



Literature Review on "Fairness" for its Conceptual Understanding of the Japanese



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1. Overview

1.1 Survey Objectives

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 the international activities along with the Government of Japan representing Asia in the WADA Executive Committee, as well as promoting anti-doping activities in Japan.

The World Anti-Doping Code (World Anti-Doping Code, hereinafter referred to as "Code") is the requirement for sport participation across the world and in all sport as the unified rule of sport. The Code has become the entry into force from 2004, and on January 1, 2015, a third revised 2015 version of Code has entered into force. In the Code, the "intrinsic value of sport", which aims to nurture to protect the "spirit of sport", is expressed as the possibility of making the anti-doping activities as the movement. In the 2015 Code, the role and responsibilities of the athletes, athlete support personnel and the sports associations are respectively expected not only to proactively protect "clean athlete, clean sport" but also to play an important role for the society to utilize the power and values of sport. This has been expressed as a strong message from WADA, the International Olympic Committee (IOC) and the UNESCO, and the like. In addition, in the 2015 Code, both a long-term "education", which is based on sport values aiming to influence a day-to-day life and lifelong values, is distinguished from the rules-based "information" activity, which aimed for a short-term action, are clearly distinguished as the mandatory anti-doping programme. For the former (information programme), the efficient and effective program for athletes and support staff are required to develop by identifying the appropriate intervention person (deliverer), methods or means of appropriate intervention with appropriate timing. As for the latter (education programme), from a medium- to long-term point of view, the evidence-based "educational activities" are required grounded on the research and the research and education activities are organically intertwined.

JADA, over three consecutive fiscal years of 2009, 2010, and 2011, conducted the survey and research in order to promote anti-doping education. These research aimed to identify the core relationship between the athletes' understanding, consciousness, and action towards anti-doping, and emphasized the importance of relating anti-doping with their daily life. In addition, 2011 survey and research was conducted on the general public regarding their expectations towards sport and elite athletes and it has been found that the general public values ethics and fair play of top athletes as a very important element.

Considering the intake of supplements has become common in general and there has been increasing the case in Japan and the worldwide a prohibited substance contained therein has also been ingested at the same time, resulting in anti-doping rule violation, the research and study of 2012 was aimed to identify

the extent of actual supplement use by athletes (college students) and their consciousness and attitudes towards the use of supplements.

September 7, 2013, the IOC General Assembly, held in Buenos Aires, Argentina, has awarded the Olympic and Paralympic Games in 2020 to Tokyo. One of the big factors is said to be the commitment and clean sport of Japan through the anti-doping activities. Towards 2020, providing not only the information and awareness-raising activities for the athletes, but also the sport value-based educational activities from youth should be promoted to the world from Japan, and contribute to the world.

Based on such background, 2013 research and study, the general public's view and attitudes towards sport value, fairness (unfairness) in sport and doping and the like were researched. Based on the evidence, the education and awareness as well as information and dissemination programmes have been reviewed.

Grounded on 2013 research study, the 2014 research and survey was conducted further in aim of developing of the efficient and effective activities system based on the evidence and values-based "education program". The research was targeted the Japanese top-level of athletes (senior, youth included), the athletes at the levels of the international competition and national championships belonging to the university, coaches with 3,400 respondents (325 athletes, 168 youth athletes, 2,848 university students athletes, 32 coaches, 27 parents). The research objective was to identify athletes' attitude towards values of sport (especially fairness in sport) and to understand their influencers both in sport and as human being depending on age as well as desired figure as top athlete. A questionnaire was distributed to collect for analysis. Since 2013 study carried out the same study on the general public of 4,800 people, the results between the public and top athletes are compared for analysis. In addition, for the purpose of arranging the concept of "fair," on a comprehensive literature review was made (in a separate report).