

Le sport chez les filles et les femmes : de la recherche à la pratique

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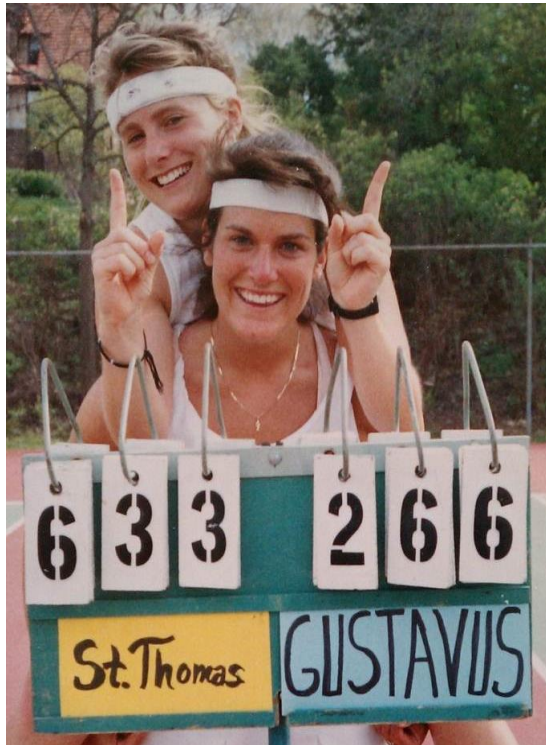
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Blogue/site Web : nmlavoi.com

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femmes profite à tous.

™ Wellesley Centers for Women



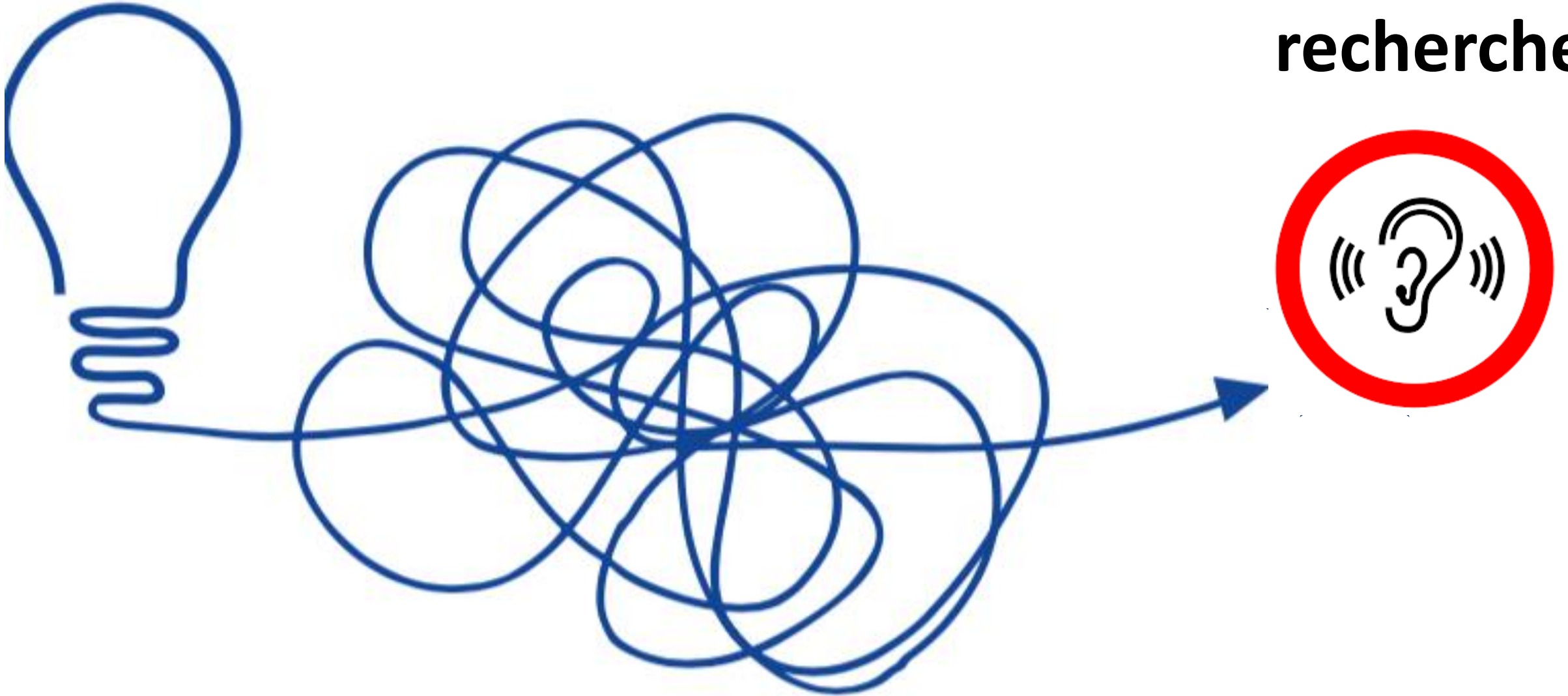
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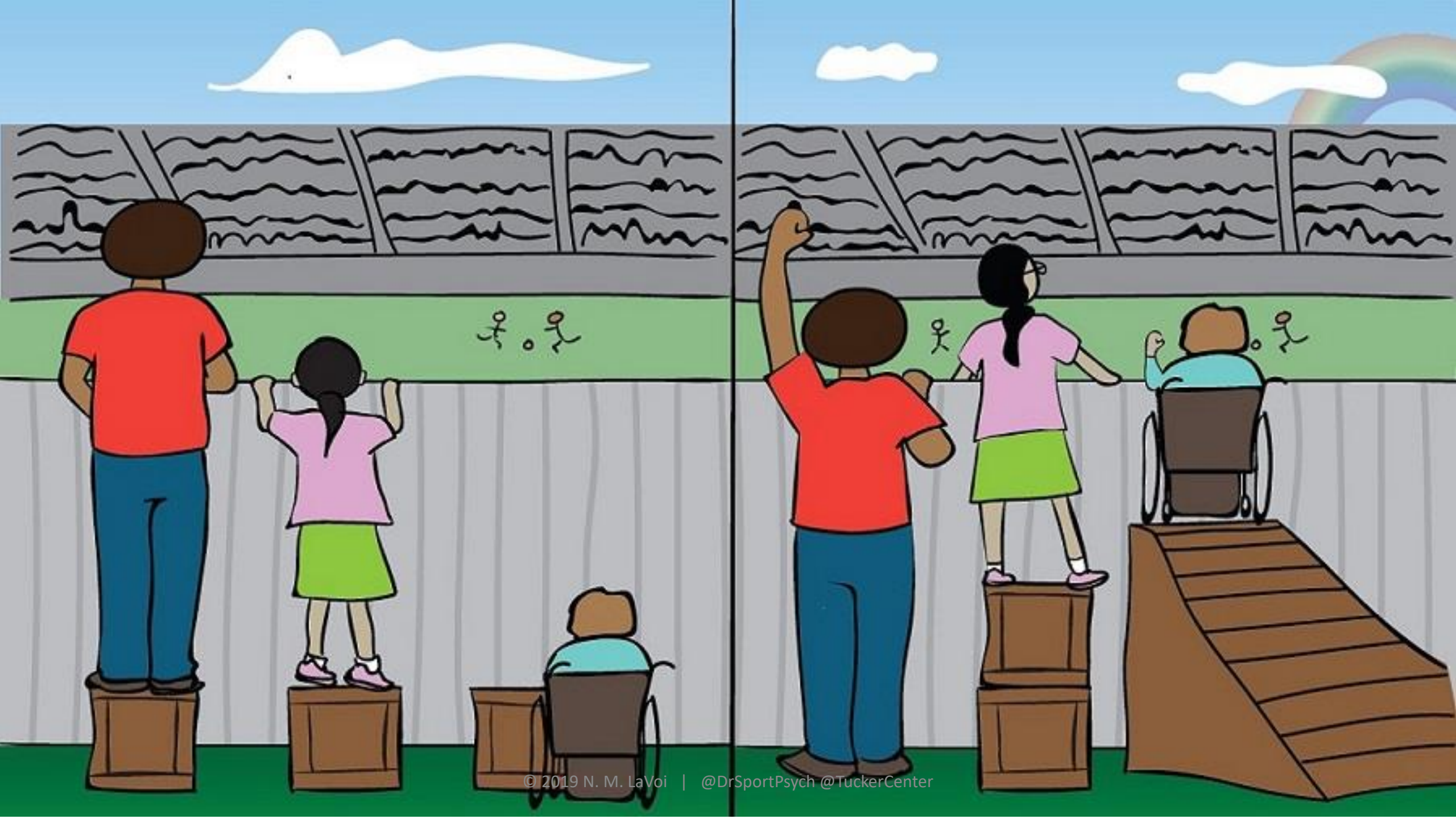
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Comment trouvez-vous vos idées de recherche?



Puissent tous les bancs se vider.



lisez les *données!*

pourquoi les femmes et les filles sont importantes

le dialogue

entre les gens

le concept

des obstacles

à rendre compte aux institutions et aux décideurs

des idées fausses

sur des médias sociaux

pour aider les femmes à réussir

le suivi des progrès et des reculs

des histoires

de changement social



Processus pour passer de la recherche à la pratique

PROBLÈME

DONNÉES

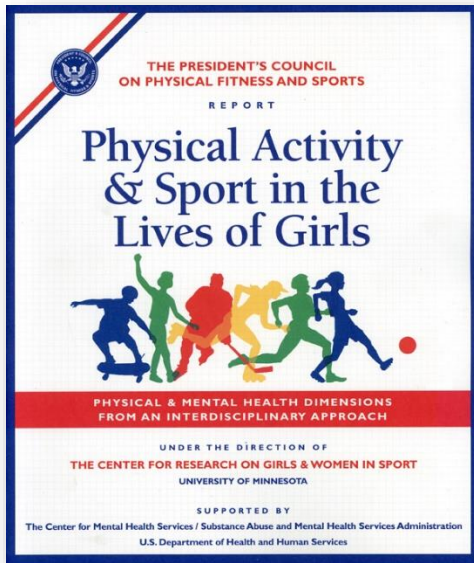
DIFFUSION

Questions et
commentaires
sur les constatations

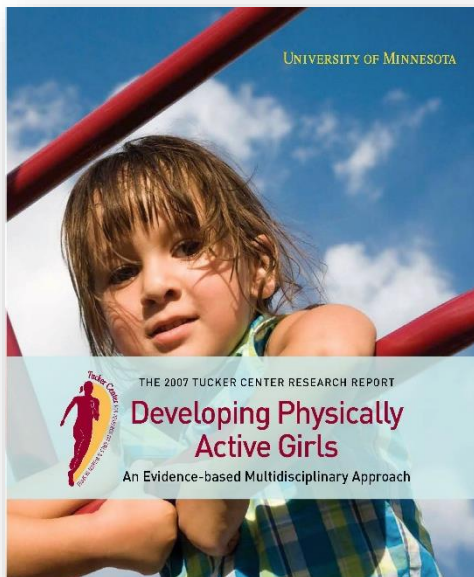
Revue à comité de lecture
Sensibilisation pédagogique
Bulletins
Rapports
Infographies
Médias sociaux
Communiqués
Entrevues dans les médias
Balados et blogues

Domaines de recherche du Tucker Center

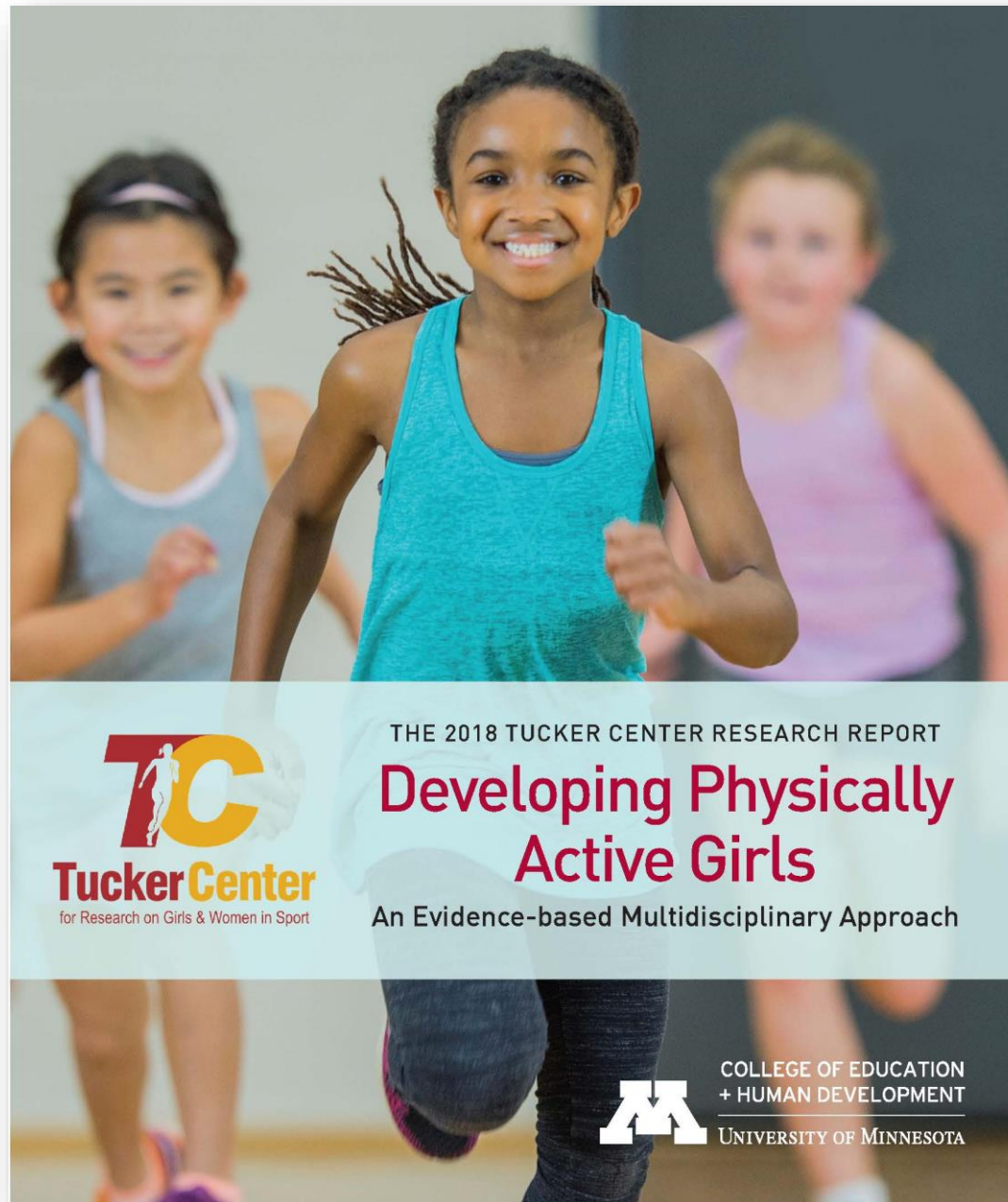
- Activité physique chez les filles
 - Rapport de recherche du Tucker Center : Encourager les filles à faire de l'activité physique
 - Projet de conception de vêtements pour les filles originaires d'Afrique de l'Est
- Femmes leaders dans le domaine du sport
 - Mères-entraîneuses
 - Bulletin des collèges pour la place faite aux entraîneuses
 - Fausses idées reçues
- Portrait dans les médias spécialisés dans le sport
 - Recherche sur la réception par le public



1997



2007

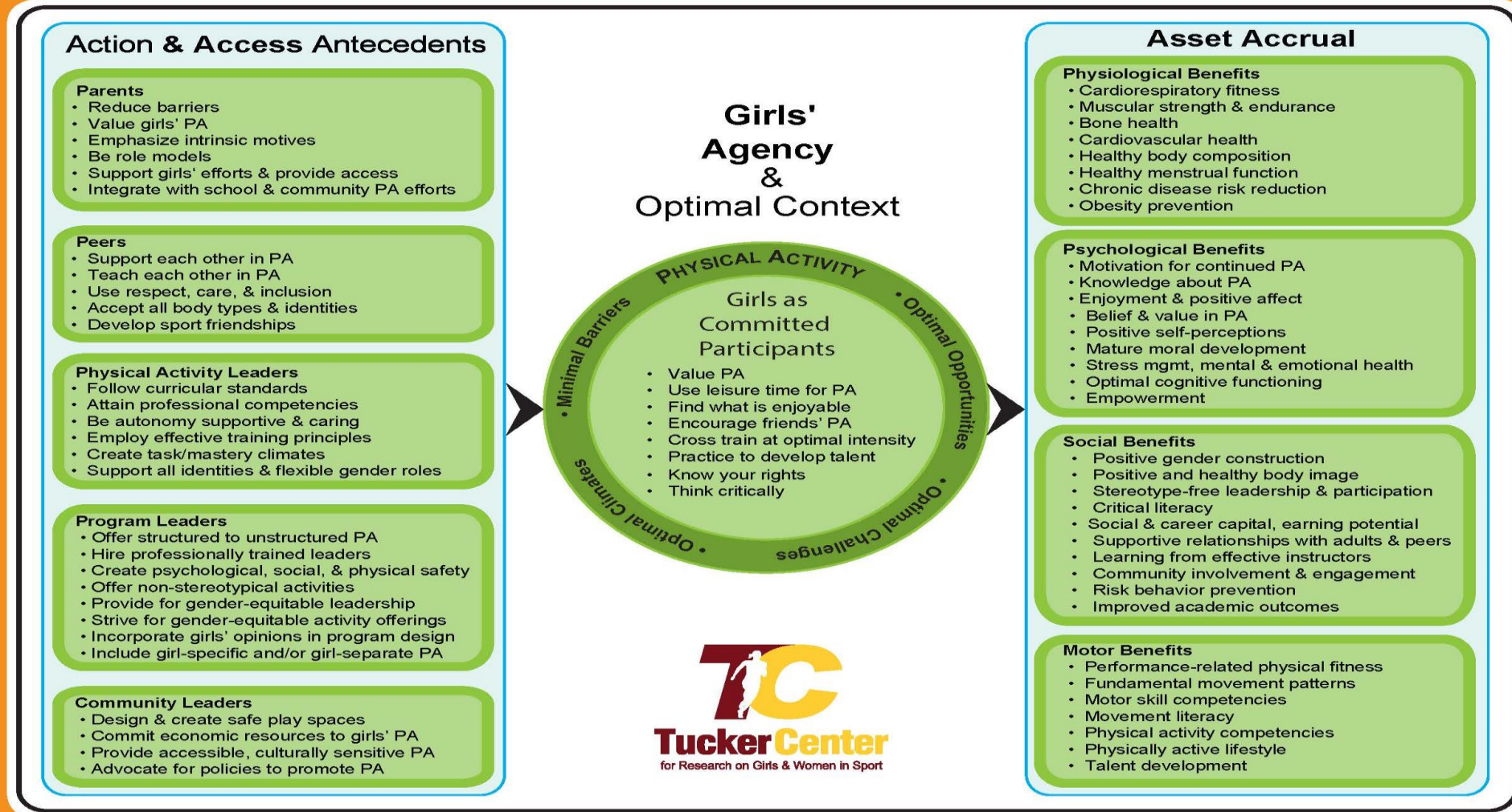


2018



Developing Physically Active Girls

An Evidence-based Multidisciplinary Approach



An Evidence-based Multidisciplinary Model for Developing Physically Active Girls, 2018

Modified from Wiese-Bjornstal, D. M., & LaVoi, N. M. (2007). Chapter 5: Girls' physical activity participation: Recommendations for best practices, programs, policies, and future research. In M. J. Kane & N. M. LaVoi (Eds.), The 2007 Tucker Center Research Report, Developing physically active girls: An evidence-based multidisciplinary approach (pp. 63-90). Minneapolis, MN: The Tucker Center for Research on Girls & Women in Sport, University of Minnesota.

Quels obstacles à l'activité physique les filles ayant immigré d'Afrique de l'Est rencontrent-elles?

(Thul, 2012; Thul et LaVoi, 2011; Thul et Mohamed, 2018)



**« Les garçons
sont juste à
côté, il faut le
porter. »**



(Une athlète étudiante musulmane est disqualifiée pour avoir porté le hijab durant une course)

Muslim Student Athlete Disqualified From Race for Wearing Hijab



24 oct. 2019





Projet 2 : Programme d'activité physique mère-fille

Conception de vêtements en collaboration



WOMEN'S
SPORTS
FOUNDATION

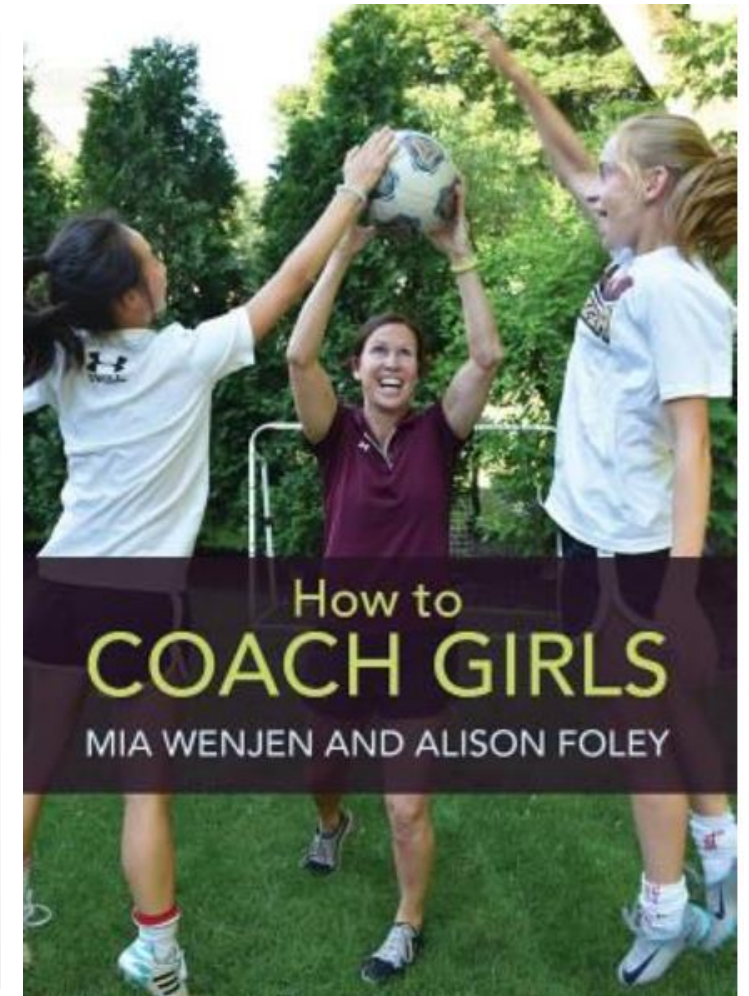
COACHING THROUGH A GENDER LENS:

Maximizing Girls' Play and Potential

April 2019

A Women's Sports Foundation Report

www.WomensSportsFoundation.org • 800.227.3988



Comment devrions-nous entraîner les filles?



**Quelle perception
de nombreux
entraîneurs
ont-ils
des athlètes
de sexe
féminin?**

Le « problème » de l'entraînement des filles : titres de chapitres

LaVoi, Becker et Maxwell (2007). « Coaching Girls » : A Content Analysis of Best-Selling Popular Press Coaching Books

- **Gérer les *difficultés* liées au genre**
- ***Difficultés* liées à l'entraînement des filles**
- **Entraîner des filles *plutôt que* des garçons**
- ***Difficultés* importantes liées au sport aujourd'hui**
- ***Difficultés* liées au genre**

Modèle fondé sur les déficits des femmes

Dans les sports où il faut de la vitesse, de la puissance ou de la force pour réussir, on considère que les filles ont moins de talent, de coordination, de compétence, de motivation et de succès que les garçons.

Les garçons et les hommes sont vus comme la norme.



PERISCO

Hypothèse fondée sur les similitudes



**Les stéréotypes et les préjugés
liés aux genres ont une incidence
sur les pensées et les croyances
relatives aux filles!**



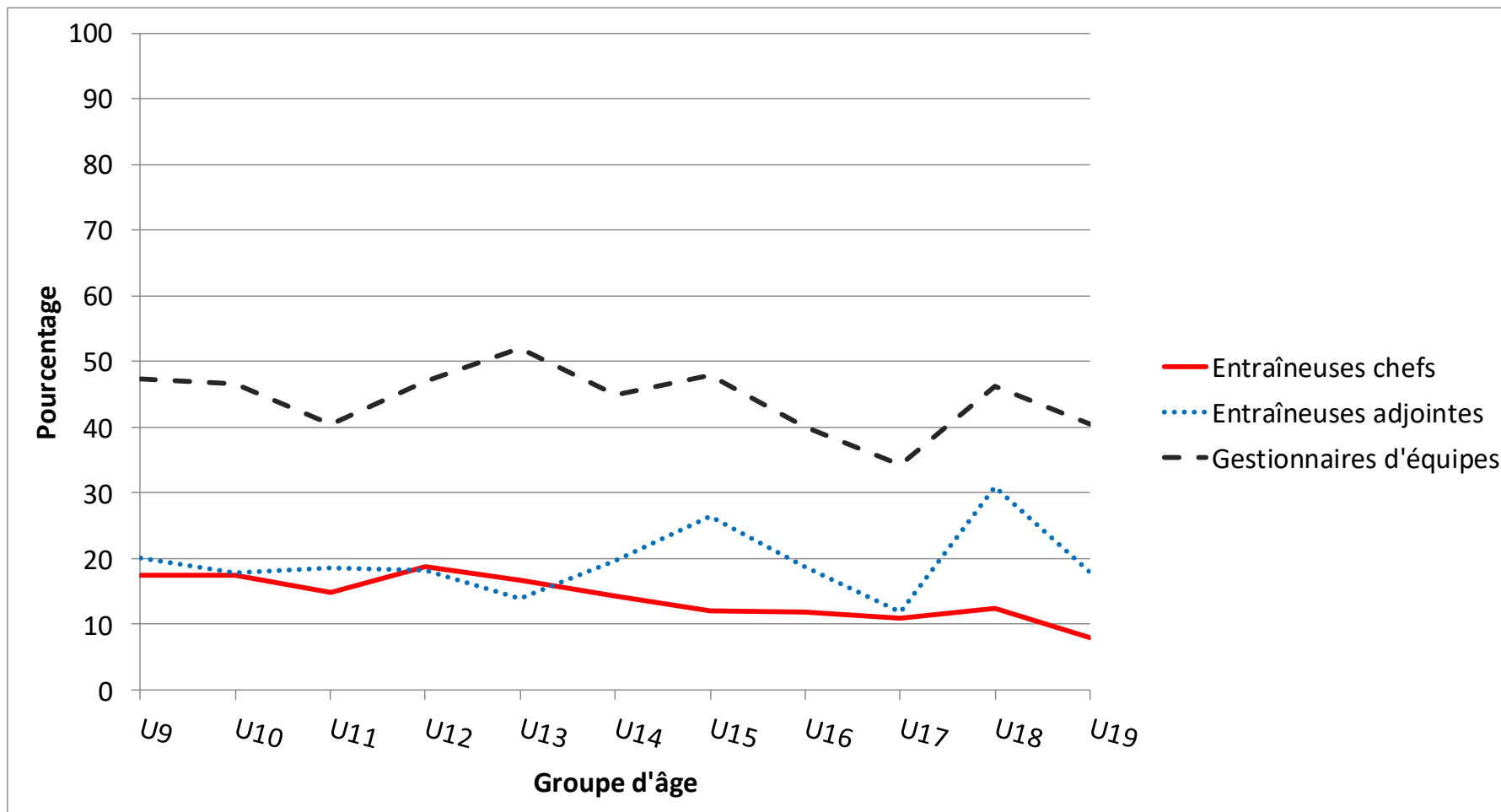
... et sur la façon dont on entraîne les femmes et les filles.

Les femmes sont sous-représentées parmi les entraîneurs.

[Pourquoi faut-il s'en inquiéter?]

Ségrégation professionnelle des femmes à des postes de pouvoir au sein du soccer organisé chez les jeunes

(LaVoi, 2009)



Comment faire pour convaincre plus de mères de devenir entraîneuses?

(LaVoi et Becker, 2009; LaVoi, 2009; Leberman et LaVoi, 2011)

Mother-Coach Generated Strategies for Increasing Female Coaches in Youth Sport

ABSTRACT

It is estimated that less than 20% of youth sport coaches are female. The scarcity of female coaches within interscholastic and collegiate sport is well documented, but little research has examined this phenomena at the youth level. Given that female participation in sports across competitive levels is at an all time high it is disconcerting that more females are not entering the ranks of youth sport coaching. The current potential coaching pool includes Post-Title IX women and former female collegiate athletes who clearly have vast experiences and expertise to offer youth athletes, but are failing to enter the coaching ranks in proportion to their sport participation. While the role of the "team mom" is documented, voices of mother-coaches are scarce in the youth sport literature. Female coaches provide a rich opportunity to influence social change, challenge stereotypical beliefs pertaining to gender and leadership, and provide visible, active role models for children and youth—especially for girls.

PURPOSE OF THE STUDY

To use the voices of mother-coaches to generate strategies to help recruit and retain females coaches in youth sport.

METHODS

Participants:
Four different groups of mothers (N=16) participated in the research: 1) mothers who coached their own children in soccer and had collegiate athletic experience in soccer (N=6), 2) mothers who coached their own children in soccer and were not collegiate athletes (N=5), 3) collegiate athletes who do not coach their children in soccer (N=1) and, 4) non-collegiate athletes who do not coach their children in soccer (N=5). Mothers ranged in age from 39-51, with an average age of 42.6 (SD=3.5). All but one participant, was White/Caucasian. Educational backgrounds varied from graduate (N=7), Bachelor (N=7), and Associate degrees (N=1), to some college credit (N=1). Some women worked full-time (N=1), others worked part-time (N=2), and some women identified as stay-at-home moms (N=3).

Measures:
The interview guide was developed specifically for mothers in youth sport and encompassed a variety of questions related to perceived barriers and fears about coaching one's own children, and negative aspects of coaching one's own children. In addition to possible solutions that could be employed to help women overcome perceived barriers and fears at costs.



RESULTS

STRATEGIES	QUOTES FROM MOTHER-COACHES
ASK & INVITE WOMEN	"A lot of women are hesitant to coach because they think they're not competent...you asked, just asked them...And people do it and you know they're happy to do it if you just give them a little bit of confidence that you think they can do it"
INCLUDE FEMALE MENTORSHIP	"Do me a favor, in your program, where have you know, a more experienced female coach mentor the younger coaches"
INCLUDE CO-COACHING OPTIONS	"Age is not what I think is the main key, you know that you would have, that there could be other coaches that could step in if you needed to be home...that they would be flexible"
OFFER ALL-FEMALE COACHING CLINICS	"I think it would be beneficial if we had just mothers-only coaching clinics. I mean if a woman ran it, it would just be you know, teaching them that, yes you have the confidence, we have the confidence in you, you can do this...it is less intimidating if the men aren't there"
PROMOTE EARLY INVOLVEMENT	"It might be that it's the younger ages you start coaching the more inclined you are coaching your children. I think you would have some statistics, because the girls that coach when they are young, did camps, worked camps are going to be more inclined to coach their kids later"
ENCOURAGE MOTHERS TO TRANSLATE SKILLS TO YOUTH	"I'm a mom while I coach and I use mom charm" "I would say um, management, mom's who are managing their homes and etc...can usually manage a team."
APPEAL TO ALTRUISM	"It's good for my child and other children to see female role models, and good for connecting and serving the community"
REDUCE TIME COMMITMENT	"My girls were in a clinic and it was an hour and a half long. That's a lot of time! They should make it shorter"
MAKE IT EASY	"You know distance was a problem...I coached about 20 miles from where I lived, so had I been in a community where I live I think that makes a big difference... had it been in my own community, I maybe could have pulled it off", "offer childcare"

SUMMARY

The goal of this research was to devise solutions and work together with youth sport organizations to recruit mother-coaches—thereby hopefully increasing the number of women coaching in youth sports. Mother-coaches identified many creative ways to achieve this goal. Their voices compliment the work of Michael Messner (*It's All For the Kids: Gender, Families, and Youth Sports*, 2009) who argues that both individual and organizational strategies are needed in order for more females to successfully enter and remain in youth coaching. In order for the potential of youth sport to be realized in creating social change and challenging stereotypical beliefs of children and their families pertaining to gender, power, and leadership, females must be seen in equal numbers in all positions of power within one of our most important social institutions—youth sport. Much work remains in order for gender equity in youth sport leadership to be achieved.





BE THEIR ROLE MODEL. #SHECANCOACH





Nicole M. L
@DrSportPs

#SHECANCOACH



Aspen Inst Sports @AspenInstSports · Oct 2

Only 27% of youth sports coaches are female. #SheCanCoach is trying to inspire women to volunteer to coach.

qualified and
regardless of

NFCA @NFCA

.@NDCoachGumpf
@UMCoachHutch -
@Coach_Inouye '19
@UKCoachLawson
@BethTorina 4 WC
Stats don't lie.
These 🙌 tell ALL th
nfcaevents.org/coa



Event held to inspire women to coach youth sports

When it comes to coaching, it's still a man's world. Daycia Clarke wants to change that.

© 2019 W. W. Lavoie | @DrSportPsych @TuckerCenter

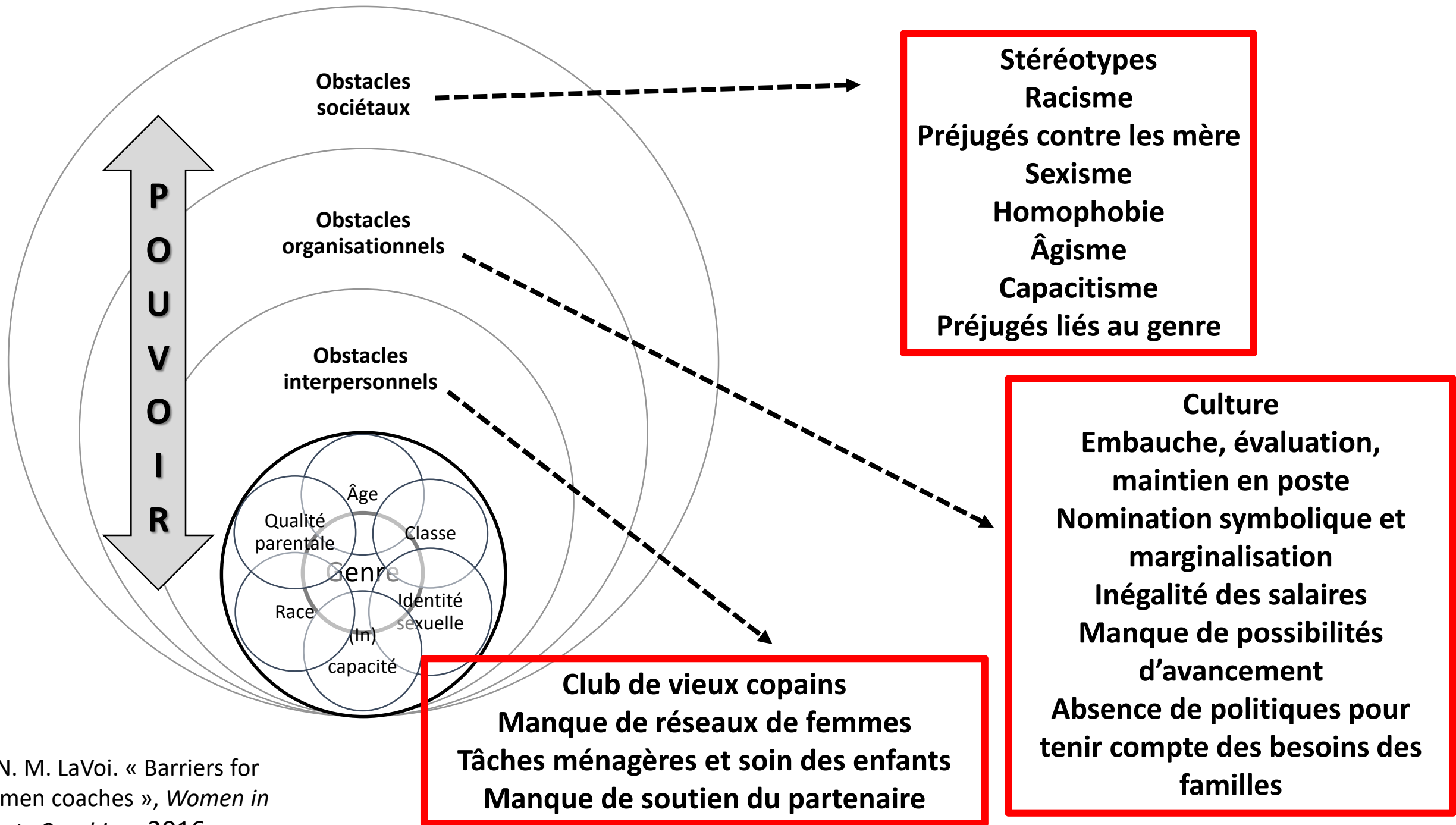


en, but the
impact on th...

***Pourquoi* les femmes sont-elles sous-représentées aux postes d'entraîneurs?**

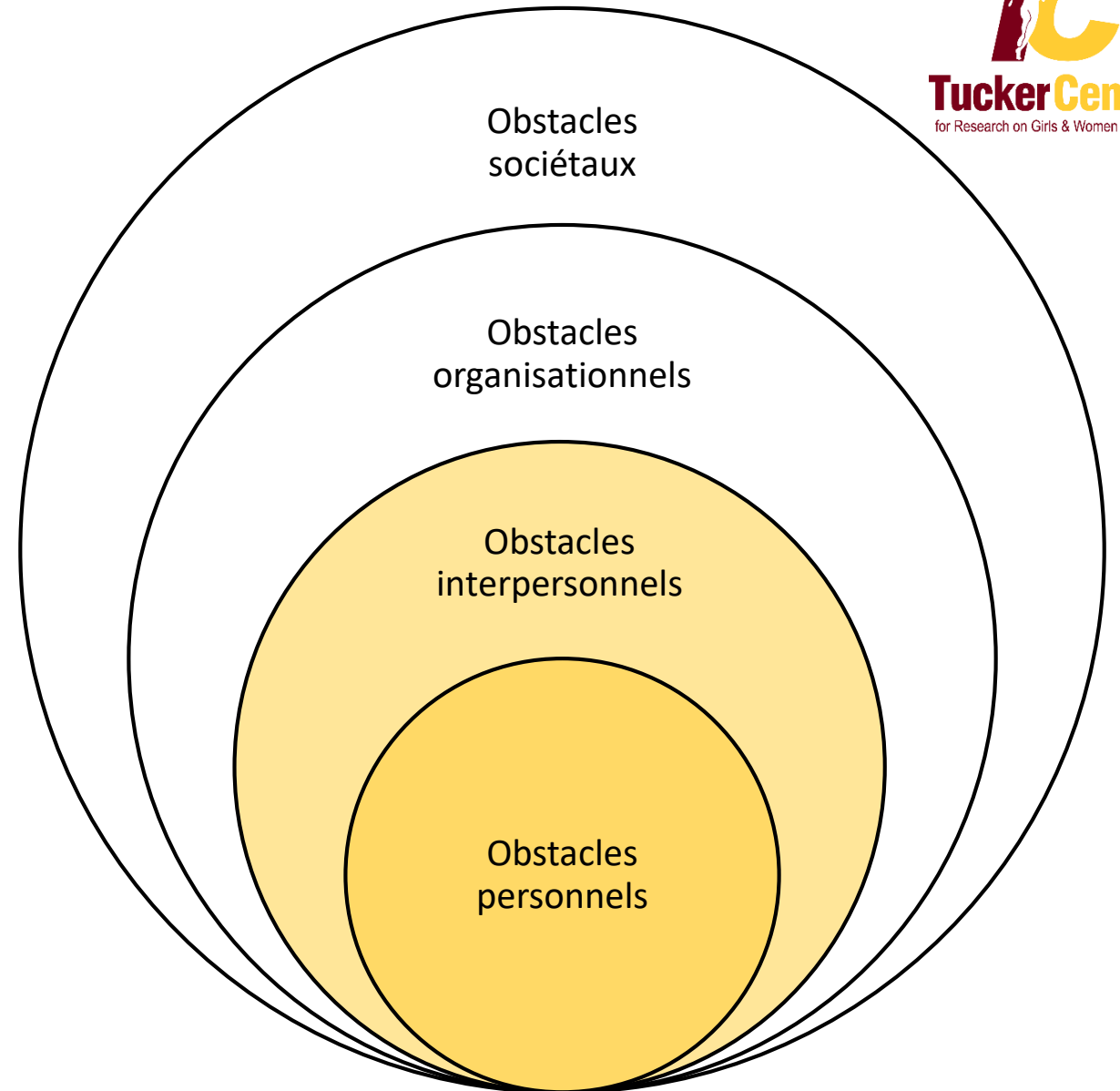
Quels obstacles les femmes qui veulent être entraîneuses rencontrent-elles? Comment les soutient-on?

(LaVoi, 2016; Burton et LaVoi, 2016; LaVoi et Dutove, 2012)



© N. M. LaVoi. « Barriers for women coaches », *Women in Sports Coaching*, 2016.

Perfectionnement des entraîneurs
Renforcement de la capacité d’agir des femmes
Mentorat
Réseaux
Recrutement
Accès
Programmes
Alliés hommes



**88 % des 686 diplômées
de la WCA sont toujours
entraîneuses!!**



2014-2019 (promotions n° 34 à 48 de la WCA)



STRATÉGIES favorisant le CHANGEMENT

1. S'engager à embaucher une entraîneuse au sein de chaque équipe.
2. S'engager à nommer une entraîneuse-chef pour toutes les équipes de filles.
3. Refuser de participer à des groupes d'experts ne comportant que des hommes ou de travailler pour des écoles n'ayant pas de femmes au sein du personnel.
4. Financer la participation de femmes à des activités axées sur les femmes.
5. Afficher des photos d'entraîneuses.
6. Créer des programmes d'alliés des femmes.



**La plupart des gens qui
embauchent des entraîneurs
sont des hommes.**

Trois « plus grandes raisons » expliquant le petit nombre d'entraîneuses

Kane et LaVoi (2018)

D'après les directeurs athlétiques

1. Manque de candidatures de femmes
2. Manque de femmes qualifiées
3. ***Contraintes de temps liées à la famille***

D'après les directrices athlétiques ou administratrices principales

1. ***Contraintes de temps liées à la famille***
2. Succès du réseau de « vieux copains »
3. Discrimination consciente lors du processus d'embauche

JETER LE BLÂME SUR LES FEMMES

Les mères ont moins de temps ou sont moins dévouées au sport.

Les femmes ne veulent pas déménager avec leurs familles.

Les femmes ne présentent pas leur candidature.

Les femmes décident de ne pas devenir entraîneuses.

Les femmes ne sont pas aussi intéressées par le métier d'entraîneur que les hommes.

Les femmes ont d'*autres* choix de carrière.

Les femmes « quittent » le métier d'entraîneur.

Il n'y a pas suffisamment de bonnes entraîneuses, le bassin de candidates est faible.

Les femmes n'ont pas les connaissances et l'expérience nécessaires.

Les femmes n'ont pas la confiance requise.

Les femmes ne « s'impliquent pas » autant dans le sport.

Les femmes chialent trop.

Les femmes ne s'entraident pas.

Les femmes ne présentent pas leur candidature à moins d'être pleinement convaincues de leurs qualifications.

Les femmes sont trop axées sur les relations interpersonnelles et les câlins.

Les femmes obtiennent leurs postes seulement en raison de leur genre.

Les femmes n'ont pas l'ambition d'obtenir des promotions ou d'atteindre le sommet.

(LaVoi, 2016)

Shifting the Narrative about Women Sport Coaches

Women coaches exist within an occupational landscape that is dominated by men at every level, in every position, and in nearly in every sport and institution around the globe. Women are often statistical tokens ($\leq 20\%$ of staff) which means they more frequently will experience negative workplace and psychosocial outcomes associated with being in the minority such as discrimination, scrutiny, wage inequality, stress, less job satisfaction, isolation, and pressure to perform. Within this system, many women coaches do not feel supported, valued, or connected to the athletics administration in ways that help them be successful. Often women are blamed for the lack, or stagnation, of women coaches. By blaming the people in the system with the least power and placing blame on the individual, those in positions of power erase the systemic discrimination women face. When women are blamed, the systemic changes that need to occur to create change and unstuck the stagnation fail to happen. Below are some 'blaming' narratives and counter narratives that help change the system.

WOMEN DON'T APPLY

Counter Narrative:

Women do apply, just not in the same numbers as men. Fewer applicants does not mean less interest.

Women will apply to positions where they recognize a positive workplace climate, see other women, and perceive they will be valued and supported, both personally and professionally. Women will not apply if they do not perceive a viable opportunity, legitimate career pathway, or chance at obtaining the position.

Not applying is the wrong framing. Very few coaching positions, especially at higher levels, are obtained by blindly applying. Obtaining a job is about who you know and who is in your network, not simply applying.

For individuals who hire coaches, leverage and expand your network to include women. Staying within your network reproduces gendered discrimination. People hire people like them, and hire people in their network.

Seek, find, encourage, invite, ask and actively recruit women to apply. Build an authentic relationship. Contact WeCOACH, national sport organizations, and colleagues who have recently hired in that sport for names of women to actively recruit.

WOMEN CHOOSE NOT TO COACH

Counter Narrative:

The choices of women are shaped by the environment and culture around them, specifically in sport, a system that privileges men and is dominated by men. Choices of women are not made in a vacuum.

THERE AREN'T ENOUGH COMPETENT WOMEN COACHES

Counter Narrative:

It is simply not possible that as girls and women participate in record numbers in sport and become more experienced, they simultaneously become less competent. The question should be, at what point are women not entering or leaking out of the coaching pipeline? Resources and efforts should be made to fill the pipeline and plug the leaks.

Societal definitions of competence, "the best" and what it means "to coach" effectively, are layered in bias and privilege men. How are you defining coaching competence?

Women coaches exist in a system where they are not given the best opportunities to develop competencies, network, status, resources, information, and access needed to seek, occupy and maintain leadership positions.

MORE MEN IN COACHING MEANS MEN ARE MORE INTERESTED IN COACHING

Counter Narrative:

The lack of women does not mean they are less interested. It is a symptom and reflection of the problem, which is a system that doesn't provide opportunity or value and support women.

WOMEN ARE LESS INTERESTED IN COACHING

Counter Narrative:

As is proven with participation, interest is driven by opportunity. Currently women are impeded from and denied opportunity to coach. Less than half (42%) of college female athletes and very few males (2-3%) are coached by women. Men have a legitimate dual career pathway to coach both males and females, women do not. It is simply not possible that as women participate in record numbers in sport and become more experienced, they simultaneously become less interested in coaching.

WOMEN DON'T WANT TO MOVE THEIR FAMILIES

Counter Narrative:

There is **no** empirical data to support this assumption. Disrupting families for a new job is hard on ALL coaches, for women and men. The question should be, what does your institution have to offer that would make a female coach want to move? Will she be valued and supported?

WOMEN CAN'T (OR DON'T WANT TO) HAVE A FAMILY AND COACH

Counter Narrative:

This simply is not true. Many women are mother-coaches and balance both roles effectively. In fact, women report this dual role enriches their lives. The real issue is, how can athletic departments' and sport organizations better value and support mother-coaches?...and ALL parent-coaches.
What is good for women is good for everyone.

WOMEN DON'T ACCEPT JOB OFFERS

Counter Narrative:

The question should be: Why did she *not* accept the offer? Competent female coaches are in high demand and desire to feel supported and valued both personally and professionally. Goodness of fit is an important factor in accepting a job. Women will accept jobs in positive workplace climates where they are valued, supported and fairly compensated.



Tucker Center for Research
on Girls & Women in Sport

UNIVERSITY OF MINNESOTA

Driven to Discover®

To watch the full film, *Game On: Women Can Coach*, visit tpt.org/gameon/

To access the full toolkit, visit z.umn.edu/GameOnToolkit

#SHECANCOACH



GAME ON: WOMEN CAN COACH



GAME ON: WOMEN CAN COACH



BE AN ALLY OF GIRLS & WOMEN IN SPORT

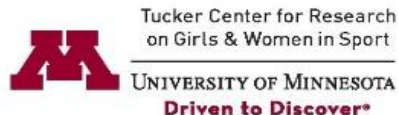


- Speak up if you see inequity
- Celebrate women athletes & women leaders
- Create culture that values & supports women

- Learn about the barriers girls & women face in sport
- Review & question policies & practices
- Reflect on & address personal bias



- Mentor, sponsor, champion & hire women
- Invite women to apply & communicate opportunities
- Use your power to advocate for women

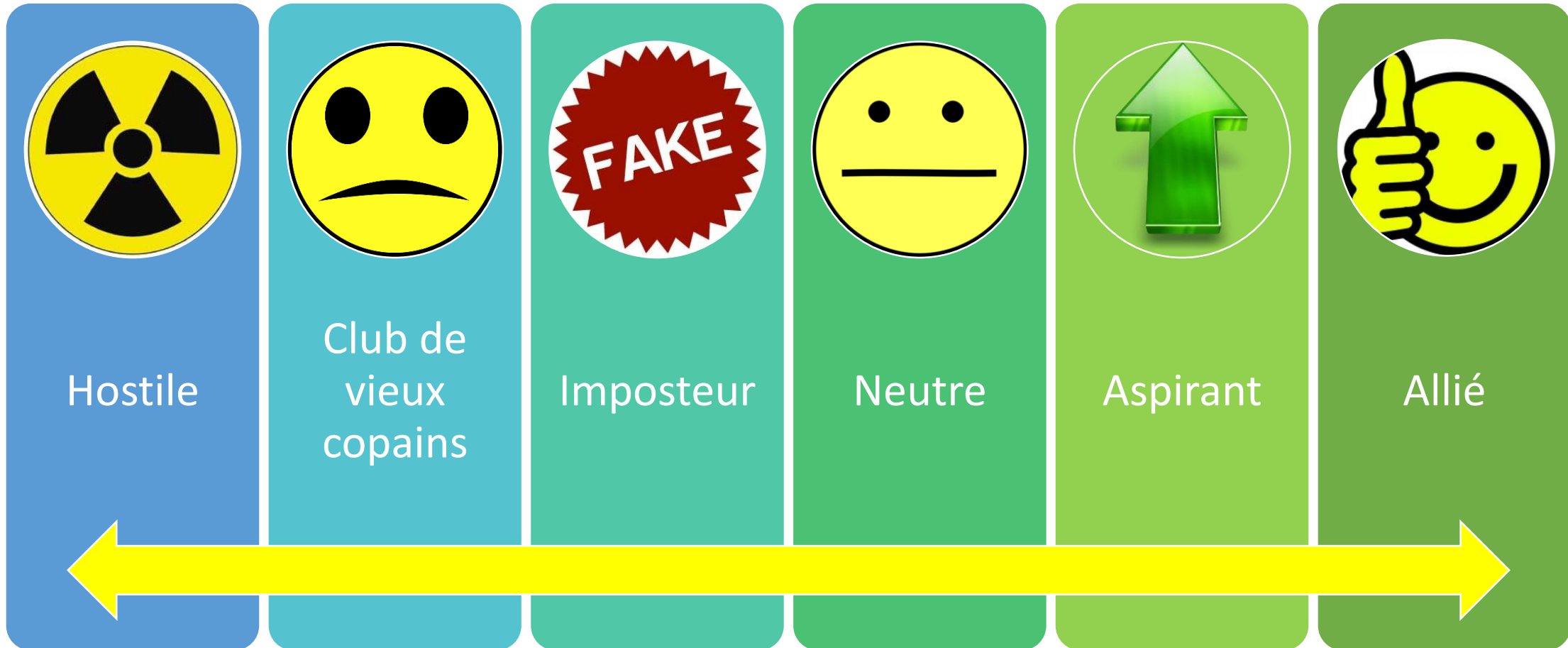


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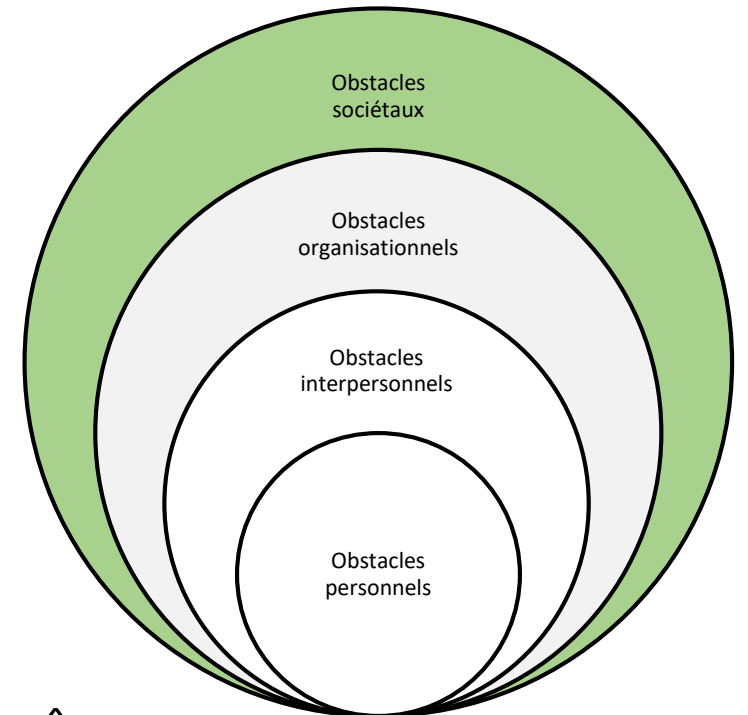
Adapted from CAAWS 'What Men Can Do'

Continuum des alliés des femmes (LaVoi, 2018)



INVESTISSEMENT STRATÉGIQUE

1. **Modifier le discours sociétal sur les femmes à des postes de leadership dans le sport en investissant dans une campagne médiatique NATIONALE**
 - A. Le sport n'est pas juste un milieu d'hommes
 - B. Expliquer pourquoi il est important de nommer des femmes à des postes de leadership, en particulier dans le sport
 - C. Campagne médiatique nationale et messages d'intérêt public
 - THIS GIRL CAN
 - #CHAMPIONCHANGE
 - #SHECANCOACH
 - D. Symboles et marques
 - E. Sur toutes les plateformes médiatiques
 - F. Cibler différents groupes démographiques au moyen du même message



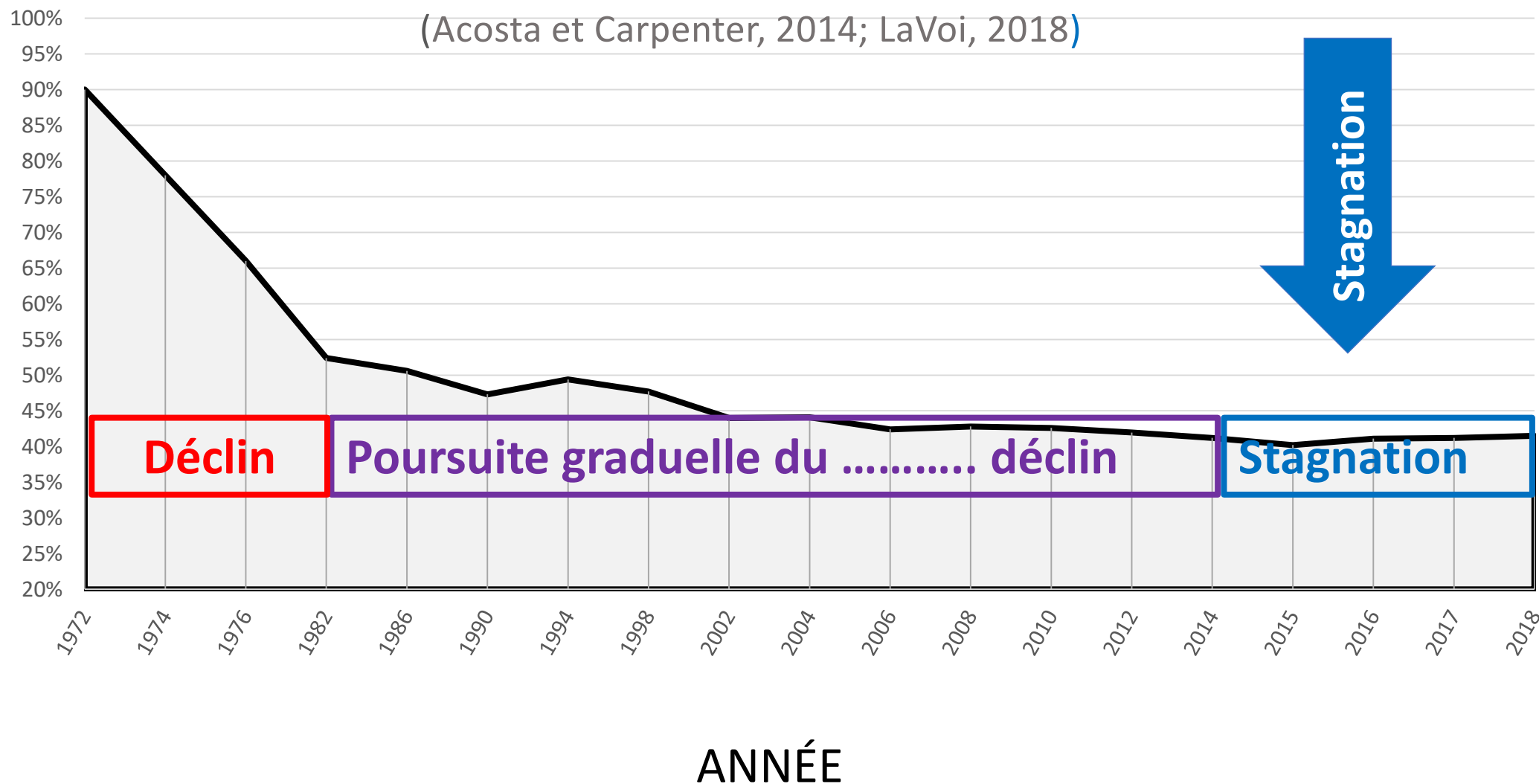
Le pourcentage d'entraîneuses est stagnant.

[Il faut demander des comptes aux décideurs.]

Déclin et stagnation du nombre d'entraîneuses d'équipes de femmes au niveau collégial aux États-Unis de 1971 à 2018

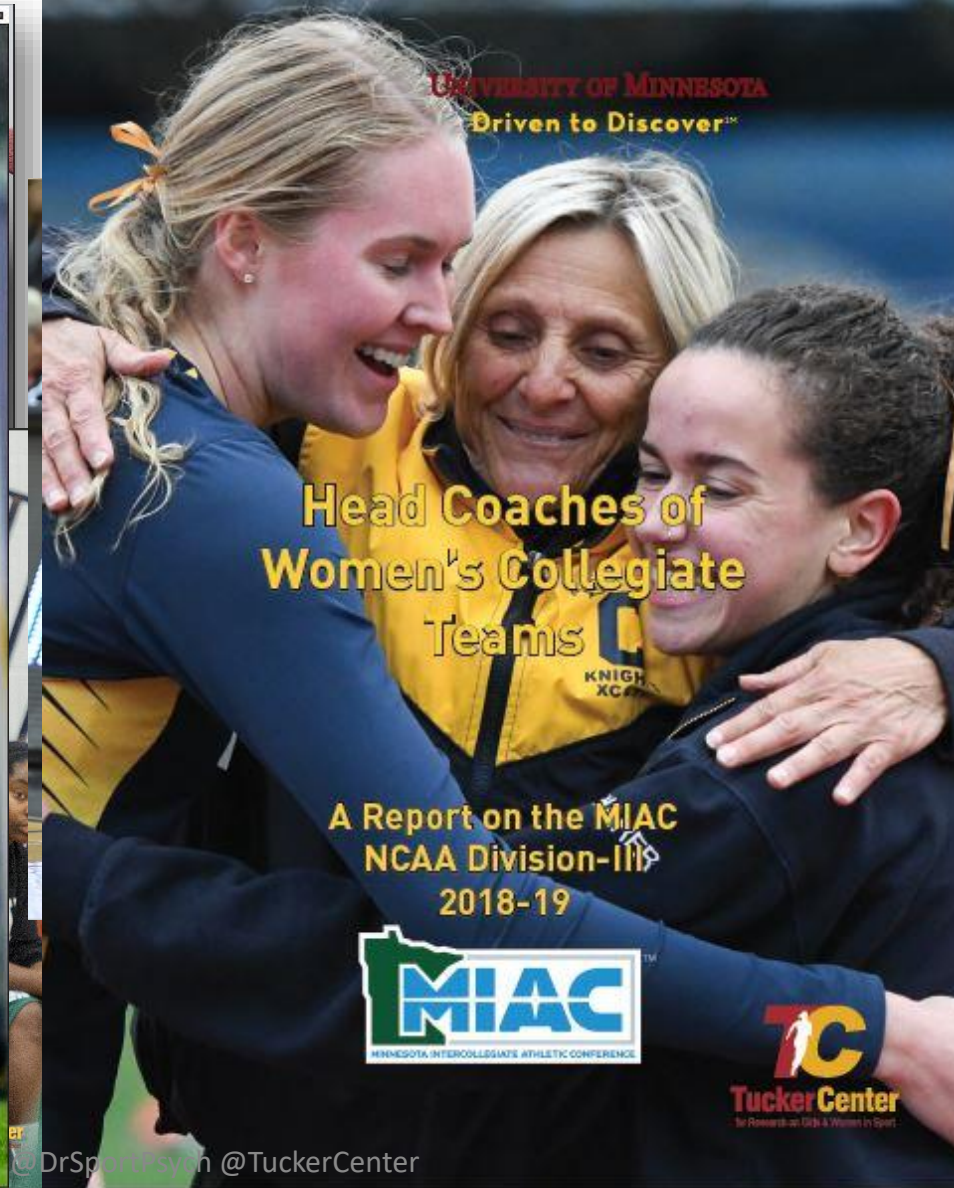
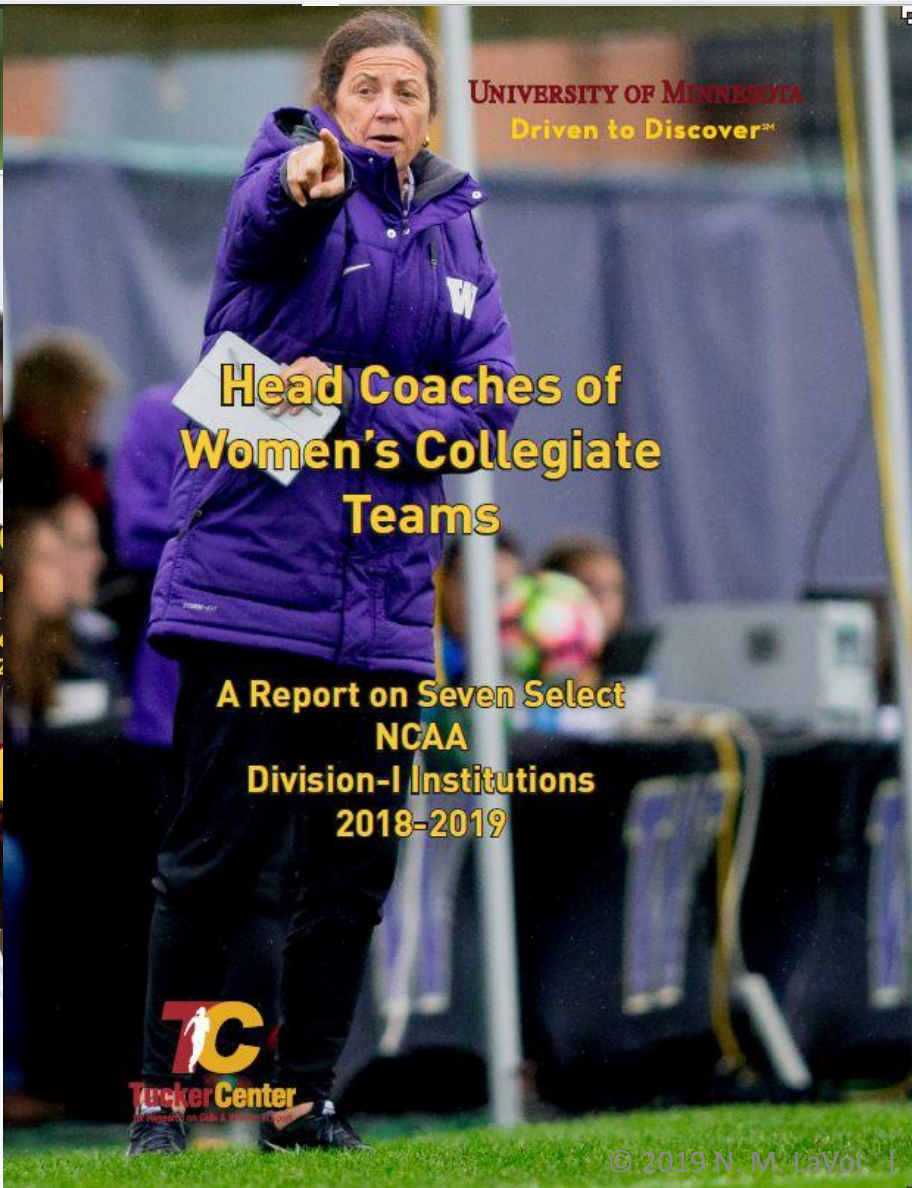
(Acosta et Carpenter, 2014; LaVoi, 2018)

POURCENTAGE D'ENTRAÎNEUSES



Bulletin des collèges pour la place faite aux entraîneuses

(LaVoi et équipe du Tucker Center, 2013-2019, tuckercenter.org)



REPORT CARD

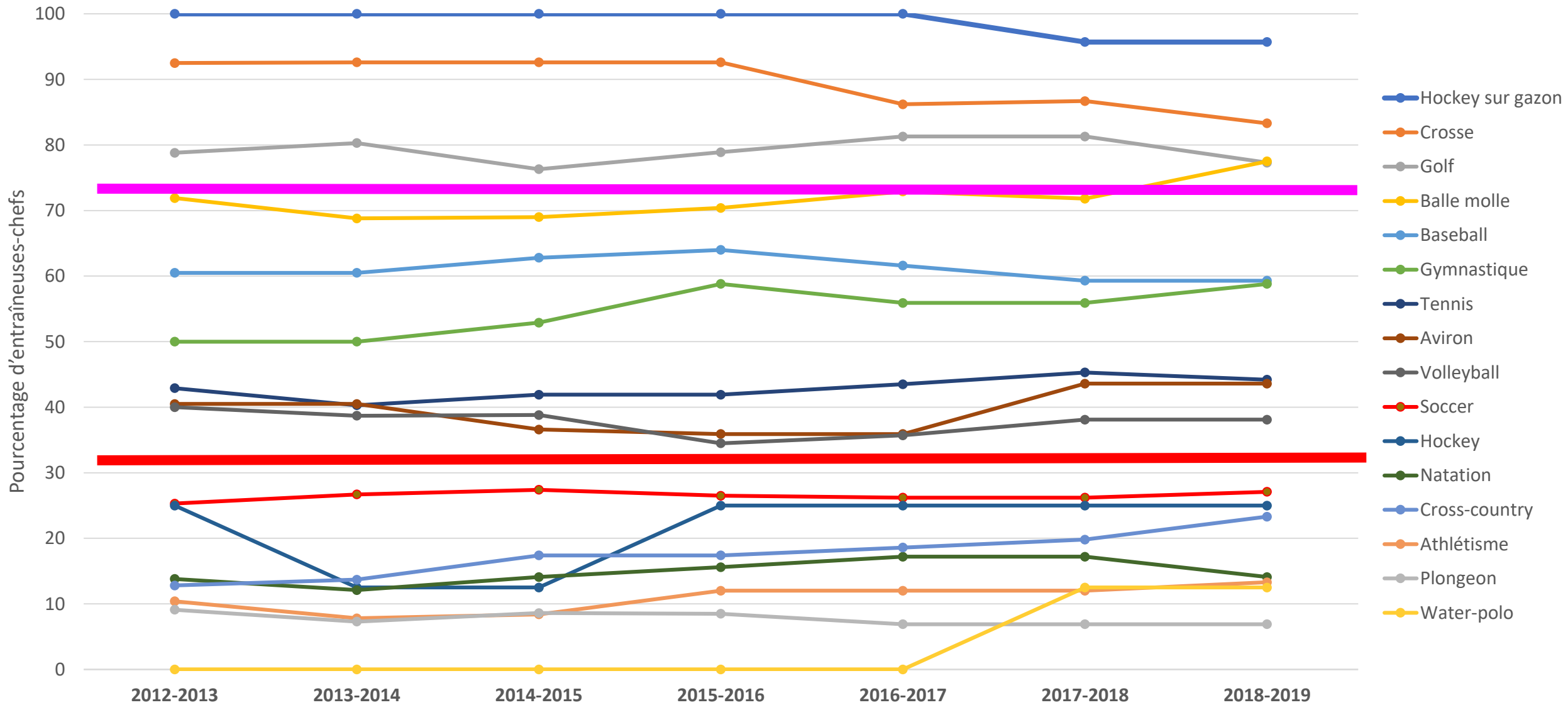
ÉCHELLE DE NOTATION POUR LE POURCENTAGE D'ÉQUIPES DE FEMMES DIRIGÉES PAR DES ENTRAÎNEUSES-CHEFS

70-100 %	= A
55-69 %	= B
40-54 %	= C
25-39 %	= D
Moins de 24 %	= F

Grades for Institutions Select 7 Conferences 2018-19

Grade	Institutions ordered by percent of women head coaches of women's teams
A	
B	
C	
D	
F	

Pourcentage d'entraîneuses-chefs par sport par année : sept associations de division I de la NCAA*



*ACC, American, Big 10, Big 12, Big East, Pac 12, SEC (LaVoi, 2013-2019)

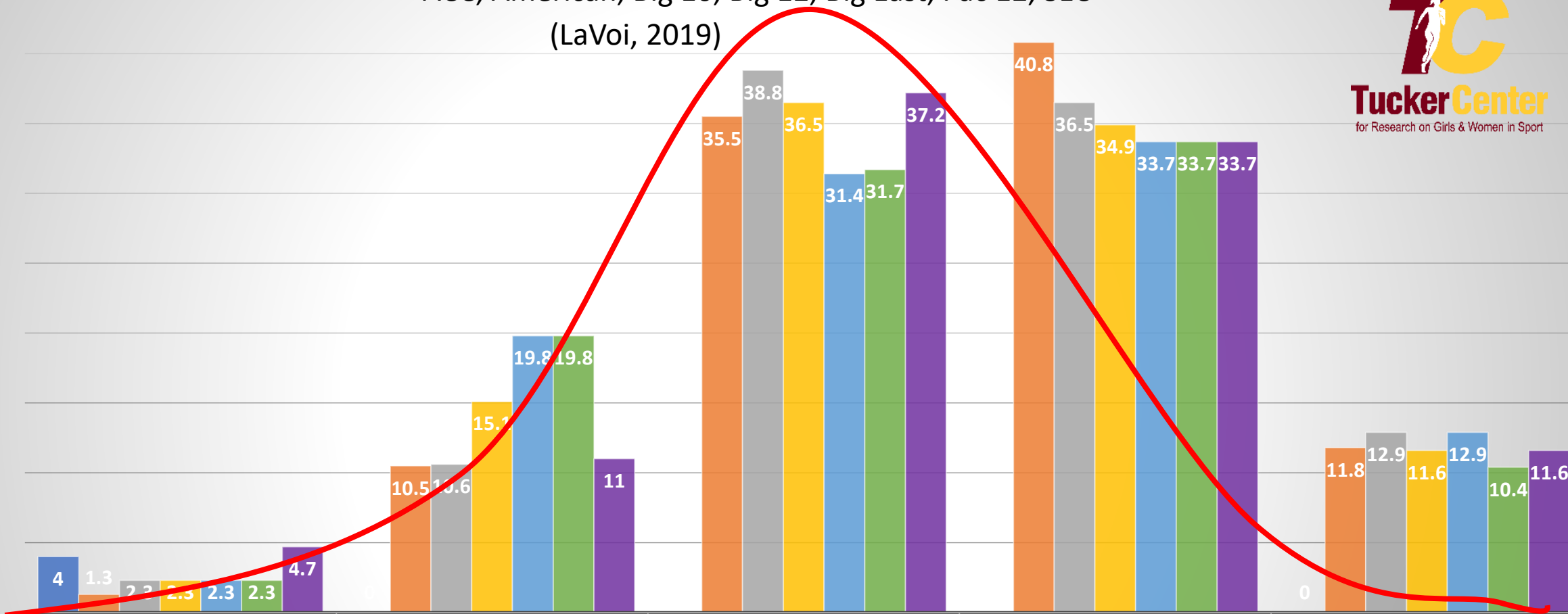
Pourcentage d'établissements de la division I de la NCAA de sept associations*, par note, par année

*ACC, American, Big 10, Big 12, Big East, Pac 12, SEC

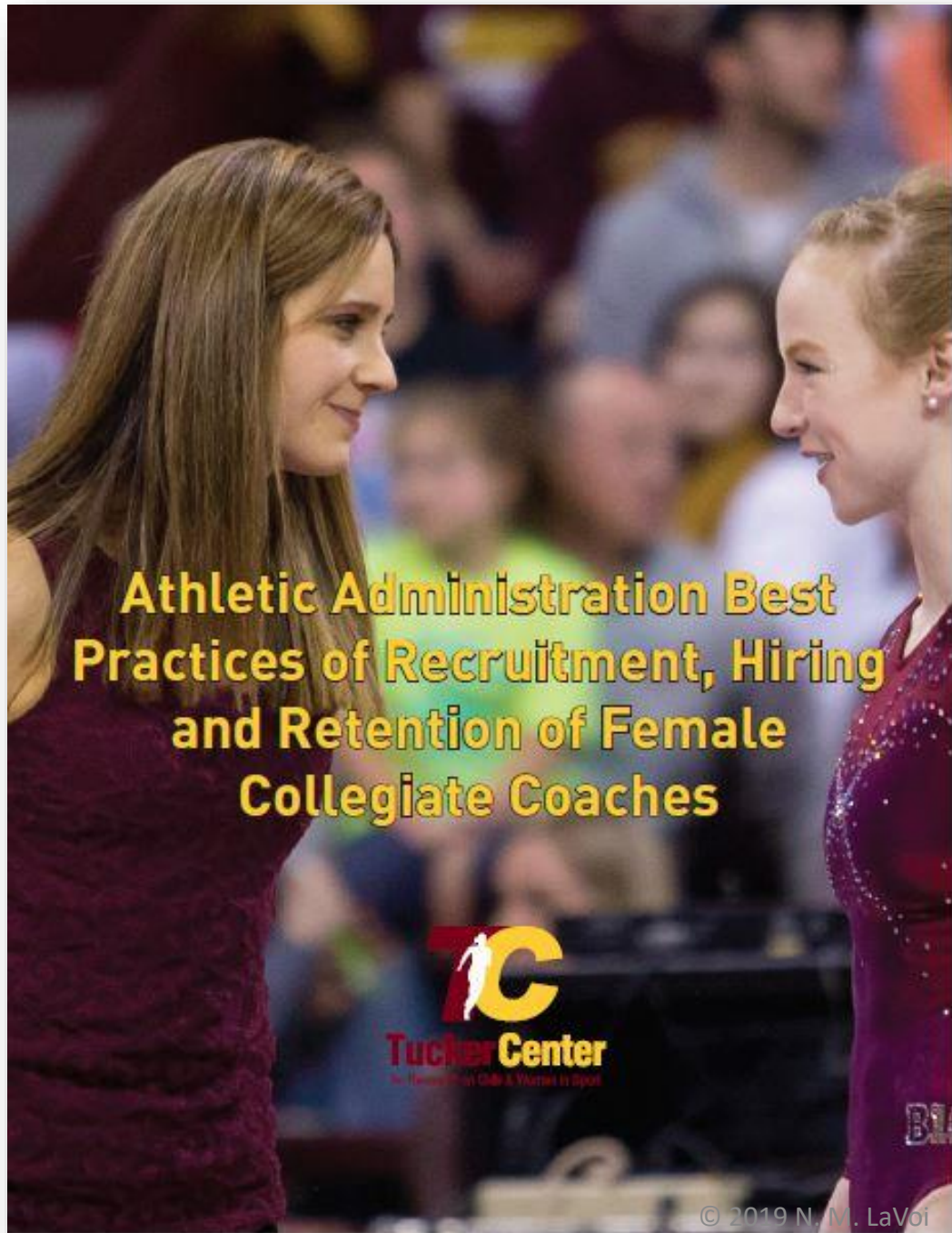
(LaVoi, 2019)



Pourcentage des établissements



	A	B	C	D	F
■ 2012-2013	4	0	0	0	0
■ 2013-2014	1.3	10.5	35.5	40.8	11.8
■ 2014-2015	2.3	10.6	38.8	36.5	12.9
■ 2015-2016	2.3	15.1	36.5	34.9	11.6
■ 2016-2017	2.3	19.8	31.4	33.7	12.9
■ 2017-2018	2.3	19.8	31.7	33.7	10.4
■ 2018-2019	4.7	11	37.2	33.7	11.6



Athletic Administration Best Practices of Recruitment, Hiring and Retention of Female Collegiate Coaches



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Que font les directeurs athlétiques pour recruter des femmes?

(LaVoi et Wasend, 2018)

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The Women Coaches' PLAYBOOK

for Being Hired and Retained



Based on interviews with Division I, II and III Athletic Directors at schools that received "A" and "B" grades in the 2016-17 Women in College Coaching Report Card. [Project funded by the NCAA Office of Inclusion.]

Focus on you

Athletic Directors want to hire "the best". **Use your athletic, professional and social capital to build your brand.**

Take the risk to move to the next level. You are more ready than you think. Good ADs will help you learn and grow.

Know your value. ADs are willing to pay good female coaches! If you don't feel supported, consider a change.

ADs are always on the lookout for good coaches. **Give off a positive and professional vibe ALL THE TIME.**

If you're applying to your alma mater or are native to the area, use your connection to your advantage. You are loyal and know the landscape. Highlight that loyalty and your knowledge of the area and institution ahead of the game!

Create connection

Play a part in building a positive workplace climate. Help recruit, support and mentor diverse coaches.

Make your career goals explicit and public. Your AD can support you if they know your goals.

Develop good relationships with your administrators. Communication is a two-way street!

Develop your network everywhere you go! Build relationships with opposing coaches and outside administrators.

Build support

Make yourself indispensable! Seek success, support your colleagues, and serve your institution.

Be the best you can be, and ask for the support you need. ADs want to retain talented coaches and keep them happy!



Les entraîneurs (40 %) sont plus nombreux que les entraîneuses (12 %) à croire qu'ils n'ont pas obtenu un emploi en raison de leur genre.

**78 % de tous les postes
d'entraîneurs sont occupés
par des hommes.**

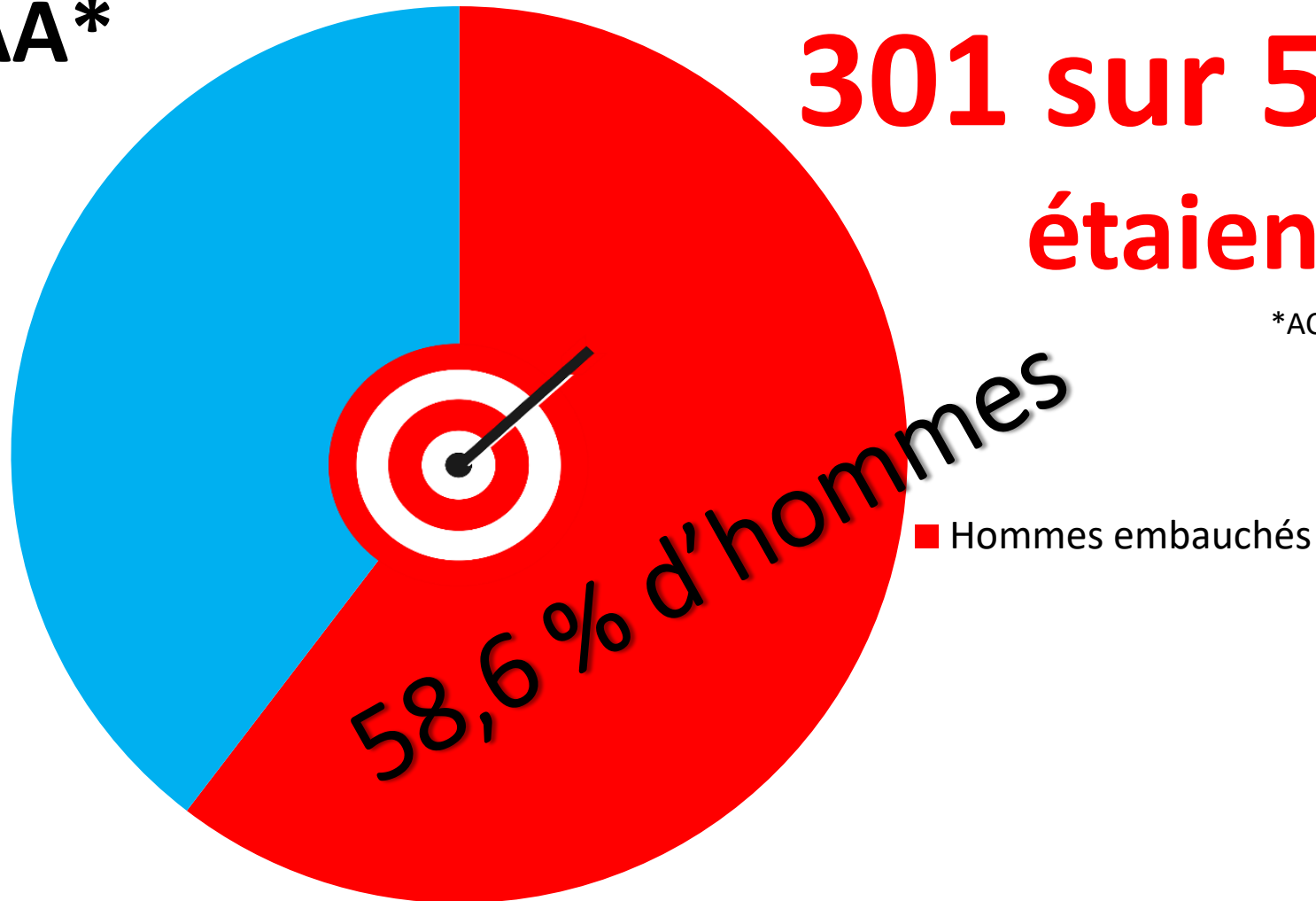
(Acosta et Carpenter, 2014; Wilson, 2018)

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Entraîneurs-chefs embauchés au sein d'équipes de femmes dans des établissements de division I de la NCAA*

**301 sur 514 (58,6 %)
étaient des hommes**

*ACC, American, Big 10, Big 12, Big East, Pac 12, SEC
(LaVoi, 2013 -2019)



Au jeu :

les femmes peuvent être entraîneuses!



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PBS



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**Le portrait que font des
femmes les medias
spécialisés dans les sports
ne reflète pas la réalité.**

Le sexe est-il vendeur lorsqu'il est question de sport féminin?

Kane et LaVoi (2014); Kane, LaVoi et Fink (2013); Fink, Kane et Maxwell (2011)



Protocole d'entrevue

- **Laquelle de ces images...**
 - **correspond le mieux à la façon dont vous souhaitez vous voir représenter?**
 - **représente le mieux votre sport?**
 - **rehausse l'intérêt envers votre sport?**
 - **rehausse le respect pour votre sport?**

E
po

Tennis

Basketball



Conclusion

- **La compétences est vendeuse (plus que le sexe).**
- **Le sexe permet de vendre le sexe et non le sport féminin.**
- **La représentation d'athlètes féminines « sexy » décourage les plus fervents amateurs.**
- **Cela nuit à la santé et au bien-être des athlètes féminines.**
- **Qui profite de la sexualisation continue des femmes?**

Media Coverage & Female Athletes

Women Play Sports, Just Not in the Media



The Tucker Center & Twin Cities Public Television



TUCKER CENTER
*for Research on Girls
& Women in Sport*

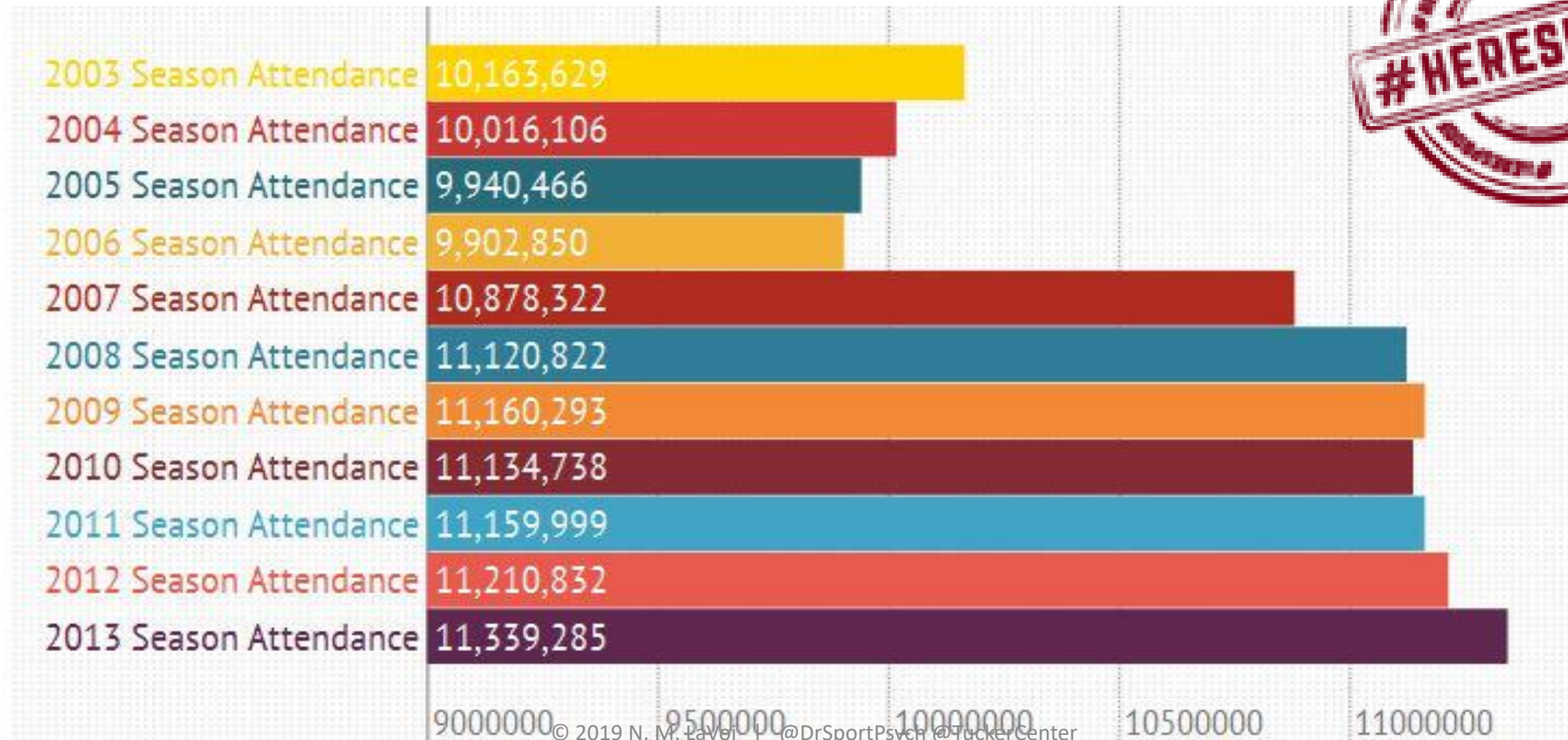
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TWIN CITIES PUBLIC TELEVISION

Personne ne s'intéresse au sport féminin!

Voici la preuve que les gens assistant aux matchs de basketball féminin de la NCAA.





MYTH: NOBODY IS INTERESTED IN WOMEN'S SPORTS

#HERESPROOF

PEOPLE ARE INTERESTED IN COLLEGE SOFTBALL



IN 2019...

1.8 MILLION VIEWERS WATCHED GAME 2

FULL SERIES AVERAGED 1.57 MILLION VIEWERS

TOTAL ATTENDANCE RECORD OF 78,078 FANS

ESPN TELEVISED 125 GAMES

RATINGS INCREASED 40% from 2018

COLLEGE SOFTBALL GENERATED \$450 MILLION IN REVENUE IN 2016-17



Tucker Center for Research on Girls & Women in Sport UNIVERSITY OF MINNESOTA Driven to Discover®

FOR MORE INFORMATION ON #HERESPROOF VISIT WWW.TUCKERCENTER.ORG

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WOMEN'S SPORTS SET VIEWERSHIP RECORDS YET AGAIN



IN THE YEAR 2017...



The Nebraska-Florida NCAA women's volleyball championship had over **one million** viewers on ESPN2.

That is a **75% increase** in viewership from 2016.



During the 2017 post season, the WNBA set social media records with **246 million** impressions, **47 million** video views, and **20 million** actions.

SO FAR IN 2018...



The 2017 Women's College Softball World Series between the Florida Gators and the Oklahoma Sooners averaged over **1.7 million** viewers on ESPN.



The Notre Dame vs. Mississippi State 2018 Women's Final Four championship peaked at **5.2 million** viewers who watched the largest comeback game in final four history!



The WNBA games broadcasted on ESPN2 in 2018 are averaging a quarter of a million viewers, a **39% increase from 2017**. Overall, the league has recorded a **36% increase** in viewership for the target audience of adults **18-49**, a **29% increase in men**, and a **50% increase in women**.



for Research on Girls & Women in Sport




#HERESPROOF



Nicole M. LaVoi, PhD

@DrSportPsych



#HERESPROOF people love women's sport 
@TuckerCenter



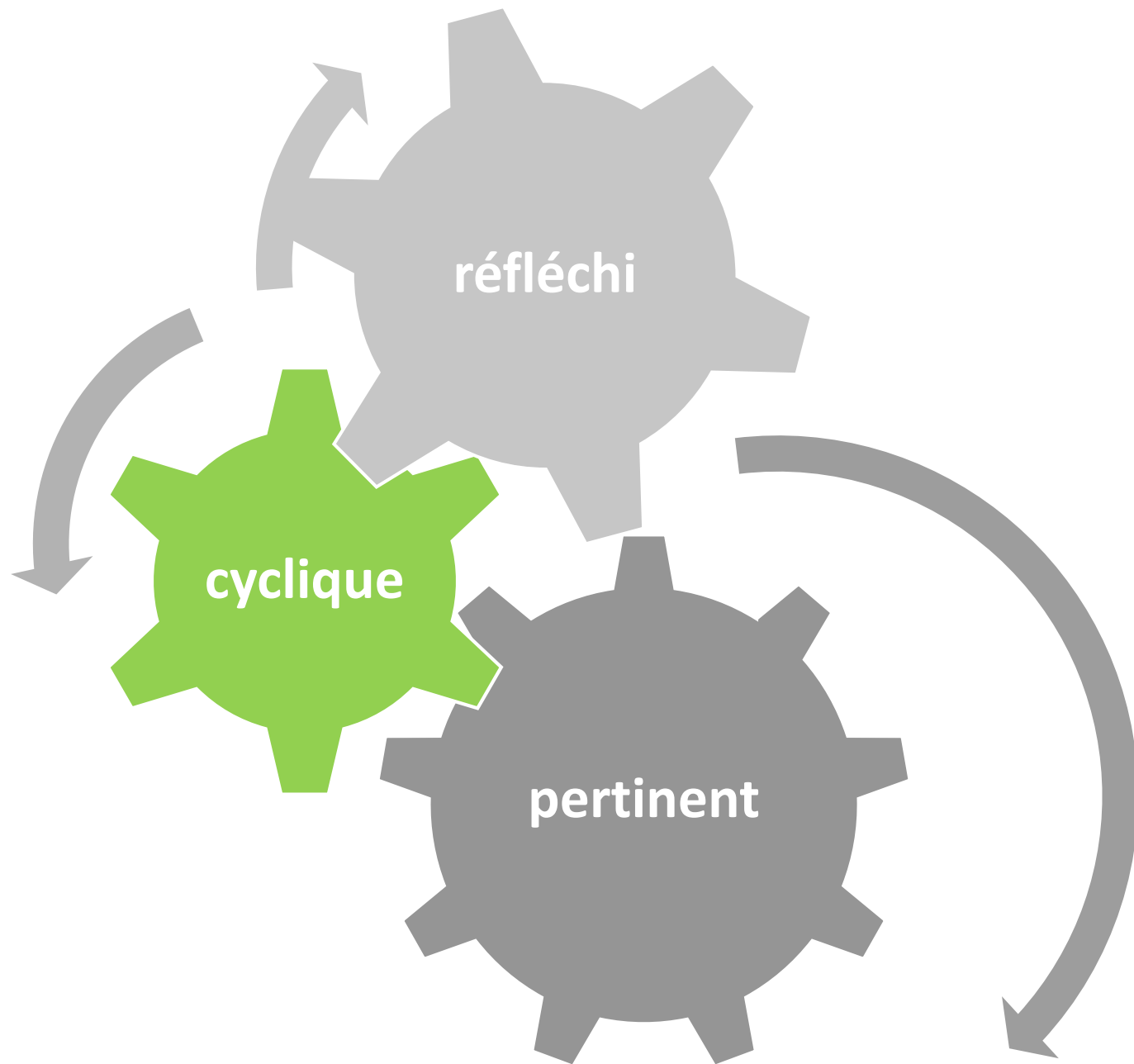
Michelle Akers



@MichelleAkers10 · Oct 24

England women sell out Wembley for first time as 90,000 fans snap up tickets for Germany clash thesun.co.uk/sport/football...

Comment gérer les medias sociaux?



Laissons parler les données.

Comment améliorer le climat dans le sport jeunesse pour tous?



Deux principaux comportements des parents d'athlètes

(Omli et LaVoi, 2009)

1. Dire aux enfants quoi faire durant la partie
2. Crier après les arbitres



Qu'est-ce qui fâche les parents d'athlètes?

(Omlil et LaVoi, 2012)

- **Incompétence**
- **Injustice**

- **Soyez présents**
- **Ne criez pas après l'arbitre**
- **Ne dites pas aux enfants quoi faire durant la partie**
- **Soyez attentifs et investis (en silence)**

