

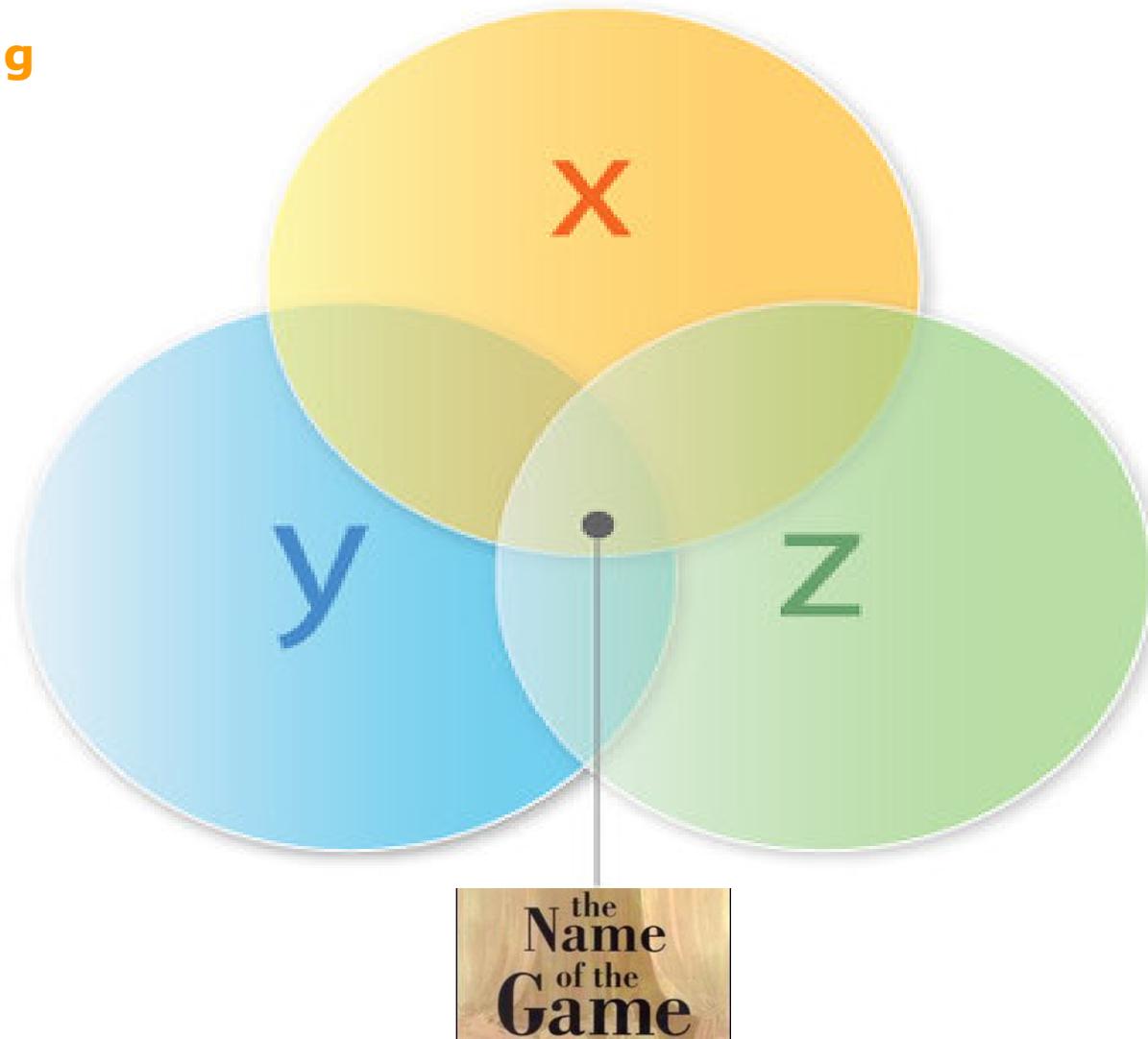
**Symposium Internationalism in the Olympic Movement
- Idea and Reality between States, Cultures and People**

**Construction of Internationalism in Latin-America
Results of the Multicultural Research Program
“Olympic Studies Reader”**

**Lamartine DaCosta & Ana Miragaya
Brazil Olympic Research Group
University Gama Filho - Rio de Janeiro**

May 22nd, 2009

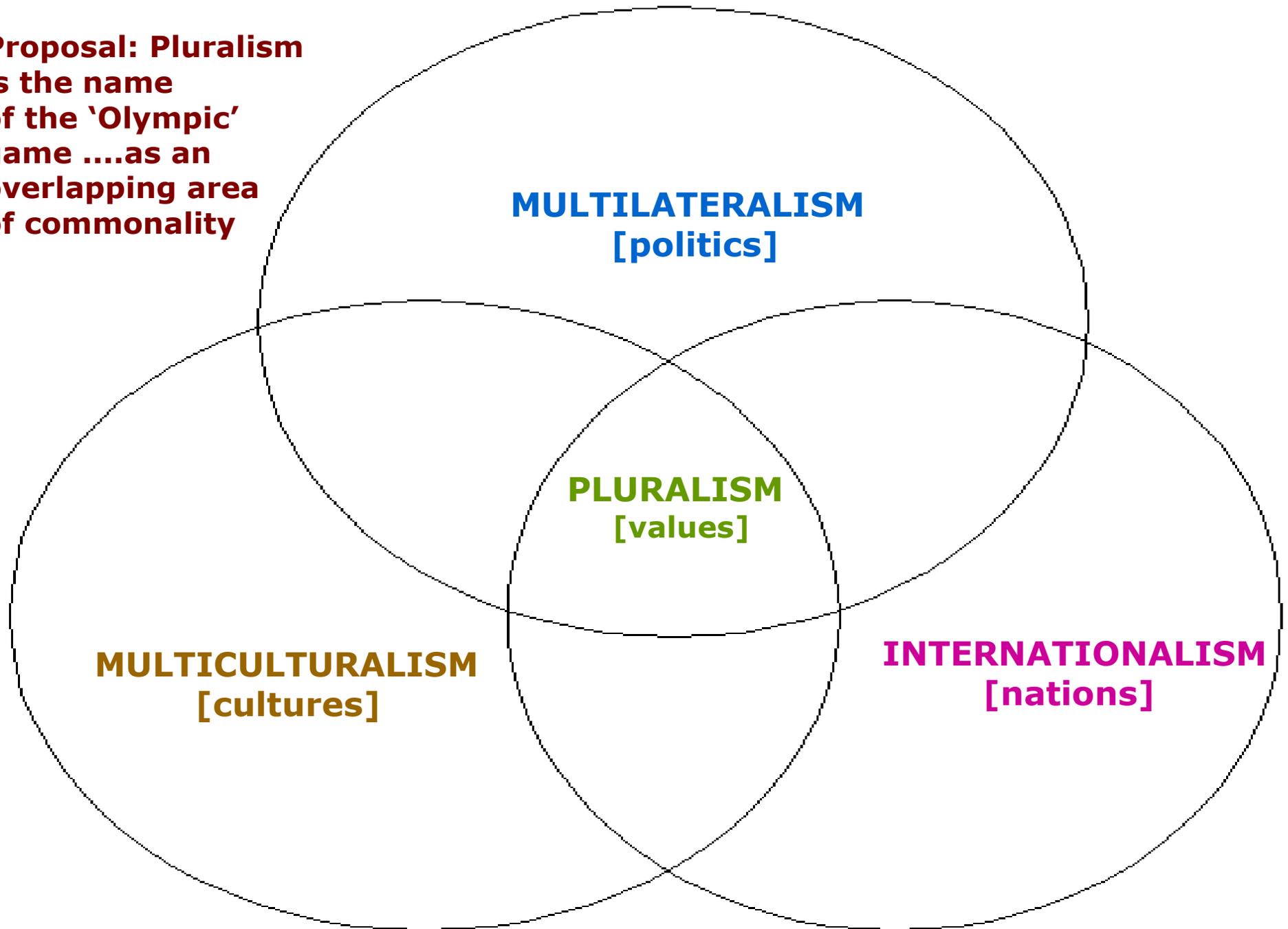
Approaching
the topic....

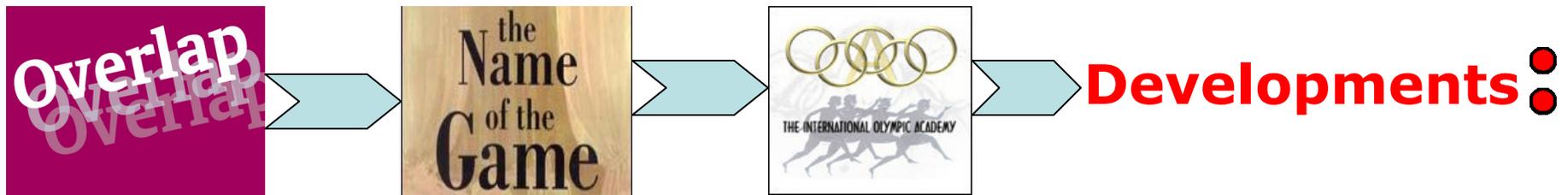


Methodological path:

Overlapping concepts = central idea, category, or class with supporting facts for overlapping areas used to represent information that is being compared and contrasted = results expected: overlapping areas of commonality

**Proposal: Pluralism
is the name
of the 'Olympic'
gameas an
overlapping area
of commonality**





1. **New foundations of values-led pluralism for IOA concerns**
2. **Knowledge Management as an adequate methodology for pluralism**
3. **Practical experiences – projects of common knowledge construction**
 - **Worldwide Experiences and Trends in Sport for All (1999-2002)– Internationalism & Multiculturalism**
 - **Atlas of Sports in Brazil (2003 – 2005)–Multiculturalism & Pluralism**
 - **Spain and Brazil Olympic Seminars (2006 – 2007)–Internationalism**
 - **Sport and Environment in Brazil (2007) – Pluralism & Knowledge Management**
 - **Legacies of Sports Mega-events (2008-2009) - Knowledge Mgt & Internationalism**
4. **Olympic Studies Reader (2008 – 2010) – Multiculturalism & Pluralism**
 - **Joint project - China, Brazil and IOC**
5. **Conclusion – Towards a common construction of knowledge for IOA future developments**

New foundations of values-led pluralism for IOA concerns

- **This contribution aims to identify new foundations to Internationalism (nations) as an overlapping concept in relation to Multiculturalism (cultures) and Multilateralism (politics) from which Pluralism (values) may stand as an area of commonality (i. e. sharing common attributes, solidarity) providing long-term intercultural exchange at different levels of practical values-led interactions.**
- **The Olympic Studies Reader - OSR (Beijing Sport University, Universidade Gama Filho and IOC, 2008 – 2010) is an ongoing project focusing on multicultural interaction by means of common knowledge construction, joining authors from the five continents. Five other empirical projects similar to the OSR, developed since 1999, suggesting that a shared-values and plural construction of knowledge may act as a social construction with participants from different cultural and educational backgrounds.**
- **Nestor Canclini's thesis applied to **the IOA refers to one place that can initially** provide and then later promote shared-values (Olympic & multicultural) and plural construction of knowledge; therefore, creating decentralizing and favorable environments to make cultural interchange with multiple local contributions (see citation next slide).**



奥林匹克研究读本

vol. 1

OLYMPIC
STUDIES READER

HAI REN LAMARTINE DACOSTA ANA MIRAGAYA NIU JING (EDS.)

OLYMPIC STUDIES READER

A Multidisciplinary and
Multicultural Research Guide 《

FOREWORD SETTING THE STAGE FOR MULTICULTURALISM, VALUES AND PLURALISM IN OLYMPIC STUDIES RESEARCH

为奥林匹克运动研究中的多元文化主义
、价值体系和多元主义创造条件

LAMARTINE DACOSTA AND ANA MIRAGAYA
Olympic Studies Research Group
University Gama Filho / Brazil

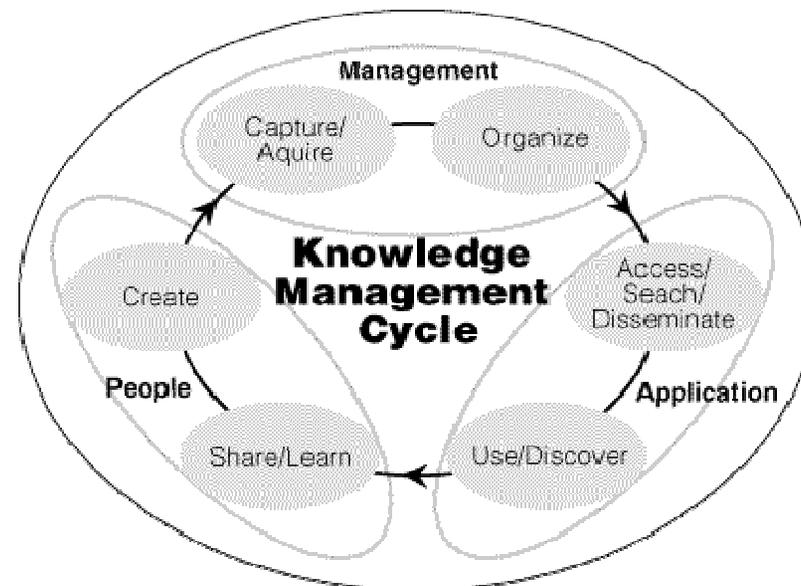
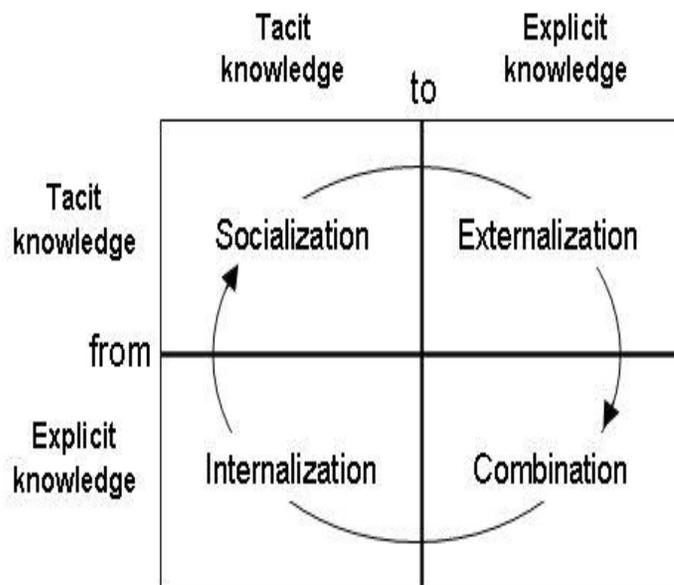
“Today’s problem in an intercultural and globalized world is not related to the differences but to the inequalities. These can be reduced when either common sense or symbolic values of understanding or connection between culturally differentiated groups are adopted. In other words, the intercultural option implies that one can clearly spot what stands out or what is different in relationships of conflict whereas the multicultural option accepts heterogeneity. Therefore, the epistemological problem of the interchange between cultures does not lie only in the definitions but, above all, in the environment and context where relationships take place” (p. 27; apud Clanclini, 2004)

奥林匹克研究

— 综合学科和多元文化研

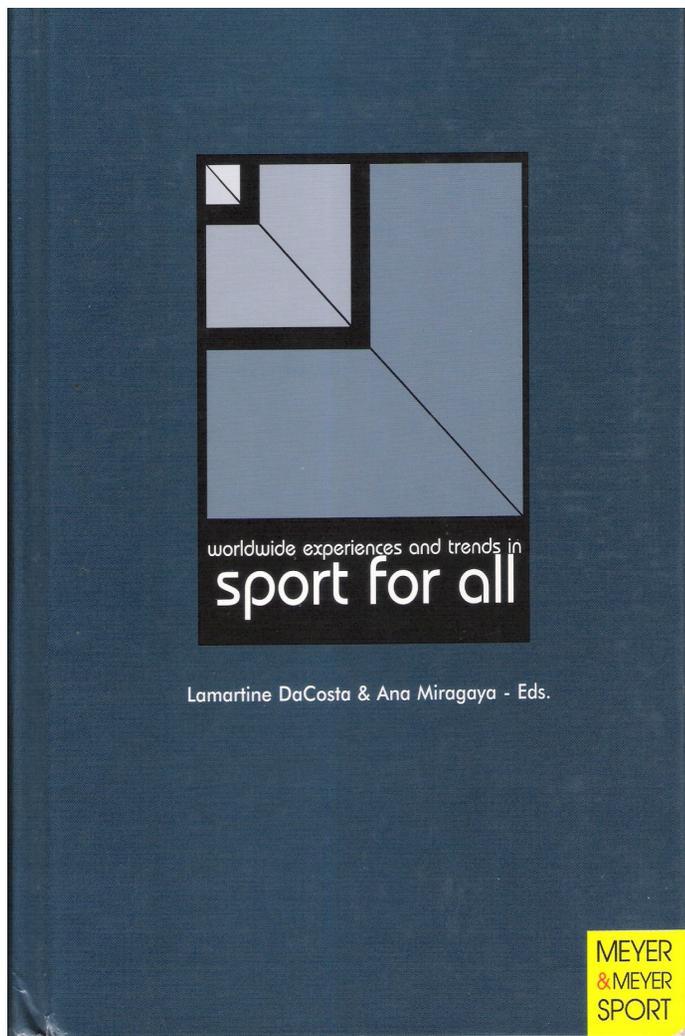
Knowledge Management as methodology for plural and Olympic values-led social construction

Knowledge Management here is the creation of decentralized and favorable environments to make cultural interchange with multiple local contributions (tacit knowledge) in combination with traditional, empirical and academic knowledge (explicit knowledge). This social construction is heavily dependent on people's participation and access to sources, as depicted below in models proposed by Ikujiro Nonaka e Hirotaka Takeuchi (2000s):



Practical experiences – projects of common knowledge construction:

Worldwide **Experiences and Trends** in Sport for All (DaCosta & Miragaya – Eds, 2002)–**project** in which Sport for All leaders shared their experiences with sport researchers in equal conditions.



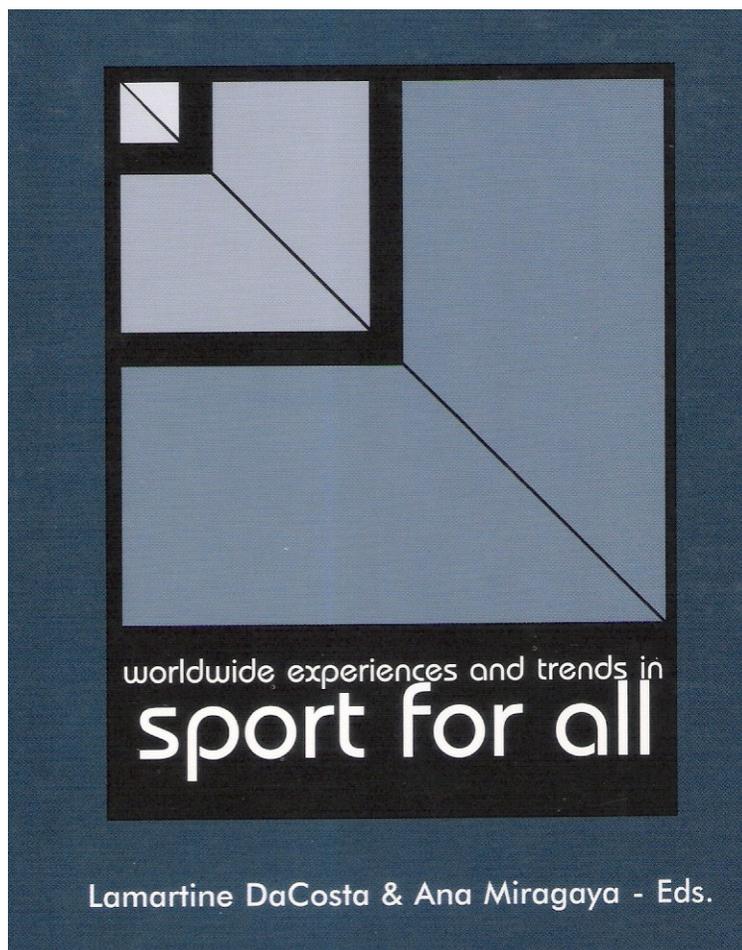
- **Commercial book including 36 countries (five continents) and 87 authors who followed a standard model of survey to construct each chapter (one country = one chapter)**

- **A comparative method was used to extract similar occurrences common to the participating countries** from a standard collection of information

- **A final meta-analysis was made to identify major trends of the area under investigation, reviewing frequency of of similar occurrences from continent and timeline perspectives (see next slide)**

- **Authors' profile: 52.8%-Ph.Ds.; 18.3% M.S.; 28.7% leaders and managers**

- **Texts in English; 792 pages; support from IOC, UNESCO and TAFISA**



Obs. Meta-analysis made for this collective study could be developed today by softwares such as: sphinx, stata, meta-test etc.

Table A.5 – Management, 1970/2000

Variable occurrences per country = 0, 1 or >1
 Frequency = (total of occurrences of variables in all countries of the continent)

Continents/ variables	Government	Local communities	Volunteers	Private	Business
Asia	(7)	(6)	(5)	(5)	(3)
Africa	(2)	(1)	(1)	(2)	(0)
Europe	(12)	(7)	(5)	(6)	(6)
L. America	(7)	(3)	(1)	(2)	(1)
N. America	(2)	(2)	(2)	(2)	(2)
Total	28	19	14	15	12

Table A.6 – Local versus Global, 1970/2000

Variable occurrences per country = 0, 1 or >1
 Frequency = (total of occurrences of variables in all countries of the continent)

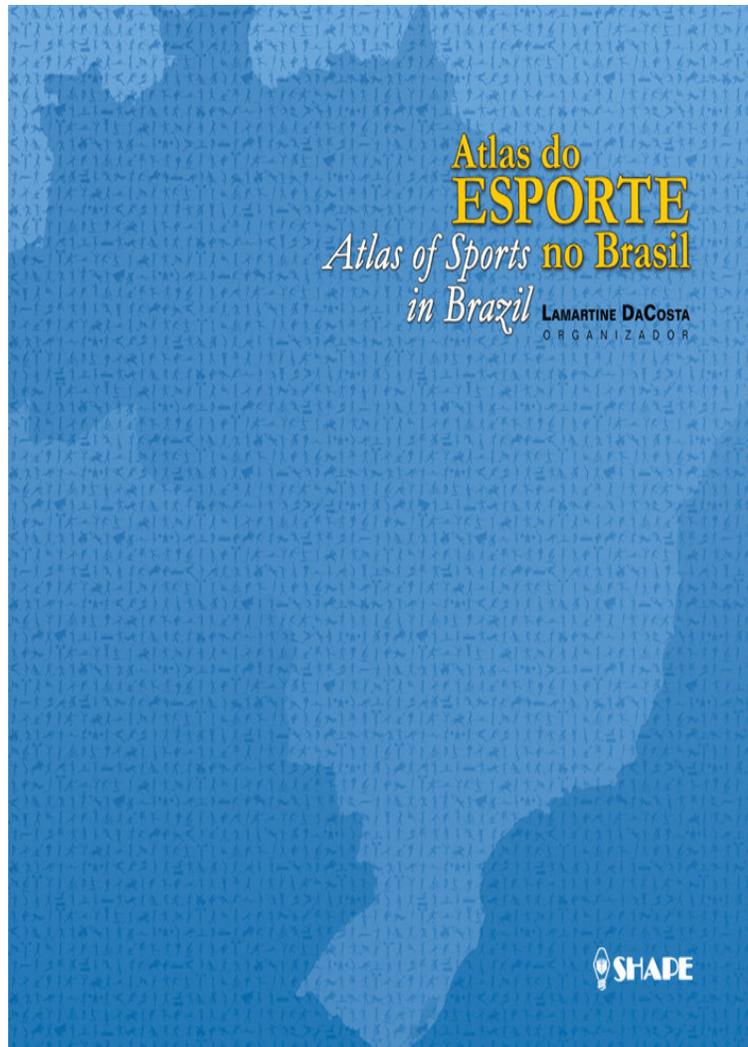
Continents/ variables	International influence	Olympic movement influence	Local sport traditions influence
Asia	(6)	(4)	(6)
Africa	(2)	(1)	(2)
Europe	(15)	(6)	(9)
L. America	(5)	(4)	(4)
N. America	(1)	(0)	(2)
Total	29	15	23

Atlas of Sports in Brazil (DaCosta *et al.*, 2005)– Mapping of sports practice and knowledge production in Brazil in terms of geographic and cultural approaches with 300 chapters; 410 authors from different professional and educational background participated as volunteers; 17 editors worked in the elaboration

and supervision of the text; non

**were mostly
or clubs and
P.E.**

**worked in
of knowledge**



represented by scenario methodology at the end of the book edited in paper in 2005 (920 double pages).

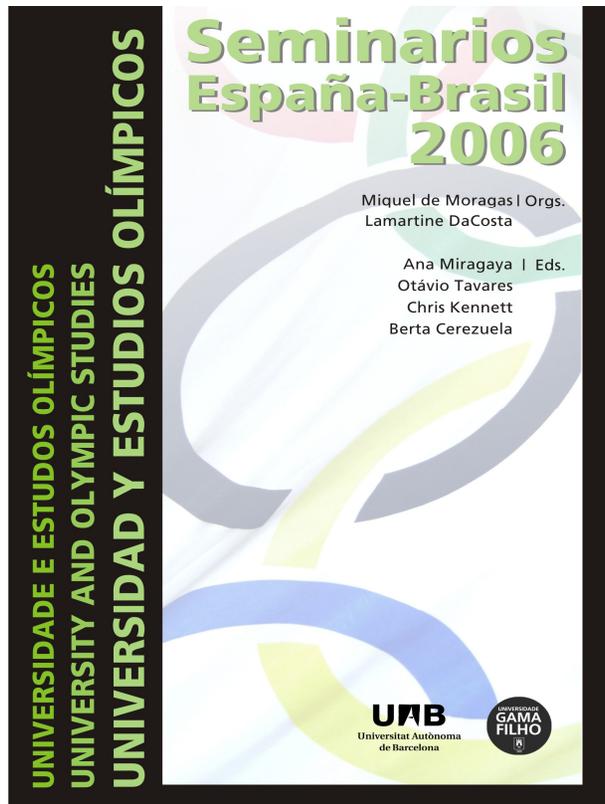
Post-investigation focusing on Atlas's volunteers suggested a sense of belonging connecting project's participants to their production.

Non-profit project supported by the Federal Council of Physical Education-Brazil. From 2007 to date, the continuous production of the Atlas can be followed up on the website

www.atlasesportebrazil.org

(Portuguese texts and English summaries)

Spain and Brazil Olympic Seminars (Moragas & DaCosta-Orgs, 2007)–



Collective book on Olympic Studies joining 103 Brazilian and Spanish authors from 18 universities coordinated by Universidad Autònoma de Barcelona and Universidade Gama Filho - Rio de Janeiro. Texts in Spanish and Portuguese with English abstracts. The project aimed to find common points of collaboration among researchers and students from both countries for future initiatives (Internationalism). This e-book is not commercial and has free access at:

http://olympicstudies.uab.es/eng/brasil.asp?id_especial_content=9

Sport and Environment in Brazil (Almeida & DaCosta – Eds., 2007) – texts in Portuguese with a special chapter in English written by Miragaya, A., describing the meta-analysis construction proposed by the project leaders.



Typical Knowledge Management project joining 86 authors in 103 chapters in order to identify the state of the art of sport & environment investigations in Brazil through a meta-analysis focusing on regional and scientific approaches (leisure and tourism included) from a timeline perspective.

Non commercial e-book with free access at

www.ufpa.br/numa/

Legacies of Sports Mega-events (DaCosta et al. – Eds, 2009)



Non-commercial book issued by the Ministry of Sport in Brazil – 75 authors (6 from the UK, Germany and Spain) from 35 universities, organized as an epistemic community, **which means groups of authors with previous chosen topics related to the central theme of the book, supervised by editors and referred in some subjects to selected international specialists. A seminar joining authors was organized aiming to discuss convergences of the knowledge. The objective of the project was to assimilate and associate international knowledge on mega-events and legacies to national researches on these topics. Authors with different levels of experience with the central theme were accepted. The paper version of the book is published in Portuguese with English summaries. PDF version is available at:**

www.confef.org.br/arquivos/legados/Livro.Legados.de.Megaeventos.pdf

Olympic Studies Reader-OSR (2008 – 2010) – Chinese Editors: Hai Ren & Niu Jing; Brazilian Editors: DaCosta, L. & Miragaya, A.



- **Academic** project of Beijing Sport University and Universidade Gama Filho – Rio de Janeiro (**non commercial**) with support **from the** IOC, with 86 authors from the five continents in three volumes dated 2008, 2009 and 2010.

- Olympic values-led texts selected or recommended to candidates to join the project have been focusing either on multiculturalism or on multidisciplinary approaches, respectively to innovative trends or to traditions for Olympic Studies concerns.

- Plurality in this case is mostly referred to multicultural interaction by means of common knowledge construction, as seen in texts elaboration by groups of authors with multiple national roots. In all, values diversity in Olympic grounds demands plural approaches not selection, taking into account Kekes's thesis (see next slide)

Website for free access to e-book version of OSR:

http://www.bsu.edu.cn/new/web/files/OLYMPIC_STUDIES_READER.pdf

Kekes's thesis for plurality of values (OSR, p. 31)

FOREWORD
SETTING THE STAGE FOR
MULTICULTURALISM, VALUES AND
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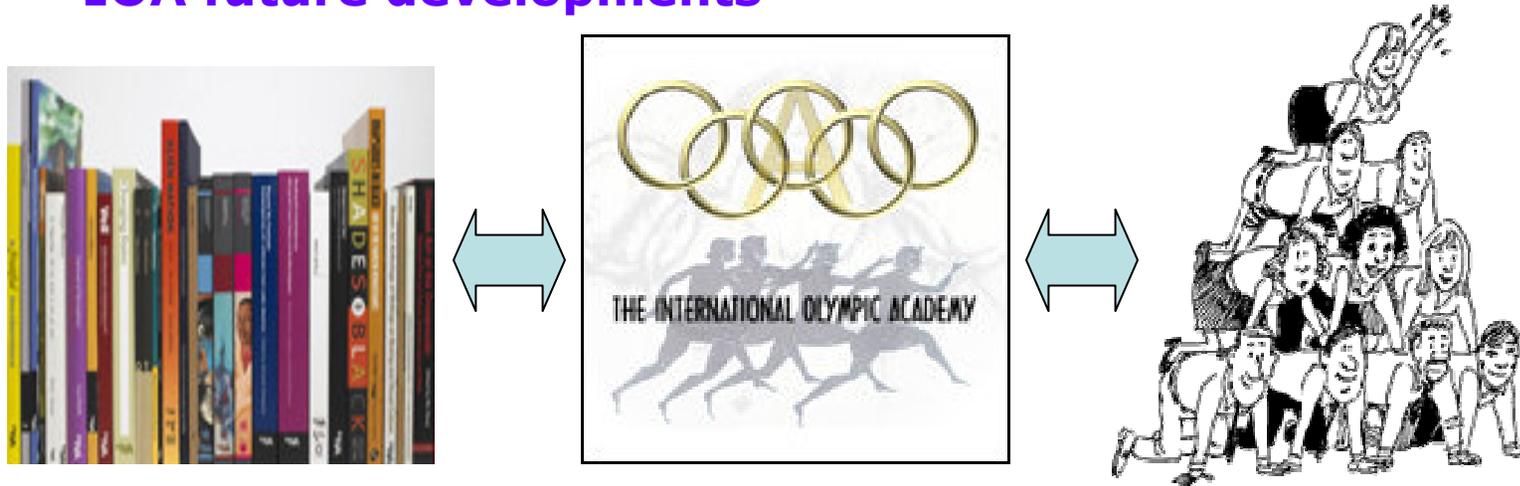
为奥林匹克运动研究中的多元文化主义
、价值体系和多元主义创造条件

LAMARTINE DACOSTA AND ANA MIRAGAYA
Olympic Studies Research Group
University Gama Filho / Brazil

Moreover, the focus on philosophy is presumably the basis for dealing with current uncertainties due to diversity of values. The argument for the search of a philosophical justification of pluralism is also depicted by Kekes (1993), to whom any value can be ultimately justified; as yet pluralism avoids a chaotic relativism according to which all values are in the end arbitrary. His central claim is that pluralism is a preferable alternative to relativism as far as the resolution of conflicts involving values diversity demands plural approaches not selection.

Kekes's thesis has supportive meaning to the Olympic Movement and Olympism facing the so-called Olympic values, which have a positive and complementary sense among other social and cultural values. Here lies an answer to the initial claim of respecting non-Western societies' values in Olympic affairs: the realization that one cannot exclude the realization of another. Unfortunately, as pointed out by DaCosta (1998), the actions towards a new pluricultural Olympism are still incipient among Olympic scholars.

Conclusions – Towards a common construction of knowledge for IOA future developments



- **The continuation of the IOA short-term commitments with participants from its events may have as a basis decentralized projects of shared-values and plural construction of knowledge, keeping the traditional spirit of belonging usually promoted in Olympia**
- **Common construction of knowledge in IOA model may take place using pluralism as a platform for internationalism, multiculturalism and multilateralism, creating connections between states, cultures and people**
- **Individuals and groups from former IOA interventions may stand as epistemic communities as a result from motivational environment successfully implemented in different regions of the world.**

Many thanks for your attention!

lamartine@terra.com.br

www.atlasesportebrasil.org.br

