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# Trustworthiness of high-performance sports and the fight against doping from the athlete's point of view

**Daniel Westmattmann**

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## Current headlines

**Current newspaper headlines reveal an immense drop of trust in  
Anti-Doping System.**

Lose Trust and You're Lost: Five Crucial Steps  
Lance Armstrong Didn't Take

Forbes, Januar 2013

**I don't trust the system! Djokovic launches  
scathing attack on 'ridiculous' anti-doping  
body after Troicki's 12-month ban**

By [ELEANOR CROOKS](#)

PUBLISHED: 12:49 GMT, 6 November 2013 | UPDATED: 12:49 GMT, 6 November 2013

We Don't Trust IAAF on doping, athletes  
cry out

Vanguard, August 2015

## Agenda

1

**Background Anti-doping**

2

**Trust in high-performance sport**

3

**Doping prevalence**

4

**Anti-doping measures**

## Anti-doping-fight

**Doping is defined as the occurrence of one or more of the anti-doping rule violations set forth in Word Anti Doping Code (WADC).**

- Anti-Doping-tests are conducted as competition tests and as unannounced training tests between 6 a.m. and 11 p.m..
- Urine and blood samples are taken under supervision.
- Samples are split in A- and B-samples.
- The A-sample will be analyzed shortly after in an accredited laboratory or will be stored there.
- If the A-sample is positive, the athlete possesses the right that his B-sample will be analyzed as well.



## Doping dilemma

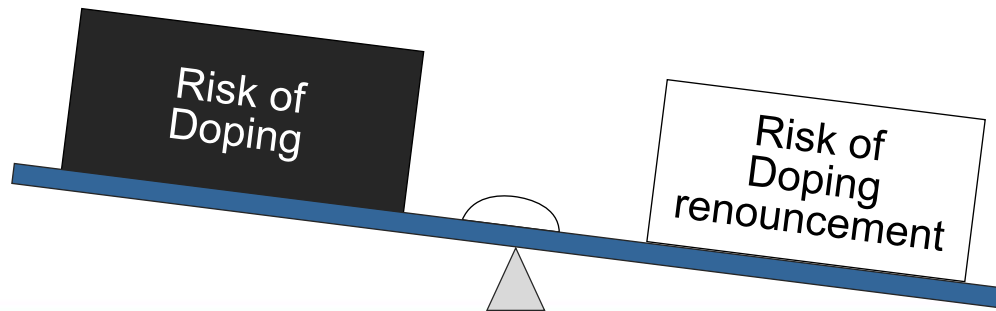
Professional athletes have to weigh the risks of doping against the risk of doping renouncement.

### Doping risk

- Health risks
- Risk of detection:
  - Negative social effects (ethics, values, loss of image)
  - Economic risks (job loss)

### Renouncement risk

- Risk of not being competitive
  - Economic risks (less success, less rewards)
  - Social risks (loss of status)



## Doping dilemma

**The Anti-Doping Agency faces ability- and incentive-issues.**

### Inability issue

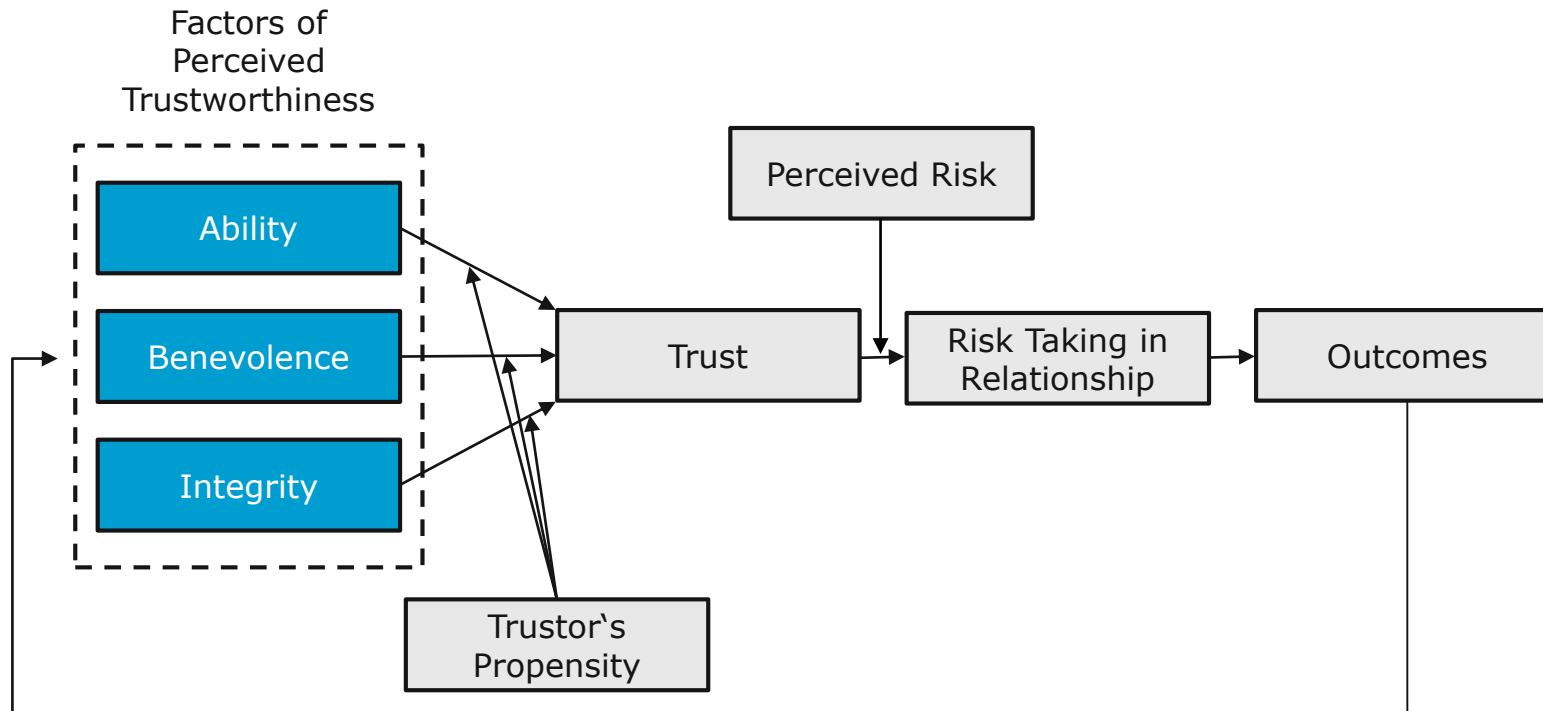
- Due to missing resources and insufficient infrastructure, the Anti-Doping Agency is not able to control:
  - All athletes
  - At every place
  - To every point in time
  - For all doping substances

### Incentive issue

- Anti-Doping Agency faces the risk of negative effects:
  - If the amount of (detected) doping is large, public interest in sport will decrease
  - If other institutes or the media detect doping cases not detected by the Anti-Doping Agency, it becomes untrustworthy.

## Underlying trust model

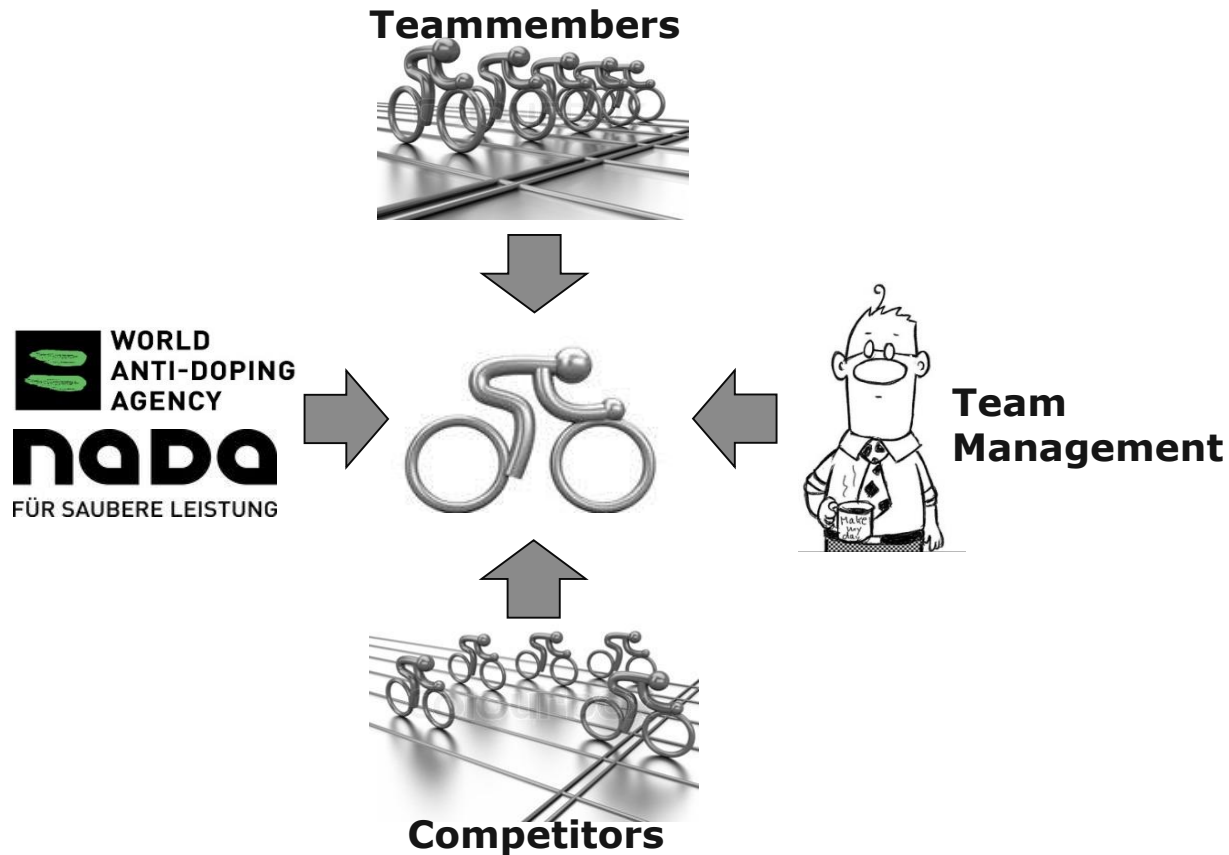
The **ABI-model** is used to illustrate trust in individuals and groups as well as trust in institutions.



**Proposed Model of Trust** by Mayer, Davis and Schoorman (1995)

## Relations of trust from the athlete's point of view

The athlete's doping decision is mainly influenced by four actors.





## Sample

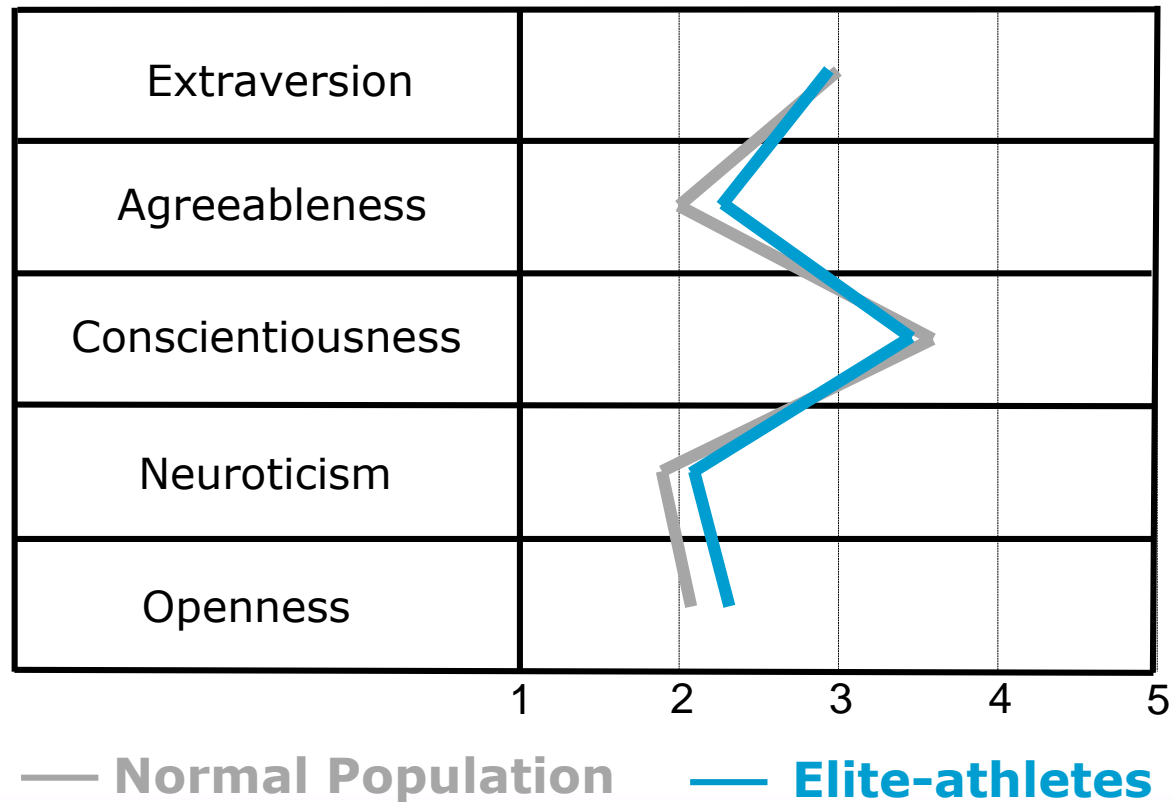
### **45 German professional cyclists took part in the online-survey.**

- Participants are member of an international team.
- Professional cyclists are sensitized for the Doping issue.
- All professional athletes belong at least to the General Testing-Pool of NADA respectively of WADA.
- These athletes have experiences in Anti-Doping-issues (ADAMS, ABP).
- Athletes can be checked anytime without prior notice.
- For the purpose of anonymity, biographical data, e-mail-addresses, team-membership data and such like were not asked in the survey.



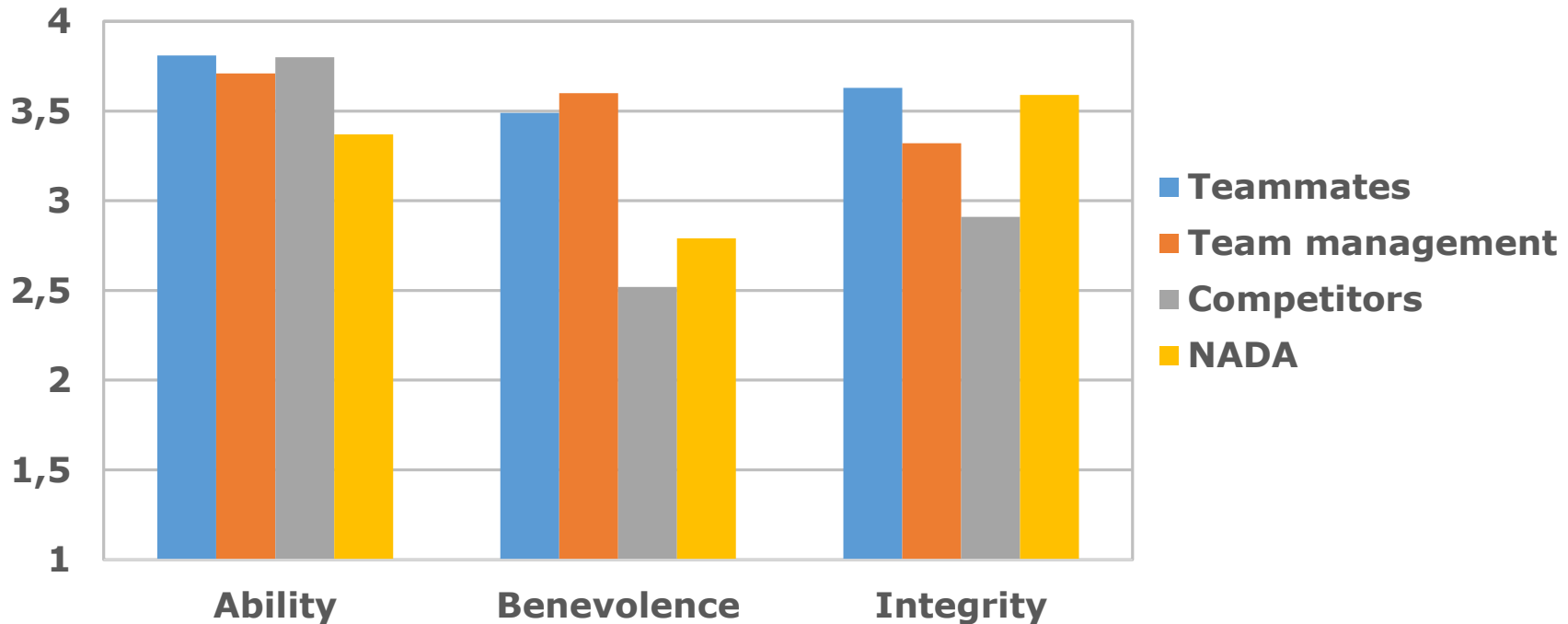
## Elite-athlete's Personality

Employing the 10 Item Big-Five-Inventory, we find minor deviations compared to normal population.



## Relations of trust between the actors

Within our online-survey we collected data about the three antecedents of trust by Mayer et al. (1995).



## Study design: Athlete's doping behavior

**To guarantee the athlete's anonymity Randomized Response  
Technique (RRT) was used.**

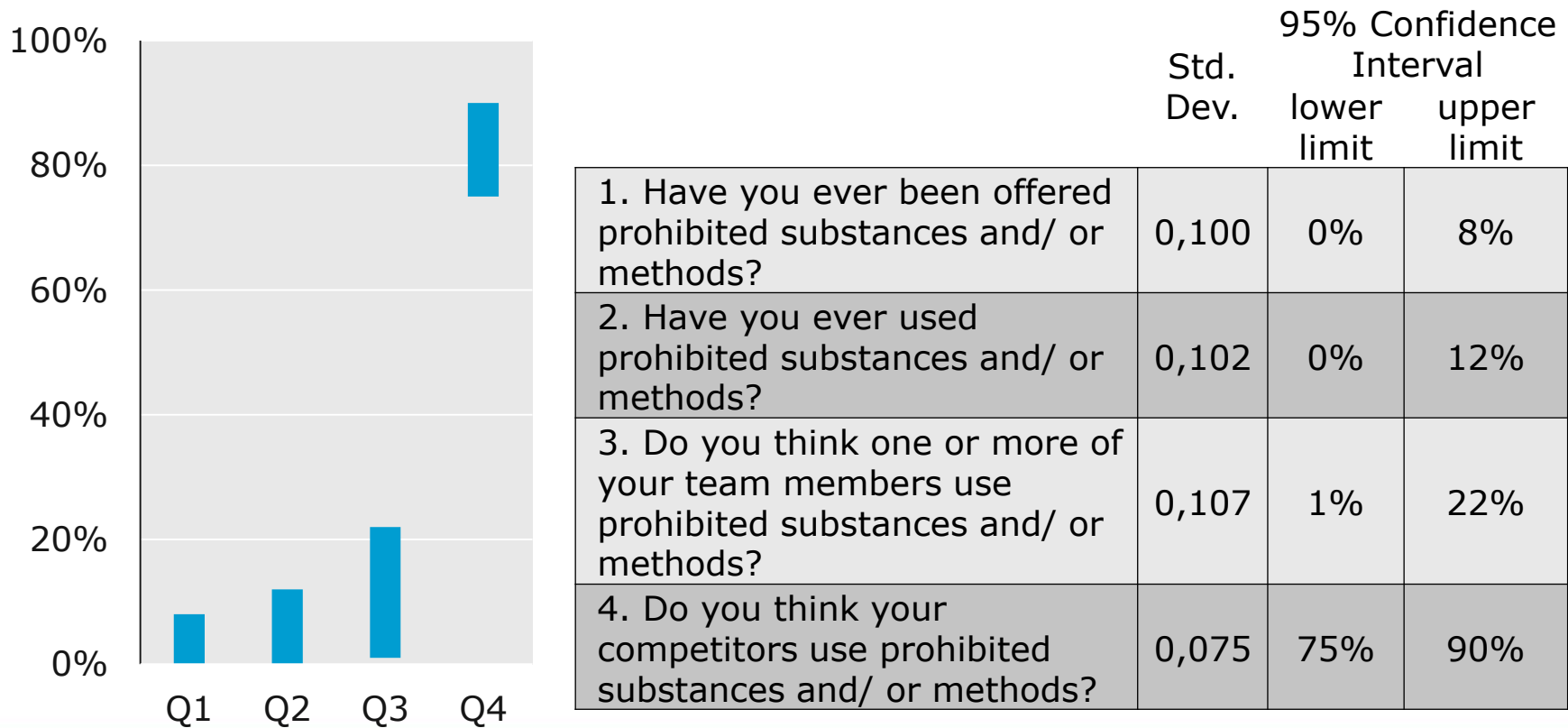
The 10-digit number on the back side of a 10€ note was used for random distribution. Athletes got the following instruction:

- A) If the last number is zero, one or two you have to answer ,Yes' no matter if it is true or not.
- B) Otherwise you have to answer truthfully.



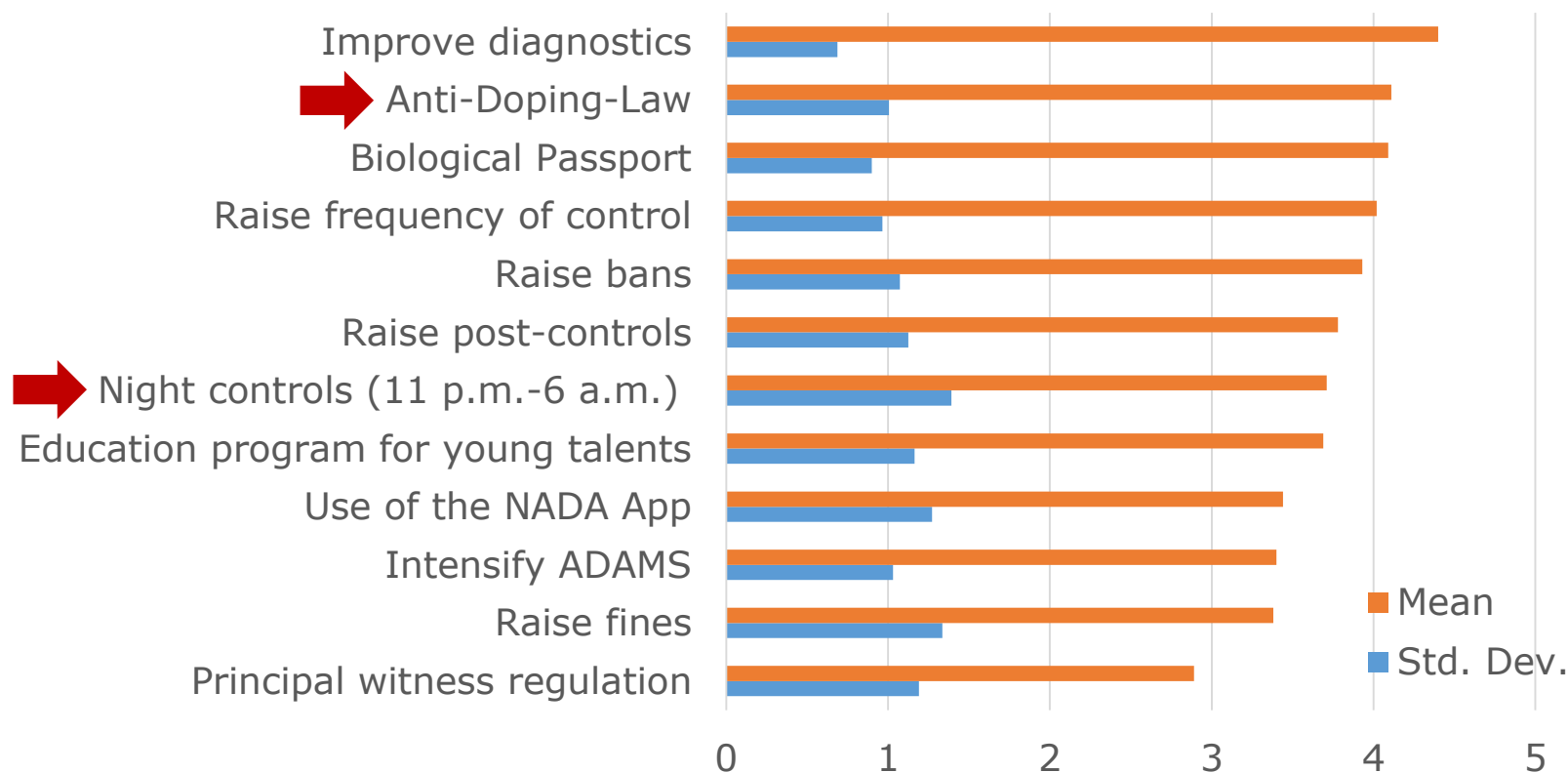
## Study results: Athlete's doping behavior

Using RRT only a few athletes admit that they have been offered or used doping but many think that their competitors take PED.



## How do athletes evaluate the Anti-Doping-fight?

The interviewed athletes evaluate improved diagnostics to be the most effective Anti-Doping-measure.



## Conclusion and implications

**Results indicate a lack of trust, which could be repaired by a balanced set of anti-doping measures.**

### Conclusion

- Doping issue seems to be diminished within the last decade
- But there is still a huge lack of trust in particular in competitors and anti-doping authorities.
- Perceived effectiveness differs a lot between various anti-doping measures

### Advices for practise

- Anti-doping measures should be used to reduce doping prevalence and to build to trust.
- Balanced mix of anti-doping measures  
→ Intelligent Testing
- Transparent presentation of anti-doping work by the anti-doping authorities



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