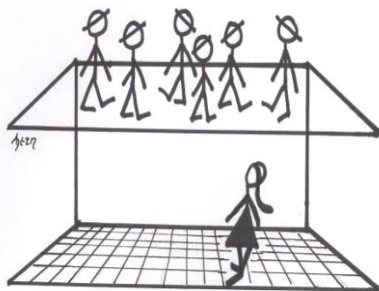


# SPORT AS SOCIAL CAPITAL: Bridging, Bonding, or Dark?

lecture by **Professor Irene Kamberidou**, December 2022  
(4<sup>th</sup> and 5<sup>th</sup> lectures)

Social Capital Drain

GLASS CEILING:  
LEADERSHIP GAP



Widespread Corruption Unethical  
Athletes Regulate Institutional  
Russia Ban DOPING Methods Evade  
Integrity Competition Performance  
Banned Systematic Blood Health  
Enhancing Prohibited Steroids  
Detection Cheating Injections  
International Deception Authority



2.

# SOCIAL CAPITAL



References/bibliography: Bourdieu, 1983 1972; Coleman, 1988; World Bank 1999; Putnam 2000, 1993; Cohen & Prusak, 2001; Adkins, 2005; Kamberidou & Patsantaras 2007; Walseth, 2008, etc.

- A core concept in sociology, political science, organizational behavior, business or entrepreneurship...
- Many definitions of social capital: **ambiguity of definitions and the variety of interrelated meanings**
- however the most important is that social capital refers to **SOCIAL NETWORKS – SOCIAL BONDS...**



2.

# SOCIAL CAPITAL



- Social cohesion (unity),
- Social participation, engagement,
- **Social ties, social good, social benefits,**
- **socio-economic development, instead of profit alone...**
- Collective action, collective activities: **civic engagement, volunteerism, collaboration,**
  - **Trust, Equality, Fairness**
- **Social Networks and Social Bonds, common goals and values, solidarity**
- ...

**References/bibliography:** Bourdieu, 1983 1972; Coleman, 1988; World Bank 1999; **Putnam 2000, 1993**; Cohen & Prusak, 2001; Adkins, 2005; Kamberidou & Patsantaras 2007; Walseth, 2008, etc.



# SOCIAL CAPITAL

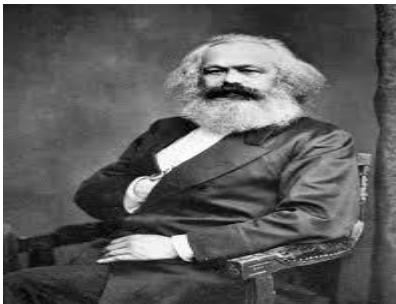


4

□ James Madison (wrote 1787, 1788)



□ Alexis de Tocqueville (wrote, 1835, 1840)



**Karl Marx (born 1818 – 1883)**

**Max Weber (born 1864-1920)**



# SOCIAL CAPITAL



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1. **Lyda Judson Hanifan**

**(1916, 1920): on**

**agricultural communities**

2. **Jane Jacobs (1961): on**

**urban (city) life**

3. **Bourdieu (1972)**, building on theories of **Karl Marx, Max Weber, Emile Durkheim and Norbert Elias**

4. **Bourdieu (1983, 1986)** [pioneer – **emphasis on social inclusion** and not in general on social solidarity. Major ingredient/source of social capital social bonds/ties (and not social class)]

5. **Coleman 1988, Coleman 1990,**

6. **World Bank 1999,**

7. **Putnam 2000, 2004 ((bridging – bonding social capital**

**See also:**

9. **Onyx & Bullen 2000, Cohen & Prusak 2001, Schif 2002, Christoforou 2003, Tillie 2004, Massey & Aysa 2005, Kamberidou & Patsantaras 2007, Walseth, 2008, and so forth**



# 6. SOCIAL CAPITAL = “Social Glue”

It is the social glue that holds societies together

## It refers to:

- Associational life, civic virtue, civic engagement, community service,
- social action, social cohesion, social ties, **the collective value of social networks,**
- the construction of **broader identities, respect for ethnic, racial and gender diversity**
- **the elimination of socioeconomic exclusions.**

(Bourdieu, 1983, 1972; Coleman, 1988; World Bank 1999; Putnam, 1993, 2000; Cohen & Prusak 2001; Adkins, 2005; Kamberidou & Patsantaras 2007; European Commission, 2018; US Dept. of Labor, 2016; WiSE, 2015; OECD, 2015; Walseth, 2008 ...)

- **Active and direct interactions among individuals** and the norms of reciprocity and trustworthiness, namely
- **mutual understanding, shared values and behaviors that bind the members of human networks, making cooperative action possible.**





- Social cohesion is critical for societies to prosper economically and for development to be sustainable
- **Communities with a good supply of social capital** can help alleviate the ominous effects of socioeconomic disadvantage and are more likely to achieve not only economic growth, but also **higher educational accomplishment, better health, and lower crime** figures.



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# 8. *Bowling Alone: The Collapse and Revival of the American Community (Putnam 2000)*



## SOCIAL CAPITAL





# Bowling Alone: The Collapse and Revival of the American Community (Putnam 2000)

9

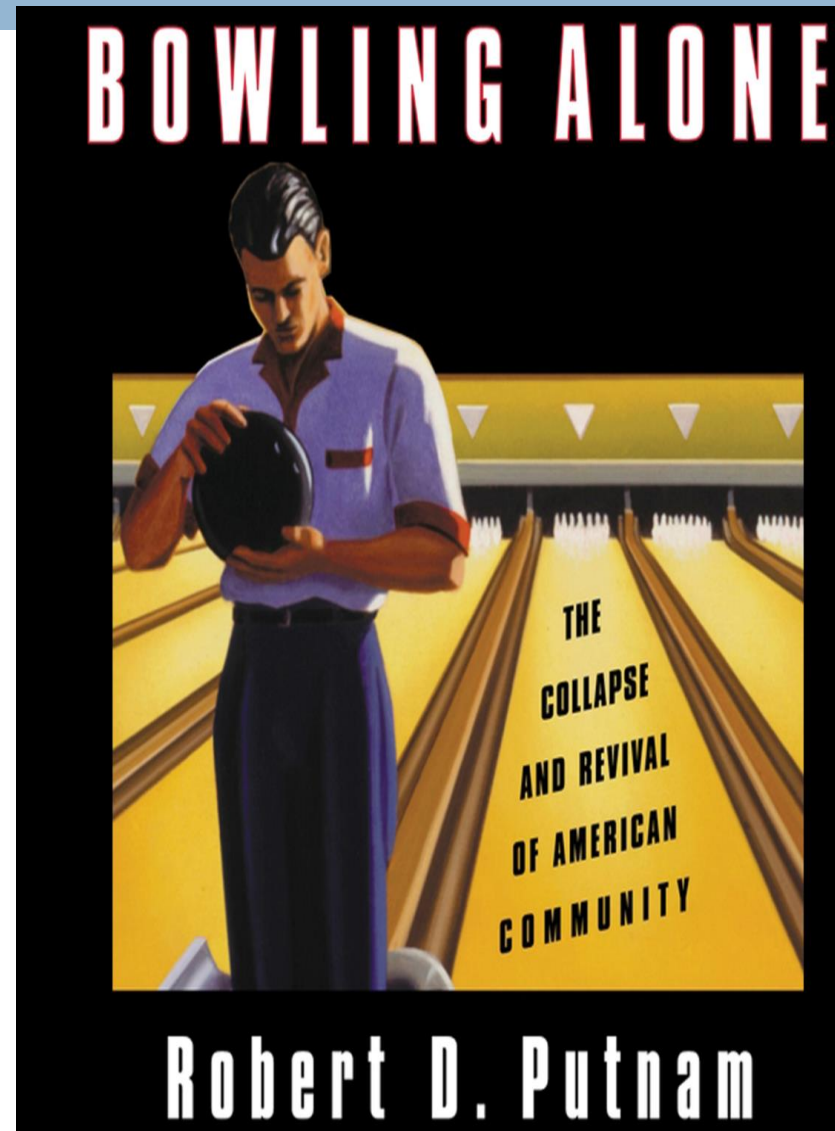
“Connections among individuals – **social networks** and the **norms of reciprocity** (**interchange/mutual benefit**) and **trustworthiness** that arise from them.”

- ✓ **BONDING OR EXCLUSIVE SOCIAL CAPITAL**
- ✓ **BRIDGING OR INCLUSIVE SOCIAL CAPITAL**
- ▶ **INCLUSIVE AND EXCLUSIVE SOCIAL CAPITAL DIMENSIONS**
- ▶ **distinctions and interrelations between bonding and bridging social capital**

(Putnam 2000, 1993)



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# Social capital, a social *glue*

10



**It is the social glue that holds communities and societies together, by creating “a collective we”, namely collective benefits through**

Collective action/activities that influence the broader/wider social and economic environment (Bourdieu 1972, et al.)

# INDICATORS



11

HOW DOES HE MEASURE THIS DECREASE IN SOCIAL CAPITAL IN THE UNITED STATES? Through Memberships-registrations in:

1. Volunteerism: volunteer organizations, clubs, NGOs
2. Elections processes (**voting**)
3. Sales of newspapers (of course today we have the digital media)
4. Expressions of trust in authorities, in officials
5. Lack of Trust in politician, politicians and the government
6. Statistical data that concerns the increased in crime rates

(Putnam 2004, 2000, 1996, 1993)






Participation in social organizations, like sports clubs, are a solution for social integration since **“sport builds social capital”** (Putnam, 2000).

- .....and in particular TEAM SPORTS, BRIDGING SOCIAL CAPITAL (Putnam, 2000)..
- specific and generalized reciprocity (mutual benefits)...

- **Specific reciprocity** is exemplified by the phrase: **‘I’ll do this for you if you do that for me’** (Putnam, 2000, p. 20)
- while the norm of **generalized reciprocity** is: **‘I’ll do this for you without expecting anything specific back from you, in the confident expectation that someone else will do something for me down the road’** (*op. cit.*, p. 21).
- Cultivating the norm of **generalized reciprocity is extremely important in team sport.**

# INCLUSIVE AND EXCLUSIVE SOCIAL CAPITAL DIMENSIONS: Bridging and Bonding (Putnam 2000)

13



**Bonding or *exclusive* social capital**



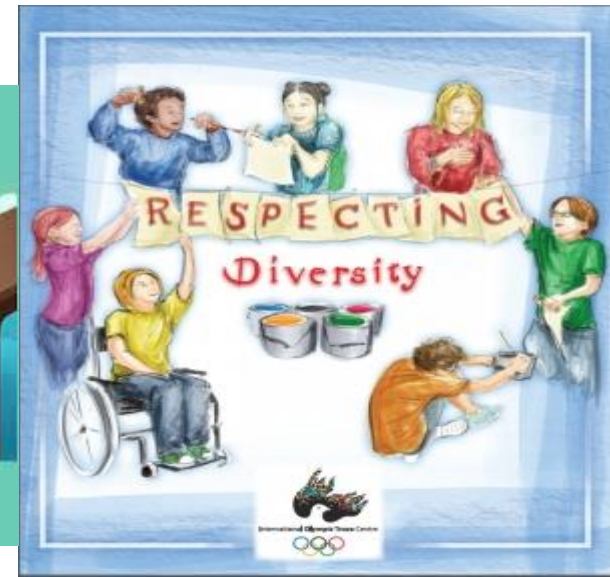
**Bridging or *inclusive* social capital**



# Bridging or inclusive Social Capital

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- Diverse, more open, more inclusive to people of different socio-economic backgrounds, nationalities, ages, religious orientations, etc.
  - More outward-looking: encompass people across different social divides, regardless of, race, age or socioeconomic class
- ...



## Bonding or exclusive social capital (Putnam 2000)

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SET DOODLE TERRORIST



**Social networks or social that are more exclusive, not open to everyone:**

- ◆ exclusive identities,
- ◆ homogeneous groups, sustaining or reinforcing their our narrower selves,
- ◆ self-serving behaviours and personal agendas
- ◆ egocentric attitudes
- ◆ exclusionary practices
- ◆ etc



# NEED TO TAP INTO THE SOCIAL CAPITAL OF SPORT

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Athletes  
for PEACE

**Sports clubs as spaces for bridging social capital, namely they are a means of social integration**

- **See also:** “Bridging and bonding social capital in sport—experiences of young women with an immigrant background” (Walseth 2008)



COLOURS  
FOR  
PEACE

A fun way to learn  
about Olympic Truce



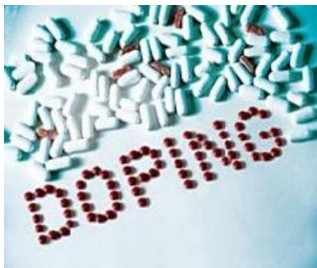


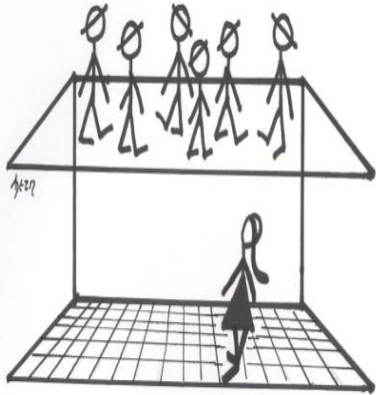
“Bonding or exclusive social capital (Putnam 2000),  
“Dark social capital in sport” (Kamberidou, 2006, 2019)

17

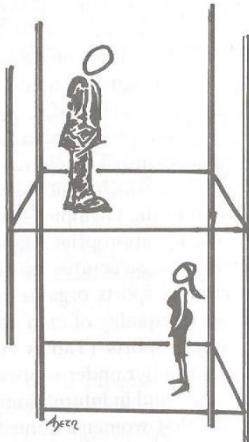
□ Commercialization of Sport and physical activity

- Doping,
- Racial violence at football matches,
- Sport labour, sport migration and a **social capital drain**,
- women’s underrepresentation in sport leadership...





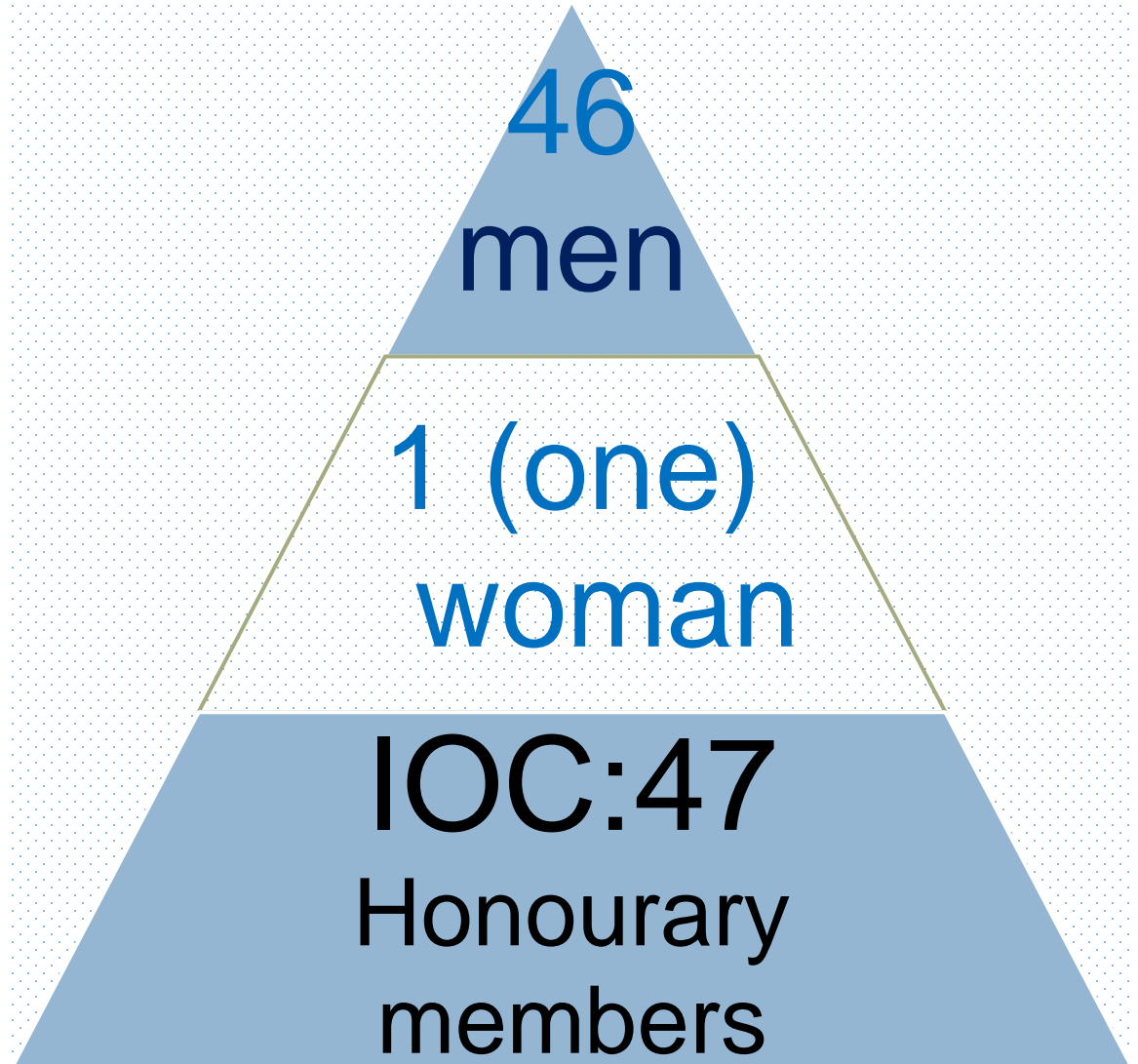
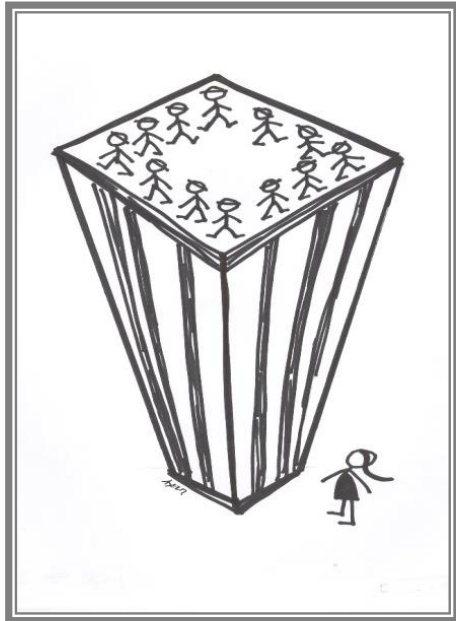
*Gender leadership  
gap and glass  
ceiling*  
by Areti Kamperidis

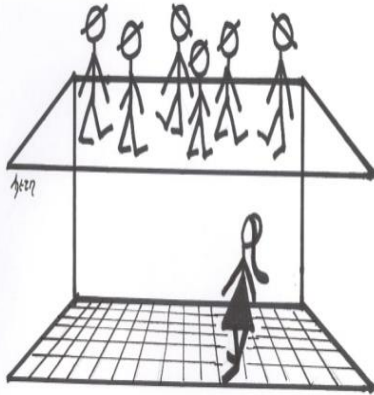


65  
men

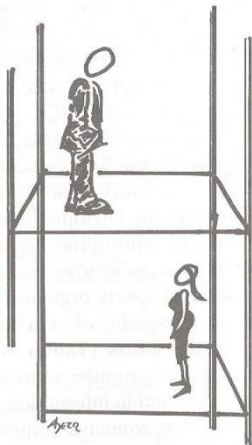
39  
women

IOC: 104  
members





*Gender leadership gap  
and glass ceiling  
by Areti Kamperidis*



**41  
Presidents  
are  
men**

**3  
Presidents are  
women**

**44 Sport federations  
with 538 members: Board  
of Directors: 453 men and 85  
women (16%)**

# THE HELLENIC OLYMPIC COMMITTEE TODAY

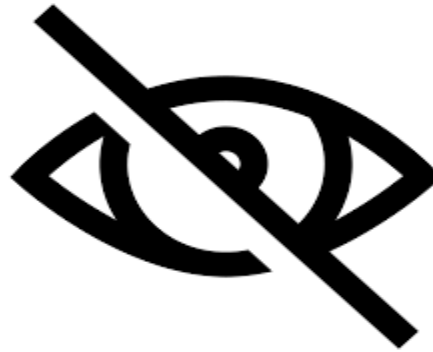
21



# gender-blind

22

Many researchers agree that Putnam's theory is **gender-blind**...



Morrow, 2003 , 2004; Adkins, 2005; Misztal, 2005, Kamberidou, 2011

# SOCIAL CAPITAL DRAIN: The elimination of cultural-ethnic identities – the sport migration phenomenon



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- "Global migrant athlete" "sport labour"; global migrant athlete, global migrant labour force;
- athletes from less privileged countries have been changing their nationalities ...
- usually applies to high performance or elite athletes, has raised new socio-political issues, such as: 1) the effects of global sport migration on the less privileged or less developed nations who have been deprived of their high performance athletes ...
- the implications of athletic talent migration for various sports—

Kamberdiou & Patsnataras, 2007; Poli 2010, Patsantaras 2007, Darby, Akindes, Kirwin 2007, Takahashi & Horne 2006, Maguire 2004, Bale 2003, Lafranchi & Taylor 2001, Darby 2001, Maguire 1999, Bale & Sang 1996).

# **SOCIAL CAPITAL DRAIN:**

## **The elimination of cultural-ethnic identities – the sport migration phenomenon**



24



- **Studies have been focusing on the implications of athletic talent migration on conceptions of identity, on the impact of athletic talent migration on both host countries and donor countries, on the role of intermediaries such as sports agents, the effects on sports fans and athletes, and the changes in regulatory sport frameworks ...**
- Athletic labour migration is a dynamic subject involving country, club/team, and athletes in a complex chain of negotiations over rights and responsibilities...
- **Nationally developed players may no longer represent the route to success for teams, and there are also implications for coaching, training and national teams...**

Kamberdiou & Patsnataras, 2007; Poli 2010, Patsantaras 2007, Darby, Akindes, Kirwin 2007, Takahashi & Horne 2006, Maguire 2004, Bale 2003, Lafranchi & Taylor 2001, Darby 2001, Maguire 1999, Bale & Sang 1996).



# Dark social capital

How many migrant workers have died in Qatar? Over 6.500...

25



“The high profile of the tournament has drawn attention to Qatar’s **dubious human rights record**, including its **hostility towards LGBT people**, and the dangerous and **exploitative conditions** faced by the vast numbers of **migrant workers** who have built the infrastructure....”

<https://www.theguardian.com/football/2022/nov/27/qatar-deaths-how-many-migrant-workers-died-world-cup-number-toll> the

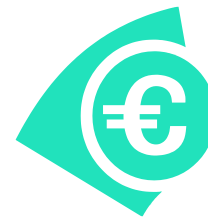
Guardian, Sun 27 Nov 2022 17.12 GMT

# DARK SOCIAL CAPITAL IN SPORT

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1. Cities spend enormous amounts of money to assemble and submit bids to host the Olympics.
2. Prospective host cities, companies and nations frequently use financial incentives or exercise various forms of pressure to gain the votes of IOC members in the bid selection process.
3. The agreement for hosting the games usually includes contracts with specific international construction companies, and consequently the games often become a means of legalizing or conveying illegal capital
4. The systematic misinterpretation, or rather misuse of Olympic values indicates that sport has not yet evolved into a form of social capital which can be nurtured and reproduced to raise social cohesion or social unity and eliminate social exclusions



(Patsantaras & Kamberidou,2006, Patsantaras, 2019, Kamberidou 2019)

However, the social space of SPORT is an untapped resource/source for the creation of Social Capital !!



Athletes  
for PEACE



**COACHES  
ACROSS  
CONTINENTS**  
GLOBAL LEADERS IN  
SPORT FOR SOCIAL IMPACT



FOOTBALL 4 PEACE  
\* CO-EXISTENCE THROUGH SPORT \*



**MAKE PLACE FOR  
ONE MORE WOMAN**


Πρόγραμμα για την αύξηση της Συμμετοχής των  
Γυναικών στον Αθλητισμό, την Προπονητική  
Καθοδήγηση και τη Διοικητική Στελέχωση

# Peace Youth Camp in Ancient Olympia

## Peace and Sport Forum

JOIN THE  
10TH PEACE AND SPORT  
INTERNATIONAL FORUM

UNDER THE HIGH PATRONAGE  
OF HSH PRINCE ALBERT II OF MONACO



PEACE  
AND  
SPORT  
FORUM

BE PART OF WHAT MATTERS

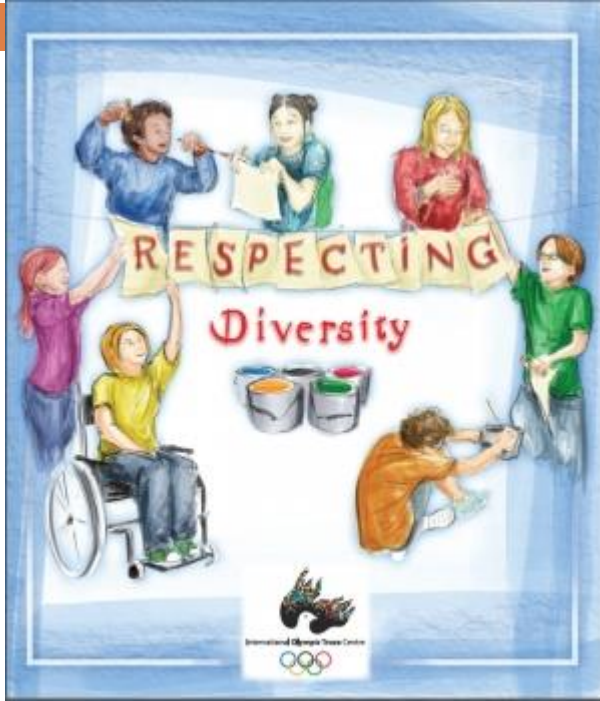


3rd  
IMAGINE  
PEACE  
YOUTH  
CAMP



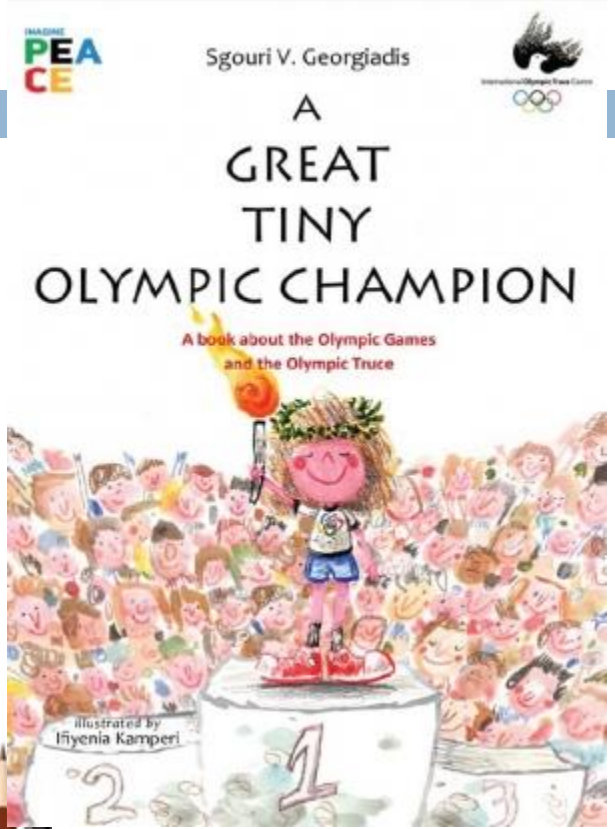
apply  
now

Aug 27th - Sept 2nd 2017 • Ancient Olympia, Greece



# COLOURS FOR PEACE

A fun way to learn about Olympic Truce



# Peace Education: the role of Sport

## See also:



30

- PeaceFirst (formerly Peace Games),
- Sport in Society (SIS), **athletes mentors for Peace**
- the International Sport for Development and Peace Association (ISDPA),
- the Canadian Centres for Teaching Peace,
- the Peace Education Foundation,
- the Power of Peace Network (PPN),
- the European Sport for Development (ESDN) Network,
- Women's Initiative for Peace (WINPEACE), etc.

# Sport in Society's *Olympism and Social Justice Institute*



1. Fair Play project
2. Mentors In Violence Prevention Program (MVP): empowered bystanders, the active bystander approach to combat bullying, etc.
3. Project TEAMWORK (PTW) Diversity and Violence Prevention Training Human Rights Squads, a Squad of Student Athlete Volunteers: Athletes in Service program.
4. Leaders Act, and more  
[www.sportinsociety.org](http://www.sportinsociety.org)

# Sport in Society (SIS): Athletes as mentors in violence prevention

Photo from 3rd Annual Junior Coach Leadership Convention





# *Sport in Society's* 15th Annual State Double Dutch Tournament.



# Peace First – Peace Games

Children demonstrating for the environment: "Respect the Environment!"

<http://peacefirst.org/>





peacefirst  
partylater



**YOU'RE  
INVITED**



# Football 4 Peace (F4P): Bringing Arabs and

# Jews together

 (<http://www.britishcouncil.org/israel-society-football-for-peace-2.htm>).

Photo from author's visit to Football 4 Peace (F4P) in Israel

Football 4 Peace in Israel: Participants from Jordan



# Football 4 Peace: Bringing Arabs and Jews together



# Ultimate Peace (UP) in the Middle East (Ultimate Frisbee)

<http://www.ultimatepeace.org/>

Doina Melinte (left) former Olympic athlete and President of the Romanian National Agency for Sport and Youth, Irene Kamberidou (author) and Palestinian and Israeli girls enrolled in UP sport camp program

Palestinian and Jewish youth playing *Ultimate Frisbee*



# Ultimate Peace (UP) in the Middle East

At Ultimate Frisbee field



Ultimate Peace: Promoting Peace  
through the Spirit of the Game



# World Youth Peace Summit: Peace Walks and Scholar-Athlete Games

<http://www.youthpeacesummit.org/peace-walks.cfm>

Peace Walks in support of the World Youth Peace Summit.



Participants at World Scholar-Athlete Games



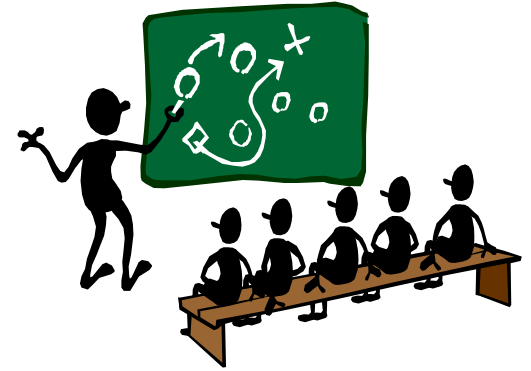


# At World Youth Peace Summit and Scholar-Athlete Games



# Participants at World Youth Peace Summit and Scholar-Athlete Games





THANK YOU