

Women in Sports

Spring 2025

Names: Patrick and Curtis

Article Title: Daniels

1. "They noted that these images could be considered in two ways—either as empowering or as objectified. The empowering argument asserts that displaying an athlete's highly fit (semi)nude body communicates the athlete's physical achievement. In contrast, the objectified argument contends that women are routinely sexualized and commodified in media and (semi)nude images of female athletes are part of this exploitative practice. " (Page 113)
2. "Women are underrepresented compared to men in all types of media including advertising, films, television shows, books, and video games. This pattern of under-representation is especially pronounced in media coverage of sport." (Page 114)

Michael and Brady

- The conclusion paragraph talked about how women have a disadvantage in sports because of sports broadcasting.
- Through galvanized skin response testing it was shown that more time was spent looking at the bodies of female reporters rather than their faces compared to the male counterparts

Names: Grace and Braden

Article Title:

1. Data indicate that overall, among U.S. newspapers, U.K. newspapers, and Australian newspapers, women's sports were covered very minimally. Men's sports and male athletes were the focus of 84.0% (N = 2,841) of all articles published in the three-country sample, whereas just 3.0% (N = 103) of articles were about women's sports and female athletes,
2. Although the absence of women from sports coverage was consistent everywhere, and no newspapers gave equal attention to women's and men's sports.

Names: Karleigh and Christian

Article Title: As Tough She Is Beautiful

- 1: Of the 11 million viewers. 30-40% were female.
2. Broadcasters focus on aspects outside of their career in wrestling. Making their femininity stand out and talk about their physical traits a lot.

Jacob and Amelia

An Examination of Women's Sports Coverage on the Twitter Accounts of Local Television Sports Broadcasters

- 1.) Of the 201 local sports broadcasters in the sample, 124 (61.7%) sent at least one tweet that contained information about a women's sports. The remaining 77 (38.3%) broadcasters did not send any tweets about women's sports. The majority of local sports broadcasters did tweet about women's sports
- 2.) Of the 19,646 total tweets, 15,181 tweets were about mens sports (77.3%), while only 837 tweets were about women's sports (4.3%). The remaining tweets made references to both men's and women's sports

Kate and Gabriel

When it comes to sports, more toxic posts are directed towards women.

The contents of the posts for men and women were very different. For men it focused on sports-related themes such as coaches, games, or team names, whereas for women it was about gender, sex, and sexual assault.

The ability to post anonymously drives toxic behavior.

In toxic posts for both men and women, words directed towards women were far more egregious.

Names: Anya and Meghan

Article Title: IT'S PART OF THE GAME" Physicality and the Production of Gender in Women's Hockey

- Limited physical contact in women's hockey (i.e no checking/all physical fights will be stopped immediately)
- Limits the players on what they can do and changes how others think of them
- Because of the rule that there should be no intentional checking, more strategic moves are made to win/outsmart other players.

Names: Maddie and Jay

Article Title: The Ball Game is for the Boys The Visual Framing of Female Athletes on National Sports Networks Instagram Accounts

1. Did a survey of 1587 instagram images of four major sports networks and compared female and male response rates of images published. **“Men are more relied on to show their athleticism and achievements, while female sports are ignored and female athletes are more likely to be represented with a focus on traditional female attributes such as beauty and aesthetics”.**
2. In their study it showed that more male athletes were photographed in more sports magazines and photos compared to female athletes (males = 85.4, females = 14.6).

Jackson and Avery

Article Title: "The Nail Polish underneath the Hockey Gloves"

Takeaways

1. Women's hockey is viewed as inferior because it is deemed as less physical at the Olympic level in comparison to their male counterparts. The stereotype that women are less physically aggressive is echoed through coverage.
2. There is a difference in the content of the broadcasters' coverage of women's vs. men's hockey at the Olympic level. With women, the coverage focuses more on their personal lives whereas men's hockey coverage focuses exclusively on the sport.

Garrett and Cole

- Grace and Mueller: Gender Bias in Sports Media
- Women comprise 46 percent of the NFL's fan base, so if there is no direct communication to that large fan group, it displays a lack of a public relations effort designed to engage all stakeholders (Bazilian, 2014).
- There is a discrepancy in the use of female-specific references, considering female specific pronouns showed up in .03% of the Panthers tweets, whereas male- specific references occurred in 15% of the overall communication.

JB and Ryan

→ 42% of the fans in GenZ are women, which is more than any other generation

- Gen Z men will perceive a woman who wears tomboy fanwear as more masculine, less feminine, more likely to attend the game to watch the game, less likely to attend the game to socialize, and more of an authentic fan than a woman who wears accessory fanwear

→ Sport no longer belong to men, which demands more women sportswear

Names: Jamie and Allison

Article Title: Hardin

1. “Scholars say journalists are acting on a false, hegemonic ideology that men are, and should remain, superior to women in sport and (by extension) the culture. Journalists say they are simply reacting to reader demands; news values and audience interest are behind male-dominated sports pages.”
2. “Estimates put women’s competitive sports at about 40% of all such sports in the United States, although they garner only about 7% of coverage.”

Names: Michelle and Elizabeth

Article: Gender and the two-tiered system of collegiate esports

1. "The esports player base, especially in its upper echelons, is overwhelmingly male-dominated, and the cultures that support many of the more popular and long-standing esports... are heavily masculinized"
2. "Esports clubs share more in common with other extracurricular collegiate pursuits. They are frequently framed by... club leaders as places to meet other esports enthusiasts... and try to make sure that the entire group can enjoy themselves and improve."

Name: Lauren and Anna

Article: She's a Lady; He's an Athlete; They Have Overcome

1. Results showed that women athletes received less airtime than the men, that women athletes were placed into traditional gender-role frames, and that women were portrayed in a sexualized manner.
2. “Women with disabilities face double discrimination-discrimination based on gender and discrimination based on disability. . . . The limited available statistics suggest that economically, socially, and psychologically, women with disabilities fare considerably worse than either women who are nondisabled or men who are disabled.”