

ARE ATHLETES ADDICTED TO THEIR IDENTITY?

The Development of the Athletic Identity Addiction Scale (AIA)

RESEARCH FROM THE FRONT PORCH

RESEARCH HIGHLIGHTS

- There are four unique factors in athlete identity addiction (AIA): mood alteration, withdrawal, life conflict, and relapse.
- Athlete identity internalization may also entail these tenets of addiction.
- Athletic identity addiction may share environmental factors with other behavioral addictions, such as gambling and exercise, where the individual can be further drawn into the activity based on relationships, accessibility, and adrenaline from performing their role or activity.
- There are significant health and social benefits from participating in sports. However, some athletes may experience negative impacts on other facets of their lives and would benefit from career-related content as a deterrent to AIA.

The consequences of athletic identity salience may be attributed to addictive aspects of competing in highly competitive sport.

QUESTIONS FOR PRACTICE

1. What resources exist on my campus to learn more about addiction programming generally?
2. What programming does my department already have, where we could include AIA?
3. What can my athletic department do to help their student-athletes be more aware of AIA following the completion of their athletic eligibility?
4. How can my department coaches be involved in awareness of AIA?



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