



Comparative Research on the Japanese Public Awareness of “Value of Sport” and “Fairness”



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1. Overview

1.1 Research Objectives

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Since the establishment of the World Anti-Doping Agency (hereafter referred to as "WADA" in 1999, anti-doping activities have been globally extended. Meanwhile, the Japan Anti-Doping Agency (hereinafter referred to as "JADA"), established in 2001, has been implementing international activities based on the involvement of the Government of Japan in the WADA Executive Committee, as well as promoting anti-doping activities in Japan.

The World Anti-Doping Code acknowledges the mandatory need for stakeholders of anti-doping activities to be involved in anti-doping education and research and provides guidelines for the same. JADA over the three consecutive fiscal years of 2009, 2010, and 2011, conducted the survey and research in order to promote anti-doping education. These researches aimed to identify the corelationship between the athletes' understanding, consciousness, and action towards anti-doping, and emphasised the importance of relating anti-doping with their daily life. In addition, 2011 survey and research was conducted on the public regarding their expectations towards sport and elite athletes and it has been found that the public values ethics and fair play of top athletes as a very important element.

Given the increasing number of domestic and overseas cases involving inadvertent infringements of anti-doping rules due to ingesting prohibited substances contained in supplements, the research in FY 2012 ascertains the actual status of supplement use and awareness of using supplements, etc. among university athletes at a high level of performance.

The International Olympic Committee Session held in Buenos Aires, Argentina, on September 7, 2013, elected Tokyo as the host city for the 2020 Olympic and Paralympic Games. This success was thanks to "All-Japan" efforts on the Olympic bid campaign. Although various factors contributed to the success, it is recognized that Japan's commitment to anti-doping activities as well as clean sport in Japan was one of the key drivers. By 2020, as well as the hosting of the Olympic and Paralympic Games, we must also redouble efforts to promote education, raise awareness among athletes and disseminate the value of sport, including clean sport and fair play, etc. through Japan's sport to the world and contribute to overall sporting activities in the process.

Anti-doping activity is an initiative which sets out "fairness" in concrete form. Accordingly, the survey and research in FY 2013 was conducted to ascertain public awareness, etc. of the value of sport and fairness (and unfairness) of doping, etc., to use the same as benchmarks for education, awareness-raising activities and dissemination of information in future.