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## Slowly But Surely “Kinesiology” Gains Foothold as a Department Title

*by Shirl Hoffman*

Could it be that kinesiology has come of age, that consensus is finally being reached among departments across the country as to what their units and our discipline should be called? There are encouraging signs, but it's also clear that physical activity professionals in higher education have a long way to go in reaching agreement. For over 40 years, the field of kinesiology has suffered an identity crisis, starkly apparent in the delicatessen assortment of titles used to designate the identity of departments at various colleges and universities. Now, slowly, there may be an emerging consensus.

Not that all departments wave the banner of kinesiology above their departments, but it appears that a trend is afoot, especially among larger departments. Those who believe uniformity rather than diversity in departmental names is critical for advancement of the field can find comfort in the fact that at least 175 departments--approximately 20%--- now use “kinesiology” in their titles. Departments with graduate programs offer even more hope. Approximately 50% of doctoral departments include “kinesiology” in their titles. In these departments, “kinesiology”



AKA-member Department of Kinesiology at California State University-Fullerton is one of several CSU campuses that use Kinesiology for their department title. The use of Kinesiology in department titles continues to grow.

is by far the term that appears most frequently in the departmental name.

Debates concerning the best name for the field and for academic departments have stretched over several decades, often generating more heat than light. Whether or not continuing debates will bring the field together under one banner is anybody's guess. But it needn't have come to this. An opportunity for consolidation occurred

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## Slowly But Surely “Kinesiology” Gains ...

during the 70's, a period of healthy ferment in the profession, as departments began to appreciate the expanded knowledge horizons of the field, and independently struggled to find a name that accurately characterized the salient features, territorial boundaries, and unique phenomena of what kinesiologists study. Had national academic and professional organizations stepped in at this early stage to help coordinate the naming debate and define the parameters of the field perhaps agreement could have been reached. But organizations were late to the party (or never came at all). As a result, the naming project became an isolated and local, rather than national, project. Rather than *one* naming project, *hundreds* of naming projects were initiated across the land. With faculty members in each department summoning local wisdom regarding the nature of the field, and ever mindful of constraints placed on them by local organizational structures, they conjured up names---and there was a slew of them--- and ushered them through the administrative halls of their institutions.

Some departments, convinced that the study of sport was central to the discipline, included “sport” in the departmental title. Faculty members at other institutions felt just as strongly about “human movement,” “human performance,” “exercise science,” and “health and wellness,” and incorporated these into their department's title. Others, constrained by mergers and internal re-organization, were forced to combine descriptors of the discipline with descriptors of other

*“Kinesiology” is fourth  
most popular  
name-component behind  
“health,” “science(s),”  
“physical education,”  
“Sport(s)” and “Exercise.”*

disciplines such as foods, nutrition, health, or recreation. And still others balked at changing their departmental title at all, insisting on using the traditional term “department of physical education,” even in cases where teacher preparation programs may have accounted for a relatively small portion of their curriculum. Meanwhile, proponents of “kinesiology” were enjoying steady success. For example, Departments in the California State University system adopted the term as did most of the campuses in the University of Texas system.

Although the range of names has narrowed and “kinesiology” has become a more familiar term in the titles of textbooks, articles as well as departments, a bewildering assortment of titles still remains. Secretary-Treasurer of AKA Jim Morrow's recent analysis of the frequency of terms appearing in departmental titles turned up 12 popular name-components in use by the 860 or so departments across the land. Departments with

doctoral programs are typically trend-setters in academic disciplines; thus the names they assign to their departments are especially important. Of the 63 doctoral programs nationwide, 31 are offered in departments that include “kinesiology” in their departmental labels. Kinesiology is by far the term most common name-component in department titles, outstripping exercise (18), health (16), sport (12), nutrition (6) and human performance (4).

Not only haven't national organizations played a leadership role in moving the field toward a single name, they themselves, have added to the confusion by adopting different titles for themselves. The honorary society of the discipline included both kinesiology and physical education in its title until October, 2010 when it finally dropped “physical education” and recast itself as the National Academy of Kinesiology (See [“The Academy of Kinesiology and Physical Education, page 8.”](#)) In 2004 the National Association of Physical Education in Higher Education (NAPEHE) added the term “kinesiology” to its title to produce an acronym (NAKPEHE) that is as awkward as it is difficult to pronounce. Mike Metzler, current president of NAKPEHE, doesn't see any immediate effort being made by the organization to drop physical education from its name since it has been only 6 years since “kinesiology” was added, but is leaving the question open for now. “Given the makeup of our members--many of whom still work in departments with PE in the name, I don't see a

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## Slowly But Surely “Kinesiology” Gains ...



Mike Metzler,  
NAKPEHE President



Karl Newell,  
Kinesiology Chair,  
Penn State University

change to NAKPEHE coming soon,” said Metzler.

The granddaddy of professional organizations--- The American Alliance for Health, Physical Education, and Recreation---has yet to include “kinesiology” as a significant label for any of its associations and apparently, there are no plans in the works to do so. Asked why there has been so little movement on this front, Gayle Claman, Director of the AAHPERD Research Consortium told us: “I am guessing that at least part of the answer why at this time we don’t use “kinesiology” widely within AAHPERD, is a strong identification in the K-12 portion of our membership with Physical Education. I think in the higher education portion of our membership, kinesiology is much more

commonly used and represents most if not all of the sub-disciplines within our membership. As higher education institutions graduate more and more students in kinesiology departments who are physical educators, the term might become more acknowledged/familiar within AAHPERD.”

This jumble of names haven’t escaped notice by notables in the field, many of whom have long tried to rally kinesiologists to a common cause. One who has urged adoption of “kinesiology” is Karl Newell, Chair of Kinesiology at Penn State University. Over 20 years ago, Newell published a trilogy of articles on the state and future of the field in *Quest*. In these he outlined the critical importance of reaching consensus on a name that stakes out the boundaries of the field and identifies its central knowledge base, warning that a discipline without an agreed upon name and disciplinary focus is in jeopardy.

Asked to comment on recent data showing the progress being made on adopting kinesiology, Newell said: “This new analysis shows some encouraging progress in narrowing the number of candidate titles over the last 20 years. There has also been during this time a significant endorsement of the kinesiology label. Hopefully, it will not take another 20 years to complete the uniform place of kinesiology as the label for the field of study.”

### Frequency of Terms Included as Part of Departmental Title-All Departments In the USA

Health . . . . .	341
Science(s) . . . . .	328
Physical Education . . . . .	301
Sport(s). . . . .	234
Exercise . . . . .	181
Kinesiology . . . . .	175
Exercise Science . . . . .	119
Recreation . . . . .	91
Human Performance . . . . .	74
Health Science(s) . . . . .	70
Wellness . . . . .	20
Health Education . . . . .	6

# High Heels May Be High Risk for Women

By Amy Rose

Women may be risking more than painful blisters and bunions, when they regularly wear high heels and put stylish fashion in front of good health, according to a 2010 study by Danielle Barkema, Research Coordinator at the Northwestern University School of Medicine. The study found that wearing high heels on a regular basis may lead to a greater risk of joint degeneration and knee osteoarthritis over time.

The study, which Barkema conducted at AKA-member Department of Kinesiology at Iowa State University as her master's thesis project, showed higher medial loads occurred in the knee joint when subjects walked in high heels. Three heights of shoe wear were used in the study: flats, 2 inch heels and 3.5 inch heels. As the heel height increased, so did the medial loading on the knee joint and the overall impact on the lower body joints.

Barkema had 15 women walk at two different rates of speed in all three levels of heels during the study. The first was a speed based on their own comfort level, the second was a set rate.

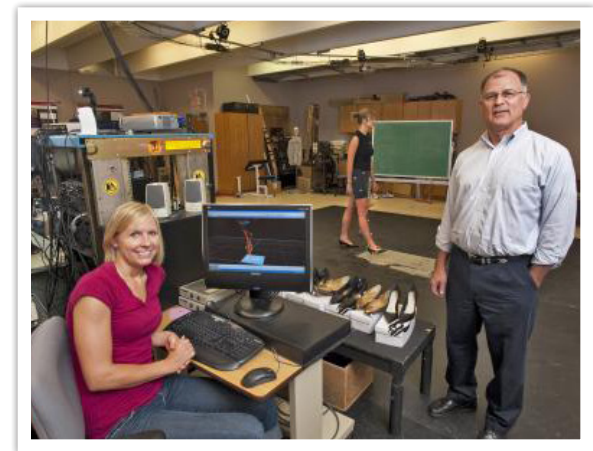
Using a motion capture system, researchers measured the body motion of the lower extremities of the women, especially focusing on the knee joint. The subjects also walked across a force platform to measure the heel strike and the amount of force on the joints. This combination of motion data and force data produced results confirming increased compression on the medial

compartment, which has previously been associated with knee joint degeneration. The compression increased as the heel height increased.

"This means that prolonged wearing and walking in heels could, over time, contribute to joint degeneration and knee osteoarthritis," Barkema said. "However, it doesn't necessarily mean that it always does."

The ISU researchers also found that heel height changes ankle joint position leading to altered body posture and ill effects on the hip and trunk joints as well. "Visually, it's quite apparent that somebody's posture is altered when wearing high heels," Barkema said. "We noted those changes in posture, as well as various joint angles, such as the knee and ankle angle. The most dramatic change occurs at the ankle."

The inspiration for Barkema's research thesis came from her twin sister, Ashley, who noticed the physical pains and ailments many of her co-workers were suffering from. "Ashley began working at (a large retail store) in Chicago a few years ago," Barkema said. "She, as well as most of her co-workers wore high heels on a daily basis. She noticed a lot of the women, especially older women who had been wearing high heels regularly, had various problems—problems with their knees, hips and backs."



ISU kinesiology master's student Danielle Barkema (left) and kinesiology professor and chair Phil Martin (right) used sensors, accelerometers and lab equipment such as a force platform and markers/cameras while testing subjects, like kinesiology master's student Alison Glidden (center), in their research on prolonged wearing of and walking in high heels. *Photo by Bob Elbert, ISU News Service*

Barkema asked her sister to participate as a subject in the study. The other participants had all worn heels prior to the study, but varied in their frequency of use.

After the study, Barkema has been advising women to wear heels in moderation. She concedes that it might be hard to shun the fashionable icons altogether. "But if you have to wear them, try to limit yourself and opt for a lower heel height," she said. "That's the best we can do."

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## High Heels May Be High Risk for Women

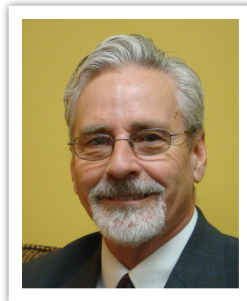
Graduate advisor and Kinesiology department chair, Phil Martin said he supported Barkema's choice of topics because it was reasonable and feasible. "It has attracted a lot of media attention, because it has a very applied and practical purpose," Martin said. The study of high heels' effect on the body is not unique, but Martin feels that this new study has helped to extend the body of work that has been done on the subject. Barkema has presented her research project at the American Society of Biomechanics and has also submitted an abstract to present at the upcoming conference of the American College of Sports Medicine. The study has also been featured in numerous national media publications and spotlighted on the nationally-syndicated "The Dr. Oz Show".

"It's always good to get recognition for your work," Barkema said of the unexpected media exposure. "I'm not taking it for granted- it's quite rare to get this attention in research in general, and even more so that it was a Master's project. I definitely didn't go into this thinking this is how it would turn out. I chose a popular, practical subject that is deserving of more research."

## PRESIDENT'S MESSAGE

# AKA: Membership has its Privileges

By Gilmour Reeve



Gilmour Reeve  
AKA President

Professionally, I'm a member of a half-dozen national organizations. Each year when the membership dues notices arrive, I ask myself if I should continue my association with the organizations. In most cases, the primary benefit of membership is that it offers the opportunity to participate in professional meetings and provides an outlet for research presentations. The obvious opportunities to network with others who share similar professional interests are another important reason to continue a membership in an organization. However, it is increasingly difficult to make every meeting every year, and over time, there are some meetings I haven't attended in years. Yet, there remains a commitment to the purpose of the organization and a desire to be counted among the members.

When AKA was established, the founding members understood the importance and need for a national organization dedicated to enhancing the academic discipline of the study of physical activity. And equally important, they realized there wasn't a need for another organization based on individual membership of those in our profession. Thus, AKA became an academic department-based membership organization.

Rather than attempting to attract individual members to a new organization, and perhaps away from another organization, AKA works with its department membership through the department chairs and others who are committed to advancing the discipline both nationally and locally on their own campuses. AKA also seeks to collaborate with other organizations without competing for members.

For an organization to be sustained there must be clear benefits to the members. That is, as with each of us individually, when the next year's membership invoice arrives, the departments ask "what have we received from our membership with this organization?" This question is critically important to the leadership of AKA. The Board of Directors and the Executive Committee constantly seek new activities that will benefit the academic departments. Although AKA is only 3 years old (a mere infant compared to some of our affiliates such as AAHPERD which celebrated its 125<sup>th</sup> anniversary this year), our organization has established several programs that directly benefit our department members. Each of these programs is intended to serve the departments and those who are responsible for advancing their departments on their own campuses.

One of AKA's first programs was the development of leadership workshops. We have now finalized the plans for our fourth AKA leadership workshop to be held January 30 – February 1 in Dallas, TX. This year's workshop continues the

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### **AKA: Membership has its Privileges**

tradition of engaging the attendees in discussions and activities that address critical issues facing our academic departments. The workshops prepare those who attend with the understanding of these issues and strategies for solving problems to ensure that their programs and departments flourish during difficult economic conditions. Department chairs and faculty committed to the well being of their departments and, by extension, their discipline benefit from these workshops.

But AKA has other programs for its members. Last year, AKA launched the Scholars Award program which recognized outstanding undergraduate students from our department members. This award program was a great success. Outstanding students were recognized both on their campuses and nationally through the AKA Website. We have extended this awards program to include graduate students and in addition have created a graduate student research writing award program. These two graduate awards will be presented to students this spring for the first time.

*Kinesiology Today* has become an important source of information about the academic discipline of kinesiology. The articles and editorials provide current views on the pressing issues that impact kinesiology departments. *KT* also keeps our department members and their faculty informed of upcoming events and news from our affiliate organizations. Due to the efforts of Shirl Hoffman, *KT* has emerged as a reliable

*Make your department's membership in aka a benefit for every one of your faculty members and students!*

and informative source for those interested in kinesiology. A second publication that was initiated this fall is the AKA e-newsletter. This unique news letter provides a quick overview of what is happening in higher education and kinesiology by distributing headlines and links to other news sources. Readers may elect to follow a link to the complete story or skip the story entirely. But in one source, a wide range of articles important to higher education are made available to our member departments. Another AKA publication, *The Career Book*, will be released this fall. This book will provide current information about careers in kinesiology and provide links to member departments that offer degree programs aligned with specific careers.

Also, the AKA web pages provide valuable information. If you've not visited the AKA homepage ([www.americankinesiology.org](http://www.americankinesiology.org)) you can't appreciate the wealth of information that is available. Our members are able to post job notices (at

no cost) on our web pages and regular updates on the job posting are distributed to over 800 academic departments. Also, AKA web pages include the career link providing information about career options, a list of member departments and affiliate organizations, a complete listing of academic departments with kinesiology programs, recent AKA documents on the core curriculum and our position paper of the need for unified departments in kinesiology, the listing of our student scholars (as noted above) and many other links to information related to kinesiology. The quality and usefulness of the AKA website is demonstrated by the fact that it is used as an instructional resource for those teaching the introduction to kinesiology classes.

AKA has other projects in the planning stages. Over the next year, watch for announcements of new programs and services that will benefit the departments and promote kinesiology.

AKA membership clearly has its benefits. But to take advantage of those benefits, each member department must participate. When the call for nominations for the student scholar and writing awards is announced, your department must submit your candidates for these awards. If you would like other departments to know about special events taking place in your department, send us the information for inclusion in *KT*. And when *KT* is published, select articles to discuss with faculty or with your dean or other campus administrators.

## Search for Executive Director is Successful: Amelia Lee Named to Post



Amelia Lee

The search for a new Executive Director has had a happy conclusion. The Board of Directors has announced that on January 1, 2011, Amelia Lee will take over the reins from Shirl Hoffman who has served in that capacity since September of 2008. Dr. Lee brings a wealth of experience to the job. She recently retired as the Mary E. Baxter Lipscomb Professor and Chair of the Department of Kinesiology at Louisiana State University, a position she held for 12 years. She has published over 70 refereed research articles,

served as editor of *Quest* and editorial board member for *Research Quarterly for Exercise and Sport*, *The Physical Educator*, and the *Journal of Teaching in Physical Education*. She is a fellow of the National Academy of Kinesiology, a fellow in the Research Consortium of AAHPERD, a former member of the Science Board for the President's Council for Physical Fitness and Sport, and most recently, a member of the Coordinating Committee for the U.S. National Physical Activity Plan. Her wealth of experience and broad knowledge of the field will serve her well in the challenge that lies before her.

Clearly she is looking forward to the new assignment. "Both academically and personally, being in the position gives me an opportunity to

grow, something that I have been searching for since retiring in 2008, said Lee. "I look forward to the challenges and pledge to use the leadership skills that I have acquired to help steer AKA through the issues that face it in the future. Thanks to a small group of highly respected and dedicated individuals the AKA has developed rapidly into a structure with a unified mission and purpose and this is an impressive accomplishment. The work done in the first two years will serve as a valuable framework for future efforts to advance the discipline as a nationally recognized academic field of study. I am fully committed to talk and think together with the Executive Board and the Board of Directors to develop additional ideas and solutions that will move us forward. I am honored to be a part of the progression toward the next steps."

## Sports Education Leadership Program at UNLV Eliminated: Merger of Doctoral Program with Department of Kinesiology Planned

Effective July 1, 2011 the Sports Education Leadership Department (SEL) UNLV, housed in the College of Education, will be terminated. The department includes two programs: physical education pedagogy and sport management. In addition it sponsors the only doctoral program at UNLV with historic connections to our field. All untenured faculty will be terminated and former BS and MS programs in SEL will be eliminated

but their emphases will most likely be retained under the BS and MS programs in the department of Kinesiology. If such scenarios can have silver linings, in this case it is the likelihood that the former SEL doctoral program will be retained, moved to the Department of Kinesiology in the College of Health Sciences, where it will be broadened in scope to reflect the comprehensive span of sub-fields in kinesiology. If all goes

as planned, the Department of Kinesiology will offer doctoral degrees for the first time. Monica Lounsbery heads up the pedagogy program which, she points out, will most likely now have a much stronger emphasis on physical activity and its promotion which will strengthen the program overall. As a result of the move, says Lounsbery, "the doctoral program at UNLV will get stronger."

# American Academy of Kinesiology and Physical Education Becomes the National Academy of Kinesiology

At its annual meeting in Colonial Williamsburg on October 9, Fellows of the American Academy of Kinesiology and Physical Education (AAKPE) voted to change the organization's name to the National Academy of Kinesiology (NAK) effective immediately. An ad-hoc presidential committee on future directions of the Academy, chaired by Debbie Rose of CSU-Fullerton, recommended that the long-standing label "physical education" be dropped from the title of the organization. A further modification to "National Academy" from "American Academy" was proposed and passed in the business meeting. The committee emphasized that deleting "physical education" from the group's title was not meant as an affront to those who work in physical education teacher education (PETE) programs. Tom Templin of Purdue University, who has had a distinguished career

in PETE told KT that, "the discipline of physical education has had a long and distinguished history in the Academy. The name change won't and must not diminish the importance of PE in the National Academy of Kinesiology. Those of us closely aligned with PE are committed to

this proposition in the years ahead." Maureen Weiss, Professor of Kinesiology at University of Minnesota and current president of NAK, noted the historical significance of the name change: "because the Academy is, among other functions, an honorary organization of elected Fellows, National Academy of Kinesiology is a more appropriate name analogous to similar organizations such as National Academy of Sciences." In line with the name change, the Academy is in the process of revising and broadening the definition of kinesiology posted on its website. Not only will this more expansive definition of kinesiology help to bring uniformity to the term as it is currently used within and outside the field, it will move the NAK definition closer to that used by the American Kinesiology Association. For the past two years AKA has been promoting a broad definition of kinesiology to include not only the traditional academic specializations but the fields of professional application as well, including physical education pedagogy, athletic training, sports medicine, sports management, and fitness leadership.

It didn't take long for the new name to take hold; several sponsors of new Fellows invoked the new name in introducing their nominees at the Saturday evening banquet and induction ceremony. Actually, the change in name may be merely the start of a rejuvenation of sorts for



the Academy. According to Weiss, the Executive Board of NAK intends to follow up this historic name change by developing a blueprint for the organization's future in the form of a multi-year strategic plan. Likely to be given particular emphasis will be efforts to form national partnerships and collaborate on mutual interests and goals; clarify for the public the impact of kinesiology research on broader society issues, and broadening the Academy's visibility through policy advocacy.

For more information about the Academy and to access its Fall newsletter go to [www.nationalacademyofkinesiology.org](http://www.nationalacademyofkinesiology.org)



Maureen Weiss,  
National Academy of  
Kinesiology President



## INSIGHT

# Creating a Motivating Climate for Faculty and Staff to Achieve: Applying Achievement Motivation Theory in the Workplace

By Mary Rudisill, Professor, Wayne T. Smith Distinguished Professor and Department Head, Department of Kinesiology, Auburn University



Mary Rudisill

It is easy for department heads to forget that they are responsible for motivating their faculty and staff, not only to perform, but to work effectively with others. Depending on what the unit leader reinforces and values (i.e., hard work, individual goals and improvement, collaboration, teamwork, competition, comparisons, etc.), a climate is created that motivates faculty and staff to work hard or not.

*It is also important to remember that motivation influences performance.* For your faculty and staff to work at a higher level of productivity, they need to be intrinsically motivated or driven internally to accomplish goals and tasks. By implementing the three C's of motivation, *collaboration*, *content*, and *choice*, you can set a climate that encourages faculty and staff to be intrinsically motivated.

**Collaboration.** People are motivated to work hard when they are encouraged and reinforced to cooperate and work collaboratively. Having opportunities to help others succeed also motivates people to work hard. The feeling of working with a group of people united in a com-

*“It is also important to remember that motivation influences performance.”*

mitment to the same mission and to each other typically results in a highly motivated team. In the Department of Kinesiology at Auburn University, senior faculty members are committed to the success of the tenure-seeking faculty, regularly reviewing their grants and manuscripts prior to submission. This has resulted in more grants and publications with less time in the review process for our tenure-seeking faculty. It has also generated a spirit of true teamwork among all members of the faculty. We all know that if the tenure-seeking faculty members excel, then ultimately the entire unit benefits (i.e., positive outcomes for P & T, positive visibility on campus and improved rankings, more publications and grants for the annual report, increased revenue generation, cohesion among the faculty, etc.). Promoting collaboration, and eliminating barriers that hold individuals responsible for the success and failure of a goal or task, creates a professional climate that encourages intrinsic motivation and team spirit.

**Content.** People feel more motivated to work hard when they understand how their work contributes to the mission of the unit. Feeling valued drives intrinsic motivation. There are a number of ways to encourage this feeling of importance among faculty and staff within your unit. It is important to identify legitimate *strengths of each faculty and staff member*, and regularly share with each individual how their contributions advance the Department's mission. It is also important to help the faculty and staff members clearly understand how their strengths and those of others positively serve the Department and its collaborative initiatives. Regardless of the type of position, everyone in the unit has an important role in its success. Everyone must feel a sense of importance and pride in their work and in the unit.

**Choice.** Choice or autonomy is a primary factor in intrinsic motivation. People feel more motivated to work hard when they feel empowered to make decisions about their job situation and how they spend their time. Allowing faculty and staff input about their own schedules, course offerings, collaborations, and more (when possible), promotes intrinsic motivation. When people feel a sense of control in their job, there are positive emotional responses that result in the desire to persist and work hard. The leader of

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### Creating a Motivating Climate for ...

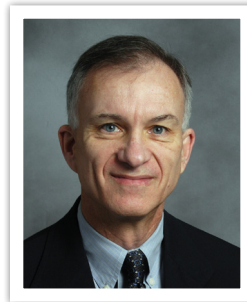
the unit should facilitate a positive motivational climate by promoting autonomy and valuing individual needs.

Faculty and staff who are intrinsically motivated are generally more satisfied with their workplace, and are more productive. They are less concerned about comparing themselves to others and more interested in directing their strengths toward the department's mission. For this reason, faculty and staff evaluations should be based on *individual* goals, improvement and accomplishments. Comparing individual outcomes with others oftentimes results in feelings of resentment, and may threaten departmental collaborative spirit. Avoid creating competitive climates that emphasize individual successes and outperforming others. Reinforcing hard work, personal strengths, and contributions to the team, can result in a number of positive outcomes for everyone.

Remember, creating a motivating climate is paramount to a successful and productive workplace. As unit leader, the chair is responsible for setting the climate that produces a highly motivated unit. It is also important for the chair to be motivated and work hard too. Being aware of and recognizing the *hard work* of faculty and staff is going to promote a positive motivational climate. Also, remember to value individual differences and thank individuals for their efforts and unique contributions to the mission of the unit. Creating a motivating climate within your unit can do wonders for morale and advancing the mission of your program.

## Furman Running Institute Proving Less Can Be More

By Bill Bowman



Bill Pierce  
FIRST Creator

Running less to get in better condition—on the surface, it sounds like a couch potato's dream.

But the distance running program that utilizes this idea, FIRST, is definitely not for slackers.

"The program is based on quality over quantity, and intensity over miles," according to FIRST creator Bill Pierce. "For most people, it's all about miles, but we believe intensity is the most important thing."

An acronym for the Furman Institute of Running and Scientific Training, FIRST is a ground-breaking running program headquartered at Furman University in Greenville, South Carolina. Pierce is a professor and chair of Furman's Health Sciences Department.

Pierce had been a distance runner for several years before coming to Furman in 1983. He then began training regularly with department colleague Scott Murr. They competed regularly in many races annually, including marathons.

Pierce and Murr trained hard six days a week, pushing themselves toward personal bests. A few years into their training, they branched out to include triathlons. When they began varying their

training to include less running, and more biking and swimming, they got an unexpected result: their times improved in 10Ks and marathons.

"As exercise scientists, we were continually discussing the best ways to train," Pierce said. "Eventually we found three days a week was the ideal amount, with two days per week of cross training."

The training on the three running days was intensified well beyond the levels they would have ever reached in their previous training regimen. When these tougher running days were combined with recovery days to rebuild the main running muscles, their running got stronger quickly and steadily.

With their regular presence at races and in Greenville's strong running community, other runners would often ask them for training advice. When their guidance proved successful for others, they began thinking seriously about setting up a training institute.

"Finally, in 2002, I said let's propose the institute to Furman," Pierce said. "It was accepted, and we began in 2003."

They named the program FIRST, both as a handy acronym and so that people would think of proper training as being first in the way of importance. Having participants enjoy running and feel satisfaction with their results are cornerstones of the program; shooting for first-place finishes is not one of the goals.

"We just wanted to assist runners of all ages

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### Furman Running Institute Proving Less ...

and all abilities to have running be a lifelong activity," Pierce said. "We soon recognized how valuable this was to those participating."

Once the program launched, they began offering laboratory assessments and fitness assessments. Soon the FIRST participants were enjoying the same racing improvements that its founders had, and Pierce and the team were logging the participants' impressive results. Word of a new 3-and-2 training schedule spread quickly through the running community—particularly after a hefty, glowing article about the program was published in *Runner's World*.

"At that point everything changed for us, and we started getting calls from all over the world. Then we began holding running retreats in Greenville," Pierce said. "These runners are not the top runners in the world, but they get just as excited about their running as the top runners do, which is very gratifying to us."

The four-day retreats, which are filled more with lectures and assessments than with actual running, are held twice a year with 16 participants per retreat. Each day goes from 7:30 a.m. to 10:00 p.m. The average age is 49, with the youngest attendee thus far being 23 and the oldest 69. People have attended from 37 states and four other countries.

Each FIRST participant receives a full assessment and a personalized 12- or 16-week training schedule. This data is logged, along with the results of each person's new training.

"We had so much information I started putting

together a training manual. *Runner's World* editor Amby Burfoot said it's not a training manual—it's a book," Pierce said. "In two weeks we put together a book proposal."

*Run Less, Run Faster* was published in 2007, authored by Pierce, Burr, and fellow Furman professor Ray Moss.

"It's been one of the top three running titles on Amazon ever since," Pierce said. "It's sold 60,000 copies."

Many runners report the FIRST program fits their lifestyle better than anything they have previously tried. Whether people read the book or come to Greenville in person, Pierce's goals are the same: to help them set realistic goals and meet them, while avoiding the disappointment that inevitably accompanies setting goals too high.

"One of the things we're now putting more emphasis on is the injuries and slowing down of aging runners," Pierce said. "If all they've done is run, they're much more susceptible to injury. We very much encourage the cross training and for people not to let their strength deteriorate."

Having just run his first New York marathon, which was his 36<sup>th</sup> marathon overall and first in his sixties, Pierce himself is proof that sometimes less really is more.

"We just set out to share information with runners," Pierce said. "But it's been very gratifying and a lot of fun."



# The 2011 AKA Leadership Workshop To Meet in Dallas

## **Workshop scheduled for DFW Marriott Solana in Dallas, Texas,**

### **Sunday, January 30 to February 1, 2011.**

Recent reports (e.g. *Inside Higher Education*, August 11, 2010) documenting exceptional growth in undergraduate student enrollment in kinesiology have traced much of it to students who elect undergraduate programs in kinesiology as preparation for careers in allied health programs such as physical therapy. Although hard data is lacking it appears that student enrollment in traditional kinesiology program options such as physical education and fitness studies remain stagnant or are decreasing.

At the same time, increased interest in the health benefits of regular physical activity among the population at large has led other disciplines to include physical activity as part of their academic programs, research, and service activities to their communities. This expanding interest in the study of physical activity encourages collaborative programs but it also may represent a threat to our field which claims the study of physical activity as

its central focus. These rapidly unfolding events, coupled with severe budget stresses, have had some unsettling consequences, including shifts in departmental missions, forced mergers and even elimination of kinesiology concentrations or entire departments. In most cases, such program shifts are irreversible; the long term effect is loss of discipline identity.

This year's AKA Leadership Workshop will explore ways in which kinesiology departments can manage the growth of their instructional, research, and service activities while dealing with these various stressors.

Using case studies, round table discussions, and panel presentations we hope to clarify some of the more critical challenges affecting small, medium, and large-sized departments, and to explore strategies for confronting them. Departmental chairs, academic deans, chairs of departmental concentrations, and faculty interested in developing administrative knowledge and skills will benefit from the workshop. AKA workshops tend to be oriented toward completion of tangible products and structured to provide participants

opportunities for interacting with colleagues from institutions across the country.

The AKA Workshop will run from Sunday afternoon, January 30, to Tuesday noon, February 1, at the DFW Marriott Solana in Dallas, TX. Registration is open to faculty and administrators from AKA member and non-member departments. Registration and hotel information is now available at: [www.americankinesiology.org](http://www.americankinesiology.org). The hotel provides free transportation to/from DFW Airport.

Cost (includes meals):

- AKA Members: \$195 per person
- AKA Non-Members: \$250 per person

**Workshop program and registration form available at:** <http://www.americankinesiology.org/news-announcements/news-announcements/2011-aka-leadership-workshop>



## EXECUTIVE DIRECTOR'S CORNER

# With Apologies to ACSM, Exercise is Much More Than Medicine

By Shirl Hoffman, AKA Executive Director



Shirl Hoffman

The American College of Sports Medicine (ACSM), a valued affiliate organization of AKA, has thrown its considerable weight behind a new initiative trademarked as Exercise is Medicine™. According to the ACSM website, the project's goal is "to make physical activity and exercise

a standard part of a disease prevention and treatment medical paradigm in the United States," first and foremost by insuring that a patient's physical activity level is accepted by health care workers as "a standard vital sign question." The project is anchored in the universal recognition that exercise and physical activity are important to health and to the prevention and treatment of disease, along with the unfortunate fact that health care providers often fail to emphasize or prescribe physical activity when treating their patients.

Hard to quibble with a project with such worthy goals, but some kinesiologists are wondering if a better name might have been conceived for the initiative. Surely there is a certain logic to using the "exercise is medicine" metaphor for a project that targets health care workers--after all medicine is their stock and trade--but could such a circumscribed description have an unintended negative impact on the

perception of physical activity by the broader, (largely sedentary) community? Certainly the motto raises questions that deserve answers: Is such a characterization likely to convert non-movers into lovers of physical activity, or might it have the opposite effect? Does the medicine metaphor tap into the real reasons why active people make physical activity part of their lifestyles? Is this the best way to sell the public on living physically active lives?

My online dictionary defines medicine as "any drug or remedy for use in treating, preventing or alleviating the symptoms of disease;" surely exercise meets this criterion, but it is just one of many things for which medicine might serve as a metaphor. One could argue, for example, that nutritiously balanced diets, moderate intake of alcohol, and adequate rest deserve the title "medicine" as well. Indeed some vintners of NAPA are already touting wine as medicine. The possibilities seem endless. Lord Byron thought laughter, Hippocrates thought walking, and many romantics have proclaimed love as the best medicine. The point is that saddling exercise with the label "medicine" seems to detract from its uniqueness by rendering it merely one of several types of "medicine." Even more troubling, the motto threatens to extirpate the soul of physical activity. Exercise, just like red wine and well-balanced meals may indeed have a medicinal effect, but most of us don't visit fancy restaurants, laugh, love, sleep or sip cabernet for their medicinal

properties. We do these because we enjoy them.

I asked kinesiologist-philosopher Scott Kretchmar, who has had much to say about the importance of finding joy and meaning in physical activity, what he thought about the medical metaphor. He offered this gem: "I guess we could look at exercise as "preventive medicine," but I certainly don't run for this reason. Movement for most people, I would speculate, has nothing to do with medicine, just as reading great novels for most lovers of literature has nothing to do with enhancing intellectual development (even though it may have that friendly effect)." "The problem," he went on, "is that medicine has negative connotations. Can you picture" he asked, "one of our physical education teachers talking to a group of 3<sup>rd</sup> graders in the following terms. 'Hey kids, it's time for physical education. It's time to take your medicine!' "

No one would have agreed more with ACSM's intent--- to get people moving--- yet balked at the metaphor the organization has selected as a promotional banner, than the late George Sheehan, cardiologist and avid runner. In *Running and Being: The Total Experience*, a little book crammed with odes to the sheer exhilaration of physical activity, Sheehan writes: "First I ran from instinct. Later I was forced to exercise in Phys. Ed. Even later, I came to run and exercise because it was prescribed by authorities. But finally I have come to run because it is the right thing to do. In the process, I may well be help-

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### With Apologies to ACSM, Exercise is ...

ing my arteries and circulation as well, but that is not my concern.”

Perhaps I'm wrong. If the Exercise is Medicine™ campaign prompts physicians and other health care workers to prescribe exercise for their patients that is a plus and one which should make us happy. But having said that, it will be good for us to keep in mind the fact that for most of the population physical activity is much more than exercise.

## Short Shots

### Behind Closed (Office) Doors

If construction workers are measuring faculty offices in your department, it may be to install windows in the doors. Your campus may be one of many heeling to a recent architectural trend in campus facility management. Justified by some architects as “a means of allowing ‘borrowed’ light to pass in and out of offices” and to promote “a feeling of openness that fosters collaboration and a sense of community” the more likely reason may be administrators’ concerns about what too often happens (or is alleged to have happened) behind closed, windowless, office doors, something that worries university insurance companies as well. Janice M. Abraham, president of United Educators, a higher-education insurance and risk-management company, told *The Chronicle of Higher Education* that “society has moved us to have more observable interactions.” Completely private settings are seen not only to provide opportunities for sexual harassment and other untoward behavior but for false allegations of such deeds as well. In light of this, installing office windows to afford a view into the room, says Abraham, “is certainly a reasonable practice.” Apparently faculty aren't reacting well to the trend. One consultant claims that at least 90 percent tape up course-related paper work and other items over the windows to preserve their privacy. *The Chronicle* quotes a disaffected

sociology professor as saying: “Personally, I don't care to have somebody walk down the hall and look in to see me. I feel exposed and a little vulnerable.” At last count there were 49 blog responses to the article including this tidbit: “I'm going to print this article and use it to cover the little window in my door.”

*Source: To Monitor Office Behavior Colleges Add Windows to Professors Doors, Peter Schmidt, October 15, 2010. On line at: <http://chronicle.com/article/To-Monitor-Office-Behavior/124863/>*

### Worldwide Survey of Fitness Trends for 2011

For the fifth year the editors of ACSM's *Health and Fitness Journal* surveyed more than 2200 ACSM-certified health and fitness professionals working in the commercial, clinical, community and corporate sectors worldwide about “trends” and “fads” in the health and fitness industry. The results of the survey, authored by Georgia State's Walter Thompson, are intended to predict the top 20 fitness trends for 2011. They are published in the November/December (Vol 14, No. 6) issue of the journal. The top five trends are as follows:

**1. Educated and experienced fitness professionals.** Respondents predicted exponential growth in the need for graduates from certified community college, undergraduate and graduate programs.

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## Short Shots

**2. Fitness Programs for Older Adults.** Retired adults with more discretionary time will spur the need for more age-appropriate fitness programs.

**3. Strength Training-** This remains popular among all ages in commercial, community, clinical and corporate programs

**4. Children and Obesity-** Spurred by national interest in childhood obesity, and recognizing the flagging support for school physical education programs, the health and fitness community is mobilizing new programs aimed specifically at children.

**5. Personal Training-** This trend has ranked in the top 5 trends for the past 4 years. According to the investigators it reflects the growing number of professional programs preparing personal trainers.

There were some surprises. Balance training, and stability balls did not make the top 20 for 2011, and Pilates, after enjoying rankings of 7<sup>th</sup> to 9<sup>th</sup> the past three years, disappeared from the list as well. This suggests, says Thompson, that "Pilates may not have been a trend at all but a fad in the health and fitness industry."

Find the complete report at: <http://journals.lww.com/acsm-healthfitness/pages/default.aspx>

## Male Dance Moves That Catch a Woman's Eye

Scientists at Northumbria University claim to have identified the unique dance moves of men that attract the attention (and maybe the hearts) of women. They filmed 19 male volunteers, ages 18 to 35, with a 12-camera system as the men danced to a drum rhythm one might hear in night clubs. None were professional dancers. To limit the influence of personal characteristics of the dancers, thirty-eight small reflectors affixed to their bodies captured the motions of the dancers in three dimensions and were then mapped onto featureless, white, gender-neutral humanoid characters, or avatars. Thirty five heterosexual women rated the dancers on a scale of one to seven, seven being extremely good.

Men who employed more twisting and bending movements of their knees and displayed larger and more variable movements of the neck and torso were considered more attractive and better dancers by the ladies. Investigators at Northumbria believe their findings not only show what women find attractive in male dancing but provide objective measures for differentiating good from bad dancing. **See report and actual videos of avatars of good and bad dance moves at:** <http://news.sciencemag.org/sciencenow/2010/09/these-dance-moves-are-irresistib.html>

## Self-Plagiarism and the Professor

Students recycle papers for different classes, professors recycle papers for presentations, but in the worst cases, professors publish the same data in two different journals under different article titles. The issue of "self-plagiarism" is given a splendid treatment in a recent article in *Inside Higher Education* by Perry Zerkil, Professor of Law and Education at Leigh University. Recycling core materials (data) in a research study is singled out as a clear violation of ethics by the American Educational Research Association, and in the *Style Manual of the American Psychological Association*, the latter of which warns that "authors should not submit manuscripts that have been published elsewhere in substantially similar form or with substantially similar content." But what about lifting sentences or a paragraph or two from one's previous work to punch up a review of literature or to explain a theoretical position without providing a citation? In these cases, says Zerkil, "text recycling is a grayer area than is duplicate publication, in terms of both ethical propriety and legal copyright. Lifting descriptions of instrumentation used in an earlier study may be legitimate, but recycling sentences or paragraphs without citing your earlier work may not be. "{The blurry boundary for text recycling as an ethical matter appears to be not only the amount but also the nature of the material duplicated without attribution, said Zirkel." In this grayer area, Zirkel advises to err

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## Short Shots

on the side of self-citation.

Source: Zirkel, P. A Study of Self-Plagiarism. Inside Higher Education (on line) December 3, 2010. <http://www.insidehighered.com/views/2010/12/03/zirkel>

## Youth Basketball and Traumatic Brain Injuries

We know that football and hockey are dangerous sports for young kids. Now it seems that basketball isn't such a soft game either. In an impressive analysis of basketball injuries suffered by school-aged children and adolescents, Charles Randazzo and associates found that in a ten-year period (1997-2007) over 4 million basketball-related injuries were treated in emergency rooms, the most common being strain or sprain to the lower extremity, usually the ankle. Higher incidents of knee injuries were reported for girls. Although the trend in overall injury rates was downward, investigators found that the number of traumatic brain injuries (TBIs) increased by 70% over the eleven-year period, although the actual number of TBIs was relative small (11.9 to 19.4 cases per 1000 participants) accounting for 2.6 of all injuries incurred. Girls and younger children (5-10 years of age) were most likely to sustain TBIs.

Source: Randazzo, C.; Nelson, N.G.; McKenzie, L.B. (September 13, 2010) *Basketball- Related Injuries in School-Aged Children and Adolescents*,

1997-2007. *Pediatrics* (on line) <http://pediatrics.aappublications.org/cgi/content/abstract/126/4/727>

## Converting Muscle Power to Clean Energy

For all those who believe exercise is a singularly indulgent, wasteful, and unproductive activity (aside from the health benefits), now comes word that some gyms are converting the work done on those fancy machines into clean energy. More than 80 sports clubs in North America, including My Sports Clubs in New York City and Washington, have converters on their exercise machines that can either store energy or, by plugging into standard wall electrical outlets, make electricity available for the facility before it draws power from the grid. "We have seen a significant increase in interest in the past six months, which is a good sign that fitness centers are ready to invest in green technologies," Mike Curnyn, co-founder of the Green Revolution, a Connecticut-based firm that wires bikes into a central battery that can store energy, told Time Business and Tech (on line). The Green Microgym in Portland, Oregon, for example, has all the usual equipment one would expect but it also has an abundant supply of power cords that are plugged into electrical outlets. Using specially designed cycles and elliptical machines, the gym's owners are able to capture the energy created in the machines and convert it into electricity. Although membership costs about

the same as conventional gyms, customers get to brag about their green cred — and they earn gift certificates from local businesses for watts generated while exercising. "An average workout creates 37.5 watt hours, which, according to the owner, is enough to power a phone for a week." The gym does not yet generate enough electricity to be carbon-neutral, but if all the equipment gets used at one time, it can produce twice as much as it needs to run the facility at any given moment."

Source: Newcomb, T. *In the Gym: Clean Energy from Muscle Power*. Time: Business and Tech (on line) November 26, 2010. <http://www.time.com/time/business/article/0,8599,2032281,00.html>

## Exercise Doesn't Mitigate Effects of Watching TV in Kids

A report in the Journal of Developmental and Behavior Pediatrics suggests that children who watch TV for an average of 2 hours or more per day are 61 percent more likely to have emotional, social and concentration problems, as measured by a [standard test of children's psychological well-being](#). The equivalent figure for 2 hours or more of computer-based entertainment — primarily computer games — was 59 per cent. Surprisingly, the amount of exercise the kids engaged in didn't help much. Accelerometers were used to track the amount of exercise. The study revealed that even children who performed

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### Short Shots

an hour or more of exercise a day, and the exercise was vigorous enough to “make them out of breath,” but still watched TV or played on their computers for at least 2 hours daily were 54 per cent and 48 per cent more likely, respectively, to have psychological problems. Happily another recent study, reported in *Pediatrics*, suggests that children who participated in regular physical activity in the previous week are less likely to exceed recommended limits ( $\leq 2$  hrs per day) of daily television watching.

*Sources: Page, A.S. et al. Children's Screen Viewing is Related to Psychological Difficulties Irrespective of Physical Activity. Pediatrics (on line) Vol 125 No. 5 November, 2010, pp e1011-e1017.*

<http://pediatrics.aappublications.org/cgi/content/abstract/126/5/e1011?maxtoshow=&hits=10&RESULTFORMAT=&fulltext=tv%2C+kids%2C+physical+activity&searchid=1&FIRSTINDEX=0&sortspec=relevance&resourceype=HWCIT>

Carlson, S.A. et al. Influence of Limit-Setting and Participation in Physical Activity on Youth Screen Time. *Pediatrics* (on line) Vol 126 No 1, July 2010, pp. e89-e96.

<http://pediatrics.aappublications.org/cgi/content/abstract/126/1/e89?maxtoshow=&hits=10&RESULTFORMAT=&fulltext=kids+tv+physical+activity&searchid=1&FIRSTINDEX=0&sortspec=relevance&resourceype=HWCIT>

## Grants and Awards Showered on U Mass Kinesiology Faculty and Students

The American Society of Biomechanics (ASB) has chosen UMass kinesiology doctoral student **Ross H. Miller** as the 2010 winner of the prestigious Young Scientist Pre-Doctoral Award, which recognizes early achievements by promising young scientists in the field of biomechanics. Miller was presented the award at the 34th Annual ASB Meeting, held from August 18th to 21st in Providence, Rhode Island, after delivering a talk entitled “Theoretical analysis of limitations to maximum sprinting speed imposed by muscle mechanical properties”, co-authored by his doctoral advisor Associate Professor Graham Caldwell and Kinesiology Assistant Professor Brian Umberger.

**Sarah Witkowski**, Assistant Professor, was recently awarded a \$30,000 UMass Faculty Research Grant. Her grant is entitled “Mechanisms underlying endothelial dysfunction and cardiovascular disease: Circulating progenitor cell senescence, telomere stability, and inactivity.”

**Erin Snook**, assistant professor in Kinesiology, received a one-year, \$39,040 Consortium of Multiple Sclerosis Centers pilot grant to develop and test a new symptom questionnaire for multiple sclerosis (MS). Snook will be developing and testing a MS symptom questionnaire that assesses the severity, frequency, and distressfulness of symptoms. Assessing multiple symptom characteristics simultaneously should lead to a more accurate measure of MS symptoms that can be used to track disease progression and the effectiveness of drugs and clinical interventions.

**Patty Freedson**, professor and Chair of the Department of Kinesiology was awarded a 2 yr \$150,000 grant from the UMass Life Sciences Moment Fund established by the UMass President's office to foster inter-campus research collaborations. Her collaborators are Dr. Patricia Franklin and Dr. David Ayers from the Department of Orthopedics and Physical Rehabilitation at the UMass Medical School. The title of their project is, “Technology to assess physical activity and sedentary behavior in aging adults with osteoarthritis.”

## Research Consortium Announces New Resources for Researchers, Professional Preparation Faculty and Graduate Students

The AAHPERD Research Consortium has recently developed a Researchers' Toolkit on the AAHPERD/RC Web site (easily visible from the home RC Web page – [www.aahperd.org/rc](http://www.aahperd.org/rc)). This includes a variety of professional development tools and resources for physical activity and health researchers. Information includes self-guided tutorials, check lists, work-

sheets and a collaborative wiki. Topics already released or in development this year include: Getting Started in Research, Research Design, Resources for Becoming a Better Researcher, Developing a Fundable Grant Proposal, Developing a Research Team, Research Ethics, Developing a Publishable Research Manuscript, Writing and Reviewing Abstracts for Presentation and

Preparing an Effective Research Presentation. This toolkit is intended for faculty use in their instruction and advising; and for early career researchers and graduate students as a personal resource and professional development. Many of these resources are ideal for graduate seminar classes. Log on today and learn more!

## NASPE Studying Future of Physical Education

A NASPE-sponsored initiative called PE2020 (<http://www.pe2020.org>) aimed at exploring the future of physical education programs is currently underway, coordinated by Steve Jefferies, former President of NASPE. "What should physical education programs look like ten years from now?" "How can they be improved?," and what can we do today to prepare for tomorrow?" are

some of the questions being explored. A central feature of the project has entailed soliciting input from a broad spectrum of professionals working in the field. As part of the initiative, a one-day PE2020symposium is scheduled for Tuesday, March 29<sup>th</sup> at the San Diego AAHPERD Convention where ideas will be discussed and debated.

## Quest and Human Kinetics Go Separate Ways

For over 30 years Human Kinetics has published *Quest*, the journal of the National Association of Kinesiology and Physical Education in Higher Education (NAKPEHE). Mike Metzler, President of NAKPEHE has announced that

his organization recently failed to negotiate a contract with Human Kinetics and, beginning in January 2012, the journal will be published by Taylor and Francis.

## The International Association for the Philosophy of Sport (IAPS) Conference held in Italy

The organization held its 38th annual conference from September 15-19, 2010 in Rome, Italy. The event was successfully organized by the Università degli Studi di Roma "Foro Italico". The conference's program included sessions in both English and Italian. The English session had 99 papers with 102 participants while the Italian session had 25 papers with 33 participants. R. Scott Kretchmar (Penn State University) and Corey Brennan (American Academy in Rome) delivered

keynote addresses. The conference's program also included a Warren P. Fraleigh Distinguished Scholar Lecture by Claudio Tamburrini (University of Gothenburg). The papers, and the ensuing discussions they gave rise to, were of high caliber. Colleges and universities from around 20 countries were represented in the conference. Next year's conference will be held in Rochester, NY by The College at Brockport, State University of New York from September 8-11.

### — Welcome — New AKA Members

Prairie View A&M University  
Health and Human Performance  
Department

University of Louisiana-Lafayette  
Kinesiology Department

University of Minnesota  
Kinesiology Department

For a complete list of AKA members,  
go to [www.americankinesiology.org](http://www.americankinesiology.org).

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