

Introduction

- We seek to understand how the portrayal of female athletes through the media affect the ways in which people perceive women athletes.
- In addition, we focus on how the culture of sports is dominated by men, which undervalues women's athletic abilities in society.
- We show how the media has a tremendous impact in portraying how women athletes should be perceived.

Research Question: How do the ways in which undergraduate students perceive female and male sports relate to media portrayal?

Background

- Sports has historically and traditionally been identified as a masculine sport.
- It has been a way of men to demonstrate their masculinity.
- Men have also been in charge of organizing and coaching teams while women have been discouraged to participate in sports because of the threat they pose to men's heterosexuality.
- Women athletes have been portrayed through their sexuality and their body opposed to their accomplishments as an athlete.
- There was a lack of female athlete media coverage prior to the passing of Title IX.

Findings



- When asking respondents to explain why they chose their poster, the most common responses included words such as "beach, bikini, sexy, tits, women, volleyball, sex, left (poster), objectifying, appealing, sex and body."

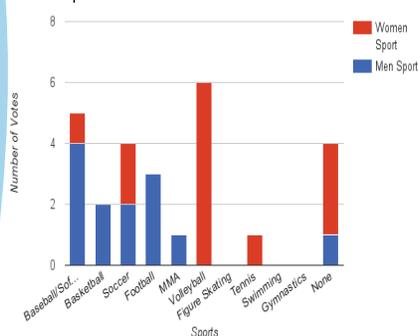
- We conducted a survey in which we asked which event the participants would prefer to attend solely based on the poster.
- **63%** of respondents chose the image on the left.
- **27%** of the respondents chose the image on the right.
- **10%** chose neither.

Interpreting the Graph

- In our survey, we also asked the participants to indicate which was their favorite men's sport to watch and favorite women's sport to watch.
- As shown by the graph, there is a difference in the sports attached to both men and women by the spectators.
- Our study showed that the majority of people prefer to watch volleyball out of all women's sports. Meanwhile, the preferred men's sport was basketball, with soccer coming second.
- These findings show that the sport attached to men (basketball) consists of aggression and competitive play. On the contrary, volleyball is seen as team-oriented enjoyable sport rather than enforcing the image of athletic rigor.

Preference in Watching Men and Women's Sports

Male Preference in Watching Men and Women Sports



Female Preference in Watching Women and Men Sport

