

## 2009 North American Society for Sport Management Conference (NASSM 2009)

### A New Media Olympic Experience: 8.8.08 @ 8:00

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**Teaching**  
**Abstract 2009-245**

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**4:00 PM**

**25 minute oral**  
**(Lexington B)**

The intent of this teaching presentation for best practices is to encourage and describe how professors of Sport Management can transmit some experiences outside their institution back to students using new media. For example, this transmission of knowledge in "real time" can occur as a result of travel to the NASSM Conference as well as other sport-related travels both National and abroad that may provide an excellent exchange of information between professors and sport management students. In this way, teaching can occur while the professor is away from campus on topics that may be of interest to both students and faculty.

Objectives: 1. To discuss the development and implementation of new media technology using the 2008 Beijing Olympics. This Olympic experience was developed for Sport Management students and intended to supplement their body of knowledge through new media such as blogs, podcasts, and multimedia posts while their professor attended the Olympics in Beijing for the 2008 Games. These areas included: security, marketing, venue/facility management, merchandise vending, ticketing, sales, risk management, tourism, culture, etc 2. To help create additional classroom supplements or information for teachers to educate from a stronger global perspective to improve student understanding about international sport and society.

While attending the 2008 Summer Olympics in Beijing, China and through multimedia, information was disseminated about the experience of attending the events and touring the area around Beijing to our sport management students. Lodging was secured in the Olympic Village with a host family who were Chinese Nationals. This birds-eye view allowed access to information for comments on the marketing and promotion of the events, observations of the athletes and the behaviors of the fans, and assessment of the ability of the host country to control security and manage facilities/venues. Additionally, observations on risk management, environmental concerns, and the cultural differences between and among the Chinese and international fans were also made. These observations were sent back to our students from China through the use of new media which is a relatively recent technology for staying in constant touch with friends, family, and associates virtually minute by minute if they so choose.

Many courses in Sport Management provide students with opportunities to develop knowledge and skills relevant to the performance of management and supervisory functions required in the operation of sports or in sport-related settings. Ancillary learning experiences like this one can help students think about and consider the skills and knowledge necessary to have a successful career involving tourism, sport promotion, advertising, marketing, organizational leadership, athletic directing, facility operations, event planning and many other careers in international sport as well as North America. Our students were able to "observe" many of these aforementioned areas through new media postings from the 2008 Olympics in Beijing. These observations were put into an ongoing blog hosted by Blogspot, a free site that included the option to post podcasts, Twitter (text posts), Mobileblogger (picture posts), and YouTube (video posts). A social networking platform called Facebook was also used as a common place for students to access all of the posted information in addition to separate links to websites for the blog and YouTube posts. The students, in turn, could post immediate feedback and did so through multiple methods.

The goal of this presentation is to discuss the preparations made to accomplish the above objectives and therefore inform participants on how this can be done. The presentation will discuss the logistics of setting up the sites, equipment required, and a discussion of how the blog site was developed in preparation for travel to Beijing in addition to the role of Facebook, YouTube, Twitter, MobileBlogger, and Blogspot. Finally, traveling with a computer, microphone, and digital cameras will be discussed as well as determining other logistics such as internet access and mobile phone service. It may be of interest to note that over 19,000 hits worldwide were made on the first video we posted to YouTube an hour or so after the opening ceremonies on August 8, 2008.