



Title

Proposition of an index for sports diplomacy in the military context

Abstract

INTRODUCTION Sports diplomacy uses sportsmen and sporting events to build a favorable image between audiences and foreign institutions. The aim of this research is to propose an index for sports diplomacy in the military context.

METHODS This is a methodological research. Firstly, an analytical literature review was made, to identify sports diplomacy tools. Secondly, based on the five experts' scores regarding the importance and potential impact of each tool in the military context, a multidimensional scaling (ALSCAL) was carried out to retain the proper tools. Thirdly, to create the algorithm for the index, the data extracted from CISM's yearbooks of 2011, 2015 and 2019, confirmatory factor analysis with partial least squares was conducted to generate the algorithm.

RESULTS Eight tools were described from the literature and six were considered relevant for the military context (Figure 1). Regarding the algorithm, all VIF tools were acceptable. The outer weights were significant, but relatively low (Table 1). After weighting the outer weights we wrote the algorithm for use of sports diplomacy tools in the context of military sport: $Sports\ Diplomacy\ Index_{country} = 0,32 * (frequency\ of\ tool_1\ usage) + 0,14 * (frequency\ of\ tool_2\ usage) + 0,15 * (frequency\ of\ tool_3\ usage) + 0,16 * (frequency\ of\ tool_4\ usage) + 0,15 * (frequency\ of\ tool_5\ usage) + 0,08 * (frequency\ of\ tool_6\ usage)$.

DISCUSSION AND CONCLUSION "Sport is war without guns". Sports diplomacy in the military context should be done in view of the *signifiés* of sport in the military environment. Sport is often imbued with notions of national identity being a significant symbol of nationality in international disputes. With a robust statistical analysis, it was possible to generate an algorithm to point the frequency of sports' diplomacy tools use. Its recurrent use can help the FFAA to position itself in the use of this soft power instrument.

Practical Implications

The use of this tool may improve the evaluation of the impact of military sports in the international security scenario

References

none

Figures and tables

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Conflict of interest

The author declares no conflicts of interest

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