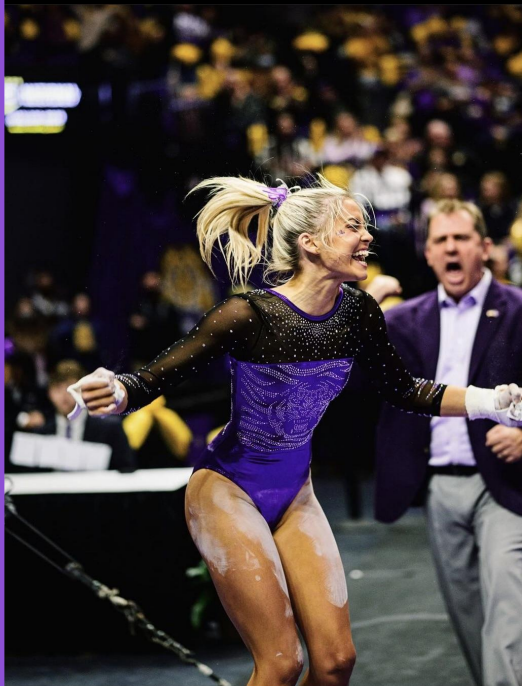




livvydunne
LSU



449,0

livvydunne lit, crazy, movie



spencer_rattler



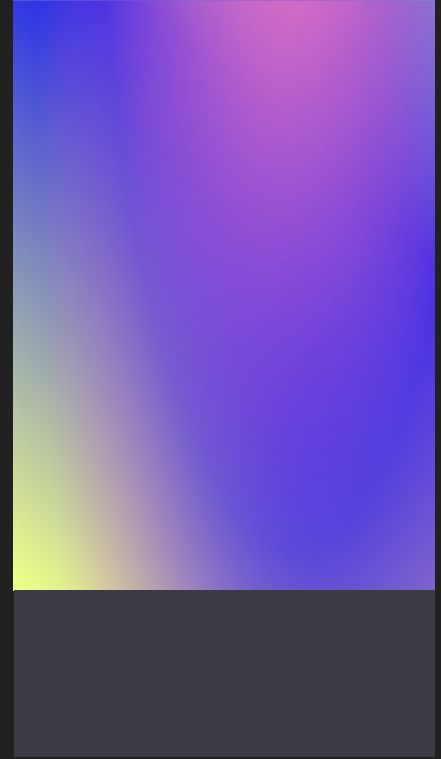
29,465 likes

spencer_rattler it's about that tin

Representation of Collegiate Athletes

ON INSTAGRAM

~Jasper Lorenz



INTRODUCTION

- ❏ Personal Background with Sports
- ❏ **NIL**: Name, Image, Likeness Policy of NCAA
- ❏ Title IX
- ❏ Communication with Professional ESPN Photographer

Terms to Know

★ **NCAA:**

National Collegiate Athletic
Association

★ ***Division 1:***


Highest level of Collegiate
sports


★ ***NCAA Conferences:***

Regional League Competition
Groups








Growth of Social Media in College Sports

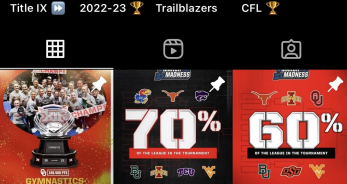
big12conference 


 **8,578** **162K** **208**
Posts Followers Following


Big 12 Conference
Sports league
Official Instagram of the Big 12 Conference
#Big12 | @big12saac
big12sports.com/buytickets

[Follow](#) [Message](#) 


   





accsports 


 **3,650** **96.3K** **501**
Posts Followers Following

Atlantic Coast Conference
Official IG of the Atlantic Coast Conference
linktr.ee/theacc


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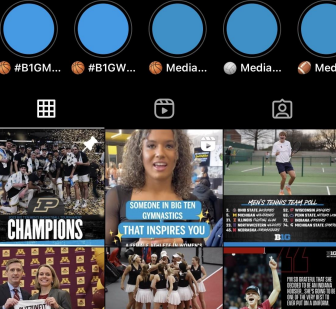



bigten 


 **5,636** **144K** **229**
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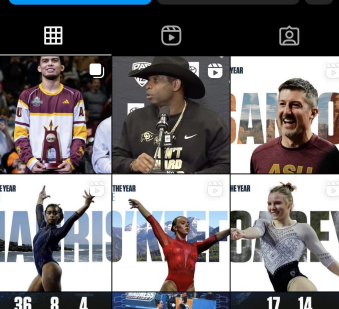



pac12conference 


 **10.2K** **161K** **413**
Posts Followers Following

Pac-12 Conference
The official Instagram account of the Conference of Champions and Pac-12 Network.
pac-12.com/Tickets


[Follow](#) [Message](#) 

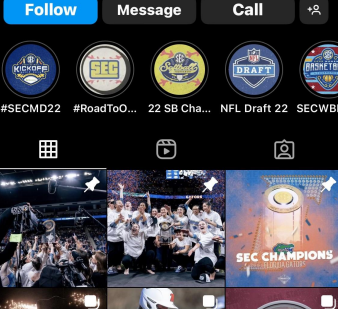


sec 

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Posts Followers Following

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#ItJustMeansMore
Birmingham, Alabama
Ink.bio/sec

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Past Research:

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- ❖ “A Quantitative Analysis of Photographs and Articles on espnW: Positive Progress for Female Athletes”- *Sarah Wolter*
- ❖ “#Gramming Gender: The Cognizance of Equality on Instagram Accounts of Prominent NCAA Athletic Departments”- *Rich G. Johnson , Miles Romney, and Benjamin Burroughs*

GAP

Athletes self-presentation on Instagram

NCAA CONFERENCES REPRESENTATION OF DIVISION 1 COLLEGE ATHLETES ON INSTAGRAM

Athletic departments representation of
Collegiate athletes



**HOW DOES THE REPRESENTATION OF NCAA D1 ATHLETES
DIFFER BETWEEN FEMALES AND MALES REPRESENTED ON
THE POWER 5 CONFERENCES INSTAGRAM ACCOUNTS?**

Why The Power Five?



Brief Overview

July 1st 2021- June 30 2022

Simple Random Sample: **RNG**

Sample Size: **10%**

SMP: **Instagram**

First Photo Shown on Post

Videos, Stories, and Live
Photos Not Included

Process Repeated For Each
Conference Instagram

Population

SEC: 1,680

ACC: 513

PAC-12: 558 = 4,381

BIG10: 444

BIG12: 1,186

Sample

SEC: 168

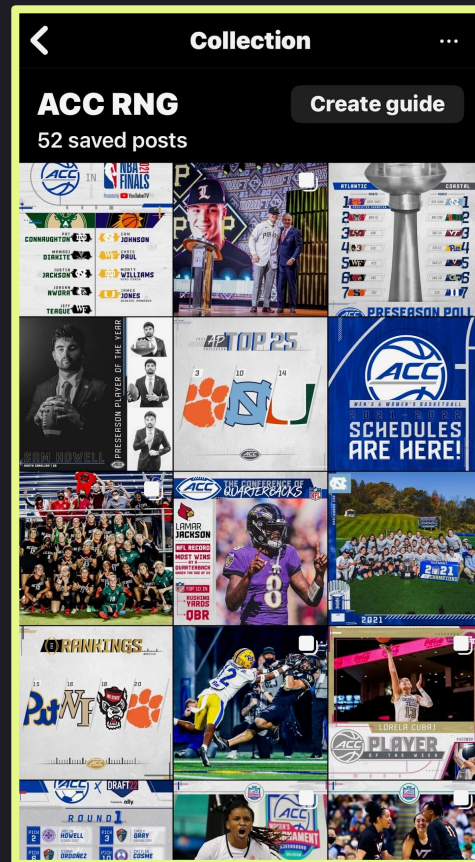
ACC: 52

PAC-12: 56 = 440

BIG10: 45

BIG12: 119

Instagram Saved Collections





AP Reserach DATA Collection Notes



File Edit View Insert Format Data Tools Extensions Help

[Last edit was yesterday at 8:19AM](#)

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A1	fx	Conference:					
	A	B	C	D	E	F	G
1	Conference:	SEC	PAC-12	BIG12	BIGTEN	ACC	Total
2	Number of posts from July 1 2021June 30 2022	1,680	558	1,186	444	513	4381
3	Posts selected #	168	56	119	45	52	440
4	RNG #	21	2	7	5	15	
5	RNG #	34	15	16	16	17	
6	RNG #	40	20	17	27	31	
7	RNG #	41	21	24	70	33	
8	RNG #	42	26	39	72	38	
9	RNG #	50	28	42	81	39	
10	RNG #	66	45	45	86	41	
11	RNG #	83	78	50	87	61	
12	RNG #	86	82	63	105	62	
13	RNG #	99	105	72	111	69	
14	RNG #	107	121	76	124	75	
15	RNG #	115	122	101	127	89	
16	RNG #	116	132	120	137	135	
17	RNG #	126	155	122	148	140	
18	RNG #	142	157	138	155	149	
19	RNG #	147	159	150	159	159	
20	RNG #	163	192	160	170	161	
21	RNG #	175	210	165	188	169	
22	RNG #	180	211	166	192	182	
23	RNG #	197	212	180	197	186	
24	RNG #	202	237	209	216	199	
25	RNG #	208	246	222	232	220	
26	RNG #	210	265	226	234	236	



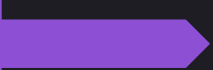
CODING REQUIREMENTS



Affiliated College




NCAA Sport the image is promoting



Whether the image is promoting men's or women's sports



Gender of the photo subject



Current athlete, Alumni athlete, Coach



Photo is taken during the field of play, Studio Shot, or Outside Photo



Call to action Post



Whether the post contains an athlete, coach, or a graphic or logo



Metacommunicative content

Metacommunicative Content:

“ Narrative is added to an image through **heavy editing or added text**”

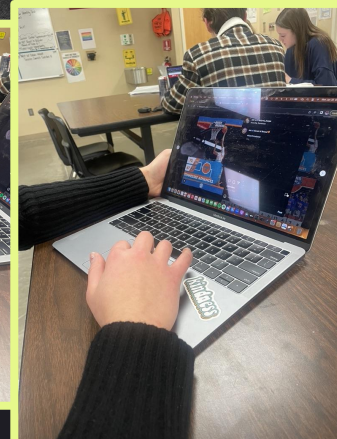
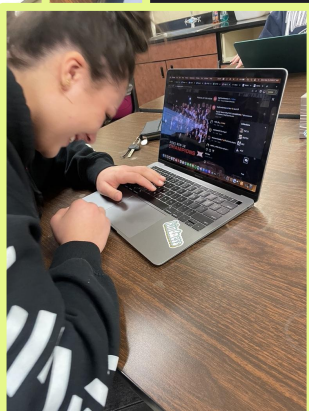
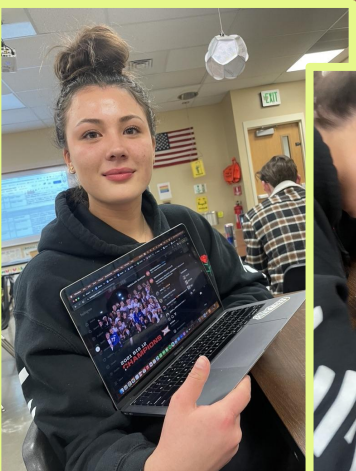
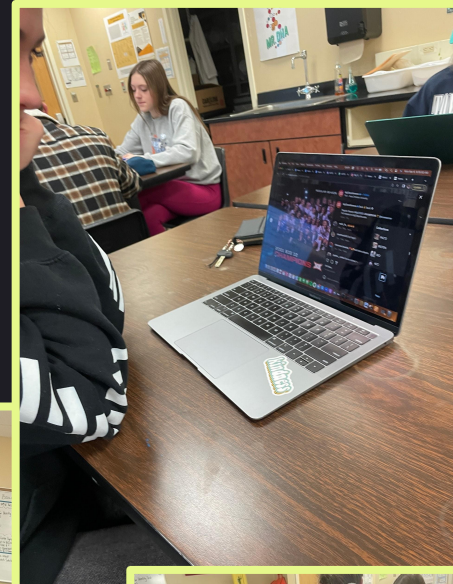
Instruct or **inspire** viewer/reader to take a **desired action**



Hypothesis:

Images of men's sports will be overrepresented in Instagram posts by the NCAA Division I Power five conferences official accounts.

RESEARCH BASED METHODOLOGY



Example:

PAC

Field of Play *

Image contains *

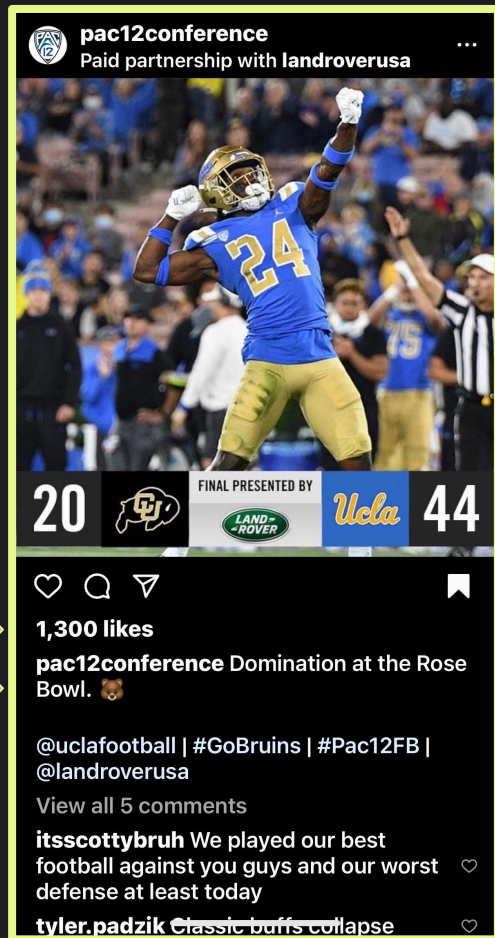
☒ Athlete

☐ Graphic or Logo

☐ Other: _____

Amount of Likes *

1,300



Person Quality *

☒ Current Athlete

☐ Alumni

☐ Coach

☐ Neither

Additional Notes *

UCLA Football player posing: Score listed(UCLA wins against CU Boulder)

Date of Post *

Date

11/13/2021

Results

Men's or Women

440 responses

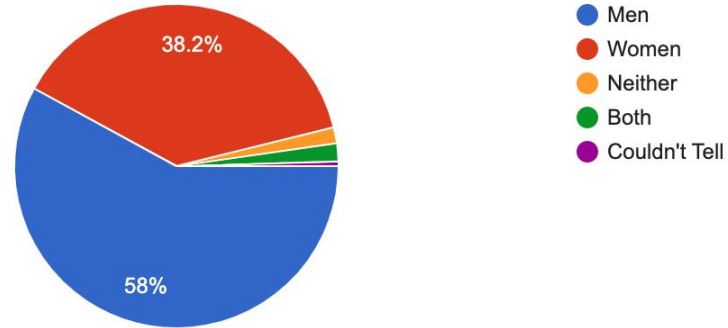
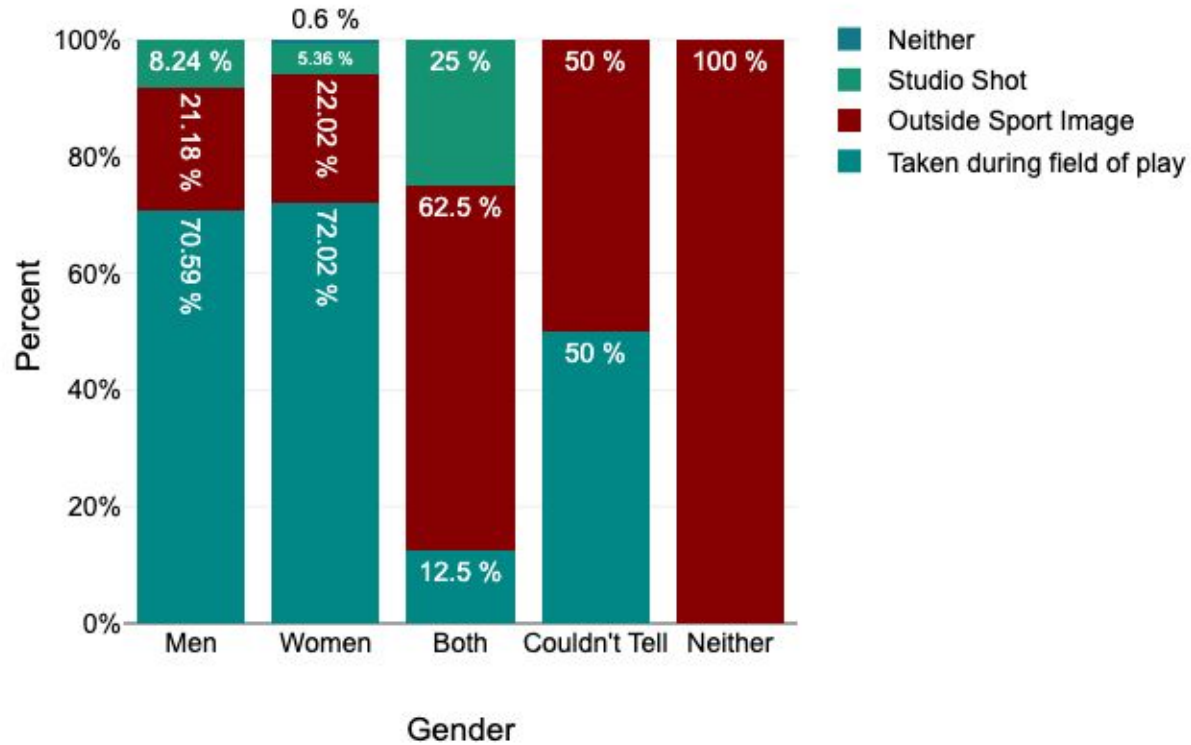


Table I. Images of Men's and Women's Sports in Power Five Conferences Instagram Accounts

	Men's Sports	Women's Sports	Both	Couldn't Tell	Neither
n	255	168	8	2	7
%	58%	38.2%	1.8%	0.5%	1.6%

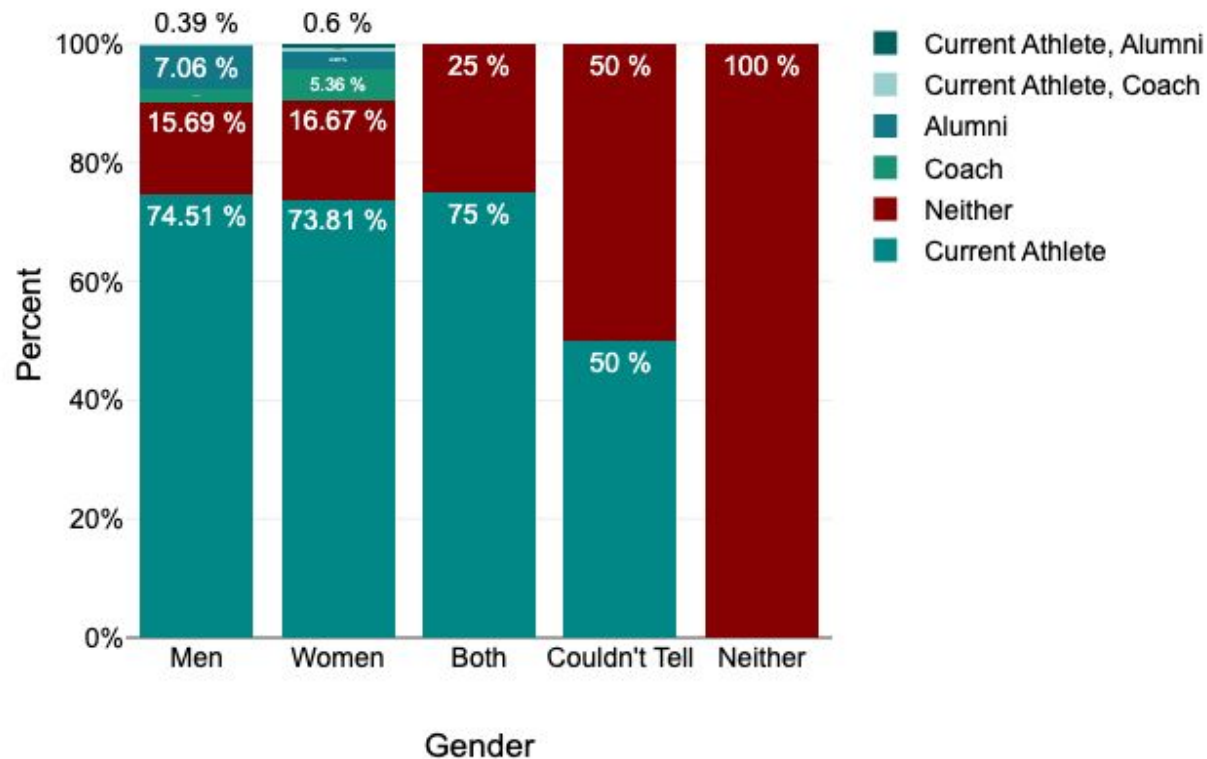
Results

Passive or Active Images by Gender of Photo Subject.

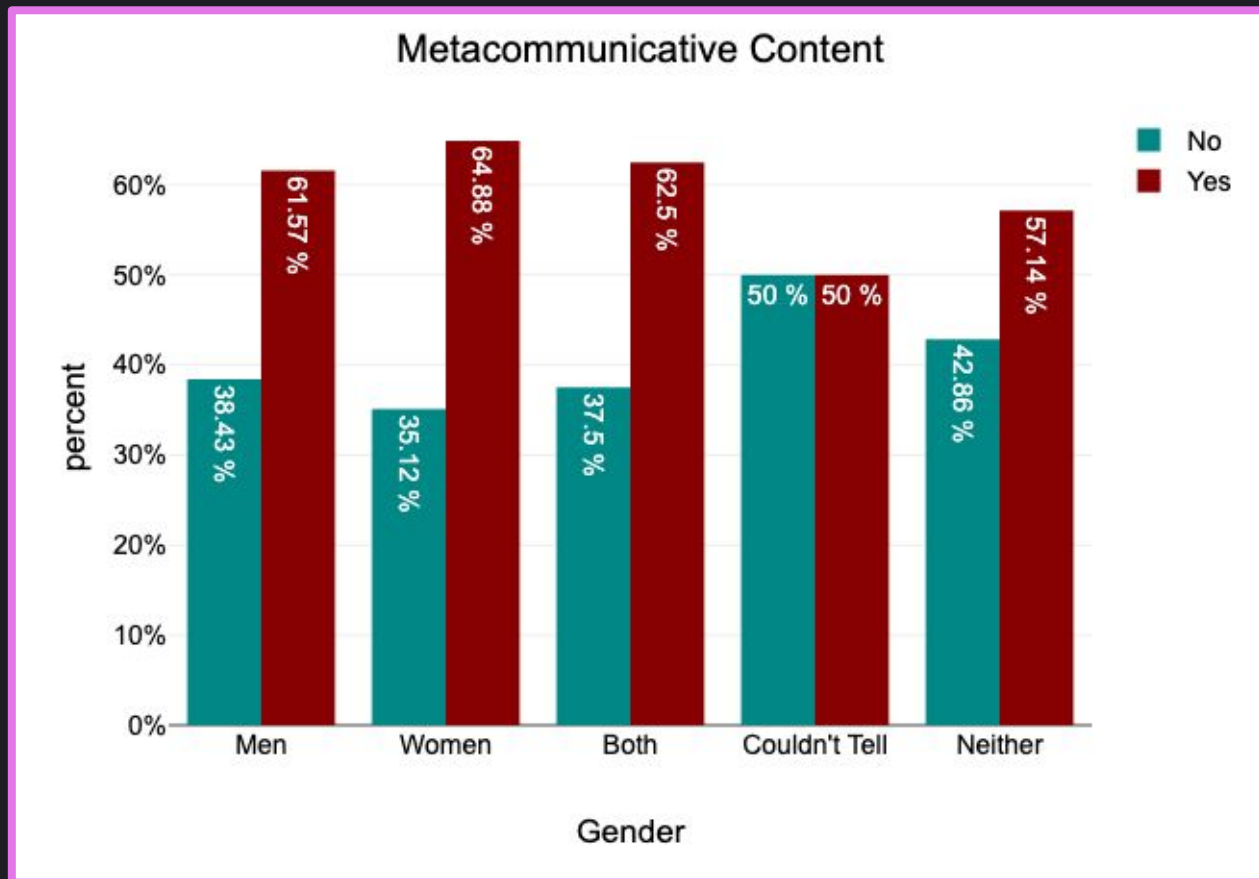


Results

Current or Alumni Athletes by Sport

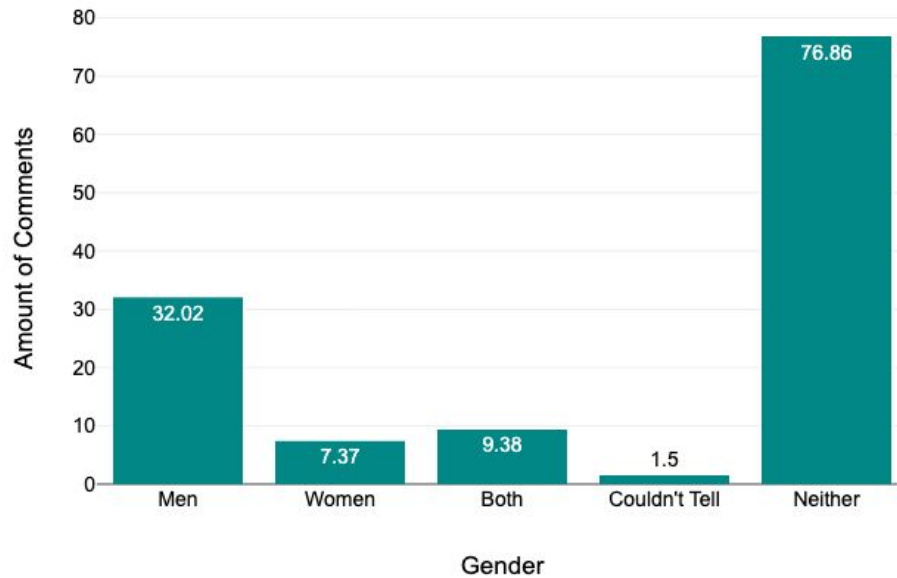


Results

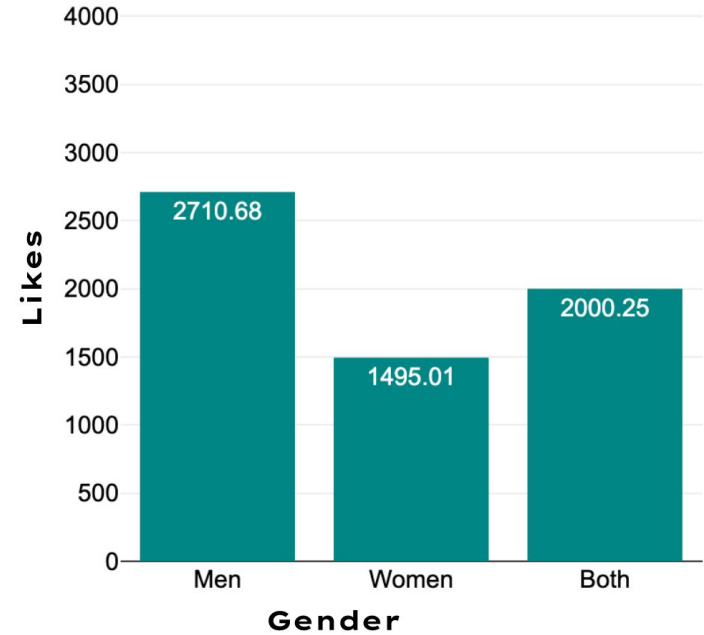


Results

Mean Amount of Comments Depending of Gender of Post



Mean Amount of Likes Depending on Gender of Post



One-Sample Z-Test For p

$H_0: p=0.5$

$H_a: p<0.5$

STATISTICALLY SIGNIFICANT

Hypothesized Population Proportion (p_0) =	0.5
Favorable Cases (X) =	2
Sample Size (n) =	423
Sample Proportion (\hat{p}) =	0.58
Significance Level (α)	0.01

$p=0.0005<0.01$

t-Test For Independent Samples

Null: No difference

Alternative: There is a difference

Women with respect to the dependent variable Amount of Likes was statistically significant, $t(413.5) = 5.03$, $p = <.001$, 99% confidence interval [585.15, 1846.19]. Thus, the null hypothesis is rejected.

		t	df	p (2-tailed)
Amount of Likes	Equal variances	4.75	421	<.001
	Unequal variances	5.03	413.5	<.001

LIMITATIONS

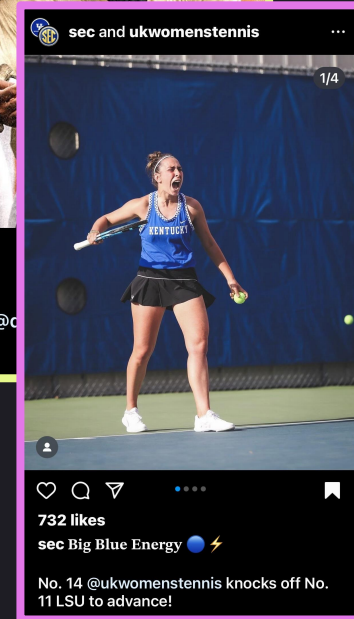
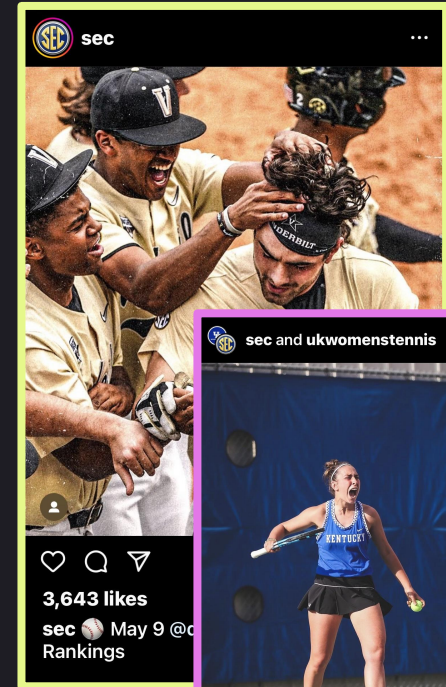
- ❖ *Inability to Stratify Random Sample*
- ❖ *Personal Bias*
- ❖ *Differing Population Sizes*



- ❖ *Disclosure of Videos, stories, and live photos*

Future Implications

- ❖ *Continuing Effects of **NIL Policy***
- ❖ *Effectiveness of **Title IX***
- ❖ *Impact of Sports within **Social Media***
MORE RESEARCH!!!!
- ❖ ***Gender Debate** of Collegiate Sports*



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Wolter, Sarah. "" It Just Makes Good Business Sense": A Media Political Economy Analysis of espnW." *Journal of Sports Media* 9, no. 2 (2014): 73-96.

Xu, Qingru, and Cory L. Armstrong. "# SELFIES at the 2016 Rio Olympics: Comparing self-representations of male and female athletes from the US and China." *Journal of Broadcasting & Electronic Media* 63, no. 2 (2019): 322-338.

Honorable Mentions



★ Mr. Parker


★ Mrs. Dobos


★ Phil Ellsworth










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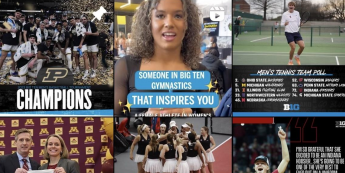
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


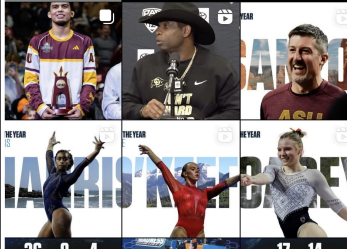
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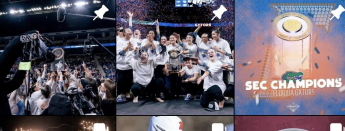
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