



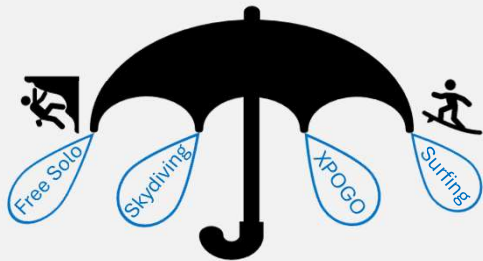
# Medicalization of Extreme Sports Athletes in a Risk Regulatory Society

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## Overview



### What Makes a Sport Extreme?

A sport that is perceived to have a high degree of risk.

### Goal of Project

Exploring the conceptualization and definition of addiction in a risk society in relation to the experiences encountered in extreme sports.

## Modern Risk Regulation

### A Defining Characteristic of Modern Society: Risk Avoidance

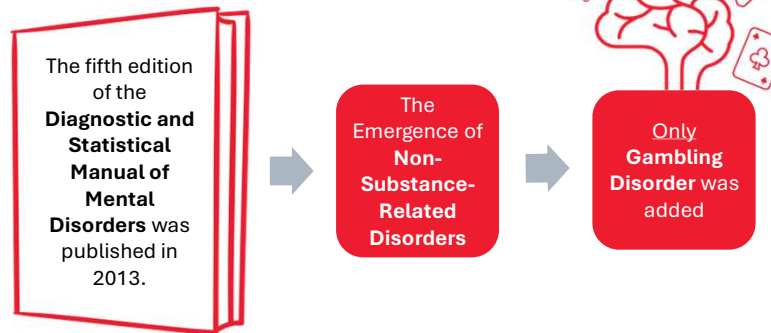
- Heightened emphasis on safety & compliance
- Increased popularity of insurance policies
- Those who seek risk are seen as deviant

### Societal Action Due to Risk Aversion: Simplified



## Diagnosing a Behavioral Addiction: Extreme Sports

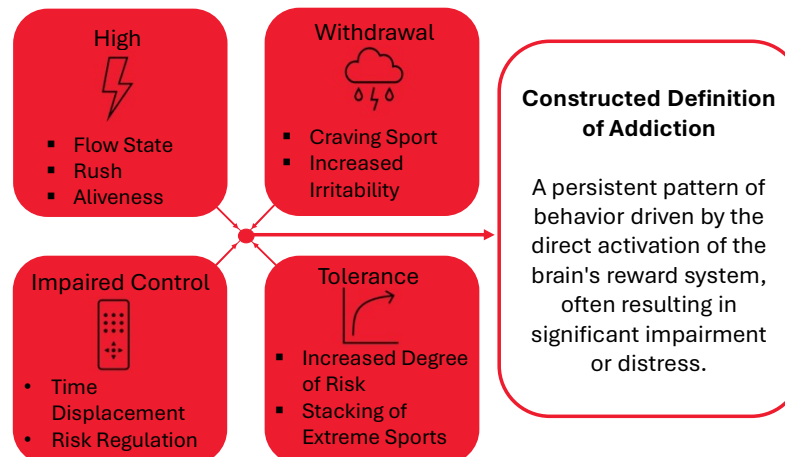
### a. Recent History



### Controversial History of Labeling Behavior as Addictive

- |                |  |  |  |                |
|----------------|--|--|--|----------------|
| <b>Support</b> | <ul style="list-style-type: none"><li>▪ Empowering</li><li>▪ Educational</li></ul> |  | <ul style="list-style-type: none"><li>▪ Overdiagnosis</li><li>▪ Stigmatization</li></ul> | <b>Against</b> |
|----------------|--|--|--|----------------|

### b. Constructing Addiction



## Main Takeaways & Conclusion

### Need for Extreme

Individuals find both a sense of freedom and community in extreme sports, where they escape the societal constraints rooted in risk aversion.

### Addiction Attributions

The experiences of extreme sport athletes varies significantly, mirroring the diversity of the umbrella term that links them all.

Experiencing extremes through sports ranges from a way of life to a jolt where both can be either therapeutic or destructive.

Applying addiction attributions to extreme sports athletes offers a familiar vocabulary to understand how individuals embrace risk within risk-averse societies focused on regulating it.

### Individuality vs Conformity

Holding individuals who are pushed to be self-expressive and personally autonomous to a set of risk regulatory standards gives a rise to inherent contradictions and tensions.