

Generations at Play: How Social Norms Shape Gender in Sports

(A comparison of Generation X and Z perspectives)

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Introduction

Despite female inclusion in sports, there are significant inequalities faced by them in professional sport. Reflecting on women in sports and considering both my own micro and meso experiences, as well as the macro level professional public sporting events, I believe that the major difference is the different treatment of male and female public sporting figures. This investigation aims to explore how, despite how far we have come to diffuse the social construct of gender differences, there is still work to be done. Hence this PIP will investigate **“How have different generations' social conditions (norms/stereotypes) created gendered perspectives in professional sports? - A Cross-cultural study of Generation X and Generation Z”**.

Secondary research was ethically conducted, critically analysed, synthesised and interpreted to deepen my understanding of the complex issues behind the treatment of women in sport. A variety of journal articles and media articles were surveyed, with particular hero articles including an ABC News article that sparked my interest in my topic “Spain's Women's World Cup win lays bare the progress and the problems of women's football” by Lewis¹ who examined the mistreatment of the Spanish Women's soccer team. Other important articles that gave me the framework for my research included those about power dynamics in rowing “Mind the Gap: the Presence of Capital and Power in the Female athlete–male coach Relationship within Elite Rowing”² by de Haan and Norman and the pay disparity in basketball “Gender equality in basketball payments: the case for pay parity”³ by Mihaela.

My primary research involved one content analysis using six different films covering the past fifty years to show the changing attitudes to women in sports over time. They provided unique insight into the treatment of these athletes in relation to pay, respect and a variety of other factors that differ for a female athlete. This allowed me to triangulate primary research to provide better insight into my selected topic, however many sources did have potential biases

¹ S. Lewis, ‘Spain's Women's World Cup win lays bare the progress and the problems of women's football’ *ABC News* (20 Aug. 2023) <https://amp.abc.net.au/article/102753538>, access 27 Oct. 2023.

² D. de Haan and L. Norman ‘Mind the gap: the presence of capital and power in the female athlete–male -coach relationship within elite rowing’ *Taylor & Francis Online* (20 Mar. 2023) <https://www.tandfonline.com/doi/full/10.1080/21640629.2019.1567160#:~:text=There%20is%20an%20emergin%20body,%2C%202007%3B%20MacKinnon%2C%202011%3B> accessed 23 Nov. 2023

³ A. Mihaela, ‘Gender equality in basketball payments: the case for pay parity’ Proquest Central (2023) <https://www.proquest.com/central/docview/2838378921/5CF5CBEB48014225PQ/1?accountid=13902#center> accessed 25 Nov. 2023

incorporated. I also conducted a questionnaire to collect both qualitative and quantitative data with 53 participants from both Generation X and Generation Z, to gain insight into public opinions on the treatment of professional female athletes. Lastly, I conducted a structured interview with interviewee A, a Professor of Social Policy at The University of Sydney, and an unstructured interview with interviewee B, who holds a Doctorate in Cultural and Sports Studies and teaches at The University of Sydney. Both Interviewee A and Interviewee B are experts in the field of feminism and sports and provided insight into multiple angles and opinions about the treatment of female athletes.

This topic seeks to explore both the continuities and the changes in the treatment of female athletes over a fifty-year time frame. Equality of male and female athletes is a contemporary and relevant issue that has taken up much of the media's time in recent years, such as the women's FIFA World Cup. Through feminist theory, I aim to explore where this inequality stems from and what we can do to make a difference and inspire the next generation of female athletes, knowing they will start on an equal playing field

Log

After spending the majority of my life training at an elite level in the sporting world, I found that I was acutely unaware of the differing treatment that women and men faced in such a sphere. However, due to recent events such as the 2023 FIFA World Cup resulting in widespread publicity of a major women's sporting event, the existence of gendered perspectives within sport was brought to my attention. From this, sought out a multitude of journal articles, websites and media segments about the extensive mistreatment of professional female athletes. I then began my primary research for this project, empowering me to further explore where this mass inequality stems from, therefore inciting me to create the topic:

“How have different generations' social conditions (norms/stereotypes) created gendered perspectives in professional sports? - A Cross-cultural study of Generation X and Generation Z”

Secondary research was integral to allow for in-depth analysis, synthesis and understanding of the history of sport in its patriarchal form up until the present day and to track the continuities and changes across time. A hero article was Samantha Lewis' *“Spain's Women's World Cup Win Lays Bare the Progress and the Problems of Women's Football - 2023”* where she explores the mistreatment and institutional power from men in authority positions and the effects this has had on the female athletes. However, there is potential for bias in Lewis' work due to a subconscious, pre-conceived or internalised dislike for the treatment of women in sports from personal experience. Thus, I needed to research other articles and sources to ensure the full scope of the topic was covered and I could provide accurate and the least biased information possible.

Through my four primary research methods of questionnaire, content analysis and a structured and unstructured interview, accompanied by comprehensive secondary research, I have created an insightful PIP that is vital to the 21st century to create social change for future generations. My questionnaire provided detailed qualitative and quantitative information, vital to the cross-cultural component of my PIP, however conducting it early in the research process meant it did not encompass the full scope of my PIP, with a change in ideas as the project progressed. To ensure research was ethically conducted the questions were carefully constructed and tested with the inclusion of a disclaimer outlining where and how the research would be used. To

ensure my primary research was most effective in covering all aspects of my PIP I conducted a qualitative content analysis of six films, showing the micro, meso and macro implications of gender inequality over fifty years. However, it did not provide an extensive view on the different coaching and opportunity experiences for professional male or female athletes. Finally, the interviews provided qualitative information demonstrating insight into the inequitable experiences of female athlete. However, information could be subject to bias due to the academics conveying experiences and perceptions potentially leading to unreliability.

After primary and secondary research was completed, the writing process began where I triangulated sources and formed them into paragraphs that made up my chapters. This allowed me to greatly improve my social and cultural literacy, meaning I was able to unpack the gendered perspectives of sport over time ethically and authentically, providing the most accurate summary of the issue.

Chapter I

“The women's heat is the lunch break.”⁴

How do the portrayals of women in the media create archetypes and thus influence respect for these athletes?

The representation of professional female athletes in comparison to their male counterparts has created false stereotypes and perceptions amongst the Australian community. This produces unrealistic archetypes, known as a typical example of a certain person. There has been the creation of sexualised and less athletic depictions of a female athlete compared with reality. The results of widespread media portrayals, the lack of female athlete representation, changes in film representation over time and the creation of different media formats have created a multitude of archetypes. This contributes to the social exclusion of these athletes as they are non-conforming to the media's depiction of female athleticism.

Media portrayals have a significant impact on the generation of archetypes surrounding female athletes. As denoted by Bryn Tuner, *“The overt sexualisation of athletes has implications for audience perceptions which flow on to broader perceptions about the value of women’s sport.”*⁵ Further supported by the questionnaire response from a Generation Z female stating the *“media is a powerful way where athletes can be perceived by the public eye in a different way based off what the media says about them”*⁶. Thus, if the media is presenting sexualised depictions of female athletes, for example on a magazine cover or utilising technology in an online article, where a male would be depicted as strong and stoic, a woman’s athleticism will be diminished, providing the archetype of female athletes as lesser or unprofessional. In turn, this generates a shift away from female sports viewership contributing to the social exclusion of females from professional sports.

⁴ Content analysis: Girls Can’t Surf - Conducted 2024

⁵ B. Turner, ‘Model athletes – The portrayal of women’s sports in media’ *Universe sports* (17 Mar. 2022) <https://universe.byu.edu/2022/03/17/model-athletes-the-portrayal-of-womens-sports-in-media/> accessed, 9 Nov. 2023

⁶ Primary Research Method: Questionnaire, Q.8 - Conducted 2024

Moreover, 93% of respondents selected either “agree” or “strongly agree” with the statement ‘*The media has a strong influence on the respect female athletes receive.*’⁷ displayed in Figure 1 below.

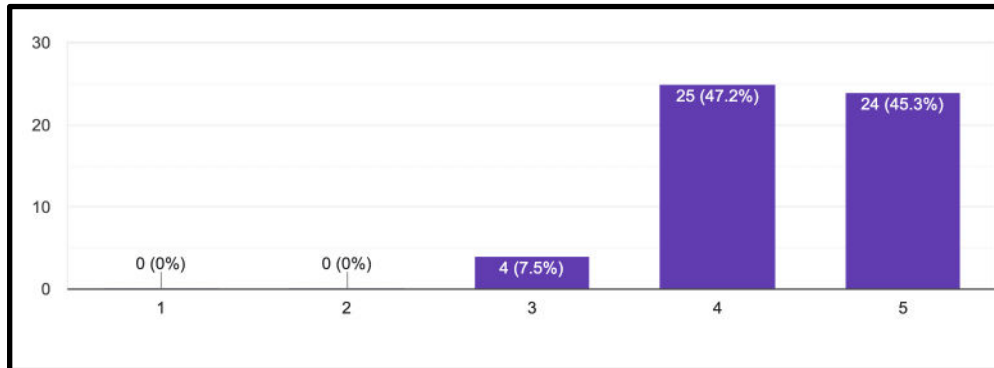


Figure 1 - Generational (Gen X and Gen Z) responses to the statement ‘The media has a strong influence on the respect female athletes receive’⁸

The graph emphasises how contemporary Australia believes women are conveyed as women before their profession, rather than depicting their athletic careers. Thus, due to the media portrayals of female athletes as primarily about their micro or meso lives, their athleticism will not have connotations of dignity but rather be seen as unworthy contributing to the social exclusion of these athletes on a macro scale.

Similar to this notion of sexualised depictions, the lack of media coverage of professional female athletes has led to a deficiency in respect, in turn fabricating the archetypes of female athletes as less valuable. As argued by a Generation X female: “*I believe if the coverage given to female athletes was equal to that of male athletes, the level of respect may improve for female athletes. Coverage has a direct correlation to the importance placed on those sports by the public.*”⁹ UNESCO supports this notion, suggesting only 4% of the sports coverage is awarded to female athletes.¹⁰ Thus, if there is limited coverage of female athletes in comparison to their male counterparts there is social exclusion endured by women on the macro scale, perpetuating the cycle of professional female athletes not having the recognition deserved. In turn, these

⁷ Primary Research Method: Questionnaire, Q.7 - Conducted 2024

⁸ Primary Research Method: Questionnaire, Q.7 - Conducted 2024

⁹ Primary Research Method: Questionnaire, Q.8 - Conducted 2024

¹⁰ UNESCO, ‘Gender Equality in Sports Media’ UNESCO (2021)

<https://webarchive.unesco.org/web/20230104165710/https://en.unesco.org/themes/gender-equality-sports-media> accessed, 10 Nov. 2023

“*fetishised narrative-isations*”¹¹ of female athletes are depicted in a space that is the means in which sporting institutions advertise to people following sport. This reaches the broader community, and these false depictions are harmful to the image of sportswomen. The fabrication of this image is demoralising perpetuating the “*stereotypical, comical, sexualised and sexist*.”¹² images of women in sports. From this it can be deciphered that sportswomen are excluded from the male hegemonic sporting world created by the media, since they are continually portrayed in a traditional feminine or unrealistic manner, preserving the patriarchal structures. Thus, the limited media coverage, and what little is left for female athletes depicts women in a damaging manner, creates false archetypes, such as they are less skilful and are overtly sexualised, furthermore perpetuating the patriarchal system which the sports are operating in.

When observing the media and film representation of female athletes over time they began as reductive and stereotypical, yet have significantly differed due to the third-wave feminist movement emerging during the 2000s.

1970s

The precursor to third wave feminism began in the 1970s with the massive proliferation and consciousness-raising of feminism among women.¹³ Billie Jean King was told “*Women should be paid and respected equally*”¹⁴ by a radio host appearing to support the feminist movement, yet adding “*You are cuter than them*”¹⁵ displaying a demeaning treatment by patronising the women on the tennis team, thus emphasising the discriminatory nature of the treatment of sportswomen during the 1970s.

1980s

Perpetuation of these stereotypical depictions has translated to surfing culture as extremely misogynistic and inequitable: “*As a man, to get a good sponsorship all you had to do was win a couple of events really, but for a woman to get a good sponsorship you had to be good looking in a conventional sense, you had to smile at the camera, and on top of that you had to win more*

¹¹ Interview B - Conducted 2024

¹² Council of Europe, ‘GENDER EQUALITY IN SPORT AND THE ROLE OF MEDIA’ *Balance in sport* (n.d) <https://rm.coe.int/bis-factsheet-gender-equality-sport-media-en/1680714b8f#:~:text=sportswomen%20tend%20to%20be%20portrayed,inequality%20and%20accentuating%20gender%20differences7>. accessed 14 Nov. 2023

¹³ Interview B - Conducted 2024

¹⁴ Content analysis: Battle of the Sexes - Conducted 2024

¹⁵ Content analysis: Battle of the Sexes - Conducted 2024

than just a few events, like maybe world champ or close to it.”¹⁶ This is evidence of the unjust treatment of women in promotion and marketing during the 1980s such that the media reported on them only if at the height of their career.

1990s

Moreover, the film industry would sexualise female sportswomen with “*‘A man on the team football making gestures about the body shape of Lucy’s (a female member of the football team) body’*”¹⁷ as the media is focusing on their bodies rather than their athleticism even if they are successful and talented.¹⁸

2000s

In the 2000s there was a slight shift in the representations and respect of female athletes with *the men on the sidelines discussing the physical appearance of the team captain, however, one responds with “Why can’t you lot just see footballers”*¹⁹ displaying the movement away from the sexualisation of athletes and towards respecting women for their athleticism.

2010s

Furthermore, a documentary about the sexual abuse of young women was made to highlight the terrible treatment of these athletes and display their worth and value.²⁰ This is due to third-wave feminism and the MeToo movement allowing women to feel comfortable to speak out.

2020s

This change in values is furthered in the present with the Matilda’s creating a grand movement for the correct treatment of female athletes, emphasising their equal value in the sporting world and their desire to not have false archetypes created about them. Evident in the words “*I look at this World Cup as the endless opportunities to have an impact on the young girls to follow their dreams.*”²¹ from Kerr. This demonstrates the shift away from patriarchal and misogynistic depictions of sportswomen in the media and towards equality. In summation, over time the film depiction of women in sport has progressed from misogynistic to inclusive, and depicts the value held in female athleticism upholding the values and beliefs of the time.

¹⁶ Content analysis: Girls Can’t Surf - Conducted 2024

¹⁷ Content analysis: Necessary Roughness - Conducted 2024

¹⁸ A. Williams, ‘The sexualization of women in sports by the media — it’s time for a change’ *Collegiate Times* (14 Feb. 2023) https://www.collegiatetimes.com/opinion/the-sexualization-of-women-in-sports-by-the-media-it-s-time-for-a-change/article_c76ca942-abe5-11ed-8d33-5f54d544614c.html accessed 15 Nov. 2023

¹⁹ Content analysis: Bend it like Beckham - Conducted 2024

²⁰ Content analysis: At the heart of gold Inside the USA Gymnastics Scandal - Conducted 2024

²¹ Content analysis: Matilda’s the world at our feet - Conducted 2024

Furthermore, there is the point of view that different forms of media have created different archetypes of female athletes. For example, in **cinema media**, the depiction of female athletes is reductive, such that *80% of all sports films depict males, 14% depict women and 6% both*²² displaying the underrepresentation and marginalised depiction of professional female athletes. From this small number of female sports films, the cinema media is not able to explore the full gamut of what it means to be a female athlete. In film, there is the possibility to show a multidimensional figure who is capable of making change, although there is limited opportunity due to the lack of films. This is evident in Billie Jean King boycotting the Lawn Tennis Association (LTA), making use of conflict theory for equal pay.²³ Moreover, the use of **social media** within our neoliberalist society²⁴ allows for a positive depiction of female athletes as they are able to market themselves to depict a strong and empowering image of sportswomen. The commercialisation of sport and “*sport as we know it comes from industrial capitalism*”²⁵ means women are able to generate a living off their own social media portrayals without the false, sexualised and demeaning news media depictions. This demonstrates how feminist and conflict theory interrelate through women subverting the news media depictions for a change in the respect they receive. Finally, **news media** is seen as including the most negative depictions of women in sports, with stereotypical and sexualised, false delineations of female athletes. For example, the magazine Sports Illustrated uses the bodies of female athletes to generate a profit rather than display them in a professional light.²⁶ This concept is validated by “*female athletes have to contend with being trivialised and sexualised, rather than a focus on their performance.*”²⁷ suggested by a Generation X female. Thus, it can be concluded that cinema media, although reductive, can simultaneously present female athletes as empowered. Technological advancement and the creation of social media have generated a positive depiction of female athletes. Finally, news media is the primary source of the negative portrayals of sportswomen.

²² V. Lieberman, ‘ONE YARD SHY OF EMPOWERMENT: CINEMATIC PORTRAYALS OF FEMALE ATHLETES’ *Florida Atlantic University* (May 2012) https://fau.digital.flvc.org/islandora/object/fau%3A3876/datastream/OBJ/view/One_yard_shy_of_empowerment.pdf accessed 23 Nov. 2023

²³ Content analysis: Battle of the Sexes - Conducted 2024

²⁴ K. Toffoletti, ‘Female athletes’ self-representation on social media: A feminist analysis of neoliberal marketing strategies in “economies of visibility’ *Sage Journals* (8 Feb. 2018) <https://journals.sagepub.com/doi/abs/10.1177/0959353517726705> accessed 15 Dec 2023

²⁵ Interview B - Conducted 2024

²⁶ A. Williams, ‘The sexualization of women in sports by the media — it’s time for a change’ *Collegiate Times* (14 Feb. 2023) https://www.collegiatetimes.com/opinion/the-sexualization-of-women-in-sports-by-the-media-it-s-time-for-a-change/article_c76ca942-abe5-11ed-8d33-5f54d544614c.html accessed 15 Nov. 2023

²⁷ Primary Research Method: Questionnaire, Q.8 - Conducted 2024

Thus, the representation of professional female athletes has fabricated stereotypes and unrealistic archetypes of what a female athlete is. This means there is dramatic social exclusion of female athletes due to the media deterring women from joining the sports world. However, in recent years, change has occurred to encourage the next generation of female athletes.

Chapter II

Achieving dynamic equilibrium

Presenting coaching experiences and opportunities for all professional athletes.

In modern society, female athletes are faced with a multitude of unequal opportunities and treatment with the most prominent in sports being the unequal coaching and resource allocation compared to their male counterparts due to the patriarchal system. This is in terms of the male-dominated industry, the multitude of men in authority positions, the lack of resource allocation creating a lack of opportunity, and finally the mistreatment of athletes by coaches and doctors. Thus, it is the driving force behind the social exclusion of female athletes from the sporting world.

For centuries, sport has been a male-dominated industry which has been created in favour of them. This means that even as time has passed, there is still a serious minority of female coaches compared to male coaches.²⁸ In the Olympic games from the years 2004 to 2016, the ratio of male coaches to female coaches was 10:1, having the potential to create a power imbalance which can impact the quality and style of coaching between the male coach and female athlete. This can have major implications on the athlete's ability to improve due to a style that is better suited to a male athlete²⁹. Moreover, University Professor states that “*it is likely that women coaches are more sympathetic and understanding of female athletes*”³⁰ displaying the need for an increase in female coaches, as they are able to understand the nuances of being a female athlete at a much deeper level than a male considering there is a key

²⁸ D. de Haan and L. Norman ‘Mind the gap: the presence of capital and power in the female athlete–male - coach relationship within elite rowing’ *Taylor & Francis Online* (20 Mar. 2023) <https://www.tandfonline.com/doi/full/10.1080/21640629.2019.1567160#:~:text=There%20is%20an%20emergin g%20body,%2C%202007%3B%20MacKinnon%2C%202011%3B> accessed 23 Nov. 2023

²⁹ D. de Haan and L. Norman ‘Mind the gap: the presence of capital and power in the female athlete–male - coach relationship within elite rowing’ *Taylor & Francis Online* (20 Mar. 2023) <https://www.tandfonline.com/doi/full/10.1080/21640629.2019.1567160#:~:text=There%20is%20an%20emergin g%20body,%2C%202007%3B%20MacKinnon%2C%202011%3B> accessed 23 Nov. 2023

³⁰ Interview A - Conducted 2024

shared identity factor, which can have a major influence on an athlete's ability to improve.³¹ A positive athlete-coach relationship can have dramatic effects on an athlete's ability to ameliorate their skills such that *“athlete satisfaction is related to the degree to which athletes understand their role and responsibilities within interactive sports teams.”*³² Thus, if there is a lack of communication, evident in the Spanish soccer team due to the power a male coach wields over a female athlete, there can be detrimental impacts on both the athlete's ability to upgrade performance but also their mental health. This power the coach holds stems from the patriarchal nature of our society viewing women as inferior. For this to change, third-wave feminist sensibilities must be put in place for the sporting industry, to ensure the coaching experiences for men and women are equitable.

When a female athlete is surrounded by men in authority positions regarding said athletes training and preparing for the sport, and there is no female role model she can look up to, there is disempowerment which can have major implications for their athletic performance. University Professor states that *“as more women take up key roles as coaches, managers, and advisors in elite sports this [the power dynamic] will change”*³³ displaying the importance of having female figures in authority positions. This will ensure the equal opportunity for sportswomen to improve performance and feelings of empowerment through having someone to aspire to, thus establishing the social inclusion of professional female athletes. Furthermore, over 50% of survey respondents have noticed a power imbalance between male coaches and female athletes displayed in the Figure 2 below.³⁴

³¹ G. King, 'Female athletes deserve female coaches' *Teens in Print* (05 June. 2023) <https://teensinprint.com/female-athletes-deserve-female-coaches/> accessed 9 Feb. 24

³² Coaching the Coaches 'The Importance of Building Relationships for Our Modern Day Coaches' *Coaching the Coaches* (30 Mar. 2020) <https://www.coachingthecoaches.net/blog/2020/3/26/the-importance-of-relationships-with-our-modern-day-athletes> accessed 18 Dec. 2023

³³ Interview A - Conducted 2024

³⁴ Primary Research Method: Questionnaire, Q.15 - Conducted 2024

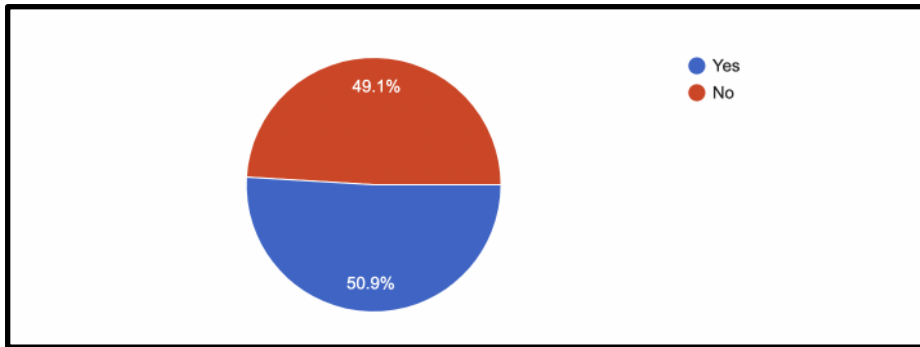


Figure 2 - Generational responses (Gen X and Gen Z) to the question ‘Have you ever noticed a power imbalance between female athletes and male coaches?’³⁵

This is alarming as it suggests the detrimental effect on female athletes from coaching styles. Parents of elite gymnasts have said “*They are going to get hurt and they are not to cry, the pressure you put on these little girls, and they are not to cry*”³⁶ such that *American gymnastics coach John Geddert is described as the devil by his athletes*³⁷ in the years of 2010-2019. A pertinent contemporary example can be seen in the way the Spanish Soccer National team has been treated by their coach. He has displayed problematic behaviour including: controlling, inducing anxiety due to power imbalances, favouritism, intimidation and individual stresses due to forcing the players to leave doors open for curfew and checking bags.³⁸ This created the social exclusion of these athletes as they felt the need to leave the team as the Spanish soccer federation did not carry out their requests for change. Although 8 of the players did return after changes were made, this has caused significant harm to the Spanish Soccer players due to the abuse of power by the coach. In summation, it can be seen that the unjust use of institutional power in misogynistic ways in sports can dissuade female athletes from participating in professional sports also dissuading then next generation of athletes due to the lack of inspirational figures.

Moreover, inequalities in resource allocation have resulted in a compromised ability to improve as players, critically damaging results for the careers of female athletes. This can contribute to the social exclusion of women from professional sports deterring them from such practices. For example, the Wallaroos (Women's rugby team) has not had adequate resources allocated

³⁵ Primary Research Method: Questionnaire, Q.15 - Conducted 2024

³⁶ Content analysis: At the heart of gold Inside the USA Gymnastics Scandal - Conducted 2024

³⁷ Content analysis: At the heart of gold Inside the USA Gymnastics Scandal - Conducted 2024

³⁸ S. Lewis, ‘Spain's Women's World Cup win lays bare the progress and the problems of women's football’ *ABC News* (20 Aug. 2023) <https://amp.abc.net.au/article/102753538>, access 27 Oct. 2023.

to their team, with one of the players making use of technology and posting on social media they haven't been given certain resources as there was no budget to allocate to them, however, the men's team received all of these resources.³⁹ This unequal access has been reflected and acknowledged in society with *67.9% of respondents agreeing that men and women have differing training facilities*⁴⁰ and with Sydney FC Captain Natalie Tobin saying *"they've had to make make-shift change rooms in the car park"*⁴¹ at Sydney's Leichhardt Oval. This stems from the patriarchal system of the sports world discriminating against female athletes and giving male athletes the ability to improve and train with ease in superior circumstances. There has been a recent change, however, with the NSW and federal Government allocating \$40 million⁴² to improve the facilities to be more accommodating of female athletes. This change is pertinent to make a difference in terms of life chances available with the government policy and funding inducing macro-level change for the future of women's sport reducing their exclusion. Thus, the unequal allocation of resources, training facilities and adequate coaching is evidence that female athletes are viewed as inferior, however, change and development have begun stemming from government influence in response to pressures from society.

Finally, there is immense mistreatment of female athletes originating from coaches, doctors and health professionals in the field causing a multitude of issues among the modern-day athletes. This is seen primarily in sexual assault and abuse cases evident in the 21% of young girls enduring sexual abuse in a sporting environment, which is almost double the number of their male counterparts.⁴³ Although both statistics are horrible, female athletes are constantly exploited and manipulated by people in authority positions such as Larry Nasar (doctor for the USA gymnastics team). He would shower the team with gifts and encouragement throughout training and camps, and while the gymnasts were visiting him for back and ankle injuries, he

³⁹ S. Field, 'Australia's professional athletes tackle gender pay gap' *Forbes Australia* (24 Aug. 2023) <https://www.forbes.com.au/news/leadership/on-equal-pay-day-australian-professional-athletes-tackle-gender-pay-gap/> accessed 26 Nov. 2023

⁴⁰ Primary Research Method: Questionnaire, Q.5 - Conducted 2024

⁴¹ J. Hyland, 'ABC News NSW' [video] ABC (14 June. 2024) <https://iview.abc.net.au/video/NU2401H166S00> accessed 14 June. 2024

⁴² J. Hyland, 'ABC News NSW' [video] ABC (14 June. 2024) <https://iview.abc.net.au/video/NU2401H166S00> accessed 14 June. 2024

⁴³ UNRIC, 'Red Card to Violence Against Women and Girls in Sports' *United Nations* (05 Dec. 2023) <https://unric.org/en/red-card-to-violence-against-women-and-girls-in-sports/#:~:text=According%20to%20UNESCO%2C%2021%25%20of,confined%20to%20physical%20contact%20disciplines>. accessed 24 Nov. 2023

would sexually assault the athletes.⁴⁴ The MSU (Michigan State University) would abuse their power, turn a blind eye and dissuade the girls from speaking out by telling them it was untrue. After some time, Aly Raisman and Rachel Denhollander spoke out and now Nasar is to be in prison for 175 years.⁴⁵ Although serious progress has been made in the equality of men and women in everyday scenarios, there is still significant room for improvement in the coach/doctor and athlete relationships. University Professor suggests that “*gender equality training would be an interesting experiment in sports coaching and management*”⁴⁶ to ensure that the patriarchal society does not continue to overpower the sporting world. Thus, it is pertinent that the future will hold mutual respect and communication between athlete and coach/doctor relationships to ensure equality and safety for athletes of the present and future.

In summation, the inequitable opportunities of professional sports women compared to sportsmen through treatment from coaches, doctors and other professionals in their field is the driving force behind the exclusion of these women from the sporting world.

⁴⁴ A. Park ‘Aly Raisman Opens Up About Sexual Abuse by USA Gymnastics Doctor Larry Nassar’ *Time Magazine* (13 Nov. 2023) <https://time.com/5020885/aly-raisman-sexual-abuse-usa-gymnastics-doctor-larry-nassar/> accessed 23 Nov. 2023

⁴⁵ Content analysis: At the heart of gold Inside the USA Gymnastics Scandal - Conducted 2024

⁴⁶ Interview A - Conducted 2024

Chapter III

“Men are better and more entertaining than women”⁴⁷

The elements of sports as a labour generating a pay disparity. And
how can we fix it?

For multiple generations, there has been a major pay disparity between men and women in the workforce. This has translated into professional sports, with it having major implications for the female athletes involved. Evident in the micro, meso and macro interaction of the lack of pay meaning women are forced into unwanted jobs, the lack of media coverage being a perpetuating cycle and finally the prospect of change due to macro-level involvement.

Over the past fifty years, it has been apparent that women in the workforce endure inequitable pay and thus, it comes as no surprise that as professional athletes, women are a lower-cost labour solution. This notion was brought to light during the 1970s when the idea of second-wave feminism came about and feminists would demonstrate *“economic resistance against male-dominated patriarchal histories that have previously framed labour conditions”*⁴⁸ as during the 1970s the gender pay gap in Australia had women making 85% of what a man would.⁴⁹ Historically this resulted in the underfunding for sportswomen meaning they had to seek alternate full-time jobs on top of being an athlete to support themselves, and although this was true for men as well, it perpetuated within female athletes for a far longer time period. This pay disparity can be seen most predominantly in the 1970s and 1980s. During the U.S Open in the 70s they were *“Offering the men's winner \$1,500 and the women's \$1,200.”*⁵⁰ Moreover, in 1984 the male winner of the World Surfing Championships would receive \$10,000 whilst the female would receive \$4,000.⁵¹ As well, the men's Australian soccer team received

⁴⁷ Primary Research Method: Questionnaire, Q.11 - Conducted 2024

⁴⁸ Interview B - Conducted 2024

⁴⁹ National Museum of Australia, 'Equal pay for women' *National Museum Australia* (16 Dec. 2022) <https://www.nma.gov.au/defining-moments/resources/equal-pay-for-women#:~:text=Addressing%20the%20gender%20pay%20gap&text=In%201973%20a%20ruling%20by,were%20providing%20for%20their%20families>. Accessed 06 Dec. 2023

⁵⁰ Content analysis: Battle of the Sexes - Conducted 2024

⁵¹ Content analysis: Girls Can't Surf - Conducted 2024

*\$836,138 whereas the women's Australian team received \$128,761 for the FIFA world cup.*⁵²

From this, it can be deduced that the elements of sport as a labour have contributed to unequal pay, even though a woman's contribution to sport is just as valuable as a man's. These statistics are supported by anecdotal evidence from contemporary Australia - Generation Z respondent states that *"both males and females must be equally skilled to reach such a high level of sport and should be paid accordingly."*⁵³ with another Generation Z respondent in concurrence *"Why should a woman be paid less than a man for doing the same thing? It's equally enjoyable to watch, the women's World Cup proved that."*⁵⁴ There is an inescapable aspect of how our economy is interwoven with societal values such as the patriarchal structure, with an inequitable male-dominated history that does not prioritise women in the labouring aspect of sport. Thus, on a meso level, women are forced into an unrelated workforce, outside of their passion for sport due to the inequitable pay stemming from a patriarchal society, resulting in less time to train and improve.

Similarly, the reason behind the dramatic pay disparity in sports is the endless cycle for female sportspeople with the macro level absence of media coverage due to a lack of interest in female sports. The pay disparity in sport is inflated compared to the general workforce, due to society's historical value of the patriarchy and women being praised for femininity and beauty rather than strength and dominance.⁵⁵ University Professor suggests that *"Men's sport has always been viewed as superior to women's sport and where the dominant consumers of sports events have been assumed to be, and historically were, men."*⁵⁶ In the 20th and 21st century, consumption of male sport through TV, radio and attendance has been overwhelming in comparison to female sports. This means there is an obvious lack of funding towards women's sport and thus their ability to gain a wage is compromised. This is evident in the dramatic pay disparity in Basketball such that *a male NBA player on average will receive \$7.7 million per*

⁵² B. Rolfe, 'Enormous pay disparity in Women's World Cup exposed' *News.com.au* (20 July. 2023) <https://www.news.com.au/sport/football/world-cup/enormous-pay-disparity-in-womens-world-cup-exposed/news-story/9288f7345fc66693675bf4a509ede8e8> accessed 24 Oct. 2023

⁵³ Primary Research Method: Questionnaire, Q.11 - Conducted 2024

⁵⁴ Primary Research Method: Questionnaire, Q.11 - Conducted 2024

⁵⁵ Council of Europe, 'GENDER EQUALITY IN SPORT AND THE ROLE OF MEDIA' *Balance in sport* (n.d) <https://rm.coe.int/bis-factsheet-gender-equality-sport-media-en/1680714b8f#:~:text=sportswomen%20tend%20to%20be%20portrayed,inequality%20and%20accentuating%20gender%20differences7>. accessed 14 Nov. 2023

⁵⁶ Interview A - Conducted 2024

year and an equivalent female NBA player will receive \$130,000.⁵⁷ This is rooted in a lack of viewership, media attention and marketing given to women's sports resulting in a continual cycle of an absence of funding towards sportswomen. Generation X respondent states *"The commercial reality is that advertising and sponsorship dollars reflect the advertiser's perception of society. They will spend more (and hence a greater share of wallet will go to) on male athletes."*⁵⁸ which is supported by Generation Z respondent *"The amount of money the athletes are paid is based on the amount of viewership they get. Unfortunately, the way it is at the moment is the male sporting industry is far more popular."*⁵⁹. Historically their views would differ, yet this displays how society on the macro level is shifting towards a more egalitarian view to make a change to the long line of patriarchal and misogynistic heritage as there is universal societal recognition of the issues faced by women in our society. A change to this cannot happen if the same methods of promoting women's sport are continued and thus, intervention by a macro level influence must be put in place to make a difference and close the gap.

Finally, in recent years, there has been an evident shift in the pay disparity between men and women due to changing values and beliefs. This is evident in the way shocking statistics about the pay disparity (mentioned prior) reached the homes of many Australians around the country meaning they are willing to support Sam Kerr – Team Captain of The Matilda's – *to demand at least \$30,000 for each member of the team.*⁶⁰ Moreover, the change in recent years has been made apparent in surf culture with the WSL finally awarding equal pay in 2019 for the champion. However, there is still work to be done, as seen in Figure 3 with only just under half of respondents from both Generation Z and Generation X suggesting the pay gap is justified.

⁵⁷ A. Mihaela, 'Gender equality in basketball payments: the case for pay parity' Proquest Central (2023) <https://www.proquest.com/central/docview/2838378921/5CF5CBEB48014225PQ/1?accountid=13902#center> accessed 25 Nov. 2023

⁵⁸ Questionnaire, Q11 - Conducted 2024

⁵⁹ Primary Research Method: Questionnaire, Q.11 - Conducted 2024

⁶⁰ Kids News, 'FIFA agrees to pay Women's World Cup players at least \$30,000' *KidsNews* (13 July. 2023) <https://www.kidsnews.com.au/sport/fifa-agrees-to-pay-womens-world-cup-players-at-least-30000/news-story/6d9163ead9a7e7aa907c06af44f8ad51#:~:text=FIFA%20agrees%20to%20pay%20Women's%20World%20Cup%20players%20at%20least%20%2430%2C000,-Female%20soccer%20players&text=Football%20has%20kicked%20an%20important,players%20asked%20for%20better%20pay>. accessed 28 Oct. 2023

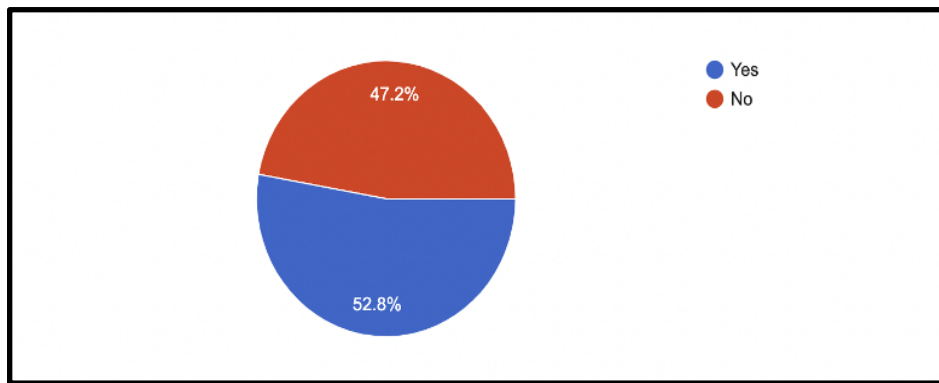


Figure 3 - Generational responses (Gen X and Gen Z) to the question ‘Do you believe there is a justifiable reason for the pay disparity in professional sports?’⁶¹

This statistic makes the ‘Level the Playing Field’ scheme by the Australian Government all the more important. The New South Wales government has agreed *to \$30 million for the revival of facilities as well as ensuring a safe and inclusive environment*.⁶² This is in alignment with the *Albanese government providing \$200 million for women's sports for 2023-24 after the monumental inspiration of the Matilda's*⁶³, suggesting that Australian society is moving away from patriarchal structures and is making the change towards inclusivity and awareness due to the government playing a fundamental role in societal change, thus changing the future of sport. Thus, it is evident that the awareness of pay inequity has been brought to the forefront by institutions creating societal change that will directly translate to the social inclusion of female athletes.

In summation, it is apparent that the pay gap within the sporting world is having major implications on the athletes in a micro, meso and macro sense. This can be seen in the way sports women are forced out of their profession into other jobs to support themselves - a duty that men no longer endure, the perpetuation of unequal media coverage stemming from the patriarchy resulting in a pay disparity and finally the impending changes due to government intervention.

⁶¹ Primary Research Method: Questionnaire, Q.10 - Conducted 2024

⁶² NSW Government, ‘Level the Playing Field Program’ *NSW Government* (n.d) <https://www.sport.nsw.gov.au/grants/level-the-playing-field-program> accessed 09 July. 2024

⁶³ T. Shepherd, ‘Albanese government to pledge \$200m for women’s sport after Matildas inspire Australia’ *The Guardian* (19 Aug. 2023) <https://www.theguardian.com/australia-news/2023/aug/19/albanese-government-to-pledge-200m-for-womens-sport-after-matildas-inspire-australia> accessed 09 July. 2024

Conclusion

Throughout this investigation, I have gained insight and a new approach to the gendered perspectives endured in the sporting world, that women face every day with the challenge of having an inequitable place to start or continue their profession. As a result, women in the sporting sphere have become socially excluded on the basis of gender. Although there has been a shift in the values societies hold, we still live in a patriarchal society where women do not have an equal opportunity to be respected for their profession.

This topic remains highly relevant to contemporary society to create change in educating the next generation about gender equality. My PIP aimed to explore:

- The results of widespread media portrayals, the lack of female athlete representation, changes in film representation over time and how different media formats have created a multitude of archetypes.
- The male-dominated sports industry, the multitude of men in authority positions, the lack of resource allocation creating a lack of opportunity, and finally the mistreatment of athletes by coaches and doctors.
- The micro, meso and macro interaction of the lack of pay means women are forced into unwanted jobs, the lack of media coverage being an endless cycle and finally the prospect of change due to macro-level involvement.

This was achieved in great detail helping me to become a more socially and culturally literate member of society to display the continuities and changes over time to make a change for the better.

Through the synthesis and analysis of my primary and secondary research, I have discovered the complex implications of gender inequalities on the micro, meso and macro levels of professional sports women. These implications have had a more pronounced effect on Generation X than Generation Z due to a shift in values in recent years moving away from patriarchy and towards inclusivity and respect for all people, seeing women as more than the reductive depiction of the past, rather as multidimensional and capable. My investigation aimed to answer the question *“How have different generations' social conditions (norms/stereotypes) created gendered perspectives in professional sports? - A Cross-cultural study of Generation X and Generation Z”* and through my findings, I have found the answer to be the society values and views on women stemming from a patriarchal society, rather than promoting inclusivity

which translates directly into the sporting world, diminishing the worth of and socially excluding these female athletes.

Thus, the aim of my PIP was achieved by exploring the portrayals of women within the media, the different coaching and opportunities available for women and men, finally the pay disparity within sport that creates micro, meso and macro inequalities within sport. Research was ethically conducted, analysed and synthesised in the duration of completing this PIP thus ensuring I became a socially and culturally literate person exploring the issue with limited bias, and increased validity.

Annotated Bibliography

Primary

Questionnaire

A questionnaire was chosen as it is easy to design, allows for ethical research practices to be applied, can access many participants quickly regardless of location, and gives me easy access to my cross-cultural focus of generations. My generational focus is Generation X, and Generation Z provides the most accurate representation of the change in values over 50 years with first-hand experiences of participants. It was very difficult to attain responses from Gen X considering I do not have multiple connections to this age bracket. I achieved success through the multiple number of open and close-ended questions thus both quantitative and qualitative answers were provided so I could analyse quotes as well as provide statistics. Ethical research was practised, confidentiality and privacy were ensured. The description of the task was given to the participants, who were fully informed of where the research will be used and nothing covert about the research.

Structured Interview A – University Professor

An interview with an academic professional will provide great insight into the topic in great detail. This interview is very helpful for providing information on how female athletes will react to the changing environment and how we can help to change the future of female sports. A positive of this is the structured form of the interview as the respondent answered the questions that directly correlated to the information I wanted to collect. However, a challenge from this interview was creating a small number of questions that could cover the entire scope of my topic and get detailed answers in a short amount of time. Ethical research was conducted as the participant was informed of what the research would be used for, and the questions did not endure any persuasion with their construction. More I was able to anticipate any negative effects on the participant.

Unstructured Interview B – Lecturer at University of Sydney

An interview with an academic professional will provide great insight into the topic, In addition, interviewee B is currently studying and will therefore provide very contemporary examples and insights. This interview was extremely helpful as they offered many examples and concepts and the reasoning behind why there is a disparity in the treatment of female athletes, where it stemmed from and why it is changing or perpetuating. He provided insight into why there is a pay disparity - such that professional sports is still women's labour, and the pay gap in other fields has translated into the sporting arena. A positive of this unstructured form of an interview is the respondent has free range to explore concepts they believe are beneficial due to their expertise. However, a challenge was sometimes the material discussed was not completely relevant to my topic. Ethical research was conducted as the participant was informed of what the research would be used for, and the questions did not endure any persuasion with their construction. Moreover, I anticipated any negative effects on the participant and only asked questions he would feel comfortable answering.

Content Analysis

A content analysis was selected as it is easy to track qualitative ideas and quotes, displaying the full range over time of women in sport from multiple decades. However, there is a limitation of my content analysis only presenting qualitative rather than quantitative data. The films included in my content analysis were: Battle of the Sexes (2017), Girls Can't Surf (2020), Necessary Roughness (1991), Bend It Like Beckham (2002) At the heart of gold: Inside the USA gymnastics scandal (2019) and Matilda's: The World At Our Feet (2023). These films provided great insight into what life was like for female sports women over time, and how they have been displayed in a range of topics like the pay gap, media representations and respect received. It was extremely difficult to find movies about women in sports in the 1970s-1990s. To overcome this issue, I have used modern films and documentaries that have displayed how life for women in sports was in the past and how it has changed in the present, I was therefore able to view accurate representations and experiences over time. Ethical research was conducted to ensure the information collected will be used responsibly by using a multitude of films over a long period of time to ensure bias was not present and that research is valid and reliable. Moreover, after the films were analysed, accurate conclusions were made with limited influence and bias from myself to ensure the most relevant and valid information could be drawn from this research method to contribute to my PIP.

Secondary

Source 1:

Alvarez, A. 'I thought the main issue in women's sports was equal pay. I was wrong' *The Guardian* (9.05.2019)

<https://www.theguardian.com/sport/2019/may/09/i-thought-the-main-issue-in-womens-sports-was-equal-pay-i-was-wrong> accessed, 8 Nov. 2023

This source explores how women are paid far less than men and have to find other full-time jobs on top of being an athlete to work just as hard. The US team filed wage discrimination and was able to increase their salaries among other benefits. However, there is another issue of the women's team not being marketed as much as the men's thus they aren't able to sell as much merchandise or lower attendance. Women's sport has a much lower budget put into marketing and thus have less opportunity to make their own money than their male counterparts. "There is systematic sexism in sports that leads to unequal pay, which starts with how women are marketed by their leagues." this is a very well-informed quote written by the author of the article. This article is very useful as it provides an alternate perspective to the presiding narrative of pay disparity in sport as well as having statistics and examples of why this has occurred. It may have potential bias. This article provides many interesting points of view that bring new light to the disparity of pay between male and female sportspeople. However, this article is written with a tone of dislike or even hatred which is understandable considering the issue. This is most likely written with an element of bias in it in favour of women. This article makes a good point about how we will never reach gender parity with pay if we don't start looking at the issues that are causing this (which aren't necessarily rooted in patriarchy) which I will have to look into to make an informed judgement about the inconsistencies of men and women in sport.

Source 2:

Coaching the Coaches ‘The Importance of Building Relationships for Our Modern Day Coaches’ *Coaching the Coaches* (30 Mar. 2020)

<https://www.coachingthecoaches.net/blog/2020/3/26/the-importance-of-relationships-with-our-modern-day-athletes> accessed 18 Dec. 2023

This source delves into the key aspects of coach to athlete relationships to see the benefits it can produce. This was important for my research as I was able to convey the benefits of having positive coach relationships and how women in sport will benefit from this to improve their mental health as well as their performance knowing they have support from their coaches. In assessing the reliability of this source, it is essential to consider the limitations of not being by a credible news site, only a journal article produced by one person rather than an organisation or institution that is known for producing credible, peer reviewed articles. As well, it is worth noting that the source is not directly related to women in sport, merely the benefits of positive athlete-coach relationships. This source is directly related to my research as it provides insight for my second chapter and can be triangulated with primary research with purpose and intent.

Source 3:

Council of Europe, ‘GENDER EQUALITY IN SPORT AND THE ROLE OF MEDIA’ *Balance in sport* (n.d) <https://rm.coe.int/bis-factsheet-gender-equality-sport-media-en/1680714b8f#:~:text=sportswomen%20tend%20to%20be%20portrayed,inequality%20and%20accentuating%20gender%20differences7.> accessed 14 Nov. 2023

This article covers the role of the media in gender equality in sport through a broad range of statistics and qualitative information on who covers sport-related issues and what types of issues these entail. Moreover, this article discusses how often female athletes are presented in the media and also the way they are portrayed in a stereotypical manner, not promoting their athletic ability. Finally, this article suggests the most common words associated with men and women in the media and the impact this has on the female athletes. Incorporating this source into my PIP is crucial as it provides information directly related to my first inquiry question concerning the representations of women in sports media. Potential bias within this source may be the anonymous writer, meaning it does not have the credibility associated with it that another source with a named author might endure.

Source 4:

de Haan, D. Norman, L. 'Mind the gap: the presence of capital and power in the female athlete–male -coach relationship within elite rowing' *Taylor & Francis Online* (20.04.2023)

<https://www.tandfonline.com/doi/full/10.1080/21640629.2019.1567160#:~:text=There%20is%20an%20emerging%20body,%2C%202007%3B%20MacKinnon%2C%202011%3B>

accessed 23 Nov. 2023

In this source, the author examines how the high-performance coach industry is dominated by men. In the past Olympic Games, 1/10 coaches were female and more men than women participated in organised sports. The promotions from sporting federations are more favourable to masculinity and men. It can be found that a positive athlete-to-coach relationship improves performance and reduces stress levels etc. There can be power imbalances between male coaches and female athletes which in turn affects the quality of coaching and the athlete's capacity to improve. Sport is historically a male-only activity which then the whole system has been created to favour them. Thus, there is a major struggle for women to step out of this structure and be treated as equals. There is also a social hierarchy that makes up the sporting world. For example, a female rower has said that the “Men’s eight” is at the top and she feels in the shadow of them. Gendered ideologies of sports from male coaches have created negative experiences for female athletes. These are formed from a patriarchal coaching context in a field where women are underrepresented. Male athletes are seen as tough and persistent in the coach's eyes as women will quit when times get hard. They do not have the same determination as men and are “distracted” by things other than their sport. Coaches seem to frame their male athletes as the norm and the females as the other. As the females are depicted as the others the athletes and coaches tend to exclude and represent them in stereotypical ways. Women are secondary in the sports world and feel as if the decisions are made for men. This means that the coaches have an unhealthy power dynamic over the women and the only way to have empowerment is to leave. The credibility of this source is verified by the in-depth research that has been shown, with quotations from athletes having their personal perspectives as well as presenting where the authors have drawn on for information about the psychological effects that need to be accounted for. They also presented how they undertook the research. This source is directly related to my research as it addresses the issues of the power dynamic between male coaches and female athletes. It is able to explain the issues, where they stem from and how they affect the performance of athletes as well as the impacts they can have on their mental health. I will be adding this to my chapter on male coach/female athlete power dynamics, however, I

will need to consider other secondary sources to understand more about the effects of this topic on being a female athlete compared to a male athlete.

Source 5:

Field, S 'Australia's professional athletes tackle gender pay gap' *Forbes Australia* (24.08.2023) <https://www.forbes.com.au/news/leadership/on-equal-pay-day-australian-professional-athletes-tackle-gender-pay-gap/> accessed 26 Nov. 2023

On average in Australia, women are earning 87 cents for every man's dollar. This issue has been taken up for the Matilda's (women's soccer team) to adequately fund women's sport, thus the Wallaroos (women's rugby team) have asked Rugby Australia to do the same. One of the players made a post on Instagram about how they were told they were not allowed certain resources as they didn't have the budget; however, the men's team received all of these resources. She also thanked the Matilda's for igniting change in the sporting arena. Several initiatives are now being put in place to ensure fair pay, allocation of resources and promotional opportunities. There has also been legislation put in place to make the pay gap data publicly available and the Workplace Gender Equality Agency (WGEA) CEO says this will have a very large positive effect in closing the gender pay gap. The highest gender pay gap is 29% in construction and the lowest is 3.7% in Public Administration and Safety. The source's credibility is verified by the number of statistics and facts that permeated through the whole article about the gender pay gap giving the argument basis to be correct and valid without bias as it was not opinion-based. The use of a professional in the field of gender equality verified the credibility as she is informed and up to date on all knowledge about the gender pay gap, where she can provide solutions to the issues. Finally, the proof from the Wallaroos team about the disparity of resources allocated, thus Rugby Australia had to make a change shows the credibility of this source to be immense. Incorporating this source into my research is crucial as it aligns with my research objective, particularly concerning the gender pay gap and the influence this has on sportswomen. I will be able to explain the reasoning behind the gender pay gap and what we must do to ensure pay parity is achieved in sports, such as rugby. As well as the impact of standing up to those who are not ensuring pay parity has on sports all around the country such as the Wallaroos being inspired by the Matilda's.

Source 6:

Harrington, A. 'Matildas star Katrina Gorrie opens up about how motherhood helped her Women's World Cup journey' *ABC News* (18.07.2023) <https://www.abc.net.au/news/2023-07-18/katrina-gorrie-on-motherhood-ahead-of-womens-world-cup/102613344> accessed, 22 Nov. 2023

This source places Katrina Gorrie in a positive light, even though it has to do with her personal life it is not about her looks and new relationships etc. It is about her pregnancy and how this has helped inspire her to continue playing. She plays for her family now and tries to have as much fun during the games as possible. The source also has input from friends/teammates saying how inspiring she is to be a Mother and a soccer player with so much skill. This source is extremely relevant to my research as it depicts a change in the representation of female athletes. Although it has to do with the athlete's personal life it does not diminish her athleticism or skill, it uplifts her and inspires the next generation to ensure they feel capable in who they are, and if Motherhood and sport wish to be a part of your life, Katrina Gorrie shows that is possible. The source's credibility is verified by it being presented by ABC News. As well it was also published this year on the 18th of July, thus it is recent and displayed how rapid/transformational change has occurred, potentially from the Women's World Cup of 2023, painting female athletes in a positive light and celebrating their achievements.

Source 7:

Hyland, J. 'ABC News NSW' [video] ABC (14 June. 2024) <https://iview.abc.net.au/video/NU2401H166S00> accessed 14 June. 2024

The primary focus of this source is on the money awarded to the Leichhardt oval for upgrading the stadium and the facilities to include female changing rooms. It addresses the previous issues of no room for female athletes and the implication this has had on them and the way government intervention is having dramatic improvement for the women in sport. An important aspect to consider when evaluating this source is how it has been provided by the ABC News and thus its credibility is verified due to the ABC being a reputable news source with factual information that should contain minimal bias. Within the context of my research, this source is significant because it contributes to my understanding of what the government is doing to help the female athletes and how the modern context is proving to benefit rather than tear down the athletes of today and shift away from demoralising these athletes.

Source 8:

Kids News, 'FIFA agrees to pay Women's World Cup players at least \$30,000' *KidsNews* (13 July. 2023) <https://www.kidsnews.com.au/sport/fifa-agrees-to-pay-womens-world-cup-players-at-least-30000/news-story/6d9163ead9a7e7aa907c06af44f8ad51#:~:text=FIFA%20agrees%20to%20pay%20Women's%20World%20Cup%20players%20at%20least%20%2430%2C000,-Female%20soccer%20players&text=Football%20has%20kicked%20an%20important,players%20asked%20for%20better%20pay>. accessed 28 Oct. 2024

This source offers a detailed examination of the way many sports women involved in the FIFA world cup banded together to ask for equal pay to close the pay gap in soccer, since the world cup is one of the largest competitions held, enduring one of the largest pay gaps in soccer. They were able to receive \$30,000 for each player which is a large difference since most of the time, the prize money would go to the federation rather than the players. When examining the credibility of this source, it is important to consider that although it provides factual information with limited bias, it only provides the event from one point of view and does not provide detail into what the other money would have been used for, or the prize money for the men in the same year that the women is being discussed. Within the context of my research for chapter 3, this source is significant because it contributes to my understanding of the pay gap in large organised sport, and how this has affected the women in terms of their income.

Source 9:

King, G. 'Female athletes deserve female coaches' *Teens in Print* (05 June. 2023) <https://teensinprint.com/female-athletes-deserve-female-coaches/> accessed 9 Feb. 24

This article explores how many women feel alienated at multiple levels of sport due to the high number of men in power and control of their sporting journey and do not understand the nuances of being a woman in sport. They are unable to have a female role model to look up to, whereas all males have a man in authority to inspire them. With women in authority positions the younger female athletes will improve their athletic ability as well as their mental health, having positive effects on their performance. This piece may have potential bias in the way it was written as quite a persuasive piece and may have not provided factual information based on research, merely on observation. However, they did provide relevant statistics and quotes from reputable sources validating its reliability and accuracy, thus proving as a crucial article

for my second PIP chapter about coaching experiences of female athletes compared to their male counterparts.

Source 10:

Lewis, S. 'Spain's Women's World Cup win lays bare the progress and the problems of women's football' *ABC News* (20.08.2023)

<https://amp.abc.net.au/article/102753538>, access 27 Oct. 2023.

This source explores the Spanish Soccer coach causing team members to leave training in tears due to his behaviour of controlling, creating an anxious environment of power imbalances, favouritism, intimidation, and individual stresses. He forced them to leave bedroom doors open so he could check them for a certain curfew and check their bags. Another concern was the lack of the federation's support for senior women's football. The players brought it up with the federation but they did nothing thus the women refused to take part in the national team's selection. Then the federation changed some of their requests and then eight made themselves available for the team. The players gave the coach the cold shoulder during the World Cup and were pushed to the periphery during win celebrations. As a strength, this article acted as the prompt to questions relating to the treatment or unequal treatment of women in the sports world and provided a range of evidence into how the women were treated by the Spanish club. However, this article could have a potential bias due to the author being a woman and having a subconscious pre-conceived or internalised dislike for the treatment of women in sports from experience and can be writing the piece from this frame of mind. For example, these words are pure speculation "Was it a pure footballing decision, or a small act of revenge from an all-powerful head coach, to leave out the others?". Further research will need to be done as this is just one viewpoint from a multitude of perspectives that need to be found. This can fit into my chapter on power imbalances in sports and the reasoning behind this. It can be paired with a questionnaire I plan on completing about where power imbalances have stemmed from. It has promoted ideas about power imbalances in the sporting world and where this may have stemmed from as well as how women or people in society can take a stand against this treatment like the Spanish women have done to make a change.

Source 11:

Lieberman, V. 'ONE YARD SHY OF EMPOWERMENT: CINEMATIC PORTRAYALS OF FEMALE ATHLETES' *Florida Atlantic University* (May 2012)
https://fau.digital.flvc.org/islandora/object/fau%3A3876/datastream/OBJ/view/One_yard_shy_of_empowerment.pdf accessed 23 Nov. 2023

This scholarly article, although the whole piece was not read, provided information about the representations of women in film media. The piece provided statistics that were incorporated into my PIP and ensured the triangulation of research with other secondary sources. This piece conducted a content analysis on a select range of films over a time frame slightly longer than the time frame this PIP intends to cover and provided insight into the representations of female athletes in sports media and the impacts this has. This piece was integral to my research for my second chapter as it inspired me to conduct a content analysis on a variety of films, as well as providing statistics and other information onto the depictions of women in sports media. There is limited bias in this scholarly article due to the high credibility of the author and the nature of it being reviewed by a number of people to check for any deviation from the truth.

Source 12:

Mihaela, A. 'Gender equality in basketball payments: the case for pay parity' *Proquest Central* (2023)
<https://www.proquest.com/central/docview/2838378921/5CF5CBEB48014225PQ/1?accountid=13902#center> accessed 25 Nov. 2023

This article examines the issues of the gender pay gap within sports - in particular basketball. On average a male NBA player receives \$7.7 million per year and an equivalent female counterpart receives only \$130,000. This is due to the difference in media coverage, revenue and sponsorship deals. The NBA receives a significant amount more than the WNBA due to the systemic gender bias in media coverage and sponsorship deals, thus limiting their earning potential. However, there is a case for addressing pay parity which should convey that women's contributions to the sport are just as valuable as men's. As well as attracting more talented female basketball players thus promoting gender equality. However many steps will need to be taken to ensure the pay gap is closed such as higher media coverage, more sponsorships, and shifting views of fans and stakeholders all to improve the revenue for the WNBA. There could also be legislation put in place to ensure anti-discriminatory and equal opportunity in the

workplace - for them, this is the sporting arena. The credibility of this source is very high considering it is an article from the NSW State Library. There is limited bias due to the facts and statistics about the pay gap in basketball, too this source is very valid as it provides where the information came from and is fully referenced. This information is directly relevant to my chapter on the pay gap and the impact this has on athletes. I will be able to explain what basketball is doing to include women in its sport and the reasoning behind this gender pay disparity.

Source 13:

National Museum of Australia, 'Equal pay for women' *National Museum Australia* (16 Dec. 2022) <https://www.nma.gov.au/defining-moments/resources/equal-pay-for-women#:~:text=Addressing%20the%20gender%20pay%20gap&text=In%201973%20a%20ruling%20by,were%20providing%20for%20their%20families.> Accessed 06 Dec. 2023

In this source, the author examines the history of the pay gap, especially through the 1960s and 1970s. It also addresses the ways in which women would fight against these inequitable pay arrangements, moreover how and when the pay would become equal with legislation put in place to change the discrimination. Although this source is not directly related to sport, it provides an overview into why sports women endure a pay disparity and how this stems from a long line of patriarchy, where sport is considered to be a labour when a woman is paid and thus the pay they receive is inequitable. The credibility of this source is relatively high for my 3rd chapter due to it being from a museum providing relevant and factual information about historical events, however it is written by a person who is able to input their values and ideologies about the pay disparity, thus swaying the reader potentially to having different ideas about historical recounts.

Source 14:

NSW Government, 'Level the Playing Field Program' *NSW Government* (n.d) <https://www.sport.nsw.gov.au/grants/level-the-playing-field-program> accessed 09 July. 2024

This source provides an overview of the government initiative called 'Level the Playing Field Program' proving \$30 million into ensuring women have equal access to facilities, amenities and environments that are safe and equal to train in to their male counterparts. It provides an overview of what this money will be put towards and how it will improve the sporting scene.

This will ensure the inclusion of women into the sporting arena and hopefully make a difference for future generations of female sports participants to feel included and accepted by having the facilities necessary to train in a comfortable environment, equivalent to the facilities a male would receive. The source's trustworthiness is supported with it being produced by the NSW government and thus there is no bias as it is providing factual information about what is expected to be put in place in years to come. This source is directly relevant to my research in terms of chapter 3, with providing changes and government intervention to ensure women are included.

Source 15:

Park, A. 'Aly Raisman Opens Up About Sexual Abuse by USA Gymnastics Doctor Larry Nassar' *Time Magazine* (13.11.2023) <https://time.com/5020885/aly-raisman-sexual-abuse-usa-gymnastics-doctor-larry-nassar/> accessed 23 Nov. 2023

This source presents a comprehensive overview of the struggles that Aly Raisman and other USA gymnasts had to endure due to Larry Nassar. He was the doctor for the USA gymnastics team and would shower them with gifts and encouragement over the course of gymnastics camps, training etc. He is a qualified osteopath who is said by USA Gymnastics and coaches to be one of the best around the athletes and should be grateful to have him. After time the athletes would encounter various injuries and be told to visit Larry. In these visits, he would massage them in an inappropriate manner around their pelvis, groin and vagina, even when the visits were for back or ankle injuries. He even showed up at Aly Raisman's house one night. She says she was unaware this was sexual assault because he was a doctor and she trusted doctors. He was then found out about his actions after Raisman spoke out and now is sentenced to imprisonment for 175 years. After this USA Gymnastics organised a Safe Sport Policy to prevent similar instances from happening. Within the context of my research, this source can add value to my chapter on female athlete and male coach dynamics. Although Larry is not explicitly a coach he is still a part of Raisman's athletic career and can be seen to have detrimental, long-standing effects on her mental health. This contributes to my understanding of the effects different people can have on the athlete. It is important to note this source is based on evidence of events that have occurred to Raisman and is completely credible. Although it is from a magazine, and sometimes they do not have the most credible sources, this article is completely accurate providing factual information about the case.

Source 16:

Pegoraro, A. Arndt, F. 'The Tokyo Olympics are billed as the first gender equal Games, but women still lack opportunities in sport' *The Conversation* (3.08.2021)

<https://theconversation.com/the-tokyo-olympics-are-billed-as-the-first-gender-equal-games-but-women-still-lack-opportunities-in-sport-165280>, accessed 8 Nov. 2023.

The Tokyo Olympics have made major progress in the representation of how many women are participating (49%). However, issues arise about how women are still told their uniforms are too revealing or how the German gymnastics leotards sparked the conversation of sexualising women's bodies in sports. Women who have had children have to fight to be included in the games after birth. The executive board for sports all over the world has many more men than women representing it. Women are getting much less media coverage in the Olympics and are vastly underrepresented. This article is extremely valid, reliable and useful as it shows facts and statistics about the Olympic games, written in a very formal tone that does not encourage bias about the events and just states what happened and how it happened without statements from the author's opinion about the events. This article is extremely useful as it provides a range of scenarios and issues about women in sports along with their representation. However, it only focuses on one instance and event rather than the grand scope and thus there could be a different experience depending on the competition or the sport. I will need to do further research about the sexualisation of women in sports, the lack of media representation they receive and potential solutions to these problems. This can be heavily supported by primary research as I can get expert opinions on the matter.

Source 17:

Rolfe, B. 'Enormous pay disparity in Women's World Cup exposed' *News.com.au* (20 July. 2023)

<https://www.news.com.au/sport/football/world-cup/enormous-pay-disparity-in-womens-world-cup-exposed/news-story/9288f7345fc66693675bf4a509ede8e8> accessed 24 Oct. 2023

This article provides a comprehensive overview of the disparity between the Women's soccer team and the Men's soccer teams in the U.S and Australia as well as other various countries. It provides numbers with the amount of pay received by the men and women as well as shocking statistics about the percentage of pay disparity, with most being the 100's of percent. An important aspect to consider when evaluating this source is it is not from a credible news

source. Although it is on a news site that is quite well known, the source will still have bias from the author and potentially not recount the events with as much accuracy or detail as, say ABC News. This source does have direct relevance to my third chapter discussing the pay disparity between men and women in sport by providing contemporary examples of when this has happened to display the continuity of patriarchal values in sport.

Source 18:

Shepherd, T. 'Albanese government to pledge \$200m for women's sport after Matildas inspire Australia' *The Guardian* (19 Aug. 2023) <https://www.theguardian.com/australia-news/2023/aug/19/albanese-government-to-pledge-200m-for-womens-sport-after-matildas-inspire-australia> accessed 09 July. 2024

This source offers a detailed examination of the Albanese government providing \$200 million for women's sport after the successes of the Matilda's and how they have changed the scene of women's sport for the future. The Government will provide the funds towards facilities for changing as well as sporting areas to train. He says it is to promote the inclusion of women in sport (much like the Level the Playing Field Program) and to keep them participating to inspire the next generation of women in sport. The credibility of this source is verified as it is written on a reputable news site with information coming straight from Albanese himself to verify that the events are factual. Incorporating this source into my research is pivotal to my 3rd chapter as it bolsters my understanding of what the government intervention will do for the future of women's sport, and how support from the government will make change to ensure the inclusion of women in sport in the future.

Source 19:

Toffoletti, K. 'Female athletes' self-representation on social media: A feminist analysis of neoliberal marketing strategies in "economies of visibility' *Sage Journals* (8 Feb. 2018) <https://journals.sagepub.com/doi/abs/10.1177/0959353517726705> accessed 15 Dec 2023

This scholarly article provided a brief overview of how female athletes in the modern world are using social media to present themselves in a positive light and promote themselves, rather than having the false depictions of what the news media will present. They are able to dictate what the world sees and provide a more realistic portrayal of female athleticism, rather than false ideas. This article was crucial to my research as it provided a different perspective on the

positive ways technology has been used to promote female athletes in the modern world. Potential bias could stem from the author being female and providing a point of view that is limited, and potentially provides misguided information. This source is extremely useful and reliable as it is from a peer reviewed source and displays the different ways technology can be used, proving a vital source to my first PIP chapter.

Source 20:

Turner, B. 'Model athletes – The portrayal of women's sports in media' *Universe sports* (17.03.2022)

<https://universe.byu.edu/2022/03/17/model-athletes-the-portrayal-of-womens-sports-in-media/> accessed, 9 Nov. 2023

This source explores how the number of women in sports has increased significantly in recent years but the coverage they receive has barely increased since 1980. In media sports women are portrayed in a traditional feminine light however men are recognised for their athleticism. The over-sexualisation of female athletes does not promote their athleticism. Thus if the media shows its true strength and power it will inspire the next generation of girls to participate in sports. This article is extremely useful as it hits the target of one of my chapters in unpacking how media portrayals of women have created a specific archetype of all female athletes. This article does have many opinions in it however they are from experts thus the bias is not as strong. This article is very valid and reliable as it provides statistics and information about the current day's impact of the problem faced. This article provides many insightful opinions about how women are represented in the media and what needs to change to inspire the next generation and make sure these athletes feel comfortable as well as looking at the coverage on TV from a wide range of channels. The article does have many opinions in it, however, they are very informed so this isn't much of an issue in this case. They only look at magazine coverage from one brand rather than a mix which can be an issue. From this article, I will need to take a look at many other secondary sources such as journal articles and media studies. to gather the correct information about the topic from a wide range of opinions, facts and statistics. This is so I can undergo primary research with the greatest knowledge about this topic so it is as useful as possible.

Source 21:

UNESCO, 'Gender Equality in Sports Media' *UNESCO* (2021)
<https://webarchive.unesco.org/web/20230104165710/https://en.unesco.org/themes/gender-equality-sports-media> accessed, 10 Nov. 2023

This source delves into the key aspects of the media having the power to change norms and stereotypes about gender. They can be contributors to harmful gender stereotypes. Women are portrayed as women before athletes and men are portrayed as athletes. There is still an imbalance between the percentages, only 4% of sports coverage is women. This article provides some helpful points however it is not very in-depth, only surface-level ideas. There does not appear to be any bias and provides helpful statistics on media coverage and how this can affect women. This website is a legitimate source that aims to promote world peace and security, education, arts, societies and culture thus their point will be informed and not opinion based. However, this article is very short and needs to be more detailed and thus its usefulness is limited. It could be very helpful when being used to contrast/complement other statistically sound evidence-based sources. This article was very informative about the harm that can be caused, this is not related entirely to my topic but can be helpful.

Source 22:

UNRIC, 'Red Card to Violence Against Women and Girls in Sports' *United Nations* (05 Dec. 2023)
<https://unric.org/en/red-card-to-violence-against-women-and-girls-in-sports/#:~:text=According%20to%20UNESCO%2C%2021%25%20of,confined%20to%20physical%20contact%20disciplines>. accessed 24 Nov. 2023

This presents a comprehensive overview of the sexual abuse and violence against women in sport. It provides statistics about the number of female athletes enduring violence in a variety of ways such as sexual, physical, psychological, online or digital, economic and bullying or microaggressions in the sporting world. The article also provides solutions to these issues with certain initiatives and other events to protect women in sport against violence. This source does not contain bias as it is written by the United Nations and only will provide relevant, factual information that is not made to sway a reader and the author does not provide any personal opinions or values that they wish to include. This source's emphasis on statistics and facts greatly contributes to my research, as it resonates with my exploration of the wrongful

treatment of female athletes used for the second chapter and will align with other primary research such as documentaries about gymnasts put in vulnerable positions.

Source 23:

Williams, A. 'The sexualization of women in sports by the media — it's time for a change' *Collegiate Times* (14 Feb. 2023) https://www.collegiatetimes.com/opinion/the-sexualization-of-women-in-sports-by-the-media-it-s-time-for-a-change/article_c76ca942-abe5-11ed-8d33-5f54d544614c.html accessed 15 Nov. 2023

This article provides a comprehensive overview of the sexualised depictions of female athletes in sports media, providing examples of when this occurred, the pressures felt by these athletes from society and finally examples of when sporting teams wished to stand up against these sexualised depictions. Later the author goes on to describe the effects the depictions will have on the athletes and also the wider female community, creating body image issues among many young women or only placing value in the way they appear. This article is crucial for my PIP as it provides information surrounding the topic of my first chapter and can be weaved into my writing to provide contemporary information about the reasoning behind and the implications of sexualised depictions of women. Potential for bias can stem from the author being female and having unconscious biases towards the issue or potentially heightening/exaggerating a point for audience attention to captivate rather than spreading a more accurate account of the events.