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**A Youth at Risk: Ethnography, Digital Wearable Technology and Citizenry
in London (POSTER/VIDEO)**

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This presentation locates sport coaching as a space within which 'hard to reach' young people are (re) engaged in society and using an ethnographic methodology that embraces digital wearable technology as a research tool, I seek to understand the way in which social corporate responsibility replaces government responsibility and the type of citizen this produces. Having established that coaching fulfils multiple roles and realities (Lyle, 2002; Jones, 2006; Cregan et al., 2007; Bush and Silk, 2010; Roberts et al., in press) it is important to ask more critical questions pertaining to how coaching is used as opposed to what it is or does. Physical Cultural Studies (PCS) (Andrews, 2008) offers an insight into the promise or inconvenient truth of kinesiology (sport coaching in this instance); whilst Bush and Silk (2010) offer the Physical Pedagogic Bricolage (PPB) as a more appropriate and useful nomenclature and critique of what it is that sport coaching does, is, and ought to be. If we embrace PPB then we can challenge the need to prove what it is that coaching is, and instead examine at this conjunctural (Grossberg, 2006) moment the more pertinent and contextual question of 'how it is that we seek to use coaching?' The research raises critical questions about the use of sport coaching in 'sport for development' projects, and the governance of sport and young people more wholly; importantly, though, it questions the notion of governmentality (Foucault, 1978; Rose, 2000) exerted by those tasked with engaging the 'hard to reach' (Crabbe, 2007).

***Participant presenting a poster as well.**