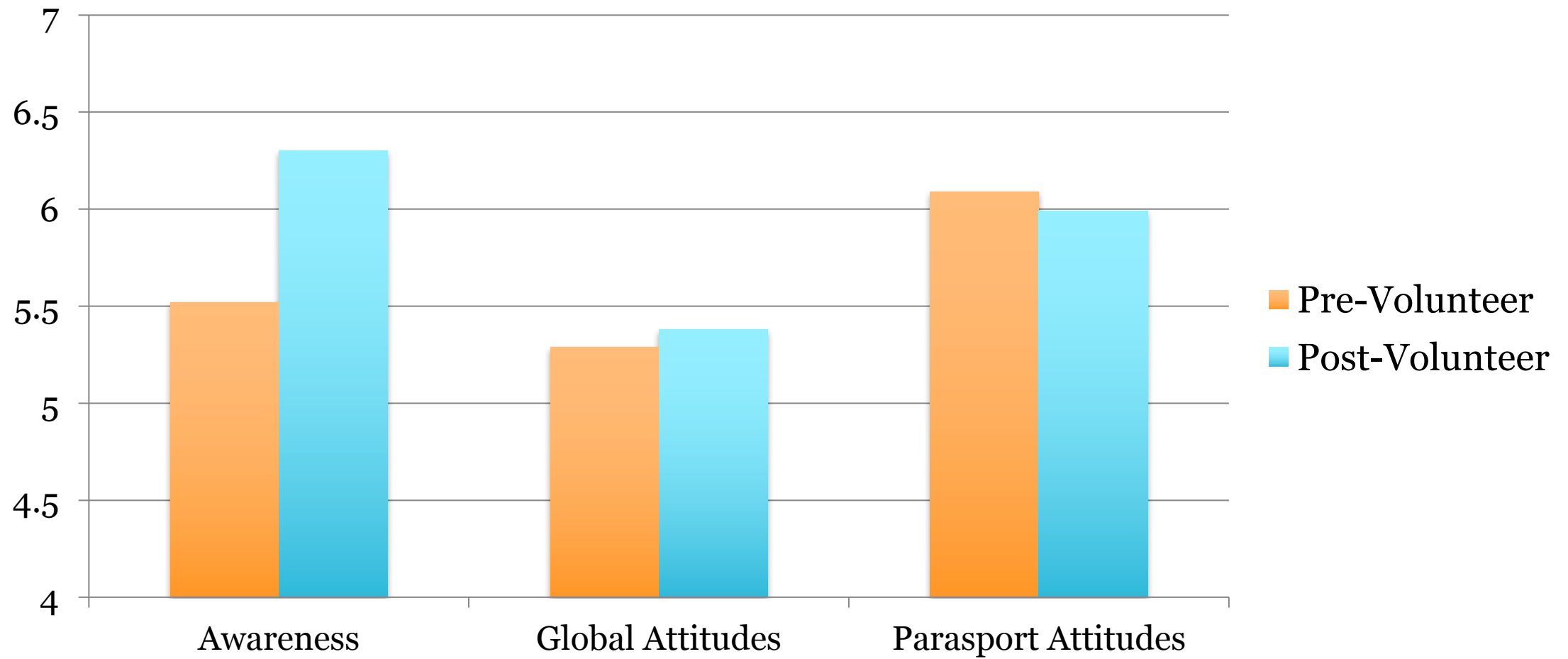
➤ *Stage Parasport Spectatorship*



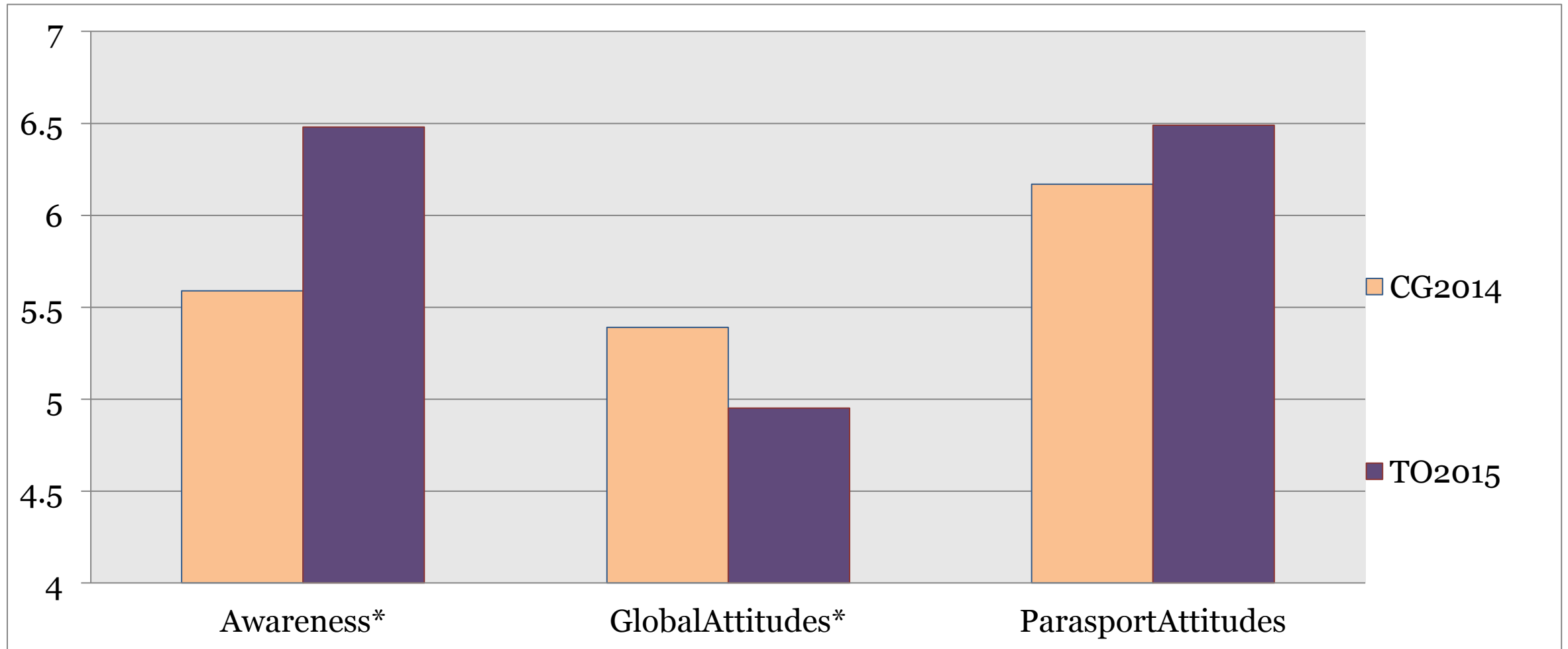
Attitudes – Impact of the Games (G2014)



Attitudes – Impact of the Games (TO2015)



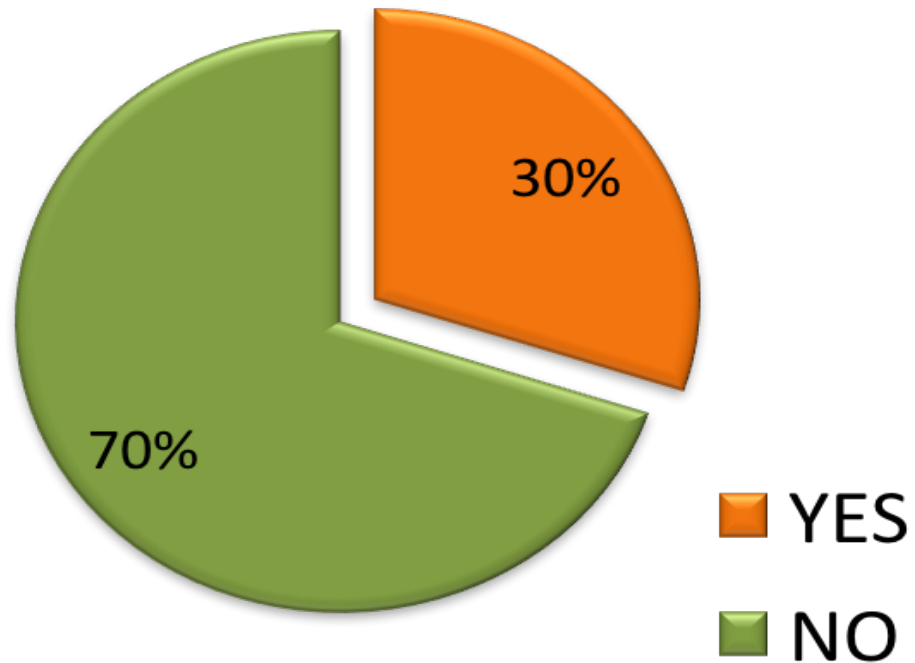
Attitudes - Spectator Results



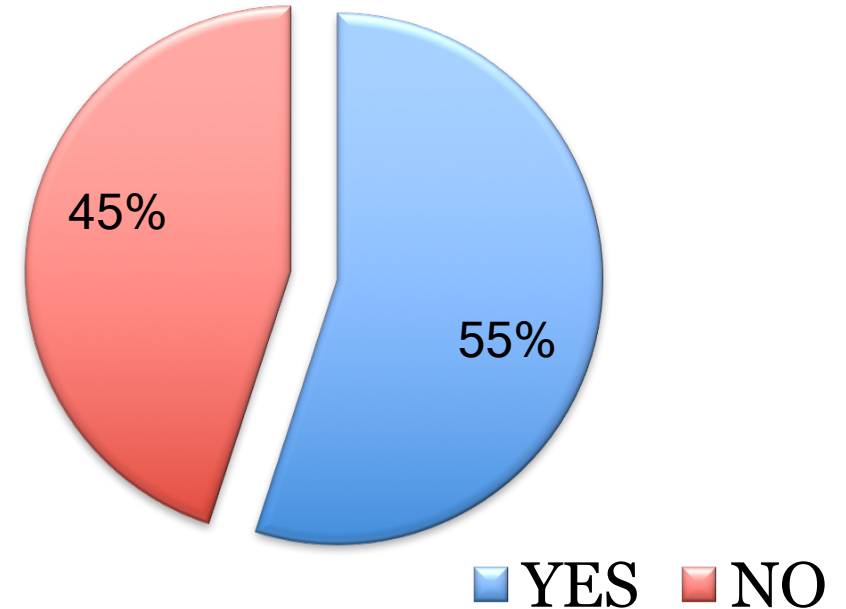
Impact of the Games (Spectators)

Has the EVENT changed your attitude towards disability?

CG2014



T02015



What does this tell us...?

1. Contact Theory
2. Discourses about Change
3. Social Change??



Language and Framing Matter

Legacy  Impact

Barriers  Constraints

Organization  Governance

...Social Change Agenda

**Sport
Development**

Policy

Representation

**Games
Structures**

Quality
participation

Governance and
Leadership

Paradox:
Attraction,
Retention, and
Image

Distinction,
Inclusion,
Opportunity

Social Impact

- Social Change
- Agenda of Social Change in the Paralympic Games versus societal Agenda
- **STRATEGIC**
 1. Accountability
 2. Resources
 3. Evaluation and Measurement



The Paralympic Games and Social Impact: Beyond the Rhetoric

Laura Misener

Associate Professor, School of Kinesiology

Western University

Laura.misener@uwo.ca

@lmisene