

Project Farrell (Canada)

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[Understanding athlete behavioural motivations and value characteristics for the purpose of clean sport education programming](#)

Consistent with the strategic priorities outlined through WADA's "Call for Proposals" for the SSR Grant. Our collective organizations are interested in conducting high-impact translational research with the goal to better understand and characterize athlete behavioural motivations and value characteristics, with respect to clean sport. This will then be used to specifically tailor education programs. More pointedly, our hypothesis is that there is a common set of characteristics, including the belief in and expression of specific values that contributes to clean sport behaviour. By characterizing these values and understanding how they translate into expressed behaviours. This will directly inform how dynamic and possibly self-guided athlete education delivered by Anti-Doping Organizations and International Federations can best develop and tailor different value sets in order to impact behaviour and decision making.

Our research project will be structured into two (2) phases.

Phase 1 would entail a qualitative analysis that seeks to understand motivations for clean sport competition and pre-existing values among athletes. This qualitative analysis will be guided by a fixed set of research questions.

Phase 2, of our research project will work to connect motivations and values to athlete experience through an interview-based study with athlete support personnel and Anti-Doping-Organizations. Like Phase 1, this study will be guided by a fixed set of research questions.

Countries that will be subject of this research:

Australia

Canada

Denmark

New Zealand

United States of America