

Project proposal template – Faculty studentships Summer 2014

<i>Project title</i>	Getting inside people's minds: exploring mental representations of doping to inform effective preventive	<i>Director of Study</i>	Prof Andrea Petroczi
<i>Second Supervisor</i>	Dr Hannah Moir	<i>School</i>	Life Sciences
<i>Other members of supervisory team</i>		<i>Any requirements from applicant (eg degree in specific subject area)</i>	First class honours degree in psychology/sport psychology/social
Project summary (max 1,000 characters)			
<p>Outcomes from our research focusing on the driving forces behind doping and athletes' thought processes about it have recently been incorporated into the World Anti-Doping Agency' new educational initiative: The Athlete Learning Program about Health and Anti-Doping (ALPHA). ALPHA, for the first time, makes an official recognition of reasons behind doping other than cheating, acknowledges athletes' needs for continuous performance enhancements and provide positive solutions to athletes to stay clean.</p> <p>The project continues with this impactful trend of moving away from the moralised view and investigating doping from the functional angle, where doping is conceptualised as an undesirable stage in athletes' motivated, goal-driven and progressive involvement in performance-enhancing practices. The project aims to explore the mental representations of doping among athletes and stakeholders (coaches, doctors, general public) in behavioural and cultural context. Benefitting from the complementary expertise of the supervisory team, the research will combine large scale public surveys with tightly controlled experimental work in laboratory setting.</p>			