



Representation of male and female NCAA Division 1 athletes on Instagram

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Guiding Research Goal/ Purpose

MY QUESTION:

How does the representation of female athletes differ from the representation of male athletes in the NCAA division 1 power five conferences' Instagram accounts?



Context/Purpose

- Equality within intercollegiate sports has been significantly increased since 1972 with the passing of Title IX, which "prohibits any discrimination based on sex in education programs that receive federal money"
- There has been constant debate over the inequalities within the professional athletic environment, especially in the coverage of women's sports media
- Research has displayed that social media is able to increase awareness and influence, hence I am looking to study whether there is an inequality between the media coverage of men and women in the college sports environment.

What My Project Is:

- I will be looking at the power five conferences instagram accounts: the Southeastern Conference (SEC), Atlantic Coast Conference (ACC), BIG TEN Conference, BIG12 Conference, and PAC-12 Conference.
- In each Instagram account, the posts will be coded through content analysis and quantitative analysis to determine if male or female athletes are represented more
- I will only be coding Instagram posts from the last full NCAA academic year: (July 1 2021- June 30 2022)

My Main Focus:

My main focus will be on the differences overall of how male and female college athletes are displayed on Instagram and overall college sports media in general. My overall justification for utilizing the the power five conferences Instagram accounts is because they are the most watched NCAA conferences and generate the most revenue.



GAP IN UNDERSTANDING

Research on NCAA Division 1 athletes self-representation on Instagram



Research on how NCAA Division 1 conferences represent and post college athletes in the media on Instagram

The main gap: There has not been research done on comparing the differences of female and male college athletes representation through the NCAA conferences instagram accounts.

Methodology

- ★ For each Instagram account, I will look at the most recent posts from July 1, 2021- June 30, 2022(this timeline for relevancy and each sport would have been covered in the timetable)
- ★ I will take a random sample of 100 posts from each account. I will stratify my random sample. My timeline was chosen to follow the academic calendar/year the schools follow by in these schools. Months of the year will be organized into three groups, from which four groups will be randomly selected for each part of the year.
- ★ Every Instagram will be a still post(image) the Conference Instagram has shared during that period and will be chosen for the study.
- ★ I will note and code for the specific content in each post
- ★ I will use a notebook and a spreadsheet to track the content appeared
- ★ A sample proportion test and chi square test will be used to determine statistical significance

Content Analysis

Each Instagram Post will be Coded for:

- the school of the post
- the sport the image is promoting
- whether the image is promoting men's or women's sports
- the gender of the photo subject
- current or alumni athlete
- whether the photo is taken during the field of play,
- whether the post is a call to action
- whether the post contains to an athlete at all and is just a graphic or logo
- Metacommunicative content

(Johnson et. al)

Hypotheses

- ★ **H1: Images of men's sports will be overrepresented in Instagram posts by NCAA Division I Power five conferences official accounts.**
- ★ **H2: Female athletes posts will be more outside the field of play**
- ★ **H3: Images featuring a logo or school brand will be more likely to show male sports**
- ★ **H4: Male sports posts will be more likely to display a call to action**
- ★ **H5: Posts about male sports will be more likely to have used metacommunicative analysis**
- ★ **H6: Male athletes will be more likely to show up in current or aluminum posts**

(Johnson et. al)

Materials



Instagram



Notebook



Pens/Highlighters



WIFI

Statistical Significance:

SAMPLE PROPORTION TEST

CHI-SQUARE TEST



Future Value

- ★ Are gender Inequalities in Media Coverage still apparent in sports today?
- ★ Displays Patterns in Media Advertising in College Conferences Sports Media Instagram accounts
- ★ Shows Insight into the equality debate of NCAA athletes: Title IX
- ★ Helps to predict future implications with the equality debate such as in the new NIL policy

Limitations

- Instagram accounts have unequal amount of posts
- Lack of Understanding in who is posting the images/ how they are posted
- Not large enough sample size to overall amount of instagram posts
- Not having intercoder-reliability: possible bias

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