

## Video transcript



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**Video title:** 2.5 Historical Factors

**Learning outcome:**

- To describe and understand how technology as a historical factor can influence the significance of an event, activity or festival

**Slide 3**

With the commodification of sport, we as consumers have come to demand a high quality product that showcases our favourite athletes as bigger, faster and stronger.

One way that has been achieved is through the development of technology to improve not only sporting performance, but also the way we consume sport.

We're going to take a brief look at five advances in technology that have done just that.

**Slide 4**

The instant replay was introduced in 1986, first appearing in the NFL. It has now reached every sport imaginable and had a considerable impact on the way we spectate sport.

In more recent times, the technology has been improved to allow it to impact mid game decisions, being able to dramatically change the outcome and flow of the game.

In New Zealand we are all too familiar with the video referee, both in rugby, league and cricket. Many purists feel it goes against the ethos of the game and slows it down with the constant challenges and checking of results. However, instant replay has improved the quality of officiating, with errors minimised with the ability to slow footage down.

Imagine what it was like for our cricket umpires trying to make a call on a close run out. At best, it's a guess.

**Slide 5**

Many of you will have no idea that the shot clock in basketball has only existed since 1954. At that point in time, basketball was really struggling to gain any sort of traction as a mainstream sport in America. The games were slow, boring, and featured score lines that wouldn't be out of place in a low scoring rugby match. Seriously! At the 1936 Olympics, USA beat Canada for the gold medal winning 19 points to 8!

The shot clock discouraged teams from gaining a lead and holding the ball for the remainder of the match which was a common occurrence pre shot clock. Games all of a sudden became faster, more exciting and much better to spectate.

It revolutionised the game and helped grow the NBA into one of the most successful sporting leagues in the world.

## **Slide 6**

Steroids whether you like it or not, have impacted every major sport since their inception in the 1930s. The minute you introduce or associate any sort of prestige, status, fame or monetary prize, people will find a way to cheat. This has only gotten worse since the commodification of sport and the professional era. 18 year olds are now earning multi million dollar contracts. That's life changing money and for many, a way out of poverty and ticket to the high life.

Evidence of performance enhancing substances go as far back as the ancient Greeks where simulants and hallucinogens were used to give gladiators an edge on their opponents. Throughout history we have seen thousands of athletes banned for steroid abuse.

We are at a real crossroads in both sport and society where we want to see amazing performances, but are beginning to see the affects that steroid abuse can do. As it stands, the doctors prescribing the steroids are always one step ahead of the testers, which has officials and agencies scrambling for a solution to what is becoming the biggest issue in the history of sport.

## **Slide 7**

The Beijing Olympic games saw the birth of a revolutionary swim suit that would help re-write the record books, albeit rather briefly.

The swimsuits were composed of spandex, nylon and polyurethane and were worn by 98 percent of the swimmers who medalled. One year after the introduction of the suit, 97 world swim records had been broken.

Swimming hadn't seen anything like it, the closest they had come to any sort of dramatic improvements in swim speed were in 1956 with the introduction of the tumble turn, and in 1976 when technology helped develop gutters in pools. This prevented wash back on the swimmers.

Just after a year after their introduction, LZR swimsuits were deemed an unfair, technological advantage, and FINA, swimming's governing body, ruled that the suits could no longer be used in competition.

## **Slide 8**

Hawkeye was introduced in 2006 and was designed to address a long tennis history of disputed line calls. The technology uses a group of cameras and ball tracking technology to accurately predict where a tennis ball has landed on the court.

As well as tennis, we now see this technology in cricket where it is used to predict the trajectory of a cricket ball. In both instances it has considerably changed multiple facets of both sports. From an observer point of view we are provided with much more information. From an officiating point of

view, many more correct calls are made, which for the viewer makes the sport much more appealing to spectate.

Again, many purists believe this goes against the ethos of the sport, but the results speak for themselves.

Each of these advances in technology have influenced sport in their own unique ways. They have helped address issues that were affecting the sport and help make the sport or activity much more appealing for all parties, athletes, officials and spectators.

Consider how technology has influenced a sport, physical activity or event that you are looking at. How has impacted on you, yourself or others? Does it make the event any more or less significant to you?

## **Slide 9**

To summarise,

We introduced technology and its relationship to sport.

Then we took a brief look at the following five pieces of technology that have helped improve sport:

instant replay

The shot clock

Steroids

LZR swimsuits

And Hawkeye technology.

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