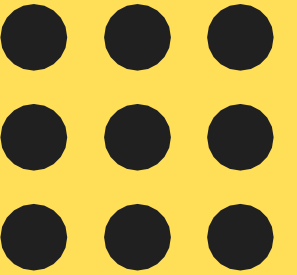


OCTOBER 14, 2019

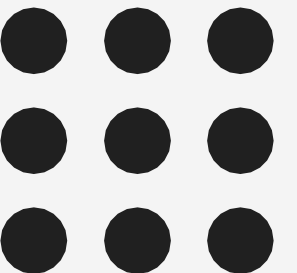
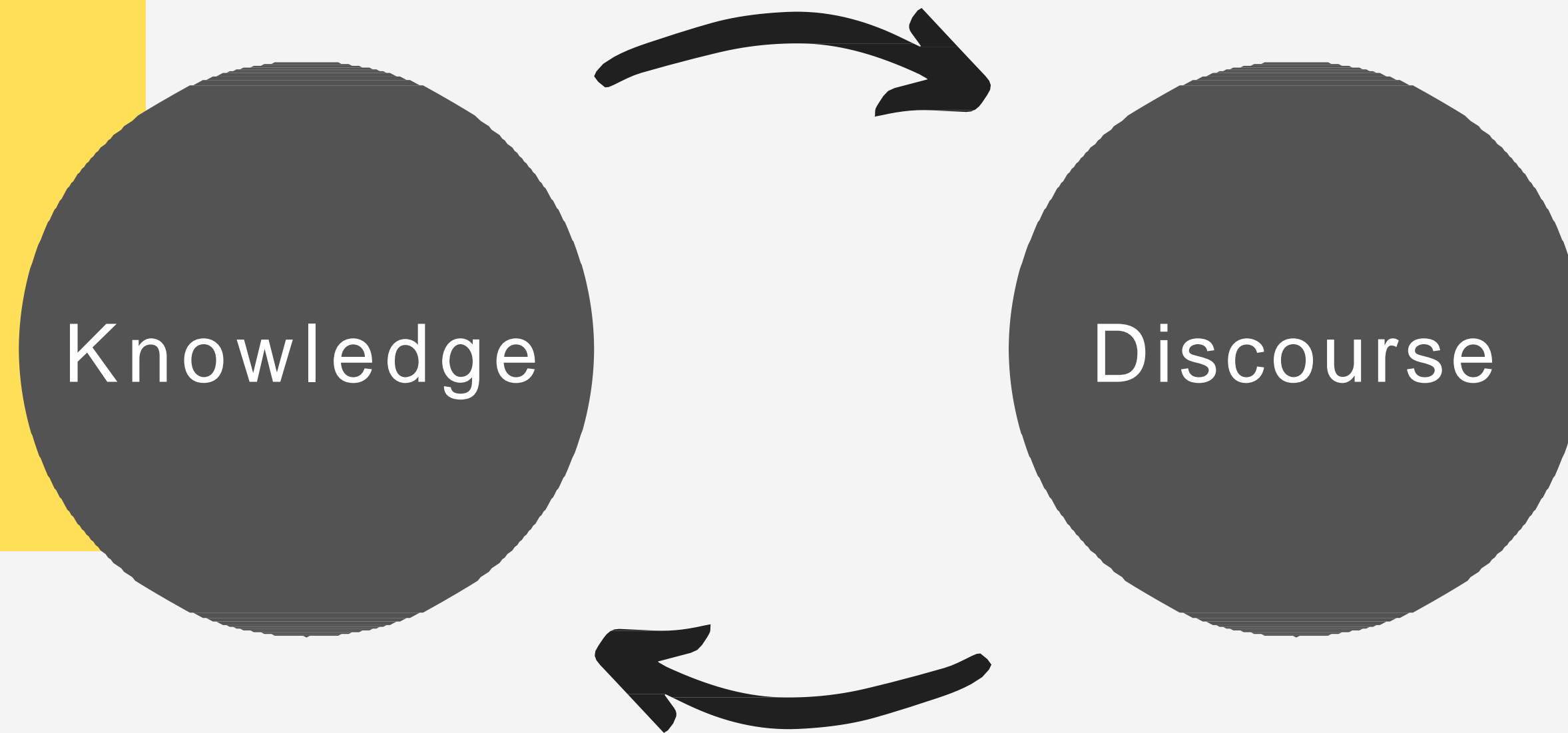
MACHINE- BODY FRAMEWORKS

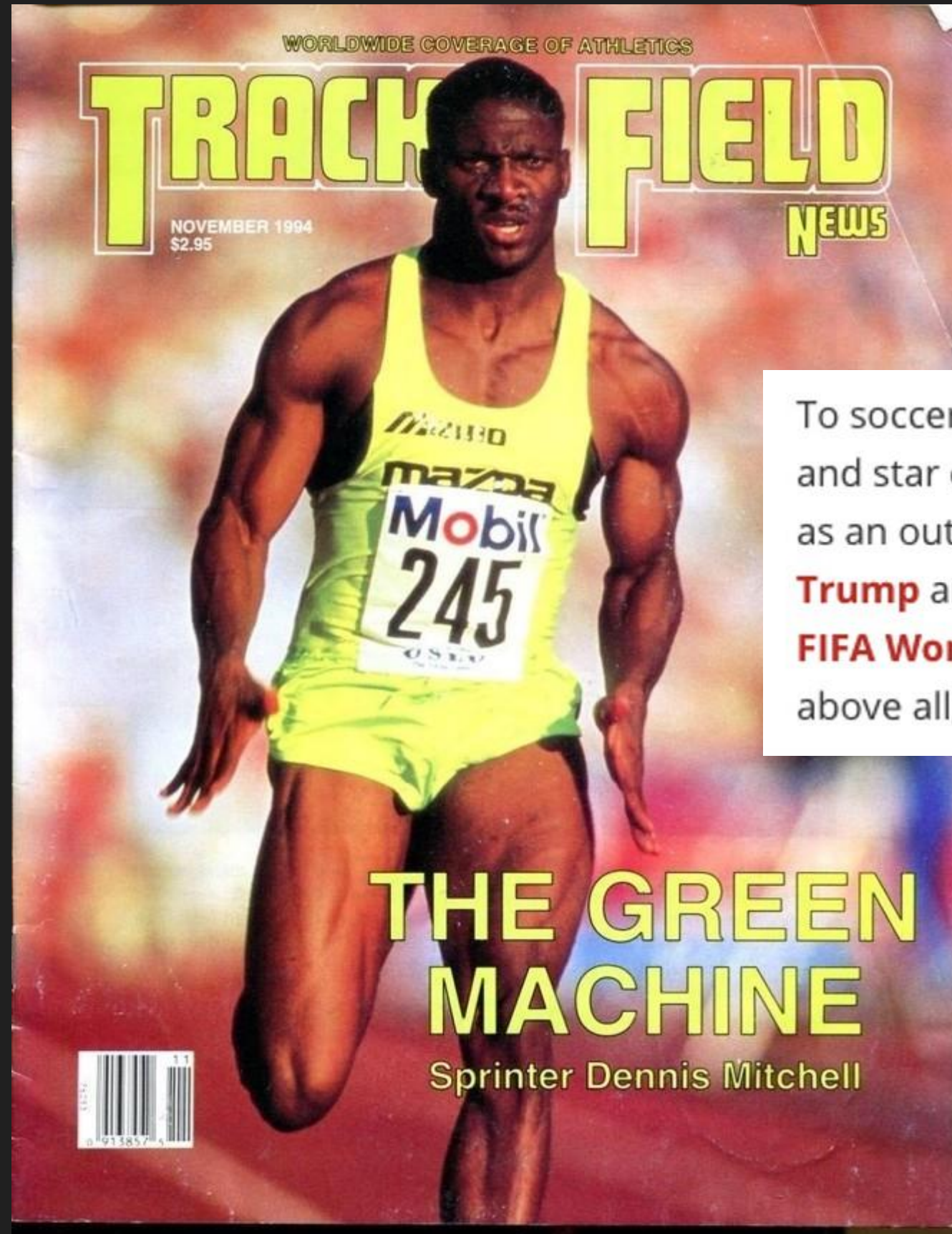
AND IMPLICATIONS FOR SPORT
CONSCIOUSNESS AND ATHLETE HEALTH



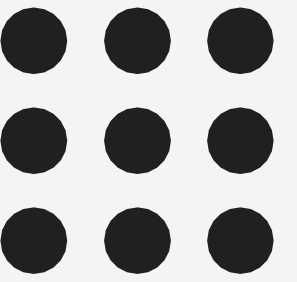
Postmodernism

Knowledge is produced and reproduced through discourse.





To soccer fans around the world, they know **Megan Rapinoe** as a goal-scoring machine and star co-captain for the U.S. Women's National Team. To many others, they know her as an outspoken woman **currently feuding with United States President Donald Trump** and saying she is **"not going to the f—ing White House"** if her team wins the **FIFA Women's World Cup**. However, what the 34-year-old wants you to know is that, above all, she is "extremely American."

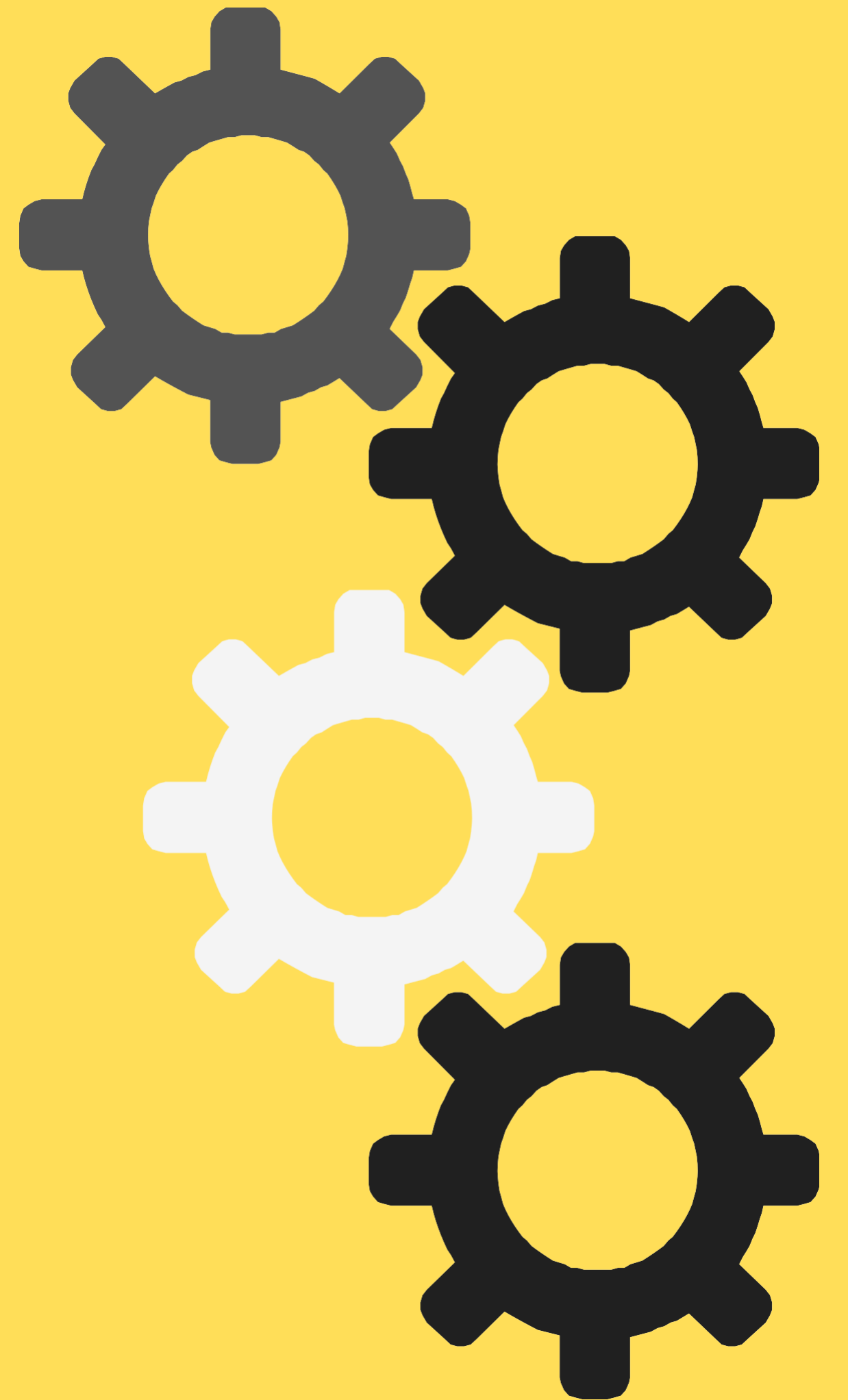


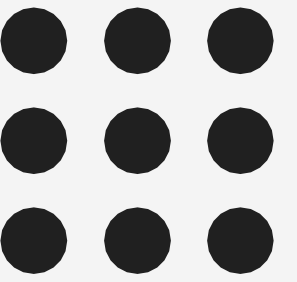
"By likening athletes to machines and the results of the athletic endeavor to productivity, we seek to attain immortality. But in doing so, we depersonalize the athlete, both male and female."

(Segrave, 1997)

**\$73.5
BILLION**

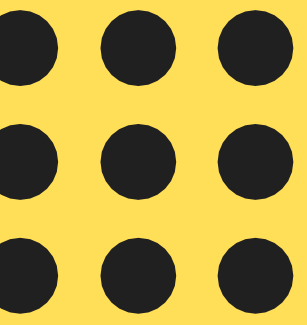
AS PROJECTED BY FORBES (2015)





"...a project in human engineering whose objective is producing levels of performance with seemingly little understanding of what the consequences may be for personal and social development of the athlete."

(Sage, 1990)



PREVALENCE RATES FOR EATING
DISORDERS AMONG FEMALE ATHLETES
MAY BE AS HIGH AS

62%



Knowledge about disordered eating among athletes

Conrad, 2018

Clinical

- Risk of injury and long-term health consequences
- Mental health issue
- Negatively impacts athletic performance

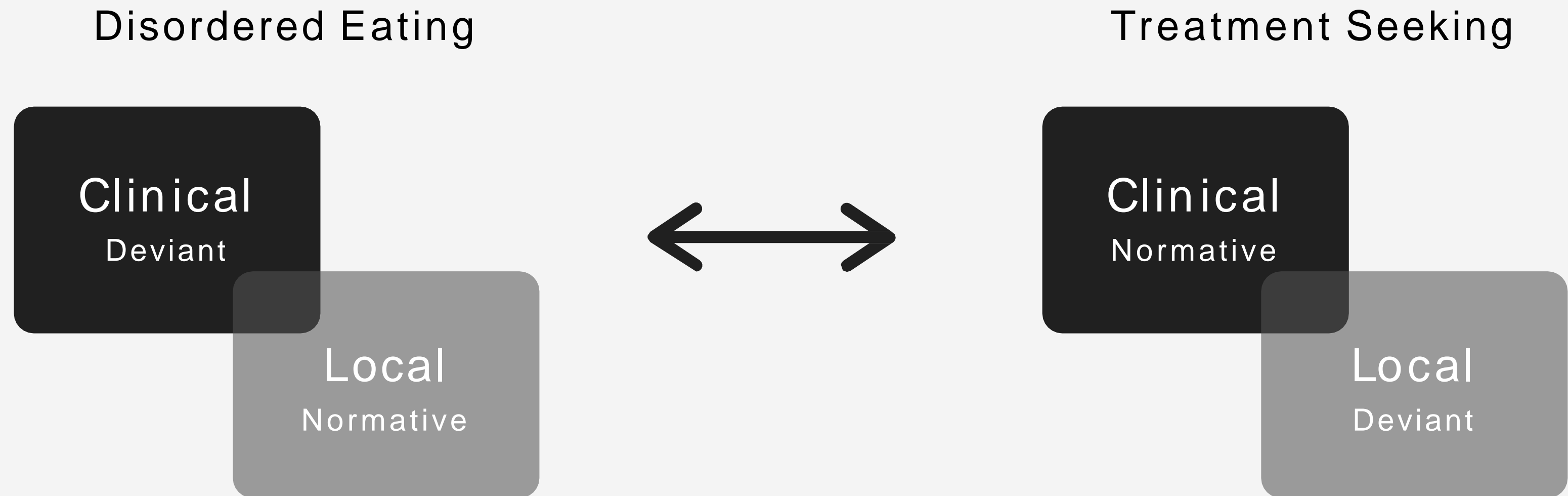


Local

- Aids in performance
- Normal athlete behavior
- Reward > Risk

Norms about disordered eating among athletes

Conrad, 2018

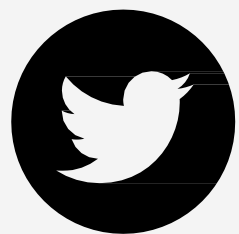


KARISSA CONRAD

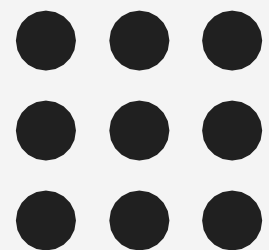
Ph.D. Student
Brian Lamb School of Communication
Purdue University



conrad49@purdue.edu



@karissamconrad



Thank You!