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Media Coverage for Female Sports: A Review of Literature

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Media Coverage for Female Sports: A Review of Literature

A Synthesis Project

Presented to the

Department of Kinesiology, Sport Studies, and Physical Education

The College at Brockport

State University of New York

In Partial Fulfillment

of the Requirements for the Degree

Master of Science in Education

(Athletic Administration)

by

Hsu Zen Lim

Fall, 2018

THE COLLEGE AT BROCKPORT
STATE UNIVERSITY OF NEW YORK
BROCKPORT, NEW YORK

Department of Kinesiology, Sport Studies, and Physical Education

Title of Synthesis Project: Inequality in Media Coverage for Female Sports.

Catly Houston-Wilson

12/18/18

Instructor Approval

Date

Accepted by the Department of Kinesiology, Sport Studies, and Physical Education, The College at Brockport, State University of New York, in partial fulfillment of the requirements for the degree Master of Science in Education (Physical Education).

Catly Houston-Wilson

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Chairperson Approval

Date

Abstract

Ever since Title IX were introduced in 1972, it has allowed equal play time for both male and female athletes on the court. Although Title IX helped to establish more equity for women in sport participation, media coverage did not parallel the growth of women's participation. The purpose of this synthesis was to review the literature on media coverage of female athletes. Media coverage included a review of newspaper and magazine print as well as visual and social media. In addition, a review of the portrayal of women in the media was also presented. Results indicated women sports were given lesser coverage time on media. Not only that, it was also shown that whenever female athletes were highlighted in media, they tended to be seen as a sexual objects instead. After analyzing the results from the literatures, there were no stated rules that mentioned anything about creating a fair broadcast time for both male and female sports on media because a law cannot legislate media coverages.

Table of Contents

Title Page.....	1
Signature Page.....	2
Abstract.....	3
Table of Content.....	4
Chapter 1 – Introduction.....	5
Chapter 2 – Methods.....	8
Chapter 3 – Review of Literature.....	10
Chapter 4 – Discussion, Conclusions, Recommendations.....	16
References.....	18
Appendix.....	21

Chapter 1- Introduction

The coverage of female sports is lagging in the sporting world and when they are being broadcasted, the focus is more on the athlete's femininity and sexuality instead of their achievement in their career (Bernstein & Kian, 2013). Up till now, this issue has implied that media companies repeatedly underestimated female athletes and their accomplishments in their career and instead highlighted sex difference during their coverage (Cranmer, Brann, & Bowman, 2014). Media plays an important role when it comes to constructing a perception into the society's mind. This is not limited to just television broadcast but also daily visual prints like the newspapers or even magazines as well. Gender roles are different when it comes to the sporting world. More than ever, women are beginning to be seen as equals in daily life, however, on the court they are still seen as a female first and as an athlete second (Trolan, 2013).

Unfortunately, women's bodies are not being portrayed as strong and capable bodies that are filled with talent in the athletic world like a men's bodies are. Instead, they are seen more as a moving object that is pleasurable to the eyes of the audiences. With the gender stereotype that has been drilled into our mind since we were young, women are seen as a caretaker, a wife, and most of the time, as a sex object (Hanson, 2012). These images that are created for women usually are generated by media and how they would carry their gender roles like cleaning the house and creating a nurturing environment in a household (Pappous, Marcellini, & de Leseleuc, 2011). It appears that sports media tries to avoid female sports coverage and when they do cover female sports, they tend to conform to the idea of what women should be as women and an athlete (Trolan, 2013).

Statement of the Problem

Gender equality has been an issue that society had been trying to figure out for the longest time. It has been 46 years since Title IX granted equal play time for both male and female sports. However, media coverage for female sports is still falling behind in the male-dominated world. The ambivalence of media coverage when it comes to female sports are high (Cranmer, Bowman, & Brann, 2014). The uncertainty of societal perceptions when it comes to watching female sports on television creates a doubt for the media companies fearing that it might decrease the percentage of their viewers.

Research Question (s)

The following research questions were used to guide this synthesis:

1. Why is there still a gender gap when it comes to media coverage in the sporting world?
2. How are female athletes portrayed in the sporting culture?

Purpose of the Synthesis

The purpose of this synthesis was review the literature on media coverage of female sports.

Operational Definitions

1. Media coverage- refers to when a piece of information is being presented by media as news or information (Techspirited, 2018).
2. Sexualization- is defined as inappropriate nuisance of sexuality towards women. (American Psychological Association, 2016). In the context of this synthesis, women include female athletes who have competed at the collegiate and professional levels as well as competed in the Olympics

Delimitations

The delimitation of this synthesis are as follows:

1. Peer reviewed journal articles published 2000 to 2018.
2. Female athletes who competed at the collegiate and professional levels as well in the Olympics.
3. Media coverage including print, visual and social media.

Chapter 2- Methods

The purpose of this chapter was to review the methods used to review the literature on media coverage of female athletes. The studies collected for this synthesis were located using the EBSCO database from The State University of New York The College at Brockport's Drake Memorial Library. Within the EBSCO database the following databases were searched: SPORTDiscus and Academic Search Complete.

Within these databases, a total number of 10 articles met the criteria for inclusion as part of the critical mass within this literature review. In order for an article to meet the criteria for selection in this synthesis it must have been published between 2000-2018. This will provide the synthesis with the most up to date and current information available. Other criteria for selection included scholarly and peer reviewed articles that were full-text. Having scholarly and peer reviewed articles provides more validity within the articles and better overall quality. Other articles or sources selected as part of this literature review provided context about the topic, background information and supplemental information to complete the review. All articles and sources are appropriately cited in the reference section of this paper.

In order to gather valuable articles for this synthesis certain keywords and phrases were used when searching the database. The first keyword searched was *gender inequality of sports media* that resulted in 27 hits from the database. Next, a more detailed key phrase "*media coverage*" was entered which narrowed down to 13 articles. For this research, 10 articles were used to help guide this synthesis.

Articles that were selected for use in this synthesis were scholarly and peer reviewed articles that were full-text. When selecting articles for use in this synthesis it was important that

each article selected had valuable information regarding the existence of media coverage of female athletes and how female athletes were perceived in media.

Specific criteria were used in order to be a part of the literature review. All of the articles were based on the inequality of media coverages for female sports. For this synthesis, a total number of 10 articles were used to compile data on the topic regarding inequality treatments that were given to female athletes and how they were perceived by society on media. Articles came from a variety of journals including *The International Review for the Sociology of Sport*, *Women in Sport and Physical Activity Journal*, *Sport in Society*, *Journal of Sport & Social Issue* Volume 27, *International Journal of Sport Management* Volume 13, *International Journal of Sport Communication*, and *Body and Society*.

The critical mass for this synthesis is comprised of 2,252 newspapers and photographs that were collected. Within the 10 articles used for the literature review there was a total of 1,101 males and 613 females that were mentioned in the articles. Majority of the athletes that were mentioned in the articles for this literature review were regarding those who competed in the Olympic Games.

Chapter 3- Review of Literature

The purpose of this synthesis project was to review the literature on media coverage of female athletes and the existence of gender inequality when it comes to media coverage. Specifically, the following topics will be reviewed: media coverage, gender gap in media coverage and sexualization of female athletes.

Media Coverage

The existence of gender stereotype in sports has been going on for the longest time. Even though Title IX (1972) has helped female athletes when it comes to equal participation in sports, it still has not help change the mentality of society when it comes to objectifying the female physique in media. For example, the coverage for gymnastics in the Summer 2008 Olympic Games demonstrated that this sport received the highest coverage than any other female sport during the NBC channel broadcast (Billings, Angelini & Duke, 2010).

Existence of Gender Gap in Media coverage

Ever since the existence of media coverage both television and print coverage for sporting events, the tendency has been biased towards male athletes. Due to the action of these media companies, male athletes are deemed to be more important as compared to female athletes (Billings & Angelini, 2007). This issue does not only exist in the collegiate level but it is also demonstrated at the professional sports level like the Olympic Games. In a study which reviewed a British newspaper where they would cover the Olympic Games Track and Field event from 1948 till 2004, it was demonstrated that the female athletes were underrepresented (King, 2007). Greer, Hardin, and Homan (2009), conducted a visual study on Track and Field for 2004 Athens Summer Olympics which showed that 66.3% of the coverage was focused on male athletes while

female athletes received the remaining of 33.7% coverage. An approximate ratio of 2:1 coverage for male/female athletes.

Vincent, Imwold, Masemann, & Johnson (2004) focused on comparing different newspaper articles and photographs from Britain, Canada, and United States. The purpose of this study was to associate how the different newspapers from three different countries would cover both male and female athletes during the 1996 Summer Olympic Games. When conducting the study, a total of 1,425 newspaper articles and photographs were studied. At the end of the study, they found that 286 (51%) of the articles that contains photographs were dedicated to male athletes while 198 (36%) were dedicated to female athletes.

In a similar study done by Pedersen (2002), 827 photographs were examined from 602 different newspaper editions in the State of Florida. The purpose of this study was to conclude if coverage bias against female athletes by print media existed. Out of the 827 photographs that were studied, two-thirds (66.7% or 552 photos) were focused more towards male athletes. One-third of the sample (32.6% or 270 photos) were dedicated to the female athletes while the remaining five (0.6%) were focused on a 'combined' picture of both male and female athletes.

The most dominant form of gendered research in the American broadcast system analyzed the raw clock time where researchers compared the number of minutes given to broadcasts that were dedicated to both male and female athletes. Billings and Eastman (2002) found that during the 1992 Summer Olympic Games, around 56% of the clock time was devoted to men's sports while the remaining 44% were for the women sports.

Ever since Title IX has been introduced in the sporting world, it has shown that there was an increase of participation of female athletes in sports whether it would be in the collegiate level or even in the professional level. This has been a tremendous bonus for them as it allowed equal

play time for both the male and female athletes. However, Title IX did not mention anything about allowing equal coverage for female athletes as for male athletes. Cooky, Messner, & Hextrum (2013), conducted a long-term study based on televised media and print media which demonstrated that women's sport is constantly overlooked.

Based on the studies conducted by Messner (2002), segments that covered female athletes in the media were usually sexually objectified and at the same time tended to include humorous sexualization of women. Similarly, the female body was shown as a sexual object to the audience and as a result of this, sport fans tended to lose respect for these athletes instead of admiring them. The media also focuses more on the looks of female athletes instead of their talent. This is another example of how women are devalued in the sports arena. Adams and Tuggle (2004) compared the coverage of female sports on ESPN's *SportsCenter* between August to September of 1995 and from May to June 2002. Their study demonstrated that there was a decline in coverage for the year 2002 as compared to the study done in 1995 even with the addition of professional women's leagues occurring.

This disparity of coverage between male and female sports serves as a standard place for the younger athletes to learn the propagation of male masculinity (Messner, 2002). In addition, experts in the field did not find this surprising as there is research to support that hegemonic masculinity is reproduced and reaffirmed most substantially in sport (Messner, 2002). Since sports has been considered as competitive and aggressive, media companies use the framing technique called "ambivalence" (Bernstein & Kian, 2013) when it comes to broadcasting female sports and the achievements of female athletes. One of the significant parts of ambivalence is the de-emphasis of the female athlete's athleticism.

There is an existence of an ideology of “socially acceptable” sports that are acceptable for both men and women (Riemer, & Visio 2003). For example, men lean more towards sports that have a higher contact like football, soccer, and rugby. This is because those sports are seen as more masculine sports where it would present some characteristic like strength and endurance while playing the sport. As for the women, they are “expected” to lean more towards a more feminine sport like gymnastics or softball. Media companies generally consider covering more women sports when it conforms to the aesthetic appeal of being a woman. Based on a research done by Vincent (2004), media companies often perpetuate a reward system for female athletes that would fit the gender pyramid by giving them more coverage than those who do not fit such a model.

In addition to that, female athletes that were featured in media would generally be called by their first name or called a “girl” or “young lady”. This has a tendency to infantilize them instead of respecting them as an athlete and a woman. However, for the male athletes, it is more common to call men by their last name which shows that they are given a more dominance role in society while the female athletes are being pushed to the lower rank in society (Trolan, 2013).

Sexualization of the female physique

From a young age gender roles are assigned to boys and girls. There is a mentality where girls should convey a more gentle, submissive and caring role in life, while boys should be tough, competitive and dominant (Eagleman, 2015). Therefore, it is harder for audiences to comprehend and respect female athletes on television and print media when they do not appear to be conforming to their assigned gender roles (Trolan, 2013). When a female athlete is being featured on any form of media coverage, audiences would tend to sexualize them instead of respecting them as an athlete as they should be (Pappous, Marcellini, & Leseleuc, 2011).

Sexualization of female athletes is seen as a common occurrence whenever they are being shown in the media, whether television broadcast or print media like newspapers or sports magazines (Pappous, Marcellini, & Leseleuc, 2011). Since the media focuses more on the sexualized images of the athletes and the highlights of the athlete's heterosexuality, this action has taken away the focus of the athlete's talents and performances (Daniels & Wartena, 2011).

Whenever media companies feature female athletes in the news, commentators tended to highlight more towards the athlete's appearance instead of their achievements in the sport. For example, they would use comments like "She has beautiful eyes and a smile that makes her look like a runway model" instead of focusing on their athleticism (Spencer, 2010). Beliefs such as women having a weaker body as compared to men has made more people believe that women are not suitable to participate in sports that involve more physical contact. Due to this belief, many people would generally assume that women that play sports that have a higher physical contact are not "real" women (Trolan, 2013).

Koivula (2001), noted the term athleticism is generally associated with masculinity. Consequently, the idea of women having a natural substandard body has been broadly used to rationalize the prohibiting of women in certain sports and at the same time trying to create an ideology that if a female who chooses to invest their time in a more masculine sport, they are simple promoting lesbianism and other traits are makes them "not as feminine" (Trolan, 2013). Take tennis as an example, Vincent (2004) studied multiple media coverages of Wimbledon where he discovered that more coverage was given to former tennis star, Anna Kournikova. He reasons that this is because she possesses "a scantily clad figure and Eurocentric features" (pg. 220) that made her one of the most photographed female athlete in the media. Even when she was becoming one of the top female athletes that were being featured on print media, they still

tended to focus more towards her personal life as compared to her athletic skills in tennis. Things started to change when Maria Sharapova started to become a rising star in the world of tennis. Even though Sharapova has won major titles in her career, the media still focuses on her private life instead of her professional career in tennis (Trolan, 2013).

Some female athletes recognize that they are being overlooked and have started using their body to gain more attention from their audiences. To support this theory, members from the female Australian soccer team posed naked in a men's magazine to feature themselves their participation in the 2007 Women's World Cup (Trolan, 2013). Sports had applied tighter tops, shorter skirts, and even support weight loss just to sell the idea of how appealing women's sport could be to the public (Trolan, 2013).

Summary

Media companies plays an important role when it comes to affecting the mindset of their audiences. This issue should not be ignored by media companies as this might lead to the decrease of participation of female in sports. They should also create an unbiased coverage for the female athletes to help decrease the obstacles for female athletes and at the same time, simply focus on being fair to all the athletes out there.

Chapter 4- Discussion and Recommendations

The purpose of this chapter was to review the conclusion that are found that are related to the study of why there is an existence of gender inequality when it comes to media coverage and how female athletes are perceived in media.

Conclusion

After analyzing the data collected from articles reviewed, there are multiple findings that can be established based on the literature. Many of the research articles conducted their study based on quantitative research from broadcast media and print media. Not only that, much of the research depended on analysis that deals with the stereotyped image of women that sexualizes, trivializes, and devalues the female athlete's talent and success in the sporting world (Trolan, 2013).

This ambivalence when it comes to equal coverage time for women sports demonstrates the influence of the media to belittle the achievements of female athletes, as well as the authority to impact society's view on gender and support the long-held stereotypes for female athletes. As a result, female athletes remain infantilized, stereotyped, and additional notice is given to their bodily appearance rather than their athletic talents and achievements (Eagleman, 2015). Finally, it also suggests that the problem is not improving but actually getting worst which could ultimately erase the small steps society has taken towards equity for media coverages for female athletes. This could also lead to the prolongation pattern of ambivalence for women sports in the near future whether it might be participation rate or even the traditional stereotypes for female athletes (Cranmer, Bowman, & Brann, 2014).

Cooley, Messner, & Hextrum (2013) suggested that sports organization could play an important role to help change the perception towards female athletes by providing more and

better information about them. They also suggested that sport fans could play a part by complaining to the sport producers and demand for more coverages when it comes to women sports.

Recommendation

In relation to the articles that were reviewed in the literature, there are multiple recommendations for future researchers to help collect more valuable data. The literature reviewed were collected through media broadcasting and print media. Future researchers could conduct a survey or interview with various sportswriters and sport reporters so that they could understand deeper reasoning of their selective athletes to highlight in their coverages. Moreover, future researchers could also set up a survey or interview with sports fans to determine their level of interest when it comes watching and supporting women sports on media coverages.

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Appendix

Author	Title	Source	Purpose	Methods & Procedures	Analysis	Findings	Discussion/ Recommendations Research Notes – Commonalities/Differences
John Vincent, Charles Imwold, Vandra Masemann, & James Johnson	A Comparison of Selected 'Serious' and 'Popular' British, Canadian, and United States Newspaper Coverage of Female and Male Athletes Competing in the Centennial Olympic Games	International Review for the Sociology of Sport (2002), Pages 319-335	This study compares how selected 'serious' and 'popular' newspapers from three countries covered female and male athletes during the Centennial Olympic Games in 1996.	Photographs of female and male athletes were taken from complete sets of two newspapers from Canada (the <i>Globe and Mail</i> and <i>Toronto Star</i>), Great Britain (<i>The Times</i> and <i>Daily Mail</i>), and the United States (<i>New York Times</i> and <i>USA Today</i>)	The categories were separated into verbal articles (articles) and non-verbal articles (photographs). Female athletes were then subcategorized into "female-appropriate" and "female-inappropriate" sports. Each photograph for both male and female athletes were placed in categories (competitive, non-competitive, active, and posed). Six graduate students (3 female, 3	A total of 1425 newspaper articles and photographs was examined. 286 (51%) articles with a photograph of male athletes compared with 198 (36%) articles of with a photograph of female athletes. Male athletes were reported on in 172 (51%) of articles without photograph compared with a total of 104 (31%) articles without photographs for female athletes. There were also 281 (53%) photographs of male athletes compared with 241 (45%) photographs	By providing more equitable amount of newspaper coverage of female athletes competing in the Centennial Olympic Games, the newspapers were reflecting a gradual social acceptance of elite female athletes competing at major international competition. This could provide the benchmark for future improvement in the quantity and quality of newspaper coverage of female athletes throughout the year. Additionally, improved newspaper coverage of female athletes would require the complete elimination of cultural stereotypes, trivialization, and sexual innuendo.

					male) were trained to help with coding for the results collected.	of female athletes without an article.	
Coyte Cooper	BCS Conference Coverage: An Investigation of the Gender Coverage Provided on Intercollegiate Athletic Websites within a Major NCAA Power Conference	Women in Sport and Physical Activity Journal Volume 18, No. 1 Spring 2009	The purpose of this study was to investigate the overall gender coverage being provided on athletic department's athletic websites within a major BCS conference.	A stratified sampling method was used to break the year into the four separate sport seasons: Fall, Winter, Spring, and Summer. A one-week random sample was taken from each of the seasons included in the sample (n=308). Thus, the sample is representative of the gender coverage provided during the 2005-06	The Chi Square test was the statistical analysis method utilized in order to examine the gender coverage differences within each of the content areas examined. The current research used the NCAA female and male individual athlete (female= 44.9%; male= 55.1%) and team (female= 53.6%; male= 46.4%) participation rates as independent standards for comparison.	Overall, the 308 individual webpages produced 53,742 square inches for analysis. The result revealed the following coverage allocations within the four units of measurement: advertisements (11,074 square inches), article (18,638 square inches), multimedia (3,090 square inches), and photographs (20,940 square inches). In the following sections, the overall gender coverage and units of measurement coverage allocations are	Due to increased articles and photograph coverage allocation, there is also a decreased likelihood that females will lose out on professional skills learned from sport participation on future years. The data from this study would seem to support the notion that athletic departments are taking female athletes seriously, and as a result their promotions are affording females with an opportunity to grow their sports in future years. In future studies, scholars could add depth to the research by expanding the sample to include a variety of NCAA Divisions and conferences. Not only that, the expansion of time frame to a five to ten-year period would add significant value to the sport literature.

				academic year.		provided for females and males.	
Andrea N. Eagleman	Constructing Gender Differences: Newspaper Portrayals of Male and Female Gymnasts at the 2012 Olympic Games.	Sport in Society Cultures, Commerce, Media, Politics (2015), Volume 18, Page 234-247	The purpose of this study was to conduct a qualitative document analysis (QDA) of newspaper coverage of men's and women's gymnastics from the 2012 Summer Olympics.	QDA methodology were used where it helps researchers central to the study and immerse themselves in the subject matter. 40 newspaper articles were coded, 25 of which were focused on women's gymnastics and 15 of which were focused on men's gymnastics. A coding spreadsheet was developed: (1) date of article, (2) name of article, (3) newspaper	Researchers would read the entire article and took detailed notes on various words and phrases used to described the gymnasts, direct quotes contained within the article, and any other pertinent information. Constant comparative method was used. Trustworthiness was established via peer debriefing conducted with a scholar who was not involved with this study.	Media focuses more on specific athletes from each of the US teams, with the bulk coverage of the women's team. The following were prominent in coverage of both genders: descriptions of gymnastics skills, reasons for the gymnasts' success, and reasons for the gymnasts' failure. In addition, it also includes physical descriptions of the gymnasts and comparisons to other gymnasts. For the men's coverage, additional themes that stood out included expectations for the athletes and details	This ambivalence illustrates the extreme power of the media to minimize the accomplishments of both male and female gymnasts, as well as the power to impact society's views on gender and reinforce long-held stereotypes about gender. Female remains infantilized, stereotyped, and more attention is given to their physical appearance than to their actual athletic performances. Future researchers should continue to peel away the layers of media frames to discover the discourse surrounding athletes of differing gender and, as the findings of this study indicated, race. Additionally, they should attempt to analyze coverage of not only female appropriate sports, but also male appropriate and neutral sports.

				name, (4) author name, (5) gender focus of article		of the athletes' personal lives.	
Paul Mark Pedersen	Examining Equity in Newspaper Photographs.	International Review for the Sociology of Sport (2002), Page 303-318	Because sports participation levels are affected by the coverage provided by the media, this study on newspaper photographic coverage was important to determine if there is a coverage bias against females by the print media.	This study was a content analysis of photographs of interscholastic athletics (n=43) within a year. Two constructed weeks (14 issues) were randomly chosen from each of the 43 Florida newspapers. Total sample size was 602 issues, consisting of 86 issues from each day of the week.	Statistical analysis was used in this study. Three independent standards are applied in this study: First way- make percentage comparison for coverage between male and female athletes (57.5% male, 42.5% female). Second way- gender makeup of sports offered (51.4% sports for male, 48.6% sports for female). Third way- gender makeup of school enrollment in Florida (49.5%	827 photographs were found in the 602 editions. An average of 19.2 photographs were found across the 14 issues in each publication. Two-thirds (66.7% or 552 photos) were pertained to male athletes. One-third (32.6% or 270 photos) were coded to female athletes. Remaining five (0.6%) are 'combined' photos that involves both male and female athletes.	The photographic coverage given to the female athletes have reaffirm hegemonic masculinity. The print media reaffirm hegemonic masculinity through an overwhelming masculine coverage bias. By providing the inequality of print coverage for female athletes, the newspapers contributed a barrier for females to participate in sports.

					female, 50.5% male)		
Catriona T. Higgs, Karen H. Weiller & Scott B. Martin	Gender Bias in the 1996 Olympic Games	Journal of Sport & Social Issues, Volume 27, No. 1, February 2003, Page 52-64	The purpose of this study was to examine televised coverage of the 1996 Summer Olympic Games in Atlanta to determine the amount of coverage time, quality of coverage devoted to men's and women's same sport activities, and to compare this coverage with that of the 1992 Summer Olympic Games.	Total of 60 hours was randomly selected as an appropriate sample from the total coverage.	Randomness was assured by selecting time segments at various times in the day/evening coverage. The qualitative analysis also examine adjective used by the commentators to describe male and female athletes, and the themes stressed by commentators during the narratives.	Coverage for women increased in two team sports (basketball and volleyball) and 6 out of 11 sports analyzed. Traditional coverage of gymnastics was still evident with disparities in strength/weakness descriptors and an emphasis on human drama, particularly from female gymnasts. Ambivalent and sexist commentary was still employed to describe female swimmers. Gender differential in presentation of the narrative was still evident in Track and Field.	The media are implementing that it is now "OK" that female athletes to compete in sports but the image of women in some types of competition remains stereotypically fixed. There is still underlying message that while competing, women should still conform to society's image of what is deemed appropriate.
Lauren M. Burch, Andrea N.	New Media Coverage of Gender in the	International Journal of Sport Management	The purpose of this study was to examine the	Content analysis methodology	Data collected was from the 17 days of Olympic	A total of 572 articles were published during	Future researchers could conduct a qualitative research that examines if

Eagleman, & Paul M. Pedersen	2010 Winter Olympics: An Examination of Online Media Content	(2012), Volume 13, Page 1-17	amount of gender coverage in an online medium to see if this new media platform breaks free of gender biases or if it sustains similar inequities.	was used to measure the amount of gender coverage in online article content specifically produced for the 2010 Vancouver Winter Olympics.	competition, beginning on Friday, February 12 2010 and ending on Sunday, February 28 2010. Total of 48 website main pages were analyzed during this study.	the 16 days of Olympic competition (n=572). USA Today.com provides 63.5% (n=113) coverage to male athletes and 36.5% (n=65) coverage to female athletes. NBCOlympics.com provide 63.2% (n=67) to male athletes and 36.8% (n=39) to female athletes. Yahoo! Sports provide 66.9% (n=83) to male athletes and 33.1% (n=41) to female athletes.	differences exist in the tone and portrayal of male and female athletes within the article text. A survey or interview could be conducted from various sportswriters and sports reporters to determine their reasoning for selecting the athletes in future articles.
Andrew C. Billings & Susan Tyler Eastman	Selective Representation of Gender, Ethnicity, and Nationality in American Television Coverage of the 2000 Summer Olympics	International Review for the Sociology of Sport (2002), Page 351-370	This study addresses how NBC characterized people of differing identities during this dramatic spectacle because recognition of such media	Total of 54 hours of prime-time Olympic coverage was videotaped for this study.	Four different types of coding have been used in this study: Analysis of athlete description, amount of time devoted to men's and women's events, network	The amount of clock time devoted to men sports would be 53% while the rest would be given to women sports (47%). In addition, 18 men sports were covered during primetime while	3 conclusions had been drawn from the study: 1 st : Women athletes were viewed as having less athletic skills and less commitment to their sports. 2 nd : Men had significantly greater overall coverage than women in Games. 3 rd : While hosts had successfully mentioned

			influences may be key to interpreting changing and resistant social attitudes.		commentary, and visuals.	only 10 women sports were covered by NBC. Out of the 909 visuals that were studied, 58% (527) of them covers more male speakers.	men and women equally, other sources of the NBC broadcast lacked gender equity.
Gregory A. Cranmer, Maria Brann & Nicholas D. Bowman	Male Athletes, Female Aesthetics: The Continued Ambivalence Toward Female Athletes in ESPN's <i>The Body Issue</i>	International Journal of Sport Communication (2014), Volume 7, Page 145-165	The purpose of this study was to continue the investigation of media portrayals of athletes for sex differences in an effort to further the understanding of shifting trends in the messages in sports media. In particular, the specific purpose of this study was twofold: to examine visual frames in the images in <i>The Body Issue</i> as a function of athlete sex, sport, and image	A quantitative content analysis on images from <i>The Body Issue</i> from 2009 to 2012 were done. (N= 157; 107 printed, 26 online, and 24 covers)	Different coding schemes (frames) were used when conducting this study: de-emphasis of athleticism, sexualization, and denial of sport context. Next, the author would code the study into sport gender, image characteristic, and athlete demographic.	<i>The Body Issue</i> continues to perpetuate frames that contribute to ambivalence toward female athletes. They were portrayed more in frames that de-emphasize their athleticism and sexualized them compared to male athletes. Sexualization has increased in since their first edition in <i>The Body Issue</i> . Researchers has find that more prominent pictures feature more de-emphasized	Future researcher should continue to examine frames that trivialize women's sport, continue to develop coding schemes that better encompass broad frames, and continue to reexamine the subtly shifting messages in society and media regarding sex and gender. Besides that, they should also attempt to explain incongruities in studies on media coverage of women's sport by identifying how ambivalence changes as a function of intersecting identities and mediated channel.

			characteristics and to develop a coding scheme that synthesizes previous research on the visual framing of athletes.			athleticism than smaller pictures.	
Eoin J. Trolan	The Impact of the media on Gender Inequality Within Sport	Social and Behavioral Sciences 91 (2013), Page 215- 227	This study will show that despite claims that female athletes are now considered equal to their male counterparts there is still a fascination on the female body of an athlete rather than on her athletic skills.	Content analysis were used to determine the stereotyped images of sportswomen, language, and textual commentary.	The media and sports symbiotic relationship constructs and utilizes gender stereotypes to maintain gender inequality and gender differences, both actively through written words and passively through photographs.	Not only there was a difference on the amount of coverage given to women athletes, but the quality of the coverage between both male and female athletes were different as well. Common themes that occurred from the research material were underrepresenting, trivializing, sexualizing, and heterosexualizing women's bodies within the context of sport.	Future researchers could examine in greater detail the role of women coaches in Asian sport to explore their experiences as athletes and what changes they have seen over the decades. Not only that, scientific analysis will be conducted to explore the types of images and wording used in both old media (newspaper and television) and new media (internet and social media). Lastly, future researcher could examine the sociological implications of sport and athletes within society.
Cheryl Cooky, Michael	Women Play Sport, But Not on TV: A	Communication & Sport (2013),	Critically interrogate the assumption	Stage 1: researchers recorded all of	6 weeks of television sports news, both the	ESPN's <i>SportsCenter</i> and the networks	Sports organization can contribute to change by providing the sports media

Messner, & Robin H. Hextrum	Longitudinal Study of Televised News Media	Volume 1, Page 203-230	embedded in KABC's news coverage of women's golf, and women's sport more generally: The media simply provide coverage of what fans "want to see" (i.e., men's sports).	the 6pm and 11pm sport news and highlights segments on the local Los Angeles affiliates of CBS, NBC, and ABC and the 11pm broadcast of ESPN's <i>SportsCenter</i> . Stage 2: Research assistant (third author) received training on coding data. This was the same training previous research assistants received in prior iterations of the study so as to ensure continuity in the analysis across time.	6pm segments and the 11pm segments, on the three local network affiliates in Los Angeles were analyzed. The codebook drew upon previous iterations of the study and included gender of sport (male, female, neutral), type of sport (basketball, football, golf, tennis, etc.), competitive level of the sport (professional, college, high school, youth, recreation, etc.), and time of the segment (measured from the beginning of an individual segment of coverage, reported in total	affiliates' news shows devoted the vast majority of their attention to three men's sports. For all three men's sports of football, basketball, and baseball received a combined 68% of all coverage. Men's golf was a distant fourth, receiving 6.5% of the coverage. Nineteen other men's sport shared 20% of the total coverage. Meanwhile, basketball was the only women's sport to receive anything close to substantial attention, garnering 1.5% of the overall coverage. Four other women's sports (golf, soccer, tennis, and softball) shared less than 1% of the total	with more and better information about women athletes. Sports fans can also be an active part of this loop to promote change: Audience members can complain directly to the producers of sports programs.
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