



## Values, Innovations, Policies, Socialisation & Sports (VIPS<sup>2</sup>)

Description succincte

### Presentation

The VIPS<sup>2</sup> research centre has been recognized in several areas of excellence. Aspects relating to education through sport, representations, the legacy of sporting events, policies, sport tourism and innovation are particularly valorized. It is for this reason that our research is mainly organized around two themes that mobilize history, sociology, management sciences, legal sciences and social psychology in a multidisciplinary manner.

### Research Topics

#### Socialization and mediatization

Firstly, the processes of education and the dynamics of social integration through physical activities (sport, leisure, etc.) are questioned. What is the take away for young people, adults and senior citizens involved in sports education programmes (in schools, associations, etc.)? What do they really learn and possibly transfer to other domains? What does sport contribute to general causes of interest such as citizenship, social development, etc.?

Secondly, some of VIPS<sup>2</sup>'s research focuses on the influence of belief and value systems inherent in sports cultures, their logics and mechanisms of inclusion, exclusion, disqualification and/or disaffiliation.

Finally, attention is drawn to the representations attached to the activities that can lead to any form of bodily action (engagement/disengagement, risk taking/risk prevention, etc.). This dimension is studied in particular through a media discourse analysis leading to the development of different forms of affinity. Stigmatized, marginalized or heroized individuals present profiles and trajectories that provide an insight into the role of sport in our contemporary societies.

#### Policies and innovations

This research topic analyses, on the one hand, public policies regulating and organizing sport, through subjects as varied as sports tourism, integration through sport, health, sports events, etc. How can a policy dimension take shape in the relations between actors, in an increasingly complex system of sport governance, in particular between the public and private spheres? However, the project goes beyond the classic analysis of public action in sport and takes into account new areas of reflection, or even political decisions, such as participatory debates, think tanks, or corporate social responsibility. On the other hand, innovation in sport is studied for the purposes of identifying social change. How are sports innovations formed (creation of sports, new tools, new techniques, new mechanisms for social intervention through sport, etc.) and how do they generate controversy? Because sport has become a major factor of social innovation – along with the development of innovation management in sport enterprises – it is important to examine the political and social consequences of this state of affairs.

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**Key Figures:** 2 sites: Le Mans and Rennes • 21 lecturer-researchers, including 16 at Rennes 2 • 11 PhD students registered at Rennes 2

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