

SPORT AS A LENS FOR SOCIAL INQUIRY:

A Classroom Exploration

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OVERVIEW



PURPOSE

This presentation will share an idea for a “Sport + Impact Lab” designed to help students explore how major sport movements create cultural, social, and business impact with the goal of fostering inquiry and engagement and a gateway for Gen Z learners to understand the relevance of sport in broader societal issues.

CONFERENCE THEME

Sport Management: Who and What are We?

LITERATURE REVIEW



Peachey, Schlenker, and Spaaij (2019) issue a call to action for scholars to creatively and inclusively **build strong bridges between theory and practice** in sport management particularly related to Sport for Social Change.

Dane-Staples (2025) shares a pedagogical argument for moving from traditional classroom lectures to **case-based learning as it enhances student motivation, metacognition, and real-world preparedness.**

Drawing on Hartmann's (2022) analysis of sport's role in social movements and athlete activism, this pedagogical approach **engages students as investigators of societal impact, exploring the power culture force of sport.**



SPORT + IMPACT LAB

OBJECTIVE

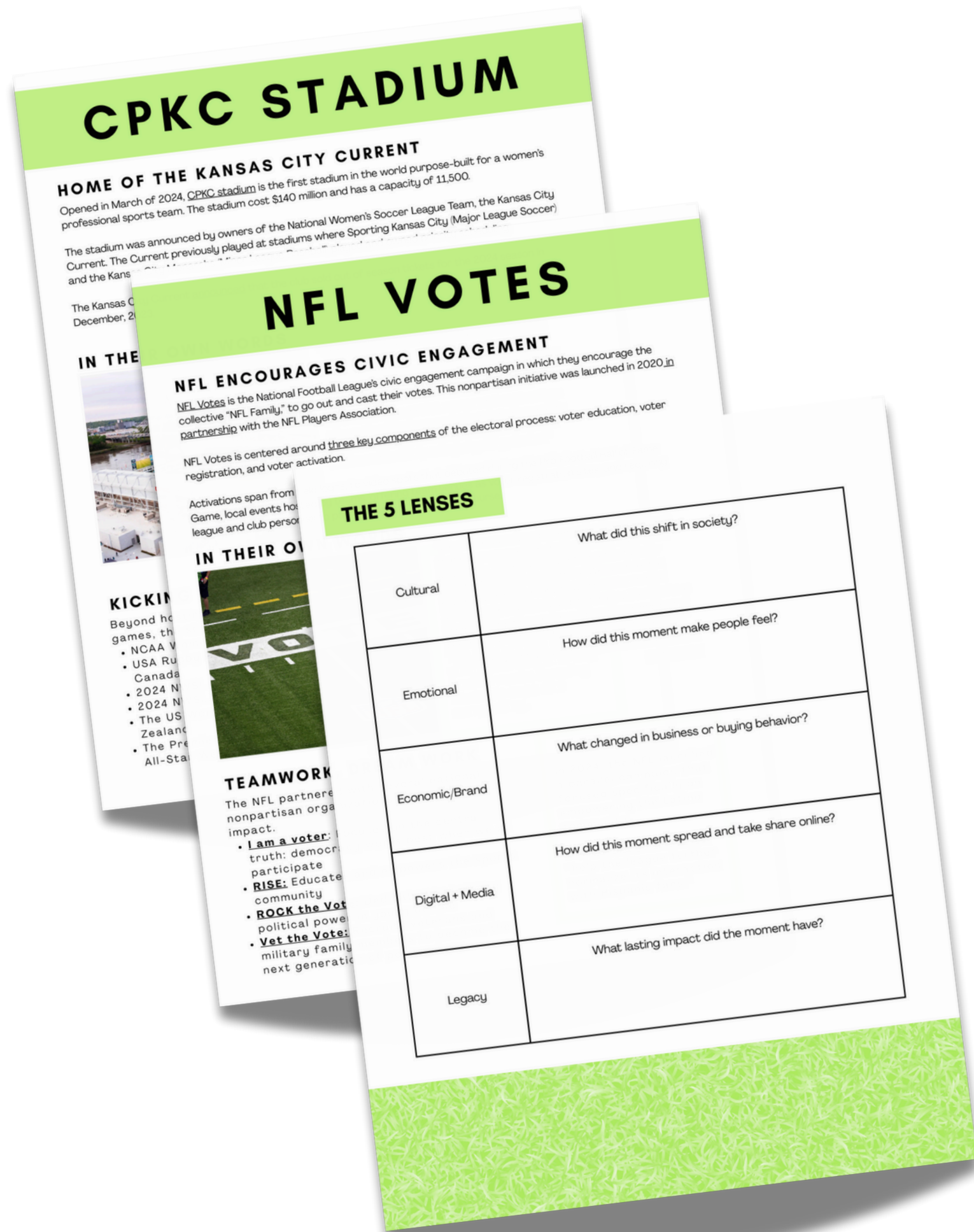
Explore how major sport movements and moments create cultural, social, and business impact.

Students analyze a major sport movement or moment through a structured lens to understand **why** it mattered, **how** it made impact, and what **business lessons** or insights it created.

THE PLAYBOOK

A modular, inquiry-based teaching tool that includes:

- 3 classroom integration approaches
- 2 worksheets
- 6 sport-related social movements
 - Gender equality
 - Mental health
 - Representation in sport
 - Civic Engagement
 - Sustainability





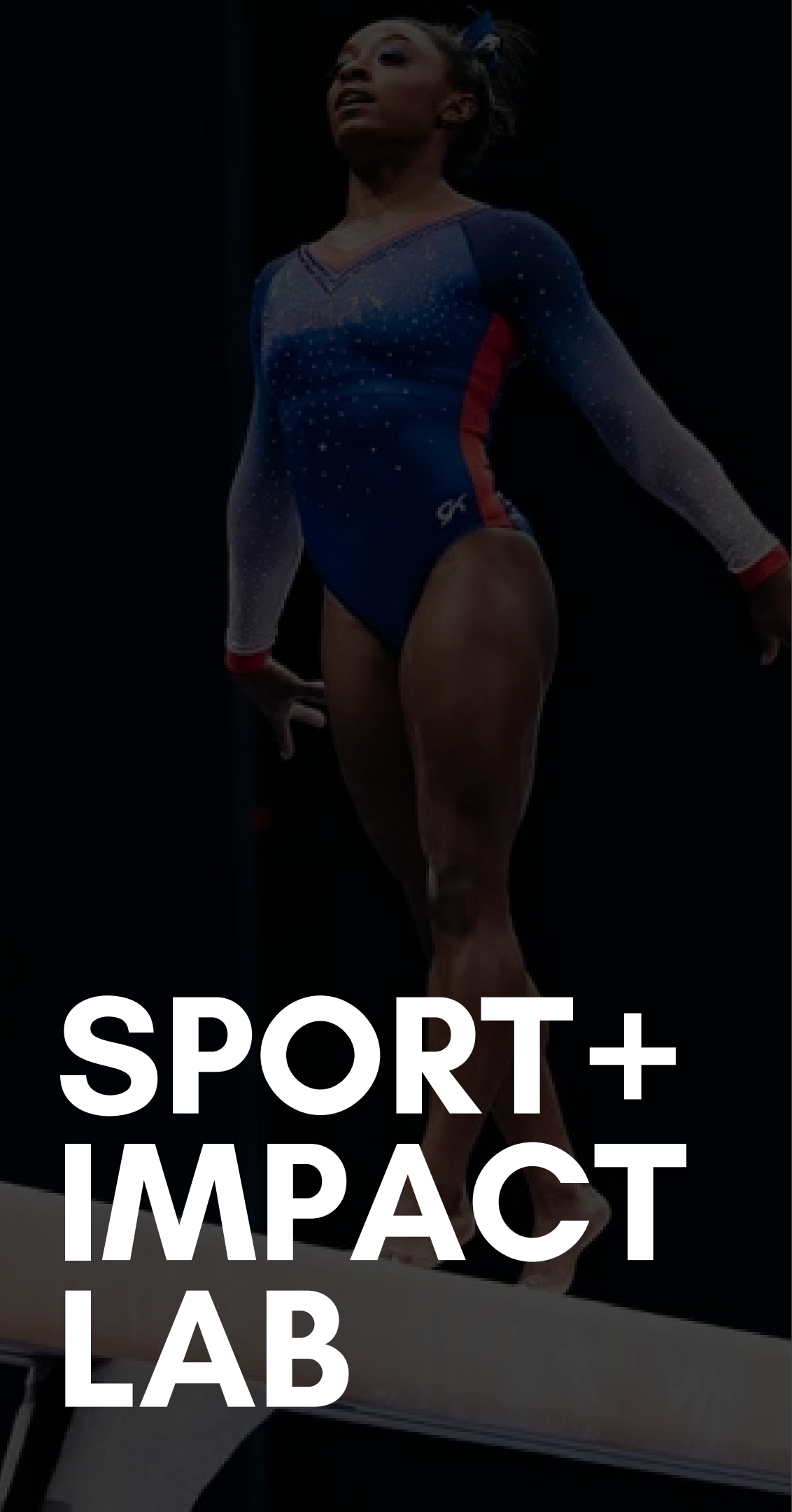
**PUT
IT TO
PRACTICE**

Approach #1: Gallery Walk (Abbreviated)

1. Form teams, utilize the TOGETHXR case
2. Analyze your assigned lens using the 5 Lens Table
3. Create a One-Sentence Takeaway
4. Share out
5. Reflect

THE 5 LENSES

Cultural	What did this shift in society?
Emotional	How did this moment make people feel?
Economic/Brand	What changed in business or buying behavior?
Digital + Media	How did this moment spread and take shape online?
Legacy	What lasting impact did the moment have?



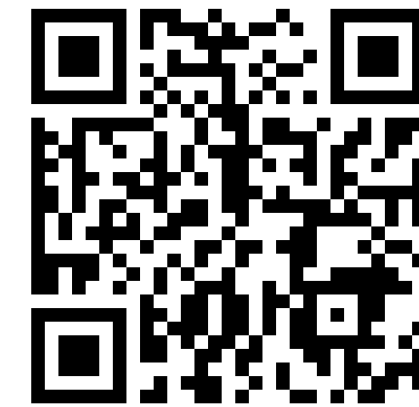
**SPORT +
IMPACT
LAB**

REFLECTION

- What surprised you?
- What brand lessons stand out?
- Would your generation care- why or why not?



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