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Gender Differences in the news coverage of the Global Sport Organizations

Websites:

How are female athletes portrayed in their own sport
structure?

주요 국제 스포츠 기구의 웹사이트에 나타난 성차:
뉴스보도를 중심으로

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Abstract

Gender Differences in the news coverage of the Global Sport Organizations

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How are female athletes portrayed in their own sport
structure?

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Sport organizations have important tools on communication thanks to the new technologies. The two main ones are their websites and their social media profiles. But as organizations this should also follow the ideals and objectives of the main structure and in case of gender equality they should work the same way.

So the purpose of this study is to analyze the websites of six Major Global Sport Organizations and the gender differences that they contain on their covers and their articles.

In detail, the International Olympic Committee, FIFA, FIBA, ICC, IAAF and FIN were analyzed, with a total 282 covers and 925 articles.

The results show that female only receive around 10% of coverage and have several differences in terms of content and quantity.

Women in general tend to speak less than men but in terms of size and presence of photos, videos or other multimedia are different.

Between organizations there are also major differences, IOC and FIBA do good in terms of quantity but their content is not as strong, especially in terms of women getting a voice in their own articles and amount of male intervention in them.

The one that does a good work in all the fields is the IAAF, with strong numbers in quantity and content, almost doubling the other four organizations numbers.

But in general the numbers of these organizations are not better than traditional media and do not adjust to their objectives in terms of gender equality.

This could cause less attendance to Female Sports events or less audience in media for them, which as a chain causes less sponsors or salaries.

Keywords : International Sport Organizations, Gender Differences,
Websites, Women, Gender Inequality, Content Analysis,
Women Sports

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Chapter 1. Introduction

1.1. Gender Differences in Sport

In the last Summer Olympics, London 2012, every participant country (204) had at least one female athlete in their group; this shows that sports are finally reaching a good point in terms of gender equality and that the International Olympic Committee (IOC) is in the search of eliminating any breach between genders on competitions, at least in terms of competition numbers. Also it means that this effort is in a global manner, since it has reached every country.

Some authors describe London 2012 as the Olympics of the Women, justifying it with statistics, results and audience. Most of them highlight that 45% of the athletes in the Games were females, and that every sport included at least one women's event as other reasons the event was clearly the most successful one in that field.

The percentage of females on the games keeps growing with each edition (Noland & Stahler, 2014), and during the last to decades it has grown from around 30% to reach almost equality, but there are still differences, especially on developing countries where there is still differences.

“London 2012 can be called historically as the Olympic Games of the Women, because it established a record in terms of participation, achievements and universal representation of the women in the history of the contemporary olympism” (Betran, 2012)

This is a good stop in the road of the history of the Olympics, because just twenty years ago (Barcelona 1992) only a quarter of the athletes were females and women were left out of sports like boxing, wrestling that were considered a more “manly” sport.

The effort is not only by the Olympic Committee, International Sport Federations and other sport organizations continue to push for gender equality; they dedicate more money to developing girls programs and create new tournaments or leagues for female athletes.

As Pfister (2011) describes, there is still a lot of work to do and even in developed countries of the European Union, there are huge differences in the overall participation in sports.

“A good indicator for the degree of participation in sport is the frequency of the activity: 43% of the male populations of EU countries report that they play sport at least once a week, as compared with only 37% of women” (Pfister, 2011)

That effort still does not carry results in some aspects that are important in sports, like audiences or sponsorships. This creates a huge difference, mainly economic between men and women.

“In the Forbes list of the most valuable teams and athletes no women’s team is among the top 50 teams, and among the 50 most valuable athletes there is only one woman, the tennis player Maria Sharapova.” (Pfister, 2011).

These differences end up harming the athletes and their families but also making the sport organizations put more money to maintain them as top athletes, since the women cannot survive training every day without economic help.

1.2. Internet importance in new audiences

The Internet has become one of the main mediums for sport organizations to communicate their messages and be in contact with their stakeholders, especially with their fan bases (Lombardo, 2007). People all over the world turn to their computers to look for information about their favorite athletes or teams, to follow competitions in their neighborhood or to watch a match that is done in a faraway country.

This has converted the Internet in one of the main news outlets and in the last years it has “changed forever the way we do business and the way we communicate” (Internet World Stats, 2014).

Audience in the Internet keeps growing, in 2014 more than 3 billion people, 43.6% of the World Population; already have access to the Internet (International Telecommunications Union, 2014). This means that in a few years at least half of the people would be able to access websites or social media since the growth is expected to be of at least 5% each year.

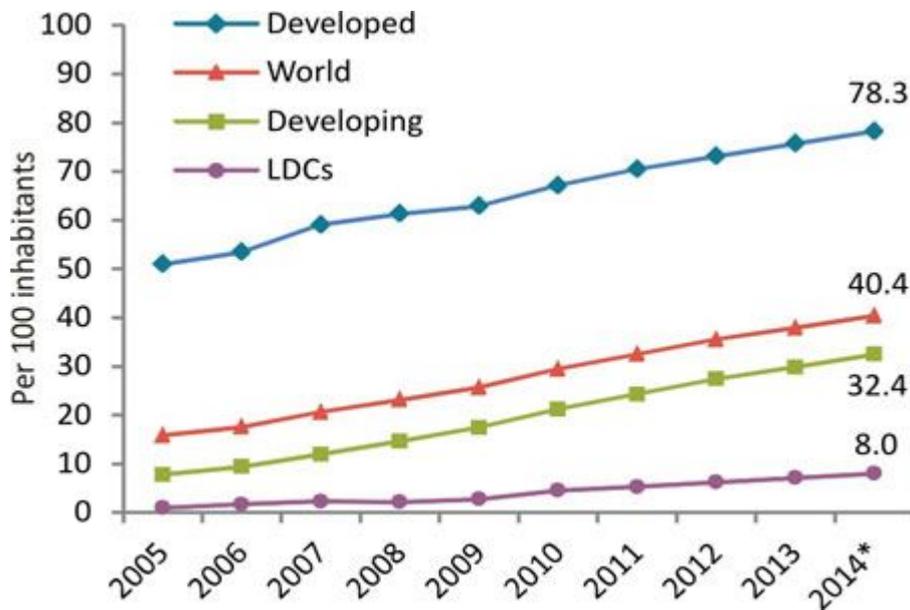


Figure 1. Reach of the Internet 2005-2014

In the U. S., one of the countries with bigger Internet coverage, 39% of the users read or followed news on the web regularly while more than 70% are exposed to them on their social media (Pew Research Center, 2012).

The age of the Internet users is also a great determination on why is important to analyze the tendency of this media, while only 43% of the population usually has access worldwide when go to the younger segments this number can go up to 60% with a generation of young people that were born in the internet era (International Telecommunications Union, 2014).

But why is Internet important to sport organizations? There are several reasons, the most important one it is that it provides a new way to deliver messages to their stakeholders in a direct way and usually in a cheaper and faster road than the traditional media.

“Today, the growing popularity of the Internet has provided sport organizations with the opportunity to deliver their own content to current and potential fans” (Cooper, NCAA Website Coverage: An Analysis of Gender and Individual Sport Team Coverage on Intercollegiate Athletic Home Web Pages across Multiple Divisions, 2008).

Federations, teams, athletes and even fans create content daily that is exposed via social media, so the exposure a person has about sports has

increased with the Internet, and this only in the two last decades where the use of this media has popularized.

Some of the European football clubs now worry to have a good Wi-Fi connection in their stadiums since it is now a necessity and it also can help to organize the fans or expose them to more marketing strategies.

Sport organizations now do not depend on the newspapers or TV channels to get interested in their stories, they can create the content by themselves and deliver it to the public when they want and how they want. Before if the media professionals did not use the press releases, the information and the event were almost nonexistent to the society (Pedersen, Parks, Quarterman, & Thibault, 2011).

Another advantage the Internet, and especially social media, provides is that our messages are delivered to the audience that is interested in our sport or field. In a traditional media setting you use to put an advertisement or a new to one million people, but probably only 1.000 of the users were interested, now you can reach that amount at a lower cost and attract possibly the other 3.000 who are following you on Twitter.

International Federations now have huge audiences in their social media, just the FIFA has 2 million subscribed to their Facebook page, and

the International Olympic Committee has reached more than 10 million in that same social media.

Some of them, like the FIFA, now even have applications for mobile phones that allow them to send immediate notifications to their fans about the biggest events or news in the sport. These “apps” also allow them to give more personalized news, so if a fan is more interested in women sports, the tool will show them more of that content.

The biggest sport media company worldwide, ESPN, has 13 million likes but if you compare to FC Barcelona and Real Madrid (82 million) you can compare how sport organizations have now the power to establish the news on the society view.

Not only the Social Media is important, the websites of events or organizations are now becoming the focus of attention. The London Olympic 2012 Games website obtained 432 million visits from 109 million different users (Moth, 2012). Companies can even sell their tickets or merchandise through the website, which means more users and the possibility to promote more events to a potential fan or customer.

What do all these statistics mean? They reflect that sport organizations now have a new power that only media companies had before: Agenda setting.

This investigation will use Agenda Setting as the theoretical base, because it wants to analyze the position women in sports get by the messages in the new media.

Agenda setting is a theory first proposed by Maxwell McCombs and Donald Shaw in 1972. They proposed that the media establishes the subjects in the public agenda, not forcing your thinking but influencing in what your thoughts focus on.

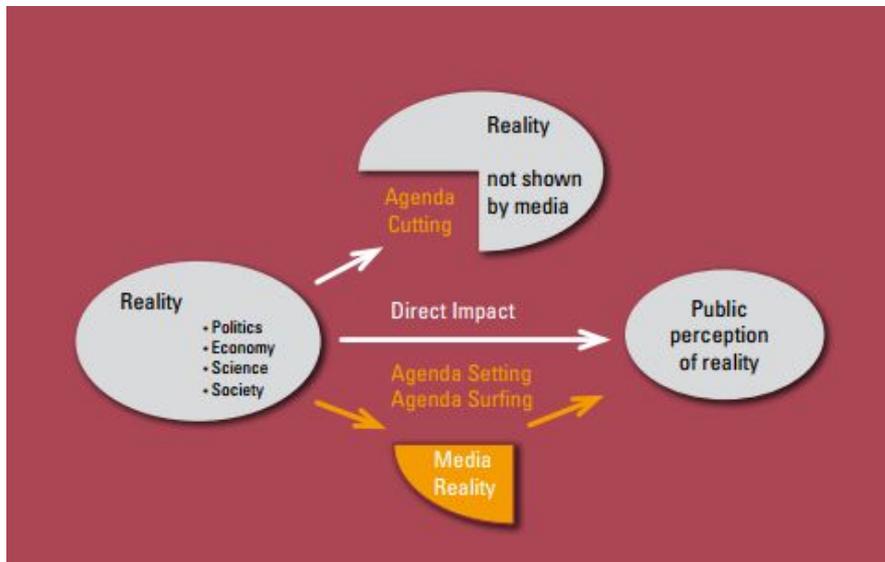


Figure 2. Typical model of Agenda Setting. (Media Tenor Institute, 2013)

“In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position.

In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues—that is, the media may set the “agenda” of the campaign.” (McCombs & Shaw, 1972)

Since this two investigators proposed this theory in 1972, it has become one of the most frequently utilized model in analyzing the effects of the media in public perception. Mainly it has been used in political or social issues but other researchers also have used it in the fields of arts, culture and entertainment.

This theory proposes that the media constructs a different reality by deciding what to show, who to show, where and when to do it. Also proposes an “Agenda cutting” where several persons or group messages are not shown, simply because a journalist or an editor decides they are not the most “important” news in the day or in the moment.

In sports, the Agenda setting is an important issue because it can determine what sports receive more attention, what tournaments get more audience and even what athletes receive more funding.

This investigation will focus on the position of gender and how women events and news are presented and if the International Federations are doing a good job promoting and presenting equality in their websites.

1.3. Problem Statement

Several studies have demonstrated the gap between coverage of female and male sports (Cabo, Gimeno, Martínez, & López, 2014) (Eagleman, Burch, & Vooris, 2014), and how this causes inequalities in sponsorships and funding for women athletes

But is still unknown if International Sport Organizations are creating that same problem in the news of their websites with partialized content towards their men disciplines

1.4. Purpose of the study

Considering the impact of social media and Internet in new audiences, the purpose of this study is to analyze if there is equality in the messages produced and delivered by the International Sports Federations

Chapter 2. Literature Review

2.1. Content Analysis in Gender Issues

Content analysis in sports messages has previously and mainly focused in media studies that portray the differences between gender, age, race or other aspects of society that lack equality. (Eagleman, Burch, & Vooris, 2014)

Gender is one of the most recurring issues analyzed in media content, and most of them show amazing differences between male and females. One of the most significant in recent years is a cross-national study of newspapers, radio and television articles in 108 countries that found that only 24 % of the world's news subjects were women (Gallagher, 2010).

Van Zoonen (1994), in her cultural diverse work on gender and media, emphasized the importance of these types of studies, showing media's role in creating "true" gender images in society.

Most of these studies have examined the traditional media, newspapers and magazines, but in recent times a lot of investigators have turned their heads to New Media, because of the increasing impact and usage of the Internet Worldwide.

Some authors when the online media was starting showed optimism and believed that since journalists and producers would have unlimited

space and easier ways to show information, more coverage for women would come.

Yun et al. (2007) discussed because of the Internet's unlimited space and time, new media proliferation would end in less editorial gatekeeping and more voice to groups and/or individuals who do not generally make the headlines in print or television (such as female).

This hope was not fulfilled and media continue to put women in a secondary position in all media companies around the world, mainly because they maintain the traditional model inside the organization and users still are searching for the same news as before. (Cabo, Gimeno, Martínez, & López, 2014)

Internet news stories appearing on CNN.com, FoxNews.com, and NYT.com, show that this potential has not been achieved and that there are not significant differences between mainstream Internet news and its print counterparts. (Burke & Mazzarella, 2008)

The majority of those investigations include sports news in their analysis, which is why they are important in the review for this article, since they show a big picture of how Internet information still has a masculine tendency and how all organizations still need a change in how they portray women to the society. Sport is not an isolated world.

2.2. Studies in Sports Media

In sports, also most of the investigations focus in traditional media with newspapers as the main subject of investigation, but is usual to find now investigations in Internet content like blogs or news websites. (Eagleman, Burch, & Vooris, 2014)

Sports scholars have also examined differences of gender in media, with results that show important gaps between men and women, with the second group receiving less than 10% of the total news in some of the cases, even getting to less than 4% in some studies like the one elaborated by Godoy-Pressland (2014), that is shown in the Illustration below.

Analysis of five British newspapers sport sections in Sunday (Godoy-Pressland, 2014)

Table 1. Analysis of five British newspapers sport sections in Sunday (Godoy-Pressland, 2014)

Newspaper	Total number and % of articles on sports in 2008 and 2009		Number and % of articles on sportsmen		Number and % of articles on sportswomen	
	Number	%	Number	%	Number	%
The Sunday Times	5354	100%	4965	92.7%	208	3.8%
The Sunday Telegraph	4096	100%	3907	95.3%	77	1.8%
The Observer	4888	100%	4599	94.0%	180	3.6%
Mail On Sunday	3363	100%	2989	88.8%	236	7.0%
Sunday Express	5253	100%	5067	96.4%	128	2.4%
Totals	22954	100%	21525	93.7%	829	3.6%

These investigations are done since decades ago and have not shown a significant improvement. For example Miller (1975) proved the under-

portrayal of photographic images provided to females in all newspaper sections studied. The results exposed that females get only 5-6% of the photographic coverage in the Washington Post and 10% of the photographic coverage in the Los Angeles Times. Contrasted with Godoy-Pressland (2014), the percentages are really similar. This says that in almost 40 years the situation has not changed in sports sections.

In some cases there is even a worst portrayal of women in sports in more current publications. Bishop (2003) discovered the coverage challenges of females during the Olympics in the American magazine Sports Illustrated. The inspection revealed that the coverage provided to females during the Olympics actually decreased from 1980 to 1996.

Actually the study realized a 2.2% drop in coverage throughout the Olympic Games analyzed during the study even when there was an almost 20% of increment on the percentage of women athletes participating in the games between Moscow and Atlanta. (Bishop, 2003)

“Such evidence of actual regression provides watchdog groups a formidable case when questioning those in decision making positions about their content choices and production techniques.” (Fink, 2014)

Usually the studies are more focused to specific events like the Olympics (Eagleman, Burch, & Vooris, 2014) (Packer, et al., 2014)

(Billings, Angelini, MacArthur, Bissell, & Smith, 2014) or other international events and the coverage of major Media Companies.

As seen in the previous section, most of the investigations focus in traditional media. That also happens in sports, where the amount of investigations in New-Media is far inferior.

Only a little amount of investigations focus in online coverage, like Eagleman et al (2014) that gives an image of the coverage during the London Olympics in websites of newspapers in several countries.

Jones (2013) scrutinized the online coverage from the U. S. television companies ABC, BBC, CBC, and TVNZ of the 2008 Beijing Olympic Games and found that online stories of male competitors quadrupled women articles.

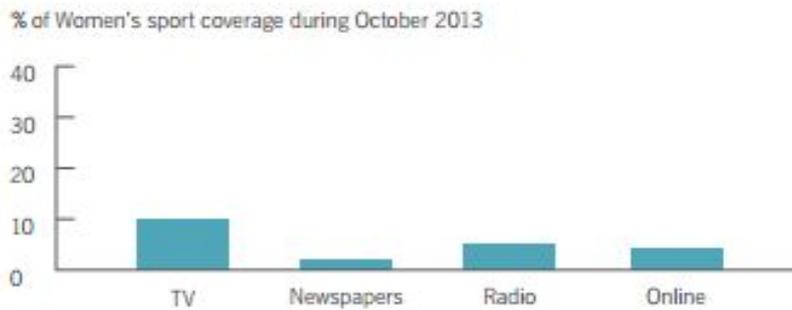


Figure 3. Results of female sports coverage in the United Kingdom during October 2013 (Women in Sport and Fitness Foundation, 2014)

Also, men received twice the number of stories in the main position and twice the number of pictures in the websites. (Jones, 2013)

Even when the majority of investigations give a negative result in terms of equality, there are some exceptions, a glimmer of hope. In the investigation of Eagleman et al. (2014) the amount of female news in five different countries websites during the 2012 Summer Olympics was equivalent to the percentage of athletes in every specific country participating in the Games.

Results in 6 countries newspapers coverage by Gender of the 2012 Olympics (Eagleman, Burch, & Vooris, 2014)

Table 2. Results in 6 countries newspapers coverage by gender of the 2012 Olympics (Eagleman, Burch & Vooris, 2014)

News Website	Male	Female	Combined	No Gender Focus
Nine News (Australia)	N = 109 (49,1%)	N = 71 (32,0%)	N = 21 (9,5%)	N = 21 (9,5%)
Terra News (Brazil)	N = 267 (50,3%)	N = 205 (38,6%)	N = 38 (7,2%)	N = 21 (4,0%)
Xinhuanet (China)	N = 386 (45,6%)	N = 296 (34,9%)	N = 117 (13,8%)	N = 48 (5,7%)
BBC News (Great Britain)	N = 673 (47,7%)	N = 461 (32,7%)	N = 196 (13,9%)	N = 80 (5,7%)
The Daily Nation (Kenya)	N = 369 (84,4%)	N = 18 (4,1%)	N = 24 (5,5%)	N = 26 (5,9%)
Yahoo! News (United States)	N = 200 (45,6%)	N = 156 (35,5%)	N = 45 (10,3%)	N = 38 (8,7%)

“This finding represents a positive step relative to the coverage of female athletes and suggests that online media could be utilized to provide more equitable exposure to female athletes.” (Fink, 2014)

But there are not only differences between genders in the amount of coverage, but also in the content of the articles. Women are usually more linked to their physical appearance than men or victimized when they lost.

“As the qualitative content analysis of the coverage of the women’s football world championship has shown, the presentation of the women players was predominantly positive; nevertheless, articles appeared which focused on the appearance of the players, some players underwent “beautification projects” and the women’s play was often compared with men’s football. Female football players even appeared in the German playboy” (Pfister, 2011)

Also, investigators point that usually women only appear in articles, they don’t appear in interviews sections or chronics about the games, and usually in mixed articles (with women and men) the lead¹ goes to the male competitors as shown by Aragón, Muñoz, & Ureña in an analysis of the sport section of a Newspaper in Costa Rica.

¹ Journalistic term to name the first paragraph of an article

“In women athletes or teams news, the view of the journalists was only to inform what happened. Contrary to male sports, there were not critics of any kind, which reveals a tendency to not profundize in female sport (...) Other formats like interviews or chronics were not used in this newspaper for women sports in the editions analyzed” (Aragón, Muñoz, & Ureña, 2009).

This qualitative differences can be categorized as Fink (2014) as:

- Gender marking: Usually media categorized the male competitions as the norm, putting female participation as secondary or special in a negative way. This can be seen in, the titles of numerous women’s championships that are gender marked: the Women’s World Cup, the United States Women’s Open Championship (golf) to just name some of the examples presented all over the world.
- Infantilizing: Women are often referred as “young ladies” or girls, but rarely do you see a journalist refer to men as boys or even a mention of their youth.
- Differential framing and ambivalence: “commentators frame male and female athletic performances differently and typically in ways that minimize females’ athletic abilities while proliferating male superiority”

- Focus on femininity/heterosexuality: Female athletes receive a lot of focus in their feminine and heterosexual image, with references to their images, relationships, in degradation of their athletic performances and success in sports.
- Different production techniques: The production for women disciplines is handled with less care than men coverage, making it less interesting and more boring for the consumer.

Some authors explain that this differences in the content are produced by a cultural background where the embodiment of masculinity and that the feminine ideal body contrasts with the belief of what it means to be a female athlete. In particular, the authors stated that sportswomen live in two distinctly separate cultures, the sporting culture and their larger culture where they must deal with the continual clash between being an athlete and a woman. (Trolan, 2013).

2.3. Studies in Sport Organizations messages

As seen in the previous section, a lot of work has been done in the analysis of news in sport media, but in terms of information produced by sport organizations there are not a lot of studies, specially in gender or women issues.

One of the few studies done is Cooper (2007), in which the author analyzes several websites of the U. S. college sports (NCAA), in terms of gender coverage and the space dedicated to each sport. He provides an analysis of the advertisements, articles, multimedia, and photographs in quantitative content analysis.

This is probably the closer investigation in terms of objectives as this current study, since it analyzes several sport organizations in terms in gender but the main difference is that Cooper does it in a specific country and with college departments.

He discovered that the space dedicated to female was only 37.5% of the entire websites, and with less presence in the non-scroll² sections of the webpages. And in terms of multimedia content, the presence of female disciplines was even lower with only 21% of the videos or audios dedicated to them

Other investigations deal with sport organizations websites or social media, but with other purposes. This are usually to investigate marketing and sponsorship strategies, and usually focus in one organization or event.

² Non-scroll is when the user does not have to scroll down with the mouse to get to it. Is what the user sees first and usually receive a much higher percentage of visits

These marketing studies usually highlight how social media provides an instrument for brands to interconnect with users, improve relationships and promote brand activities. (Filo, Lock, & Kang, 2014)

Hanstad, Parent & Barrie Houlihan (2014) studied both external and internal news online of the Youth Olympic Games of 2010 and 2012. This is another example of some investigations that include the messages from media but also the information divulged from within the organization.

Most of the investigations involving sport organizations with Internet divulgation take a look to social media and Filo, Lock & Kang (2014) did a recopilation of 70 articles that do this and divided them in three categories: strategic use, operational use and user-focused.

Strategic use handles researches exploring the role and function of social media from a brand's perspective. This category comprises studies concerned with the prearranged use of and organizational objectives for social media; attitudes of managers in social media use; the impact of social media on brand equity/ outcomes and the integration of social media use with a brand's traditional communication and promotional strategy.

Operational use refers to any research exploring how brands use social media on a day-to-day basis. This category utilized a large amount of

secondary research, with 14 of the 20 articles employing content analysis, including digital ethnography.

User-focused explores articles examining sport fans' motivations, constraints, perceptions and preferences in reference to social media usage and the demographic or user profiles of social media users. It is important to make clear that the studies in this category do not observe social media practice. Rather, they concentrate on user profiling and market composition, and were – distinct from the preceding categories – dominated by primary/empirical research.

2.4. Consequences for Female Sports

All these differences in the coverage not only cause only an inaccurate portrayal of the advances in women in sport but also a series of other problems mainly in the economic department.

Angelini (2008) exposed that the different type of coverage given to female competitors essentially obliges to implicitly reinforce stereotypical gender constructions. This raises the notion in society that female athletes are “naturally” inferior physically.

Apart from that erroneous portrayal, the other problems athletes suffer from these are the less access to sponsorships. Because brands want

their products on videos or in photographs but if media or websites are going to give much more attention to males, then it is better to invest in them.

As shown in the Figure 6 (below), a single team (Chelsea) in the male Premier League of England football makes 311 eleven times what the entire female league earns in an sponsorship. And usually contracts for male single athletes include three zeros more at the end than what females in sports get for similar kind of sponsorships.

“This small degree of media exposure makes it difficult for female athletes in many sports to find sponsors. However, the increasing sexualisation of female athletes may stimulate the interest of the media and sponsors, but then the question arises of whether women want to be regarded and remembered as athletes or as playboy bunnies.” (Pfister, 2011).

Table 3. Biggest Sponsorship deals in the U. K. in 2013 (Women in Sport and Fitness Foundation, 2014)

Female				Male			
Property	Sponsor	Length	Value	Property	Sponsor	Length	Value
FA Women`s Superleag.	Continenta	5 years	£450 thousand	Chelsea	Adidas	10 years	£280 millions
Zeo Netball Superleague	Zeo	1 y.	£390 thousand	Rory McIlroy	Nike	10 y.	£150 millions
Laura Robson	Virgin Active	2 y.	£195 thousand	Manchester United	AON	8 y.	£110 millions
Christine Ohuruogu	Virgin Media	1 y.	£195 thousand	Football League	Sky Bet	5 y.	£27,5 millions
Jessica Ennis-Hill	Santander	1 y.	£195 thousand	Premier League	Carlsberg	5 y.	£23 millions

Reviewing studies about consequences is important for this investigations since shows the problems it could bring for athletes if there is not a good coverage for the female events.

It could even harm directly the International Sport Organizations since the brands would like to invest less in women tournaments or leagues if there is not enough exposure.

Also it avoids the growth of the sport in the female side and this could even stop the growth of the discipline in general.

2.5. Research Questions

In order to fulfill the purpose of the present study the following questions are required to answer:

- RQ1. How proportionate is the coverage in the news sections of International Sport Organizations websites between males and females?
- RQ2. What differences on quantity and presence of each of the genders can be found in the articles published by the six biggest International Sport Organizations with more impact on the Internet?

Chapter 3. Method

3.1. Procedure

This investigation is going to use a quantitative content analysis methodology because it wants to provide an accurate image of the International Federations messages in terms of gender, specially the differences in news about female sport.

Content analysis is a replicable and reliable method of examining a vast amount of written or visual material without the need of investigating the producers of the messages (Riffe, Lacy, & Fico, 2005).

This avoiding of the background of the makers of the communication makes it an unobtrusive examination that can bring the perspective from the audience, which adjust perfectly to the agenda setting theory that the author wants to base this study on.

Examinations of this kind were first used in studies of printed material, but now it has been adapted to help in the analysis of all types of information available in new media, including websites or Social Networks.

In Gender Issues, there is a vast amount of research done with the method of content analysis, especially in the social and politics field, but in sports there is a lack of investigations on these subjects with only some scholars studying it in the past decades.

Mainly, content analysis within sport messages circles around the examination of articles within sport media coverage. Past studies use the content analysis methodology to show the coverage deficiencies for females within athletic settings (Duncan, Messner, & Cooky, 2003)

“Content analysis has been used in a variety of different settings within the athletic environment. In past research, scholars have focused on a wide array of communication outlets (i.e., books, magazines, radio, television, Internet) in sport-related research” (Cooper, NCAA Website Coverage: An Analysis of Gender and Individual Sport Team Coverage on Intercollegiate Athletic Home Web Pages across Multiple Divisions, 2008).

For this investigation two questionnaires will be applied. Both questionnaires can be found on the Appendix.

The first one will be dedicated to the main page of each of the selected websites and to the cover of the news section. It will include questions about the position of the news, the order of them, and the content on each one and the amount of people involved in the different pieces.

The second one will be done to the articles done in each of the websites, if they refer to female or male athletes. In case it is both, what gender is mentioned first and is more dominant during the article, amount of photographs and length also will be part of this analysis.

The third one is about the reaction of the public, how many comments and if it is possible how many times is shared in social media by the users.

With these three tools is expected to give a big picture of the websites and how they establish the genders, how big is the gap and if there is any leading sport organization in equality of coverage.

After it the author will collect the data from the websites selected and will put in a spreadsheet in a program that can be Excel or SPSS. The information will be put in the easiest way as possible before putting it in the results section of this investigation.

3.2. Sample Selection

To reflect the theory of Agenda Setting, it is necessary that this investigation analyze the messages of Sports Federations Websites during a considerable amount of time.

In order to do this, the investigation will be done during an entire month, in September of 2015 from the 1st of September till the last day of that month.

This extended time can also help reduce the effect that a specific event can cause in an investigation. For example if there is still a lot of news

about the male Cricket World Cup during April, the results of the next months are not going to be as affected by that main tournament.

The websites will be visited three times a day during the whole week, with times of 9 a.m., 5 p.m. and 11 p.m. in South Korea Time zone (+9:00 UTC).

Table 4. Times of the website visit in different time zones

Time in Korea (UTC +09:00)	Time in Europe (UTC +00:00)	Time in U. S. (UTC -6:00)	Time in Australia (+10:00)
9 a. m.	12 m.n.	6 p.m.	10 a.m.
4 p. m.	7 a. m.	1 a. m.	5 p. m.
10. P. m.	1 p. m.	7 a. m.	11 m. n.

This schedule is necessary because it is adjusted to the GMT and to the working hours of International Federations usually located in European countries.

Also these are high traffic hours in terms of Internet usage in the world, so it can show how the information reaches the vast majority of web users, improving the impact of the messages delivered.

As show in the table above (Figure 3) the hours of the proposed visits also adjust to peak times of usage of Internet in United States, Europe and Australia.

For this investigation, the analysis will be done to five of the biggest Sport International Federations in the World. This adjusts to the theory to

the agenda setting, because the most influence and followers the organization has, the most impact is going to cause in the subjects that are in the public discussion.

To choose the Sport Federations, three filters were taken into consideration: recognition, globalization and equality of events.

Only Sports with recognition of the IOC was the factor to know if they count with official recognition. Since some sports have not an official International Federation, it will be not optimal for the investigator to choose one of the sites of the several representatives of the sport around the World.

The safest way is to just choose sports that's Federations are recognized by the International Olympic Committee. This will make them have certain validity and also make the investigation more objective.

This means only the 68 sports federations recognized by the I. O. C, were candidates to qualify.

To assure the organizations chosen had a Global reach, the sport must have more than 70 federations in countries around the world. Because of this sports like American Football or Australian Football that are only played in certain countries are out of this investigation. The objective of this is to assure that this study has a global reach and can be used in every country.

And to fulfill the requirement that is a sport practiced by both genders, the federations chosen must have World Cups or International events for both genders and this have been done at least one time in the last ten years.

Another requirement for the Federations only related to the techniques used for this study is that their website must have a clear news section. Some of the federations do not have a specific website or a newsfeed in their website. The best example of this case is tennis that would have been in the investigation because it has a great impact on the Internet but is impossible to access the news section. And this is relegated to the ATP (men tennis) and the WTA (female). Another example is golf that does not have a news section, instead it redirects to the Golf Channel, a private media company hired by the organization.

Since it will be impossible for the investigator to visit the 50 or more websites of the Federations that have those requirements, it is necessary to make decision on how to choose the five sports that are going to be taken into consideration and as an added value the International Olympic Committee will be the sixth organization analyzed.

The IOC will also be selected because is the biggest Global Sport Organization in the world, with the rest of the sport world under his

umbrella. Also because it brings a whole perspective of individual and group sports, from the more popular disciplines like football to the least followed like heptathlon.

For the purpose of this study, this election will be based in two Internet related values: searches in Google and followers in Facebook and YouTube; the two international social media with more users around the world in 2014 by information of the website Business Insider. The sports selected are shown in the table along with the statistics of those Internet tools used.

The numbers of followers in the Facebook and YouTube accounts correspond to the 20 of March of 2015, and correspond to the subscriptions and not to the visits, since that second number is only visible within the administrators of those profiles.

The selected sports are also going to show diversity between team sports (football, basketball and cricket) and individual sports (Athletics and Swimming in the majority of events). This helps the investigation to portray a more integral view of the different disciplines.

Table 5. Sports selected and data in Google, Facebook and YouTube consulted in the 24th of March of 2015. (For Google was used Google Trends)

Sport	Federation	Relative Number of searches in Google	Number of likes on Facebook	Number of followers on YouTube
-------	------------	---------------------------------------	-----------------------------	--------------------------------

Football (soccer)	FIFA	1.00	2.771.281	1.103.610
Basketball	FIBA	0.30	1.691.523	132.658
Cricket	ICC	0.24	10.860.020	52.261
Athletics	IAAF	0.20	424.483	13.953
Swimming	FINA	0.12	153.094	7.604
Olympic Movement	IOC	0.14	10.065.433	1,155,582

Is important to clarify that the organizations selected are not the most followed sport institutions in Social Media. Some sport clubs, especially in football and basketball have more followers, but they do not represent a sport, usually only represent a male team and are privately owned.

An analysis of the news and opening page of the website of each federation will be conducted in the three hours established previously, and also a Facebook and Twitter (main social networks used for posting news by organizations) check every day during the eight weeks described before.

For this, a formulary will be applied to the each article in the news, and also another one to the opening website page. The second one will have a total of 168 versions since that is the amount of times each website is going to be visited. The first one will have a variable of number depending on the publications.

With this number of analysis, the objective is to have a clear tendency of each of the organizations and also that a comparative or supportive set of results can be delivered.

Also, the big number of studies will reduce the possibility of a simple mistake compromising the investigation.

Finally, the long period of time will show if there is any growing tendency to give more space to women athletes on the website or if the situation gets worst during the 2015 year.

Chapter 4. Results

For the results presentation, we will divide it first by each variable analyzed on a general perspective and then we will divide it by the results obtained for each organization. Finally, in the conclusions a categorization of the organizations and the differences between them will be presented to create an antecedent for future investigations or future uses of this same tool.

4.1. Covers of the News webpage

First we will analyze the covers of the website of the six organizations. Some of them opted for a more concise presentation with a few articles like the IOC or others give a vast quantity of the last published articles like the FIFA that usually presents more than 50 articles. This can be seen on the Table 4 (below), that presents the means of the total articles on each website and the mean on terms of each gender based category.

Table 6 also gives a preliminary comparison on the numbers between each gender, where we can see that for every 2,34 female articles, there are 20,43 men articles as a mean.

Table 6 Means and Standard Deviation on all the websites articles by gender

Organization		Total of Articles	Women articles	Men Articles	Mixed Articles	Neutral Articles
IOC	Mean	18,00	1,13	2,69	3,19	11,00
	N	32	32	32	32	32
	Std. Dev.	,000	,942	,859	1,330	1,566
FIFA	Mean	69,00	4,05	50,91	2,58	10,83
	N	81	81	81	81	81
	Std. Dev.	,000	2,474	6,073	1,680	2,333
FIBA	Mean	14,01	3,72	10,09	,19	,01
	N	68	68	68	68	68
	Std. Dev.	,121	1,923	1,818	,432	,121
ICC	Mean	34,00	,16	32,41	,00	1,43
	N	49	49	49	49	49
	Std. Dev.	,000	,426	1,189	,000	,842
IAAF	Mean	6,94	1,14	1,51	3,65	,65
	N	51	51	51	51	51
	Std. Dev.	1,848	,980	1,332	2,599	1,128
FINA	Mean	10,00	,63	5,94	3,44	,00
	N	16	16	16	16	16
	Std. Dev.	,000	1,258	3,172	2,250	,000
Total	Mean	31,31	2,33	22,41	1,90	4,49
	N	297	297	297	297	297
	Std. Dev.	24,602	2,334	20,434	2,148	5,236

But to understand better the differences between genders Table 7 (below) is a better tool with a comparison between the percentage of articles dedicated to only women and only men on the covers.

Table 7. Percentage of female and male articles on covers

Organization		Percentage of Female	Percentage of Male
IOC	Mean	6,2500	14,9306
	N	32	32
	Std. Deviation	5,23255	4,77229
FIFA	Mean	5,8687	73,7878
	N	81	81
	Std. Deviation	3,58605	8,80128
FIBA	Mean	26,5336	71,9958
	N	68	68
	Std. Deviation	13,68751	13,03511
ICC	Mean	,4802	95,3181
	N	49	49
	Std. Deviation	1,25172	3,49650
IAAF	Mean	17,3638	22,6548
	N	51	51
	Std. Deviation	15,11203	20,34682
FINA	Mean	6,2500	59,3750
	N	16	16
	Std. Deviation	12,58306	31,72144
Total	Mean	11,7466	61,0313
	N	297	297
	Std. Deviation	13,66157	30,57945

The difference between each organization will be analyzed later, but for now we can see the main result which shows that less than 12% of the articles on the covers are only female oriented, but for males it is 61% and in some organizations it even raises over 75%. And if we eliminate the

FIBA that has the higher percentage of female's news on the covers, the percentage will drop below 10%.

In any case this numbers are lower than those presented in traditional media, like the study done by Eagleman, Burch, & Vooris (2014) or the one done by Aragón, J. C., Muñoz, J. J., & Ureña, D. (2009), both with percentages higher in female coverage by newspapers.

On the Non-Scroll area of the News Covers of the websites, the percentages do no change much, which means that the users are exposed to the inequity between genders since the beginning. This also means that most of the focus is on male news and there is even an increase in the percentage dedicated to those articles (65%) compared to the whole covers of the websites in general as seen on the Table 8 (below). The female percentage is the same so there is no difference in that regard.

Table 8. Percentage of each gender category on the Non-Scroll Area

Organization		Non-Scroll Female %	Non-Scroll Male %	Non-Scroll Neutral	Non-Scroll Mixed
IOC	Mean	11,4583	18,2292	61,9792	8,3333
	N	32	32	32	32
	Std. Dev.	7,84882	8,83883	12,86431	11,20036
FIFA	Mean	4,3896	85,7339	8,0933	1,7833
	N	81	81	81	81
	Std. Dev.	6,73094	12,20132	10,97308	4,46412
FIBA	Mean	25,9804	70,5882	,0000	3,4314
	N	68	68	68	68
	Std. Dev.	26,29441	26,09424	,00000	10,20471
ICC	Mean	2,0408	93,8776	4,0816	,0000
	N	49	49	49	49
	Std. Dev.	14,28571	24,22261	19,99149	,00000
IAAF	Mean	17,6471	23,5294	8,8235	50,0000
	N	51	51	51	51
	Std. Dev.	24,13199	32,17599	23,88699	38,72983
FINA	Mean	,0000	71,8750	,0000	28,1250
	N	16	16	16	16
	Std. Dev.	,00000	44,60475	,00000	44,60475
Total	Mean	11,7471	64,9083	11,0737	12,2709
	N	297	297	297	297
	Std. Dev.	19,92674	37,03520	23,18213	27,01478

In the case of articles with a photograph the percentages are almost the same (without any significant difference) as the total articles by each gender category, especially because in four of the six websites, all the articles have a picture on the cover, only the IOC and ICC have articles represented only by text.

Table 9. Average of percentages of male and female articles with photographs on the covers

	Organization	Female	Male
IOC	Mean	76,8116%	78,3854%
	N	23	32
	Std. Deviation	31,27716	16,37642
FIFA	Mean	100%	100%
	N	81	81
	Std. Deviation	,00000	,00000
FIBA	Mean	100%	100%
	N	68	68
	Std. Deviation	,00000	,00000
ICC	Mean	14,2857%	17,4678%
	N	7	49
	Std. Deviation	37,79645	1,63849
IAAF	Mean	100,0000	100,0000
	N	34	34
	Std. Deviation	,00000	,00000
FINA	Mean	100,0000	100,0000
	N	4	15
	Std. Deviation	,00000	,00000

But if we compare the percentage of males and females articles that are linked with a photograph on those two websites covers we can even find a difference between both, as always in disfavor of the women articles by around 2% or 3%.

All these statistics show that these News covers are inclined to showcase more male news, but there is a specific part of the study that demonstrates how primordial men articles are positioned and that is the gender of the first article on every cover as shown in Table 8.

Table 10. Gender of the first article on each News Cover webpage

	Female		Male		Mixed		Neutral		Total	
	#	%	#	%	#	%	#	%	#	%
IOC	1	3,1 %	16	50,0 %	3	9,4%	1 2	37,5 %	32	100,0 %
FIFA	6	7,4 %	68	84,0 %	3	3,7%	4	4,9%	81	100,0 %
FIBA	2 2	32,4 %	46	67,6 %	0	0,0%	0	0,0%	68	100,0 %
ICC	1	2,0 %	46	93,9 %	0	0,0%	2	4,1%	49	100,0 %
IAAF	9	17,6 %	11	21,6 %	2 5	49,0 %	6	11,8 %	51	100,0 %
FINA	0	0,0 %	11	68,8 %	5	31,3 %	0	0,0%	16	100,0 %
Total	3 9	13,1 %	19 8	66,7 %	3 6	12,1 %	2 4	8,1%	29 7	100,0 %

Two thirds of the covers had a male article on the first position and if you put articles that include females (Female and Mixed together) they are only around one third of the men reports. And if you take the FIBA out of the equation of the table, the numbers get even more partial with the women news only occupying the first position on 7,4% of the times.

The covers just show the first perspective and the entrance of the analysis; it's mainly a quantity statistic. But is probably one of the most important ones because in many cases, users of the Internet in a lot of cases do not even enter any article and just scroll through titles. If a big percentage of them do this, on websites like the IOC they only are exposed to less than 5% of the content about women.

4.2. Inside the Articles on the Websites

One we get inside the articles, we can get more substantial statistics about quality than quantity, but also since if we consider just the gender of them we can see how many articles were actually published by gender during the 30 days of analysis.

Table 11. Gender of all the articles published

	Female		Male		Mixed		Neutral	
	#	%	#	%	#	%	#	%
IOC	4	10,0%	6	15,0%	3	7,5%	27	67,5%
FIFA	21	5,8%	313	86,2%	4	1,1%	25	6,9%
FIBA	109	32,5%	218	65,1%	5	1,5%	3	0,9%
ICC	1	1,5%	63	92,6%	0	0,0%	4	5,9%
IAAF	17	16,7%	19	18,6%	58	56,9%	8	7,8%
FINA	0	0,0%	10	66,7%	4	26,7%	1	6,7%
Total	152	16,5%	629	68,1%	74	8,0%	68	7,4%

The number of the articles varies between each organization but only the FINA has a small amount that could make the percentages too variable if we analyze a bigger period. The rest of them have at least 40 articles, more than one each day, so the results give a significant picture of their usual publishing habits.

In the total articles published, the percentages are a bit better than in the covers, but the growth is only less than 5% on some of the organizations, and in general female articles are only 16,5% of the total. And if we consider mixed articles that also include women, the number not even

reaches a quarter of the 923 pieces. But articles that include male sports are more than 75% if we consider the mixed news.

Four organizations out of the six studied are under the 10% line, and also only four of them not even have half of the men articles dedicated to women.

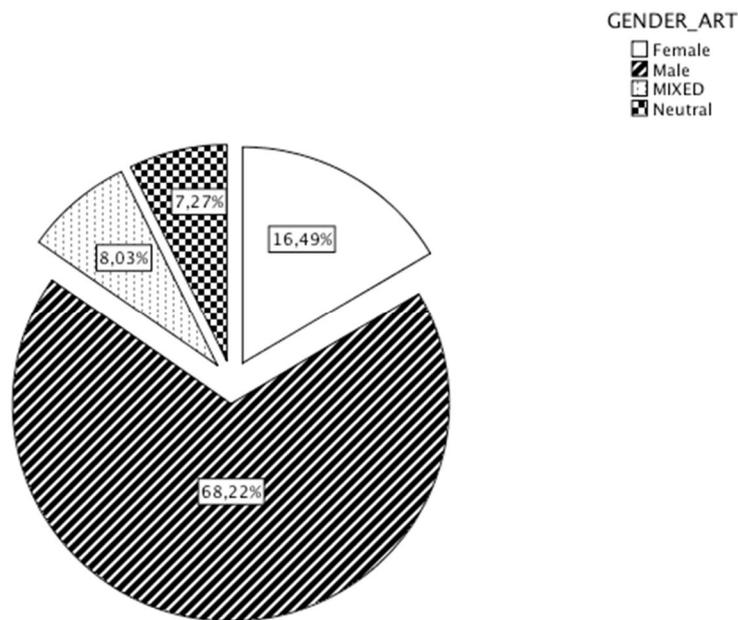


Figure 4. Percentage of articles published by gender

If we do the general percentage mean and not by the total of the news, to make it more even and to not let the high quantity of articles of FIFA and FIBA influence the numbers, it only reaches an average of 11.1%

between the six organizations. The men average percentage also is lower with 57.4% but is still more than half of the total.

On the analysis of the gender of the authors writing or attributed to the articles, only three organizations (FIBA, IAAF and FINA) expressed who wrote some of the articles. In general only 107 out of the 923 had a non-anonymous writer, this represents an 11.6% of the total analysis. Table 12 (below) shows the percentages only of those articles with a known author.

Table 12. Percentages of the gender in articles with a known author

		Gender of the author in non anonymous articles			
		Female		Male	
		Count	%	Count	%
	FIBA	0	0,0%	26	100,0%
	IAAF	4	5,8%	65	94,2%
	FINA	2	16,7%	10	83,3%
	Total	6	5,6%	101	94,4%

Only six articles were written by known females on the total analysis and 101 were written by men, which mean a proportion around to 20 male writers to 1 female writer.

We try to compare the gender of the authors with the gender of the articles but a correlation with enough significance was not found, especially for the low amount of articles with author and especially with female writers.

But one special data can be mentioned were none of the six articles wrote by women were about female sports.

One of the main variables turned out to be actually positive towards women articles, the amount of paragraphs on the articles. Female articles tend to be 1.37 paragraphs longer than men articles as shown on the Table 11 (below).

Table 13. Mean of the length in paragraphs of the articles by gender

Gender	N	Mean	Std. Deviation	Std. Error Mean
Female	152	13,2961	6,16209	,49981
Male	629	11,9253	7,11504	,28369

Table 14. Independent Samples T-test

t	df	Sig. (2-tailed)
2,185	779	,029

Because the standard deviation is quite high on both genders, a T-test was ran which showed that the results are definitely significant and that the mean is sufficient for the investigation as shown on Table 12.

The average number is positive for women but if we do a more exhaustive analysis justified by the high standard deviation and we do a tree of the articles we can see the results from below.

We can see that the ratio of articles between female and males with more than 22 paragraphs drops considerably than that between 7 and 22. What helps the female articles to have a higher average of paragraphs is the high amount of men articles that are less than 7 paragraphs in length.

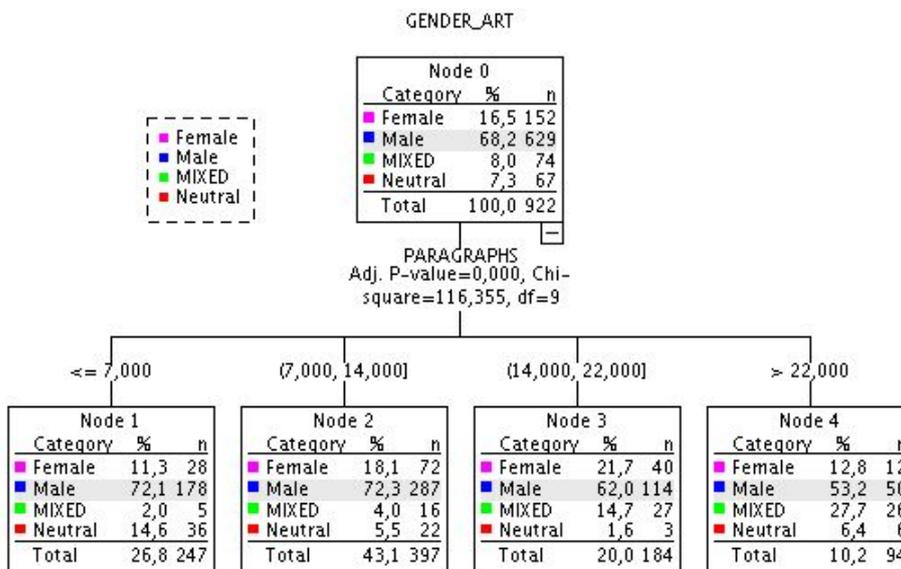


Figure 5. Tree of the articles by number of paragraphs and the percentage by gender

In the terms of presence of photos or amount of photos there was not a significant difference between both genders in the general results, especially because most of the websites put only one photo in every article so the differences are not presented in most of the articles. This means there

are actually no differences between male and female articles in terms of amount of pictures.

Table 15. Gender related to amount of photos on the article

Gender of the articles	N	Mean	Std. Deviation	Std. Error Mean
Female	152	1,8553	1,35885	,11022
Male	629	1,6932	1,56279	,06231

Table 16. Independent Samples T-Test

		t	df	Sig. (2-tailed)
Number of photos	Equal variances assumed	1,176	779	,240
	Equal variances not assumed	1,280	256,653	,202

In case of multimedia (audio or videos), women articles also have a more positive light, more than a quarter of the pieces include a multimedia item. This is higher by 6% than men, where they only have 22,3% as shown in the Table 15. Also this percentage is higher than neutral and mixed articles, which means they could have more production value in general.

Table 17. Articles with a multimedia item

	No		Yes	
	#	%	#	%
Female	109	71,7%	43	28,3%
Male	489	77,7%	140	22,3%
Mixed	70	94,6%	4	5,4%
Neutral	61	91,0%	6	9,0%

On case of the amount of individuals each article relates to, there are also differences between genders. Tables 16 and 17 (below) show that male articles have more tendencies to be about specific individuals. If we compare the general percentage of articles about men (68%) is almost 20% less than in only the “Individual” category which elevates to 84,4%. Also is the only gender category where the percentage grows while talking about an only person.

Female articles on the other side have more inclination to be about team news, the only category where they show a higher percentage than in the total picture. And in the Individual front, even when is impossible for Mixed articles to be in that category, the percentage for female decreased, which serves to support the idea that women are not usually portrayed as the sole protagonist.

Table 18. Gender of the article by number of persons

		Gender of the article							
		Female		Male		Mixed		Neutral	
		#	%	#	%	#	%	#	%
Number of persons	Individual	37	14,4 %	21 7	84,4 %	0	0,0%	3	1,2%
	Team	10 3	21,5 %	36 7	76,6 %	9	1,9%	0	0,0%
	Several athletes	8	7,7%	29	27,9 %	6 4	61,5 %	3	2,9%
	None specific	4	4,9%	16	19,5 %	1	1,2%	6 1	74,4 %
	Total	15 2	16,5 %	62 9	68,2 %	7 4	8,0%	6 7	7,3%

Table 19. Number of persons by gender

		Number of persons							
		Individual		Team		Several Athletes		None specific	
		#	%	#	%	#	%	#	%
Gen der	Female	37	24,3 %	10 3	67,8 %	8	5,3%	4	2,6 %
	Male	217	34,5 %	36 7	58,3 %	29	4,6%	16	2,5 %
	Mixed	0	0,0%	9	12,2 %	64	86,5 %	1	1,4 %
	Neutral	3	4,5%	0	0,0%	3	4,5%	61	91,0 %
	Total	257	27,9 %	47 9	52,0 %	10 4	11,3 %	82	8,9 %

The websites dedicate almost all of the space to professional or top level sport, so to evaluate the differences between male and female is complicated if we see Table 18 (below)

Table 20. Gender of the articles by level of the participants

		Gender of the articles							
		Female		Male		Mixed		Neutral	
		#	%	#	%	#	%	#	%
Level of the participan ts	Profession al or top level	14 3	16,2 %	60 9	69,1 %	7 2	8,2 %	5 7	6,5%
	Youth	6	20,0 %	19	63,3 %	2	6,7 %	3	10,0 %
	Amateur/ For all	3	27,3 %	1	9,1%	0	0,0 %	7	63,6 %
	Total	15 2	16,5 %	62 9	68,2 %	7 4	8,0 %	6 7	7,3%

If we look at the small numbers and not the percentages, we can see that even when male articles are far more, in the Amateur category there is only one. Compared to the three ones about women.

In term of the tone of the articles, there are not any noticeable differences between female and male articles. The only small relation we can see is the low amount of articles about critic on women sports, but this seem to be a general feature of the websites that dedicate more space to inform and praise because of their institutional nature.

Table 21. Gender of the article by tone

		Gender of the article							
		Female		Male		Mixed		Neutral	
		#	%	#	%	#	%	#	%
Tone	Critic	1	11,1%	8	88,9%	0	0,0%	0	0,0%
	Inform	124	15,6%	535	67,3%	72	9,1%	64	8,1%
	Praise	27	22,9%	86	72,9%	2	1,7%	3	2,5%
	Total	152	16,5%	629	68,2%	74	8,0%	67	7,3%

In terms of the Type of the articles, we can clearly see that female articles tend to be more a report of results than any other category and that there are fewer on the categories of Chronic or Interview that tend to have more deep or more interpretation of the author.

Males' articles tend to have a lot of the Interviews and Chronic than the other and Mixed Articles usually are more inclined to be Report of Results or an Event Update or Announcement than in their general

percentages. And Neutral articles are more dedicated to describe situation or changes.

Table 22. Gender of the article by Type

		Gender Article							
		Female		Male		Mixed		Neutral	
		#	%	#	%	#	%	#	%
Ty pe	Report result	61	22,3 %	17 3	63,1 %	3 9	14,2 %	1	0,4%
	Event update or announcement	34	15,1 %	14 4	64,0 %	2 8	12,4 %	1 9	8,4%
	Describe situation or change	42	14,6 %	19 7	68,6 %	2	0,7%	4 6	16,0 %
	Critic	0	0,0%	0	0,0%	0	0,0%	0	0,0%
	Interview	13	12,6 %	89	86,4 %	0	0,0%	1	1,0%
	Chronic	1	8,3%	11	91,7 %	0	0,0%	0	0,0%
	Other	1	4,8%	15	71,4 %	5	23,8 %	0	0,0%
	Total	152	16,5 %	62 9	68,2 %	7 4	8,0%	6 7	7,3%

And if we go further in the Interviews category and analyze the gender of the people interviewed, the female articles not always had a woman interviewed as we can see in the Table 21 (below). But in the case of the males, there is always a male interviewed but never a women was given the opportunity to speak.

Is important to pinpoint that this refers only to Interview Articles, since the general numbers of Females Interviewed will be reviewed after.

Table 23. Gender of the interviewed on Interview Articles

			Males Interviewed	Females Interviewed
			Mean	Mean
Type	Interview	Female	,15	,85
		Male	1,26	,00
		Mixed	.	.
		Neutral	1,00	,00

One of the main important results obtained in this investigation is the number of times the gender of the protagonists is reminded, and in the case of the females this is extremely frequent and it happens on an average of 1,64 times. While it is only expressed in less than a quarter of the male articles (.2432).

Also if we see the Standard deviation in female articles is high which means that there are some articles that mention a lot of times the gender. The more used words are often “woman” and “female” or their plurals, but also words like ladies or girls are used.

	Gender of the Article	N	Mean	Std. Deviation	Std. Error Mean
Words of gender	Female	152	1,6447	3,64193	,29540
	Male	629	,2432	,60752	,02422

Table 24. Words about gender by gender of the article.

Table 25. T-test of previous table

		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Words of Gender	Equal variances assumed	9,155	779	,000	1,401	,15308
	Equal variances not assumed	4,729	153	,000	1,401	,29639

One of the differences analyzed that didn't give results was the appearance words. Neither female nor male were usually described by their looks and the T-Test showed a non-significant results.

Table 26. Appearance words by gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Words about appearance	Female	152	,0329	,21276	,01726
	Male	629	,0270	,21318	,00850

Table 27. T-Test for previous table

		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Words about appearance	Equal variances assumed	,305	779	,761	,00587	,01926

Probably one of the biggest differences found and more meaningful for the study is the amount of opposite gender mentions on the articles. On

the male articles, the average says that only 8 out of 627 articles mention a woman. This is not even 2%.

But in women news it is completely the other way, by average half the women articles mention a man. The proportion between both is 40 times more men mention in female articles than women mentioned in male. This has a lot of significance because it shows how even in Female articles, men have a more predominant voice.

Table 28. Opposite gender mentions on female and male articles

	Gender of the article	N	Mean	Std. Deviation	Std. Error Mean
Opposite gender mentions	Female	152	,5132	,72775	,05903
	Male	627	,0128	,12574	,00502

Table 29. T-Test of table 24

		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Opposite gender persons mentioned	Equal variances assumed	16,274	777	,000	,5004	,0307

Related to the opposite gender comes the next two variables that are linked, the amount of males and the amount of females interviewed on each article. But first we had to do an ANOVA test to see if there was really significance between the results. As shown in table 26, it showed that there

was indeed a relation between the variables and that the logics could be established.

Table 30. ANOVA test on gender of interviewed

		Sum of Squares	df	Mean Square	F	Sig.
Males Interviewed	Between Groups	100,082	3	33,361	15,835	,000
	Within Groups	1936,156	919	2,107		
	Total	2036,238	922			
Females Interviewed	Between Groups	42,960	3	14,320	76,519	,000
	Within Groups	171,986	919	,187		
	Total	214,947	922			

An average of 1,08 men are interviewed in male articles, what can be translated as one per piece. Almost no women (0,03 on average) were interviewed for the masculine content.

In comparison, female articles have an average of 0,55 of women interviewed, a presence of less than one on each piece and almost half of the male presence in their own articles. Also males were more featured in female news, with an average of 0.18, six times more than their counterparts.

And in both of the other two categories, Mixed and Neutral, the average of males interviewed is quite superior to females. In both the average is around one man speaking by article. While female are almost not present (0.07) in Neutral articles and only 0,53 on Mixed.

4.3. Mixed Articles Analysis

The next four pictures are the best way to describe the differences between genders inside mixed articles

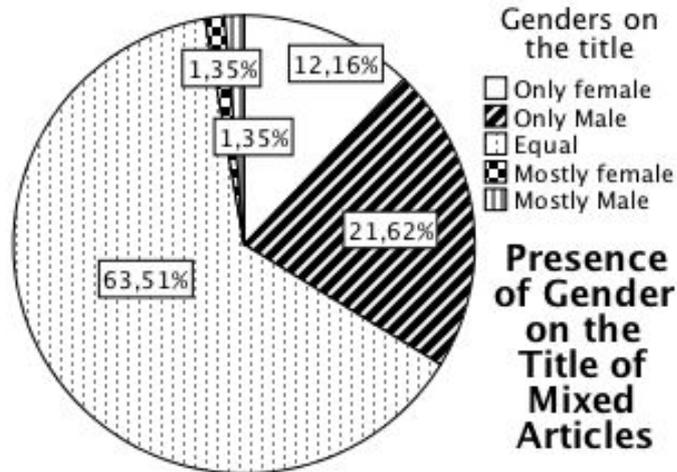


Figure 6. Genders on the title of mixed news

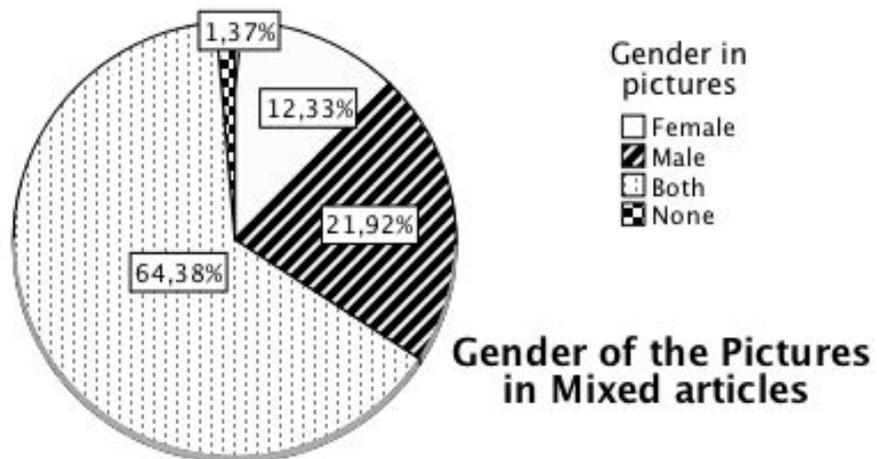


Figure 7. Gender of the Pictures on Mixed Articles

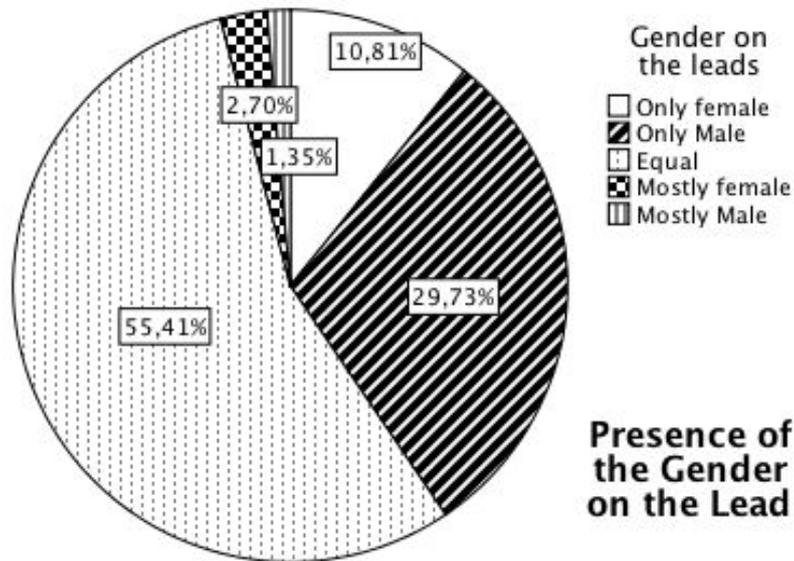


Figure 8. Gender on the Lead of Mixed articles

As we can see on the tree of them, equal presence in the Titles, Leads and pictures give a positive light to Mixed articles, where more than 50% have both genders represented in the three most notorious parts of any piece published.

But if we go to the second highest percentage in each of the graphics, we see that Males receive more preponderance. On Titles and pictures are around 21% of the articles that only have men portrayed and on leads it escalates even to 29%.

Articles with only females on titles or pictures are around half of that, with 12% in Pictures and Titles and only 10% in Leads.

And the fourth graph is even more direct, because it makes a comparison only between both genders and if we males are mentioned first on 58% of the Mixed news, a 17% more than females.

4.4. Results by Organization

Now the results are going to be divided by organization to showcase how each portrays women on their websites. The tables shown on each organization give information about the categories that were significant on each case. Since these are different on each one, the tables vary on size and content.

All the results are verified by a T-Test or an Anova test, with complete significance (under 0,05 parameters), except number of photos on IAAF and FINA that are nearly significant with (0,051 and 0,055 significance) respectively.

4.4.1. International Olympic Committee

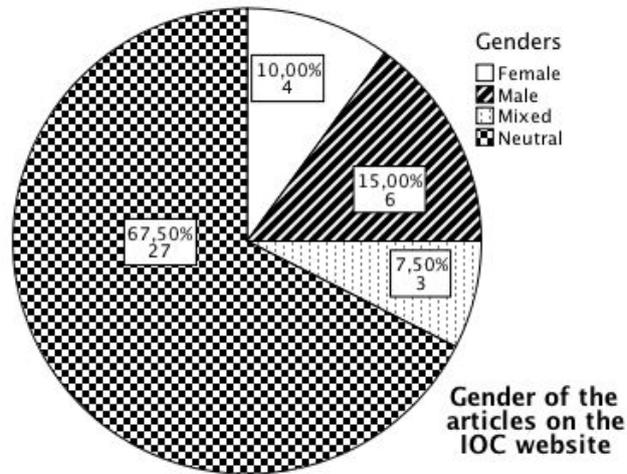


Figure 9. Gender of the articles on the IOC website

Table 31. General significant mean on IOC articles

Gender of the article		Words about gender	Males Interviewed	Females Interviewed
Female	Mean	3,0000	,5000	,7500
	N	4	4	4
	Std. Dev.	2,94392	,57735	,50000
Male	Mean	,3333	1,0000	,0000
	N	6	6	6
	Std. Dev.	,51640	,63246	,00000
Mixed	Mean	4,0000	,0000	,0000
	N	3	3	3
	Std. Dev.	4,58258	,00000	,00000
Neutral	Mean	,6296	,6667	,0741
	N	27	27	27
	Std. Dev.	2,18646	,73380	,26688
Total	Mean	1,0750	,6500	,1250
	N	40	40	40
	Std. Dev.	2,49499	,69982	,33493

The IOC website does not publish as frequent as most of the Sport Federations websites and most of the articles are actually focused on what the higher officials of the organizations do. That is why most of the content is categorized as Neutral (67.50%).

But even when there is a majority of Non Gender focused articles, still on the ones with a focus, there is still a male predominance. On terms of quantity there are six male articles to four female articles, and on Mixed Articles, male are mentioned first and more often in 2 out of 3 pieces.

In Neutral articles, there is also a clear male predominance on the amount of Males Interviewed compared to females. Men speak an average of 0.67 times per article, while women only 0.07. A proportion of 9 to 1.

And in female articles, 2 of them had a Male Interviewed only one less than Female Interviewed. And females are not even interviewed in all of their articles, while men speak in all of their articles.

In general what we can say for the IOC website is that if we stick with only quantity, it does well with not big differences between male and female. But if we go inside of the articles and we analyze of the voice of both is clear that there are big differences and especially in Neutral articles that are the biggest majority of it.

4.4.2. Football Associations International Federation

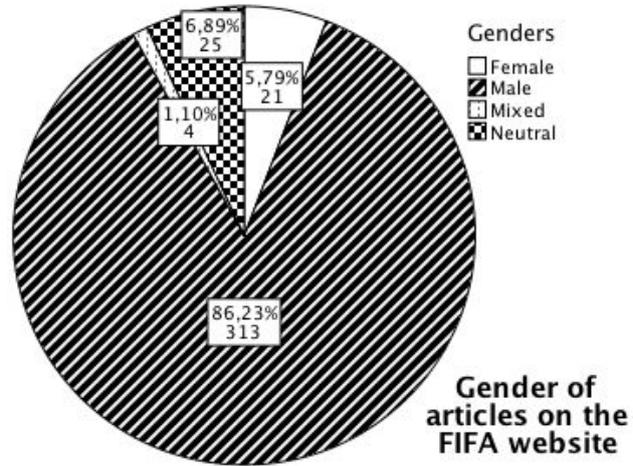


Figure 9. Gender of the Articles on the FIFA website

Table 32. General significant means on the FIFA articles

Gender of the article		Number of photos	Words about gender	Other gender mentioned	Males Interviewed	Females Interviewed
Female	Mean	1,0000	6,9048	,2857	,1905	,7619
	N	21	21	21	21	21
	Std. Dev.	,0000	7,39530	,64365	,40237	,99523
Male	Mean	1,0767	,2843	,0064	1,2588	,0032
	N	313	313	313	313	313
	Std. Dev.	,7253	,63471	,07981	1,58523	,05652
MIXED	Mean	5,7500	,2500	,0000	6,5000	1,0000
	N	4	4	1	4	4
	Std. Dev.	6,1846	,50000	.	8,26640	1,41421
Neutral	Mean	1,6000	,0800	,0000	1,6000	,1200
	N	25	25	11	25	25
	Std. Dev.	3,0000	,40000	,00000	3,41565	,60000
Total	Mean	1,1598	,6529	,0231	1,2782	,0661
	N	363	363	346	363	363
	Std. Dev.	1,2731	2,40641	,18506	1,97281	,37318

FIFA website is the one with the biggest differences between men and women portrayal in both ways, quantity and quality. Male articles are giving a high primary position that is noticeable in the Covers and inside the articles.

In term of articles, men occupy an 86,23% of the quantity. This is way higher even than the traditional media percentages that tend to be in newspapers or TV online publications. While Female only have 5.7% of the news articles and have even less than Neutral news.

Inside female articles, words about gender are mentioned 6,90, while in the other gender it is mentioned 0,28 times per articles on average. A 24 times difference. A man is mentioned in 0,28 times in female news but female is mentioned in 0,006 of the male articles, two times in 313 articles.

In the 313 male articles also only one women was interviewed, while men are interviewed 4 times for 21 female pieces. And on average female only talk 0,76 times in each article, which means less than once per publication. While men do it 1,26 times per article, so there is a clear difference between both.

And another notorious difference is in Mixed Articles, where 6,5 men spoke n average but only one female did. Same happens in Neutral ones, where males declare 1,6 times while female only did 0,12 of the times, ten times less.

4.4.3. Basketball Associations International Federation

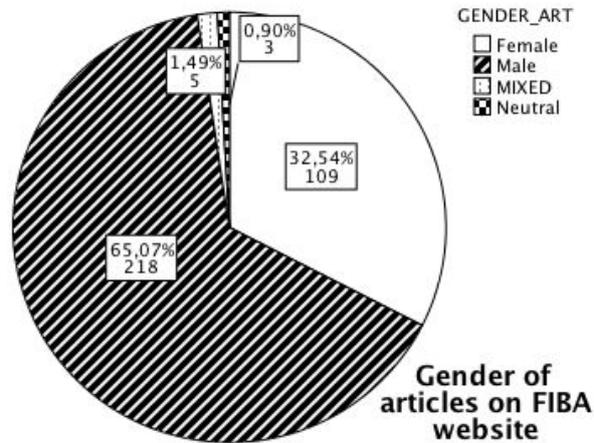


Figure 10. Gender of the articles on FIBA website

Table 33. General significant means of FIBA articles

Gender of the article		Words about gender	Other gender mentioned	Males Interviewed	Females Interviewed
Female	Mean	,6422	,5413	,1560	,4220
	N	109	109	109	109
	Std. Deviation	1,22869	,72689	,41218	,61303
Male	Mean	,1743	,0092	,9633	,0000
	N	218	218	218	218
	Std. Deviation	,53183	,09556	1,15544	,00000
Mixed	Mean	4,8000	,0000	1,4000	,4000
	N	5	4	5	5
	Std. Deviation	5,35724	,00000	2,60768	,89443
Neutral	Mean	,3333	,0000	1,3333	,0000
	N	3	3	3	3
	Std. Deviation	,57735	,00000	,57735	,00000
Total	Mean	,3970	,1826	,7104	,1433
	N	335	334	335	335
	Std. Deviation	1,16614	,48971	1,07630	,41355

FIFA and FIBA were the websites that published most articles with both being the only organizations with more than 300 on the period of analysis, but they have completely different numbers on every comparison between female and male.

FIBA has the least differences between both genders, but still if we look at the percentages, men news are exactly the double than women ones, but at least the percentages are way better than in traditional media with a 32.54% of coverage for female sports.

But when we go inside the articles, the differences tend to get bigger as in the other organizations. For example, with only average a 0,422 women speaking on each article. This means that more than half of the articles do not give voice to any female. While in men article that same proportion raises to 0,963, more than double and a number that means that almost one of them speaks on every article.

Another important significant statistic is the amount of males that is mentioned of female articles (0.54), which means half of the pieces include the mention of masculine sources. As in other organizations, the presence of females on male articles is almost non-existent.

In Mixed and Neutral articles the difference is also relevant, with Male speaking around 1,4 times per publication in both and women only given voice 0,4 times in Mixed and none in Neutral ones.

So the FIBA makes a good effort to portray female basketball in their website with a lot of news from Africa and Asia. The covers also usually have presence of both gender and the articles are more balanced than the rest of the organizations. This is remarkable but inside the articles we still see a lot of differences that put women in a secondary position.

4.4.4. International Cricket Council

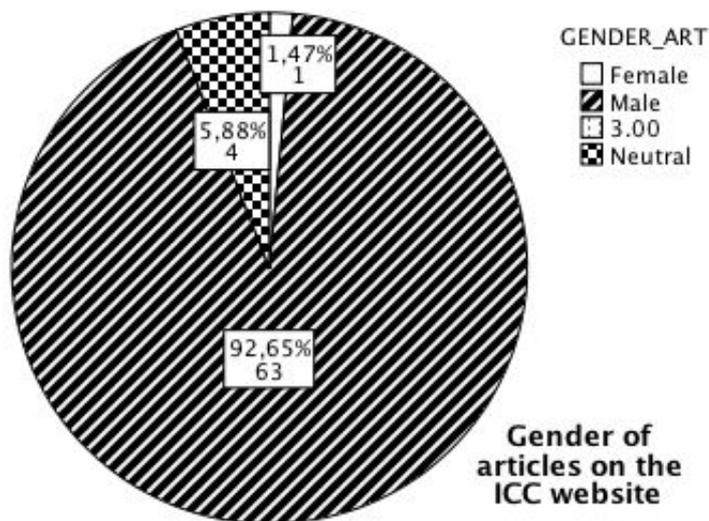


Figure 12. Gender of the Articles on the ICC website

Table 34. General significant means on ICC articles

Gender of the article		Paragraphs	Words about gender
Female	Mean	13,0000	2,0000
	N	1	1
	Std. Dev.	.	.
Male	Mean	11,1746	,0794
	N	63	63
	Std. Dev.	5,38379	,27248
Neutral	Mean	22,0000	,0000
	N	4	4
	Std. Dev.	27,78489	,00000
Total	Mean	11,8382	,1029
	N	68	68
	Std. Dev.	8,24551	,35153

As in FIFA, but in a least volume, ICC has abrupt differences between Male articles and Female articles in quantity. It is easy to explain it, on 30 days the ICC published only one article about women and 63 about men. 63 to 1.

This causes that the rests of the variables suffer to attain significance and in the end only the amount of paragraphs and the words about gender achieve the necessary values to be represented.

4.4.5. Athletics Associations International Federations

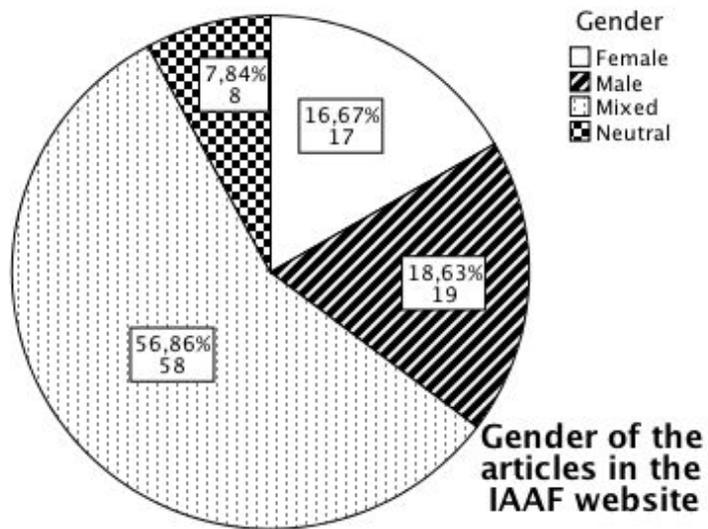


Figure 11. Gender of the articles on the IAAF website

Table 35. General significant means of IAAF articles

Gender		Paragr.	# of photos	Words about gender	Males Interviewed	Females interviewed
Female	Mean	16,7059	2,8235	1,2353	,1765	,9412
	N	17	17	17	17	17
	Std. Dev.	7,7843	2,0687	1,0914	,39295	,65865
Male	Mean	15,1053	3,1579	,7895	1,0526	,0526
	N	19	19	19	19	19
	Std. Dev.	9,3624	2,9110	1,1822	,62126	,22942
Mixed	Mean	19,7586	2,1552	4,7719	,5000	,4828
	N	58	58	57	58	58
	Std. Dev.	6,5166	1,4725	3,5406	,80022	,65538
Neutral	Mean	7,6250	1,2500	,0000	,5000	,0000
	N	8	8	8	8	8
	Std. Dev.	3,6228	,7071	,0000	,75593	,00000
Total	Mean	17,4314	2,3824	3,0495	,5490	,4412
	N	102	102	101	102	102
	Std. Dev.	7,8696	1,930	3,3804	,75291	,63828

The IAAF does not have as much volume as the FIFA or the FIBA, but is the one with the closer percentages in quantity of all the investigation. Only two percent divides the Male articles and the female articles. And a 56,86% are mixed articles that include both genders, which means women athletes are represented in 73,53% percent of the articles.

Inside the articles, there are differences between men and women but are not as notorious as in the other organizations. Female are interviewed in their own articles almost in the same average as men are in theirs. And they

are also almost equal in interviews in Mixed articles, the vast majority on the website.

The words about gender do not have abnormal differences like in other organizations, and are way less abrupt than in the general average. And in the number of paragraphs, female have a higher average than male. The only main difference in favor of men is in the amount of photos but only of 0,3 in the averages.

4.4.6. Swimming and Associates International Federation

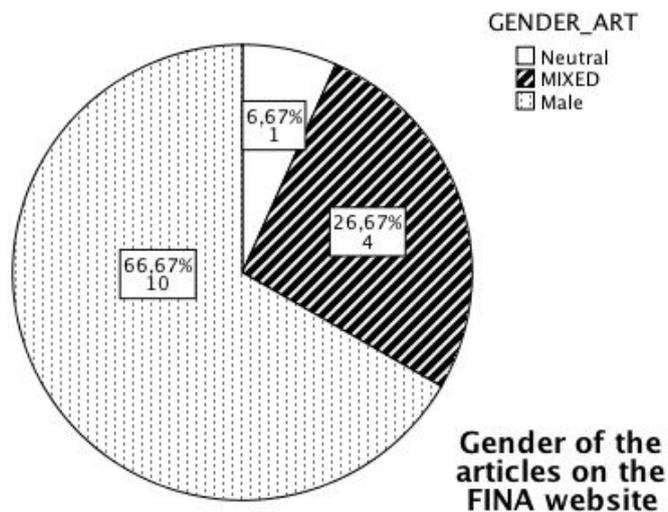


Figure 12. Gender of the articles on the IAAF website

Table 36. General significant means of FINA articles

Gender		Number of photos	Words about gender	Other gender mentioned	Males Interviewed	Females Interviewed
Male	Mean	5,9000	,4000	,0000	,0000	,0000
	N	10	10	10	10	10
	Std. Dev.	2,92309	,69921	,00000	,00000	,00000
MIXED	Mean	2,0000	11,750	NA	2,0000	1,2500
	N	4	4	NA	4	4
	Std. Dev.	,81650	6,5510	NA	,81650	1,5000
Neutral	Mean	2,0000	,0000	NA	,0000	,0000
	N	1	1	NA	1	1
	Std. Dev.	.	.	NA	.	.
Total	Mean	4,6000	3,4000	,0000	,5333	,3333
	N	15	15	10	15	15
	Std. Dev.	3,04256	6,0568	,00000	,99043	,89974

The FINA is the organization on the study with lower amount of articles published, 15, and none of them were about female athletes on specific. This complicates the analysis between the genders. The only possible statement that can be infer is that words about gender are scarce on Male articles but when women get involved on Mixed ones it grows considerably by 29 times.

The other comparison in Mixed publications is the amount of interviewed by each gender, with men averaging 2 per piece and women only 1,25.

Chapter 5. Conclusions

5.1. Summary

All the percentages of quantity of the articles about females and males made it clear that if it was a movie, men are the protagonists of the story and women are only a second tier character in the story we get every day from these six Sport Organizations.

So even when in the last Olympics there was almost equal presence of men and women, these websites do not seem to portray that. If FIFA has only 5% of their articles about women, then how can their Women Tournaments receive more support? And if not even the people in the same organization do not promote their sport, how can female athletes get promotion, fill stadiums and get more sponsorships.

Numbers of this difference are so notorious and negative, that the ICC website has less coverage of their female participants than the Sport Illustrated had about women on a period from 1957-1984. Back then men received 90% of the coverage but the ICC give 92% to them. (Duncan & Messner, 2002)

This could help what Pfister (2011) said about how women teams are undervalued compared to their real audiences and that this tarnish their development for the future.

But why does this happen? In traditional media, a lot of times the justification to portray more male sports is that they have more followers, so men articles get more readers and by that newspapers or TV Stations can get more money from advertisement. (Creedon, 2002).

These websites don't have any advertisement, so this can't be the reason they give so much preponderance to male articles. Creedon (2002) also argues that one of the reasons why sport news are dominated by male is because the Sport Media and the Sport Industry have only men on the head of their pyramids. And this could apply to Sport Organizations as well, where the highest officials tend to be males.

This is obvious on this investigation while we analyze the IOC articles, especially the Neutral ones that talk about actions taken by the organization. These articles had an average of 0,6 of males speaking while less than 0,1 and usually were the president of the organization or other members of the highest level of the structure.

Another factor that could influence the less participation of females in interviews for articles is that a lot of women teams are trained by men and when someone has to speak for the team is usually the coach.

Coaching is still seen as a male profession. Even sometimes in equality of conditions, those directing the selection process on a position use

subjective criteria to select men and that makes that regardless of the gender of the athlete, female coaches have less possibilities of reaching the higher levels (Wilkerson, 1996).

Another of the factors that usually causes differences between genders in the content is the gender of the writer. On this investigation the majority of the authors are unknown, but in cases like the FIBA where all the columnists are Male, this could be related in why most of the articles about females are only about reporting results and do not go to other genres like interviews or chronicles.

5.2. Major Findings

Although general results can give a whole picture, we can also see huge differences between each organization. And if there are some that do a better job and are not the biggest one like the IAAF that does not has as much members, income or followers as FIFA; its reasonable to question why that happens.

We can categorize on a tree by how much percentage of their articles are dedicated by gender and we get this result.

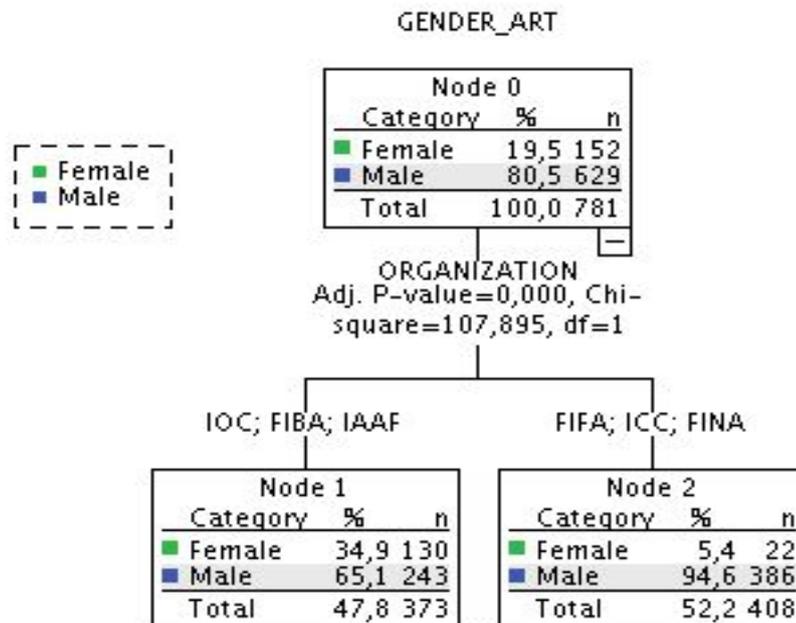


Figure 15. Tree of classification by differences between female and male

But to make a better comparison organizations and to include both of the research question into one element we created the next Chart.

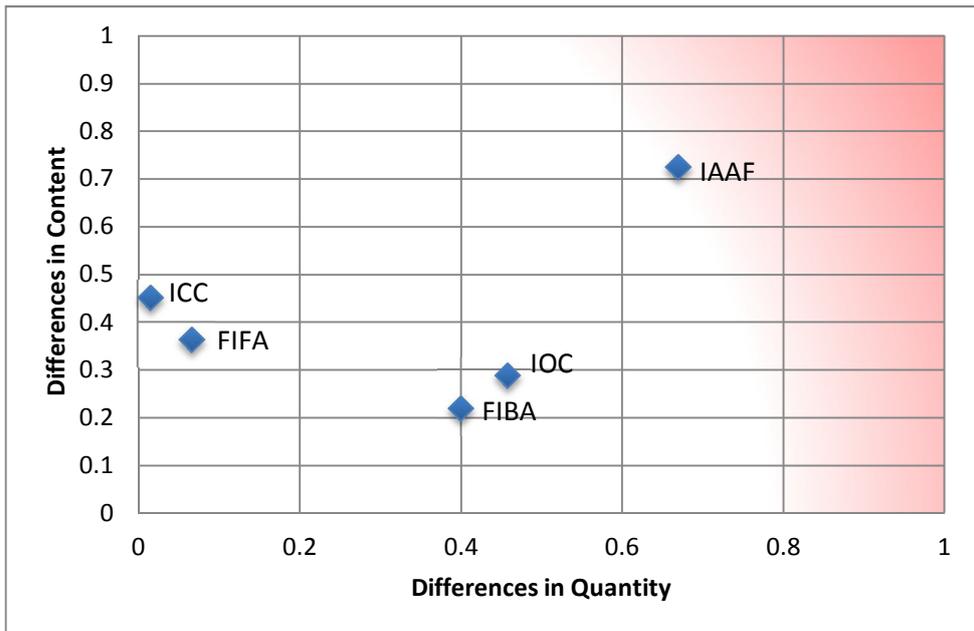


Figure 13. Graphic about the equality between genders on five Sport Organization publications during a month

For the figure 19, it was necessary to create the two axis. One about quantity and the other about differences in the content that are significant during the investigation. The FINA does not appear in the chart because since it did not publish any female article during the month studied, it could not be placed in the Content Axis.

The differences in content were calculated with the average means presented in the Section where each organization was analyzed. This means that only categories with significant results on each one were analyzed.

So the way to calculate this one was to grab the lower mean between of both genders in each category and divided between the higher, after add made an average between all the categories and get a result between 0 and 1.

For the quantity category it was a bit elaborated. We had to consider mainly the female articles and the proportion between the male articles but it was necessary to include the mixed articles too that have male and females on it.

$$\frac{\frac{\text{Total Female articles}}{\text{Total articles}} + \frac{\text{Average of females mentioned in Mixed Articles}}{\text{Average of persons mentioned in Mixed Articles}} \left(\frac{\text{Total of Mixed Articles}}{\text{Total Articles}} \right)}{\frac{\text{Total Male Articles}}{\text{Total Articles}} + \frac{\text{Average of males mentioned in Mixed Articles}}{\text{Average of persons mentioned in Mixed Articles}} \left(\frac{\text{Total of Mixed Articles}}{\text{Total Articles}} \right)}$$

The equation as in the previous data only oscillates between 0 and 1 if there is inequality against women, with 1 being the result if perfect balance is found. It also gives the amount of weight necessary to all the articles and helps to give a total description in terms of quantity about an organization website.

When we look at graph we can analyze the differences between each organization, how the ICC and FIFA have the biggest differences in term of quantity, almost at the verge of the graph.

IOC and FIBA do better in terms of quantity but their content is not as strong, especially in terms of women getting a voice in their own articles and amount of male intervention in them.

The one that does a good work is the IAAF, with strong numbers in quantity and content, almost doubling the other four organizations numbers and approaching the right and top border of the chart.

5.3. Limitations

The main limitation of this investigation is the time analyzed, one month. This period is enough to get a picture of a moment, but it is impossible to see progression lines or differentiation between seasons of moments that an organization can go through.

That limit of time also affects in the quantity of the articles. This harms the significance of some results especially in those organizations that do not publish with frequency like FINA that only delivered messages about two major tournaments that they did during those days.

The third limitation is the lack of knowledge about the writers of the articles in most of the cases, this does not allow to do major associations between writers and gender or other variables of the articles.

And the last limitation is the lack of analysis of the photographs because only the quantity was analyzed about it and not the content of them like other investigators had done in traditional media.

5.4. Future Research

This investigation should start as a stepping-stone to analyze all the sport organizations and what they deliver to the public on their online channels. From major organizations to local organizations can be studied and placed on the graphic at the conclusions.

It can also be done periodically to see if an organization is improving with time or if it stuck in an unbalance between genders. For example, one year from now, we could make the same study to FIFA to see if they have an improvement in the quantity of Female articles released.

Another possibility is to turn to social media, and made a similar investigation about how much of this content and in what proportion by gender reach those who follow the FIBA on Facebook or Twitter.

Not only gender can be examined, also nationality and race on the articles published by International Sport Organizations can give interesting results that at the end can help improve diversity in Sports.

The Audience can also be studied, and how they react different to gender news on these websites or social media, how many comments or

likes of difference are between genders and if this reflects in the amount of articles each organization publishes.

Also could be important to analyze how these organizations choose what messages to deliver, what are the processes on the Media offices and if they have policies to deliver more balanced content.

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Appendix

Appendix 1. Investigation Protocol for Websites

1. Only the Sport Organization main page and news page should be coded (no links or individual sport team pages should be included);
2. All article, multimedia, and photographs measurements should be analyzed, hopefully before any edition after publication
3. All units of measurement should be measured in an order from the top of the page (first) to the bottom of the page (last). In the case that two items are evenly distributed vertically, the coder should measure the items farthest left first and the items farthest right last;
4. Article length will include any quote outside of the main body and count it like a paragraph.
5. Articles should only be measured if they include a heading or a title;
6. Cover Pages that feature multiple “rotating” articles/photographs will only take into consideration the ones visible to the person without any click.
7. If the article is in the “non-scroll” area of the web page, the unit of measurement should be coded as “non-scroll”. For the investigation it will

be used a 13-inch monitor on a laptop which is the most common size on the market.

8. Audio or video content included on the home web page should be coded as multimedia content;

9. In cases of articles, administration related issues would not be examined since they are not related to the core of sports, which is the part of the analysis we want or this investigation.

10. Press releases pages would not be included in the investigation since they are not directed to the public, main stakeholder this investigation considers.

11. The investigation would only look at the desktop configuration of the website, not into the mobile since this is less popular around the world and also usually includes less material.

12. In case the article is talking about the head member of an organization or any person in a hierarchy position, it would be qualified as neutral since the person is actually representing the organization and not him as a person. The only exception is when it refers to his personal life or a decision that is not related to the organization purposes, like retirement, dismissal or vacations.

13. The gender of the article would be determined by the sport and not by the person that is talking, for example, if it is an interview with the male coach of a female national team, the gender would be considered female.

Appendix 2. News Site Codebook

1. Amount of articles/elements on the page
 - a. Amount of female articles
 - b. Amount of male articles
 - c. Amount of mixed articles
 - d. Amount of neutral articles
2. Amount of articles on the non-scroll area
 - a. Amount of female articles
 - b. Amount of male articles
 - c. Amount of mixed articles
 - d. Amount of neutral articles
3. Gender of the first article on the website
4. Number of articles with photo
 - a. Amount of female articles with photo
 - b. Amount of male articles with photo
 - c. Amount of mixed articles with photo
 - i. Mixed articles with a female photo
 - ii. Mixed articles with a male photo
 - d. Amount of neutral articles with photo

Appendix 3. Article Codebook

To all the news

1. Gender of the article (Male, Female, Mixed, Neutral)
2. Gender of the Author (Male, Female, unspecified)
3. Number of paragraphs
4. Photograph
5. Video
6. Group or individual
7. Major level or youth
8. Intention (Critic, information, highlight or praise)
9. Type
 - a. Result report
 - b. Announcement or update on future event
 - c. Describes situation or change
 - d. Critic
 - e. Interview
 - f. Chronicle
 - g. Other
10. Amount of times words for gender (women, men, female male)
11. Amount of words referring to the appearance of the athletes

12. Mention of any member of the opposite sex as source or to compare

13. Amount of people interviewed

a. Amount of males

b. Amount of females

In case of mixed news

14. Gender of the first person mentioned

15. Presence of the genders

Place	More female presence	More male presence	Equal	Times a female is mentioned	Times a male is mentioned
Title					
Picture					
Lead (Para 1)					
Body					

국문 초록

주요 국제 스포츠 기구의 웹사이트에 나타난 성차: 뉴스를 중심으로

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새로운 기술의 발달로 인하여 스포츠 조직들은 새로운 형태의 커뮤니케이션 도구를 사용할 수 있게 되었다. 이 중 대표적인 두 가지 형태는 웹사이트 홈페이지를 활용하는 방법과 소셜미디어를 활용하는 방법이다. 그러나 이러한 스포츠 조직들의 커뮤니케이션에서 중요한 구조로서 양성 평등에 관해서도 똑 같은 상황에 직면하게 된다.

이에 따른 본 연구의 목적은 6개의 주요 국제 스포츠 기구에서 제공하는 기사자료들에서 나타나는 성차를 분석하는 것이다. 구체적으로 국제올림픽위원회, 국제축구연맹, 국제농구연맹, 국제크리켓협회, 국제육상연맹 및 국제수영연맹을 대상으로 조사하였으며

총 282개를 커버하는 925개의 기사를 활용하였다.

연구결과 여성의 경우 오직 10%수준에서만 기사로서 다뤄지는 것으로 나타났다. 또한 일반적으로 여성이 남성에 비해 적은 분량으로 나타났으며 이는 기사의 크기와 사진유무, 비디오 등의 멀티미디어 유무 등에서도 유사하게 나타났다.

기관별로 살펴보면 국제올림픽위원회와 국제농구연맹은 양적 측면에서 비교적 평등한 모습을 보였으나 인터뷰 등 여성의 목소리를 나타내는 기사는 부족하였다. 육상의 경우 다른 기구들에 비해 여성의 기사를 4배 정도 더 커버하는 것으로 조사되었다.

그러나 일반적으로 뉴미디어를 통한 기사제공의 경우 전통적인 미디어에 비해 더 적은 분량을 커버하는 것으로 나타났으며 이러한 여성 스포츠 이벤트에 대한 적은 주목도는 여성 스포츠에 대한 인기 감소와 미디어 노출 감소 및 스폰서와 연봉의 감소로 이어지는 것으로 추정된다.

주요어: 국제스포츠단체, 성차, 웹사이트, 여성, 성불평등, 내용 분석, 여성스포츠

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