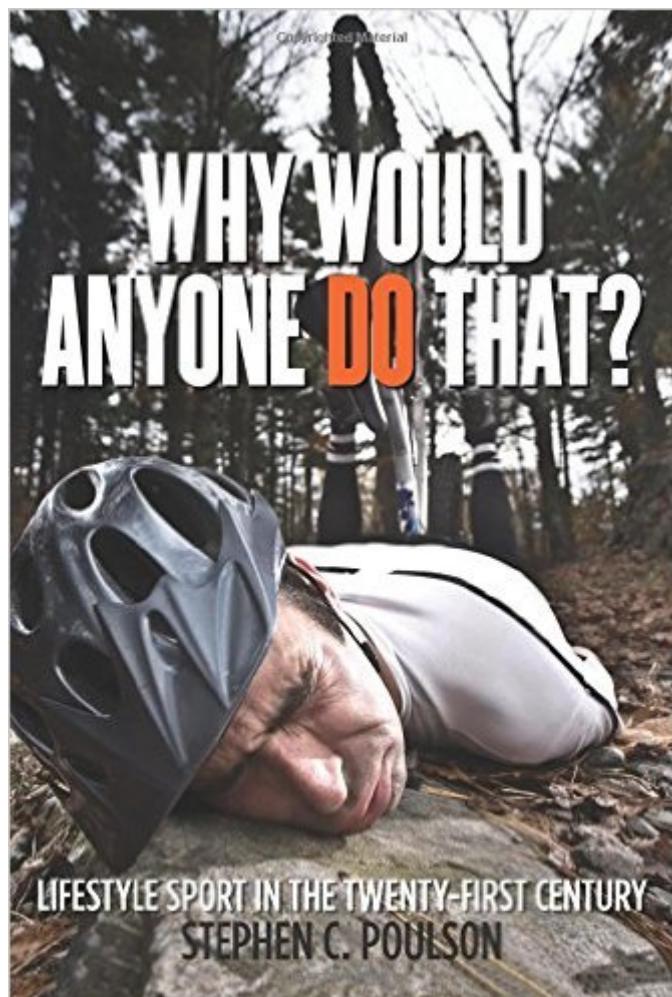


The book was found

# Why Would Anyone Do That?: Lifestyle Sport In The Twenty-First Century (Critical Issues In Sport And Society)



## Synopsis

Triathlons, such as the famously arduous Ironman Triathlon, and "extreme" mountain biking "hair-raising events held over exceedingly dangerous terrain" are prime examples of the new "lifestyle sports" that have grown in recent years from oddball pursuits, practiced by a handful of characters, into multi-million-dollar industries. In *Why Would Anyone Do That?* sociologist Stephen C. Poulson offers a fascinating exploration of these new and physically demanding sports, shedding light on why some people find them so compelling. Drawing on interviews with lifestyle sport competitors, on his own experience as a participant, on advertising for lifestyle sport equipment, and on editorial content of adventure sport magazines, Poulson addresses a wide range of issues. He notes that these sports are often described as "authentic" challenges which help keep athletes sane given the demands they confront in their day-to-day lives. But is it really beneficial to "work" so hard at "play"? Is the discipline required to do these sports really an expression of freedom, or do these sports actually impose extraordinary degrees of conformity upon these athletes? *Why Would Anyone Do That?* grapples with these questions, and more generally with whether lifestyle sport should always be considered "good" for people. Poulson also looks at what happens when a sport becomes a commodity "even a sport that may have begun as a reaction against corporate and professional sport" arguing that commodification inevitably plays a role in determining who plays, and also how and why the sport is played. It can even help provide the meaning that athletes assign to their participation in the sport. Finally, the book explores the intersections of race, class, and gender with respect to participation in lifestyle and endurance sports, noting in particular that there is a near complete absence of people of color in most of these contests. In addition, Poulson examines how concepts of masculinity in triathlons have changed as women's roles in this sport increase.

## Book Information

Series: Critical Issues in Sport and Society

Hardcover: 256 pages

Publisher: Rutgers University Press (April 19, 2016)

Language: English

ISBN-10: 0813564441

ISBN-13: 978-0813564449

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #761,009 in Books (See Top 100 in Books) #198 in Books > Business & Money > Industries > Sports & Entertainment > Sports #205 in Books > Sports & Outdoors > Individual Sports > Triathlon #227 in Books > Sports & Outdoors > Extreme Sports

[Download to continue reading...](#)

Why Would Anyone Do That?: Lifestyle Sport in the Twenty-First Century (Critical Issues in Sport and Society) Twenty-First-Century Kids, Twenty-First-Century Librarians A History of Women's Menstruation from Ancient Greece to the Twenty-First Century: Psychological, Social, Medical, Religious, and Educational Issues The Louisiana Purchase: Would You Close the Deal? (What Would You Do? (Enslow)) Soccernomics: Why England Loses, Why Spain, Germany, and Brazil Win, and Why the U.S., Japan, Australia&#151;and Even Iraq&#151;Are Destined to Become the Kings of the World&#146;s Most Popular Sport Soccernomics: Why England Loses, Why Spain, Germany, and Brazil Win, and Why the U.S., Japan, Australia&#151;and Even Iraq&#151;Are Destined to Become the Kings of the World's Most Popular Sport Is Social Media Good for Society? (Issues in Society) First Things First: Understand Why So Often Our First Things Aren't First Ethical and Legal Issues for Imaging Professionals, 2e (Towsley-Cook, Ethical and Legal Issues for Imaging Professionals) On Heaven and Earth: Pope Francis on Faith, Family, and the Church in the Twenty-First Century Global Issues Energy Use Macmillan Library (Global Issues - Macmillan Library) Down and Delirious in Mexico City: The Aztec Metropolis in the Twenty-First Century Fatal Invention: How Science, Politics, and Big Business Re-create Race in the Twenty-first Century Gender and Difference in a Globalizing World: Twenty-First-Century Anthropology When We Fight, We Win: Twenty-First-Century Social Movements and the Activists That Are Transforming Our World The Making of Urban Japan: Cities and Planning from Edo to the Twenty First Century (Nissan Institute/Routledge Japanese Studies) The Long Emergency: Surviving the End of Oil, Climate Change, and Other Converging Catastrophes of the Twenty-First Century An Introduction to Plant Structure and Development: Plant Anatomy for the Twenty-First Century A Richer Heritage: Historic Preservation in the Twenty-First Century (Richard Hampton Jenrette Series in Architecture and the Decorative Arts) FDA in the Twenty-First Century: The Challenges of Regulating Drugs and New Technologies

[Dmca](#)