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Comparative Analysis of Social Representations, Attitudes and Behaviours Towards Paralympic Sport in Germany, France, and Cameroon

Abstract

Disability is a commonly encountered and apparently self-evident concept which we encounter on a daily basis in our societies and the media. Yet, this concept is actually contentious and does not readily lend itself to a consensus understanding, as several models have been used to explain disability. It is common sense that the concept of impairment is as old as *Homo sapiens*. The concept of disability—as a response to impairment—might also be as old as *Homo sapiens*, and has often been used by scientists to assess the solidarity level of prehistoric human groups or societies.

Unlike the concept of disability, that of high-performance disability sport (hereafter often referred to as Paralympic sport) is recent in the millennia-long history of sporting and physical practices (Schantz & Gilbert, 2012a, b). This recent phenomenon struggles—along with its practitioners—to meet the same level of acceptance and “naturalisation” as its Olympic counterpart (Silva and Howe, 2018). This work is an inquiry into our current society’s response to impairment in a sporting context, aiming to analyse it from a mixed social psychology and marketing standpoint—that is, researching variables that can help us to describe, explain, understand and model people’s Paralympic sport consumption behaviour(s) from an inter-national perspective.

Compared to its Olympic counterpart, Paralympic sport has received very little attention from social scientists. Among the few existing works of social science on Paralympic sport, the overwhelming majority has been conducted using a qualitative methodological approach. Very few studies have investigated people's Paralympic sport consumption behaviour(s) from a quantitative perspective. While these quantitative

