

Kaisa-Riitta Aho: Self-tracking technology as a part of group exercise instructing within indoor cycling classes

The article analyzes how wearable self-tracking technology changes instructor-led Polar Club indoor cycling classes in commercial fitness centers. The focus is on group exercise instructing, which has been a rare perspective in studies of self-tracking technologies. The data, which consists of interview material and ethnographic fieldwork material, is examined with the help of Sara Ahmed's phenomenological concepts. Polar Club system is viewed as an orientation device that normalizes certain paths of orientation. The findings show that Polar Club constructs an orientation towards competition, visuality and the ideal of able-bodiedness. These orientations form the hidden curriculum of Polar Club indoor cycling classes. Finally, it is suggested that becoming aware of these issues is a key development challenge in the context of group exercise utilizing self-tracking technologies.



Matti Tainio: Chasing experiences – Distance running and the changing physical culture

During the past decades the field of physical activities has expanded and today the autonomous exercises have a significant role in the adult leisure activity. The article employs a set of interviews to investigate the contemporary endurance running practice in the context of post-sport physical culture. The emphasis is on the role of the physical activity as a foundation of a lifestyle and personal identity. Furthermore, the meaning of aesthetic experiences in sustaining a physical practice is explored. In an attempt to facilitate a meaningful verbalization of the experiences related to running, the interviews were executed as unstructured conversational interviews during joint runs. As a result the hybrid form of contemporary distance running practice combining the residual elements of sport and a post-sport attitude becomes visible.



Kati Lehtonen: The pyramid structure of sport as a frame for interpretations and conceptions of sport culture in the state's sport policy documents

The Finnish sports culture is more fragmented than ever. The pyramid structure of sport – based on local, national and international level sport organizations – is still the hegemonic and recognizable structure of sport. This article is considering how and what kind of interpretations and conceptions are related to sports culture and its traditional pyramid structure from the viewpoint of public sport policy. The data consists of sport policy documents (n=6) during the years 2007–2018. According to the results, sports culture is appearing as an object and process, which can be shaped in different ways. During the time, interpretations have changed and in the latest documents, sports culture is attached by actor and interest-based conceptions more than common and shared interpretations. Despite of these changes, the pyramid structure is still seen as a dominant frame for public sport policy.



Antti Laine & Sofia Kotilainen: The sport journalism of the Finnish printed newspapers before the Internet and in the age of cross-media publishing – Quantitative analysis of Finnish tabloid *Iltaalehti*'s coverage of Calgary 1988 and Pyeongchang 2018 Winter Olympics

The purpose of this longitudinal content analysis is to find out how printed newspapers' sport journalism has changed quantitatively in a period of thirty years, from the time before Internet to the age of cross-media publishing. The research data consists of the 1988 and 2018 Winter Olympic Games coverage in the Finnish printed tabloid *Iltaalehti*. The data has been classified and measured with a meter designed for the quantitative analysis of newspapers' sport material. Units of observation are articles and photos. All content smaller than a full-page have been measured with a ruler down to 0.1 cm.

Results show that the proportion of sport pages in *Iltaalehti* decreased clearly during the period of 30 years. The share of photos in the Olympics coverage increased. Column space devoted to personal articles and interviews as well as to opinion articles and reviews increased notably. On the other hand, space devo-

ted to articles that focus on anticipating upcoming events and especially articles reporting on past events decreased substantially. Considering the age of cross-media publishing it was surprising that in the 2018 Olympics coverage the proportion of extensive feature stories were still rather small and that graphics were not used at all. Also interplay with the new forms of electronic media was rarely seen in the 2018 Olympics coverage.



Marko Kananen: “The emergence of a superstar is probably just a matter of time” – Immigrants and the future of Finnish football

In the 21st century, footballers with an immigration background have rapidly risen to the top of Finnish football. This article looks at how male players with an immigrant background are depicted in the Finnish media. What qualities and assumptions, both positive and negative, have been associated with them and what roles have been assigned to them? What is the relationship between players with an immigration background and the media image of Finnish football and footballers? Findings show that the media

coverage of players with an immigration background entails a balance between a meritocracy discourse, which emphasizes the exceptional talent of the migrant players, and a worry discourse, which underlines their attitude problems. However, with the increase in the number of players with an immigrant background and the success of the Finnish national team, signs of normalization of players with an immigrant background as part of the everyday life of Finnish football is also apparent.



Ilmari Eskola & Antti Laine: The Finnish sport and wellness technology industry as an expression of changes in the sport culture

This article describes the development of the Finnish sport and wellness technology industry as an expression of changes in the sport culture. Our aim is to find out which factors have influenced the growth of the industry and which companies make up this industry in Finland. The companies we typologize utilize sensor technologies, smartphone applications and computer software, as well as exergaming technologies in the context of

sport and wellness. Macro-level factors behind the evolution of these companies include for example digitalization, professionalization of sport, growth of the private sector, rise of well-being awareness and the quantified self-movement. About 80 percent of the examined companies are either micro enterprises (1–10 employees) or small enterprises (10–50 employees). Most of them are also start-ups registered in the 2010s. Although the global market forecasts for the sport and wellness technology industry are mainly positive, some of the analyzed companies have failed to make their business profitable in the dynamic competition.