

IF YOU CAN'T SEE IT... YOU CAN'T BE IT



An examination of Canada's sport news coverage on Twitter

While past research has examined televised sport news coverage, an increasing percentage of the population now looks to social media as a primary source for news (Gottfried & Shearer, 2016). The purpose of this research was to examine the presentation of Canadian sport news on Twitter through an analysis of the country's top sport news sources. Specific to sport participation, we argue that the media has the ability to significantly shape sport perceptions by way of the news stories they elect to cover and the athletes they choose to highlight. By extension, if women's sports are more visible in sport news coverage, female sport participation might become more normalized.



3% of all coverage dedicated to women's sport among local network affiliates

2% of ESPN's SportsCenter devoted to coverage of women's sport

(Cooky, Messner, & Musto, 2015)



68%
OF THE POPULATION REPORT GETTING NEWS ON SOCIAL MEDIA



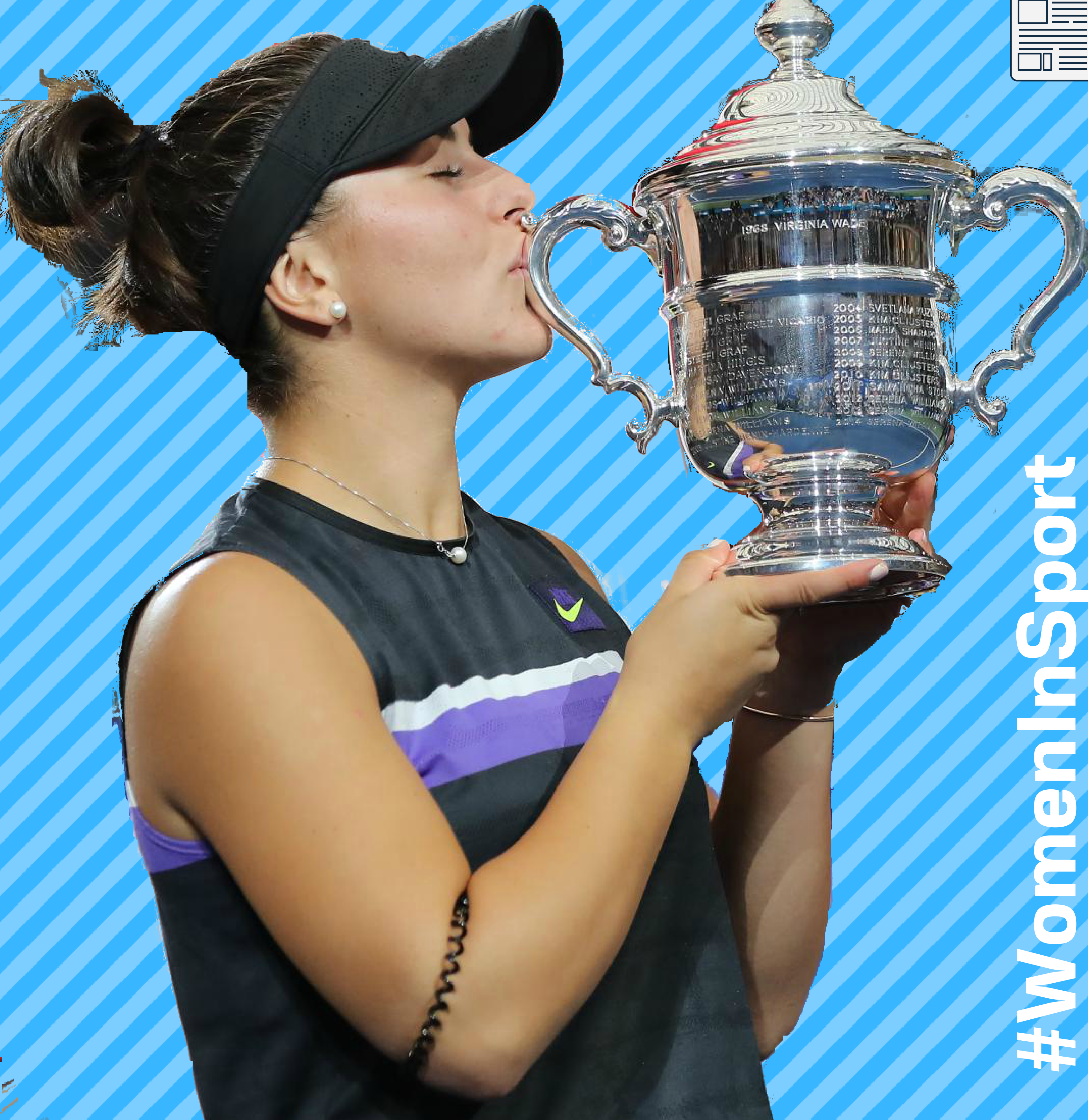
84%
OF GENERAL SPORTS FANS ARE INTERESTED IN WOMEN'S SPORTS

"The vast majority of sport media coverage has been found to focus on men's sport and male athletes"

(Adams & Tuggle 2004; Bernstein, 2002; Billings & Young, 2015; Caple, Greenwood, & Lumby, 2011; Cooky, Wachs, Messner, & Dworkin, 2010; Daniels, 2008; Eastman & Billings, 2001; Etling & Young, 2007; Farred, 2000; Kane, LaVoie, & Fink 2013; Kian, Vincent, & Modello, 2008; Koivula, 1999; LaVoie, Buysse, Maxwell, & Kane, 2007; Righter-McDaniels, 2014; Sheffer & Shultz, 2007; Tuggle, 1997; Turner, 2014; Webber & Carni, 2013; Whiteside & Hardin, 2012)

Method

Data includes two, one-week sampling periods taken in July 2018 & January 2019. Static posts, images, gifs, links and videos were analyzed. A deductive coding protocol was applied based upon an adaptation of the Cooky et al. (2015) framework with modifications made to accommodate the Twitter context.



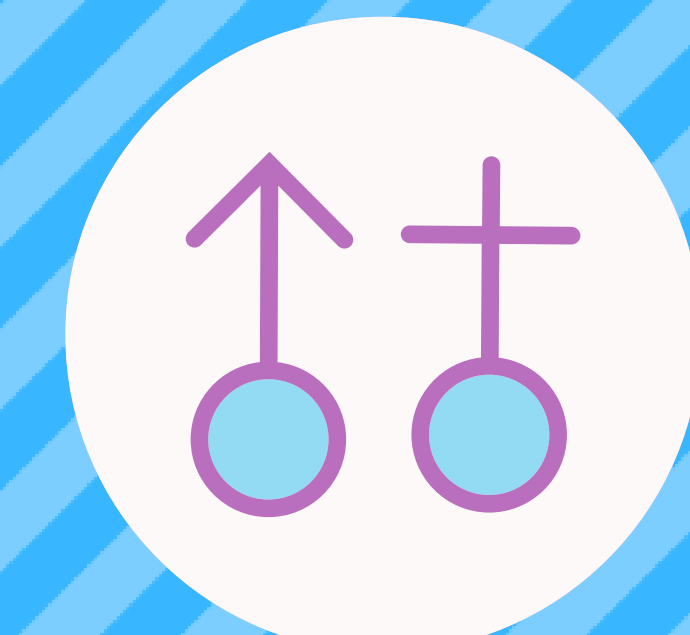
#WomenInSport



4% of all Twitter coverage dedicated to women's sport among Canadian sport broadcast networks



10% of all Twitter coverage dedicated to women's sport among top circulated Canadian newspapers



gender of source

96%
neutral

4%
male

0.003%
female



@katelebel
@SportMgmtProf