**Gender Equality in Football: are there differences in how the men’s and women’s games are reported?**

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April 1st 2020

9,900 words

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# Acknowledgements

I want to give my thanks to Imke Henkel, my dissertation supervisor. Having to read the early stages of this work can’t have been easy but she helped me make it into something I was proud to have written by the end.

Mostly, I need to thank my mum, who has proofread pretty much everything I’ve written since my first piece of homework 18 or so years ago. She has also been on the receiving end of plenty of phone calls from me on the brink of giving up and helped me make sense of my study every time.

Emma Fisher, thank you for bringing me copious amounts of green tea when the stress hit me and for keeping me sane throughout this process – especially when we ended up in lockdown together thanks to Covid-19.

Thanks to Laurie Tucker at Sky Sports News and Justin Allen from The Sun for providing quotes in relation to my findings.

Finally, a big thank you to everyone at Lincoln City Women FC who allowed me to take on the Media Officer role that opened so many doors for me. This club is where I was introduced to the world of women’s football and how I developed my passion for sports journalism. #ProudToBeImps

# 

# Abstract

This dissertation investigates the print media’s approach to the men’s and women’s English national football teams, to see if there are differences. Coverage of the 2018 FIFA World Cup and 2019 FIFA Women’s World Cup is analysed from the point of view of two publications. These are Sky Sports News and The Sun.

The nature of print media coverage of women’s football has not been thoroughly investigated since the 2015 FIFA Women’s World Cup. At that time, it was found that there was a slight increase in the amount of coverage of the women’s game since the previous World Cup, and it was predicted that media interest in women’s football would continue to grow.

This study concludes that this may have been the case - but an element of underlying sexism prevails in some areas.

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# Chapter One - Introduction

Women's football in the United Kingdom has gained a lot of traction since the 2015 FIFA Women’s World Cup in Canada. Its popularity has grown exponentially since the success of the England women’s team in the 2019 Women’s World Cup in France and 2016 Rio Olympic Games.

However, at face value, it appears that there remains a lack of equality in media representation, in comparison to the men's game. Whilst views towards female athletes and women working in sport in general are changing, there remains a long way to go to achieve true equality. Women in sports - particularly in sports traditionally deemed as ‘masculine’ - have been belittled or underrepresented in the press, and this still appears to be the case.

## 1.1 Introduction to this study

This investigation aims to answer the question: Is there a difference in the way men’s and women’s football is reported in terms of quality and quantity?

The study will investigate the most recent women’s and men’s World Cup Finals as reported online by The Sun and Sky Sports News, in order to identify the differences in reporting.

Both publications reach millions of readers and have the ability to influence interest in, and opinion on, their subject matter. It is important to understand the impact of their coverage, to inform discussion and establish what needs to change if reporting is affecting the growth of the game. A previous study on media coverage of the 2015 Women’s World Cup found that there had been improvements towards equality. However, the investigation only considered changes in reporting of the women’s game and the findings were not directly compared to men’s football.

This study will bring the women’s findings up to date and generate a comparison to the men’s game, to aid better the understanding of the current situation.

Both qualitative and quantitative data will be collected. This will relate to the frequency of publication of articles by Sky Sports News and The Sun whilst the World Cup competitions were ongoing, as well as the way in which both outlets described the England teams.

An overview of women’s football and its relationship with the media is presented in this chapter, and Chapter Two explores women’s sports in the media more widely.

Chapters Three and Four detail the methods of primary research for this study and the data collected. The data is analysed in Chapters Five and Six. Chapter Seven concludes the study and considers the impact the coverage may be having on the women’s game.

## 1.2 A Brief History of Women’s Football in the UK

Women’s football changed from an informal kick-about to a structured game in the late 19th century. The game became popular and, in some cases, attracted larger crowds than the men’s game. When the First World War broke out, women played alongside the men working in munitions factories outside working hours.

By 1921, there were around 150 women’s teams in England. The most successful team was Dick, Kerr Ladies, formed during the war and named after the factory they worked in. The women played over 800 games between 1917 and 1965 when the team disbanded, and raised tens of thousands of pounds for charities.

However, in 1921, seemingly due to the jealousy some men felt towards the women’s game, the Football Association (FA) banned women’s teams from playing at FA affiliated grounds. Many teams were forced to disband because they couldn’t find alternative places to play, but some managed to relocate and keep playing. On December 6th, the FA made the statement: “Complaints have been made as to football being played by women, the Council feel impelled to express their strong opinion that the game of football is quite unsuitable for females and ought not be encouraged” (Buckley, 2009).

The ban remained in place for 50 years. Participation in women's football dwindled until the 1966 (men’s) World Cup - at the time of the second wave of the feminist movement - when an increase in interest in the sport led to the creation of the Women’s Football Association (WFA). The WFA became affiliated with the FA, and in 1993 the FA became the official body for both the men’s and women’s games.

## 1.3 Examples of Women’s Football in the News (20th Century)

As far back as 1922, the *New York Times* and *Washington Post* printed serious reports about Dick, Kerr Ladies’ matches against men’s teams in the USA, however print media in England did not give the team the same respectful publicity. One article in the *Herald*, published in 1946, didn’t even mention the name of the opposition team or the result, instead focussing on the fact there was only one married member of the team.

In 1972, sports journalist Brian Glanville wrote in The Sun*day Times*:“A couple of English players… both blonde, used their heads efficiently, but in general the only adequate word to characterise proceedings was scrappy’ under the headline ‘Goals and gals don’t really mix’ (Lopez, 1997).

In 1996 - when it seemed the quality of reporting on women’s football was improving in England - Jeff Powell wrote in the *Daily Mail* “I don’t want them getting too big for their boots, nor for their size ten dresses”.

## 1.4 Examples of Women’s Football in the News (21st Century)

In 2004 Sepp Blatter, the then FIFA President, said that female footballers should “have tighter shorts” in order to attract a larger audience, insinuating that women need sex appeal to attract spectators and skill alone is not sufficient (or perhaps even relevant).

In 2006, Mike Newell, the manager of Luton men’s football team at the time, shouted at a female assistant referee. His outburst included the phrases: “What are women doing here?” and “She shouldn’t be here. I know that sounds sexist but I am sexist”. Four years later, when the same woman refereed Coventry City versus Nottingham Forest men’s teams, The Sun ran the headline ‘Can Women Referee Men’s Footie?’

In 2011, Sky Sports presenter, Andy Gray, was sacked after commentating on a game with a female assistant referee. He suggested that someone should go and explain the offside rule to her because, as a woman, she wouldn’t understand it (Gibson, 2011).

In *Women's Football in the UK*, Caudwell (2011) states: “The acceptance of women and girls into UK football has fluctuated, and variations exist between the different football cultures and at different levels of play.” This means that, while we have seen improvements in the equality between genders, at the time of Caudwell’s study, there were many areas in which it seemed the UK was far off accepting women as equals in football.

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# Chapter Two - Literature Review

In order to begin this study, it was helpful to look at the findings of previous investigations to develop a theoretical framework and draw from their results.

Scholars such as Horky and Nieland (2013) have reported findings on media coverage of women’s sports as a whole, whilst Petty and Pope (2018) investigated the reporting of the 2015 Women’s World Cup.

It was also important to look into feminist thoery and the relationship between feminism and sports, before analysing the data collected in this study, in order to contextualise the data.

## 2.1 Feminist Theory

Feminism is often misunderstood and its principles distorted. In short, feminism is “advocating social, political, legal, and economic rights for women equal to those of men” (Dictionary.com, n.d.).

According to Nigerian author Chimamanda Ngozi Adich, "A feminist is a man or a woman who says, Yes, there's a problem with gender as it is today, and we must fix it. We must do better." It can be argued that girls are taught to "shrink themselves, to make themselves smaller". Girls are raised to "have ambition, but not too much" (Adichie, 2012).

The 2010s were a decade of change for feminism. Celebrities engaged more in the topic, publicly identifying as feminists instead of side-stepping what used to be a ‘touchy’ subject. Beyonce, Katy Perry, Taylor Swift and other prominent figures made feminism cool. This encouraged more people - especially young people - to challenge the status quo and to declare themselves feminists without shame. Huffington Post claimed that “In the 2010s, celebrity feminism got trendy. Then women got angry” (Gray, 2019).

## 2.2 Feminist Sports Studies

Hargreaves (1989, 134) argued that we need to understand gender relations in sport in the same way it needs to be understood in other cultural activities. The British sports sociologist advocates the use of hegemony theory - whereby history can be read as a series of struggles for power between dominant and subordinate groups - and applies the concept of hegemony to male dominance in sport.

In *Women, Media and Sport*, Kane and Greendorfer (1994) suggest “gender difference is translated into gender hierarchy” when it comes to sport. As it stands, women are defined not only as ’other than’ but as ‘less than’ their male counterparts. Sport reinforces the ideology that men are supreme because they are biologically superior and that makes them inherently superior.

In Women’s Sport and Spectacle, Daddario (1998) states: “women are far less visible in the sports media than men”. She discusses feminist sports studies and says: “Feminist sports critics [...] note the prominent role the media play in reinforcing “natural” sex differences by representing a masculine sports hegemony - one that privileges and empowers men over women”, meaning the media reinforce the principle that traditioanl masculine traits are superior in sport.

This study highlighted that, at the time, there was only one article published about women’s sports for every ten published about men’s. This included women being overrepresented and sexualised in ‘feminine sports’ and underrepresented in ‘masculine sports’. “When the media cover women’s sports, they favour sports that accentuate the beauty of the athlete and the gracefulness of the sport” (Daddario, 1998).

During the 2016 Rio Olympics, Ryan Lochte, a male American swimmer, repeatedly compared Katie Ledecky, a female American swimmer to a man. Phrases like “swims like a guy” and “her stroke is like a man’s stroke” were published in a *Sports Illustrated* interview with Lochte (Price, 2016).

Whilst, he claims his statements were “in a positive way”, that does not take away from the fact he appeared to insinuate that women should aim to be like men in sports, and that the best compliments are those which liken the athlete to a man.

## 2.3 Terminology

Knight and Giuliano (2001, 27) stated that “extensive qualitative literature shows that coverage of women's sport often focuses on female athlete's attractiveness (to the exclusion of their athleticism)”. This is not usually the case in the descriptions of male athletes. It is possible “that men are readily portrayed by the media as athletes first because being an athlete is consistent with the traditional male role” and being a woman in sport goes against the social norm.

Though Knight and Giuliano’s study is now 19 years old, the theories posed are still relevant today. Despite the duo concluding “hopefully, with a sustained and diligent commitment from the media, sport will be viewed as an unconditionally acceptable and beneficial activity for women”, it would seem that this is yet to be fully realised.

‘Gender marking’ describes assigning gender through the use of terminology, for example the job titles ‘headmaster’ and ‘headmistress’, It can be used to underline inequality: until 1999 female police officers were referred to as WPC (Woman Police Constable), as opposed to simply referring to them as Police Constable, suggesting that the ‘norm’ was a male PC, and that female police officers were in some way different; like it wasn’t the same job.

This is prevalent in sport, especially sports with a history of male domination. References to a club or competition are often assumed to refer to the men's game, whereas ‘women’s’ is added as a prefix to identify women's sports. Researchers have pointed out that this gives the impression that women’s sports are not ‘real’ sports (McGuigun, 2011, 29).

This can be seen in English football in the titles of the leagues and competitions. The men’s game has the World Cup, FA Cup and Premier League, whereas the women’s has the Women’s World Cup, Women’s FA Cup and Women’s Super League. Many studies into sports media bias mention gender marking but it hasn’t been subject to thorough investigation.

## 2.4 Publicity and Coverage

Horky and Nieland (2013, 14) studied sports media trends across 22 selected countries by examining over 18,000 articles. They concluded that 88% of articles about sports covered men’s sports and male athletes.

Another 2013 study investigated the UK sports media and found that men’s sport still accounted for the vast majority of sports coverage across all media outlets. Women’s sport accounted for around 10% of sports shown on the television - and that would have been lower if it weren’t for the high demand for women’s tennis. However, in total just 7% of articles that sports news consumers read, watched or listened to in October 2013 were about female athletes. In national newspapers, women’s sports received a tiny 2% of the coverage and online just 4% (Women in Sports, 2013).

A 2016 study into 30 years of sports reporting in The New York Times found that 86.7% of articles were about men’s sport. Additionally, the few that were about women’s sport had smaller word counts (Schmidt, 2016).

In a 2012 study into men’s and women’s basketball in the USA, Meân - a gender studies researcher - performed a content analysis of the official websites for each gender. He found that the production levels, frequency of publication and nature of content were significantly different. The men’s site took a more exciting and action-packed approach, aiming the content at people with a lot of sports knowledge. The women’s was the opposite, making the sport look unprofessional and less sophisticated (Meân, 2012).

It should be noted that these studies were not specific to football.

More recently, in 2018, Petty and Pope analysed English media coverage of the 2015 FIFA Women’s World Cup. They studied both the frequency of publication across five English newspapers and the gender comparisons with the men’s team that were made when talking about the women’s. They suggest that “we have entered a new age of media coverage of women’s football and women’s sports” in that progress had been made in women’s international football competitions.

This study will consider the research methods of Petty and Pope (2018) and Mean (2012), and will build on them to create a means of comparing the media approach to the most recent women’s and men’s World Cup Finals.

## 2.5 The Readers’ Influence

In a 2013 study, when editors and producers were asked about the different treatment of stories relating to female athletes, they would ‘‘usually explain their lack of attention to women’s sports claiming that they are constrained by a combination of market forces, and by their desire to give viewers ‘what they want to see’’’ (Cooky et al., 2013).

Glenn Moore - sportswriter for The Independent - said that they had never received complaints about not enough coverage of women’s sports but they had had complaints about too much coverage. As a women’s football fan himself, he encouraged people to make a fuss and “show there is demand” (Football Writers Podcast, 2019).

In the same podcast, Katie Wyatt - Women’s Football Reporter for The Telegraph - says that she believes sports desks have realised telling women's sports stories is an important service and that they're taking it seriously, not just responding to readers’ views and comments.

## 2.6 Hypothesis

Following this secondary research, there were three main predicted outcomes of this data collection.

H1 – Within the month of each competition, both media outlets published fewer articles about the women’s competition than the men’s.

H2 – In the selected articles, more negative words were used when writing about the women’s competition from both publications.

H3 - The Sun was more negative towards the women’s game in their articles than Sky Sports News was.

These hypotheses were drawn based on observations and anecdotal evidence at the times of the competitions.

It was clear at the time of the competitions that there were more articles published about the men’s than the women’s. This was taken into account when generating hypothesis for this study [H1].

The results based on the tone of the articles were less predictable. The way of investigating the tone will be discussed in Chapter Three. However, based on information collected during the Literature Review for this study, it was hypothesised [H2] that the articles would be more positive in the approach to the men's games than the women's.

It was also predicted - based purely on reputation - that The Sun would provide a more biased approach to the reporting of men’s versus women’s football [H3].

# 

# Chapter Three - Methodology

A process was required to help answer the question: Is there a difference in the way men’s and women’s football is reported in terms of quality and quantity?

The aim was to determine differences in how the England teams in the most recent men’s and women’s World Cup Finals were covered by Sky Sports News (SSN) and The Sun. This involved in-depth content analysis of a selection of articles published.

In order to establish if there are real differences it was necessary to analyse data relating to quantity - meaning amount of articles published - and quality of reporting.

The men’s competition took place between 14 June 2018 and 15 July 2018. The women’s was from 7 June 2019 to 7 July 2019. All of the articles investigated were published during these periods.

The most recent World Cups were chosen because, as well as being recent data, both teams came fourth in their respective competitions. This meant they each played seven matches throughout the tournaments and, if treated equally, they would receive an equal amount of publicity and generally - in very loose terms - would receive similar levels of praise and criticism.

Investigating both SSN and The Sun allowed for an observation to be made about whether a specialist sports news outlet is more or less biased than a non-specialist, traditionally tabloid outlet. This broadly represents the two extremes of sports journalism.

These publications have different readerships and circulation statistics, thus meaning they tailor their writing to different consumers. Analysing both means that it is not just one approach that is taken to represent all publications. This is important so as to avoid using a possible anomaly as the basis of the conclusion.

## Analysis methods

Analysis took three forms:

1. A comparison of the number of articles for the men’s and women’s games.
2. A comparison of the type of language used for both games, in terms of positive and negative terminology.
3. A comparison of certain key words and the frequency they were used for the men’s and women’s games.

### 3.1 Quantity of articles

#### Comparison of the number of articles for the men’s and women’s games

The number or articles written by each publication were counted manually. This was done by typing “world cup 2018” or “women’s world cup 2019” into the websites’ search bars and creating a tally of relevant articles.

The total number of articles for each publication throughout the tournaments was counted and broken down into categories:

1. Articles previewing a game. These will be referred to as 'previews’ for the purpose of this study.
2. Articles published immediately after a game or live blogs. These will be referred to as 'match reports'.
3. In-depth articles published on the day after a game. These will be referred to as 'considered pieces'.
4. Articles published that are not centred on one particular game. These will be referred to as 'other'.

The number of articles broadly indicates the outlets’ attitude towards women's football in comparison to men’s in that it shows how much information SSN and The Sun believe their readership will want to see.

Four tables were used to present this data.

### 3.2 Comparison of language

#### Comparison of the type of language used for both games, in terms of positive and negative terminology

Content analysis was also carried out. The definition of content analysis is: “a research technique for making replicable and valid inferences from data to their context” (Krippedndorff, 2018, 403). This means it is a way in which second level agenda setting can be analysed.

Balmas and Sheafer (2010) stated that the function of first level agenda-setting is to emphasise the media's role in telling us "what to think about". This is shifted to telling us "how to think about it" at the second level agenda-setting. The second level of agenda-setting considers how the agenda of attributes affects public opinion (McCombs, 2005).

Articles relating to a selected 14 England games (seven men’s and seven women’s) were chosen for analysis. Articles were taken from 21 days per competition, for each publication - one from each of the above categories 1, 2 and 3. These correlated with when England played during the competitions. For example, England’s first game in the men’s tournament was on June 18th and therefore articles were analysed from June 17th, 18th and 19th.

This stratified sample was chosen as it allows for enough content to assess whether gender bias and agenda setting featured during the tournaments. This ensured that the results were reliable as “reliability is tested through repetition” (Matrix Education, n.d.).

21 articles per gender per outlet were analysed 84 articles in all. The number was limited to this total as any more would require too much data to be analysed in an undergraduate study limited to 10,000 words, whilst this is a significant enough sample to ensure reliability.

When there was more than one article published on the same day that could be analysed - for example if The Sun published three articles about the same men’s game - one was chosen at random. Where there was a choice of articles for one or both tournaments, the most comparable articles were chosen so as not to create an artificial difference.

This analysis aimed to determine the tone of the articles based on the descriptors used. These descriptors were identified whilst conducting the study as opposed to highlighting set words prior to the investigation.

This meant that complete sentences were not analysed. Instead, individual words were singled out. The descriptors were split into 'positive' and 'negative' categories and the data was then analysed to conclude the overall tone.

The data was put into tables, each outlet with separate tables for men and women - a total of four. The tables include the number of positive and negative descriptors used alongside the total word count.

The positive and negative words were used to calculate a ‘positivity proportion’ to represent the overall tone of the article. This was calculated using a two-way ANOVA in SPSS Statistics software.

“The two-way ANOVA compares the mean differences between groups that have been split on two independent variables (called factors). The primary purpose of a two-way ANOVA is to understand if there is an interaction between the two independent variables on the dependent variable” (Laerd, n.d.).

This will be explained in greater detail in Chapter Four.

The data was collected and the statistics analysed to conclude whether or not there was a media bias and agenda setting for each sports news outlet and in what sense any bias prevailed.

### 3.3 Study of key words

#### Comparison of certain key words and the frequency they were used for the men’s and women’s games

The individual words used were collected and compared to identify patterns and anomalies. This went a stage further than simply classifying words as ‘positive’ or ‘negative’.

Every positive and every negative descriptor, for each publication and each gender, was collected and compiled into four lists. The common words, meaning those which appeared in both men’s and women’s lists for the same publication, were noted. Key words were then highlighted and the frequency of use was recorded, to enable comparisons between the genders and the outlets.

This is the most appropriate methodology because it allows for a wide range of data to be collected. Results on a variety of topics can be analysed to create a well-rounded conclusion on the quality of reporting.

# Chapter Four - Results

### 4.1 Quantity of articles

#### Comparison of the number of articles for the men’s and women’s games

These figures were generated through the collection method outlined in **3.2**.

*Results: Number of articles - Sky Sports News*

A total of 825 articles were published over the duration of the men’s tournament - shown in ***Table 1***. Only 110 were published during the women’s. This means that there was a ratio of 15:2 of men’s:women’s, or the number of articles relating to the women’s tournament was just 13% of the number relating to the men’s.

***Table 1 - Sky Sports News***

|  |  |  |
| --- | --- | --- |
| Category | Number of articles: Men | Number of articles:  Women |
| Preview | 216 | 32 |
| Report | 177 | 27 |
| Considered | 272 | 27 |
| Other | 432 | 24 |
| **Total** | **825** | **110** |

*Results: Number of articles - The Sun Online*

A total of 2,475 articles were published over the duration of the men’s tournament - shown in ***Table 2***. Only 98 were published during the women’s. This means that there was a ratio of 25:1 of men’s:women’s, or the number of articles relating to the women’s tournament was just 4% of the number of men’s.

***Table 2 - The Sun***

|  |  |  |
| --- | --- | --- |
| Category | Number of articles: Men | Number of articles: Women |
| Preview | 262 | 22 |
| Report | 132 | 7 |
| Considered | 86 | 20 |
| Other | 1995 | 50 |
| **Total** | **2475** | **98** |

### 4.2 Comparison of language

#### Comparison of the type of language used for both games, in terms of positive and negative terminology

These figures were generated through the collection method outlined in **3.2**. However, it was not as easy as anticipated when drawing up the methodology.

In order to accumulate accurate information, it was important to establish clear boundaries surrounding terminology.

Descriptors from quotations were omitted from the collection unless the quotation came from a journalist working for the publisher. This ensured that the data represented the point of view of The Sun or SSN and not a manager, player or pundit interviewed.

The analysis presented a series of patterns which are evaluated in Chapter Five.

SPSS Statistics was used to calculate whether or not each article was overall positive or negative, and the individual results were used to create a mean average. The process was more complex than simply stating the count of the positive to negative descriptors.

The issue with just comparing positive and negative through counting is that there could be differences due to the length of the articles. Balance is better represented with percentages than counts, especially when reporting on several articles together. Additionally, the results are easier to understand and compare as percentages as opposed to ratios.

It was important to have a fair way of comparing the articles. By using this system, a longer article with many more descriptors would not be able to unreasonably unbalance the results.

The equation used to generate this number was:

The table of results is attached in Appendix A.

A few limitations affected the data collection, and these are discussed later in the chapter.

The collected data was put into SPSS Statistics software and a graph created to display the tone of the articles. This visualised a clear comparison of both publications and both genders.

Articles scoring a positivity proportion of over 50 were deemed positive in their overall tone. These articles had more positive words than negative. Those articles with a score of under 50 were deemed negative in their tone. These articles had more negative words than positive.

If an article didn't have any positive or negative descriptors it was given a score of 50, meaning it was classed as neutral. If an article didn’t have any positive words but did have negative, it scored 0. If there were no negative words but some positive, it scored 100.

The results are shown in ***Graph 1*** below. The graph allows for a margin of error, with the brackets indicating where the minimum and maximum average points could be. As this data set is based on a random sample, the error margin is important to understand that the articles selected could have just been particularly extreme.

The study aims to use this sample to represent the outlets’ approaches as a whole as opposed to simply analysing the 84 selected.

Should every article that exists on the topic be analysed, the results could differ to a different extent. A larger sample would lead to smaller margin of error.

***Graph 1***

### 

*Sky Sports News: Men*

The tone of the men’s articles for SSN averaged a positivity proportion of 68.7 per article.

There was one stand-out result in this data set. Only one article resulted in a score below 50. This was the match report following England’s third place play-off loss against Belgium. In this article, two positive words were used and four negative.

*Sky Sports News: Women*

The tone of the women’s articles for SSN averaged 72.4 per article.

There was also only one stand-out result in the data set for the women’s competitions. Just one article published by SSN scored negatively - meaning below 50. This article was the match report following England’s semi-final loss to the USA. Two positive words and six negative meant it totalled just 25.

*The Sun Online: Men*

The tone of the men’s articles for The Sun averaged 72.7 per article.

This was the highest scoring category of the four. Three articles scored negatively, two of which came following England’s defeat to Belgium in the group stages.

The other stands out as it was published after their 2-0 quarter final victory against Sweden. It contained two negative words and just one positive.

*The Sun Online: Women*

The tone of the women’s articles for The Sun averaged 45.1 per article.

This was the only category to score an overall negative result, meaning that on average there were more negative than positive comments. Five articles did not have a single positive word and therefore scored zero. This dramatically affected the final data. This is discussed further in Chapter Five. Five scored 50, meaning they had the same number of positive and negative results and had an overall neutral approach.

Of the remaining six articles, one scored negatively and two scored 100, not including a single negative word. Both of these were previews, one for Cameroon and one for the USA.

### 4.3 Study of key words

#### Comparison of certain key words and the frequency they were used for the men’s and women’s games

The next aspect to this area of study involved listing the positive and negative descriptors used. This allowed for side by side comparisons to be made. Colour coding enabled themes to be identified.

Having compiled a list of all the words, those which appeared on the list for both genders were highlighted and those which were only used for one were noted. This was subject to the identification of synonyms.

For example:

* Hero = star
* Remarkable = extraordinary
* Gripping = enthralling

These were taken to mean the same thing, and this allowed for fewer words to be picked out as being used to describe a single gender.

The list is attached in Appendix B.

It should be noted that some of the listed words appeared more than once and therefore the list does not represent the number of times that the descriptors were used, rather it shows the number of different descriptors. It is not representative of frequency.

Once the list was compiled, certain words were chosen to investigate further. With all the selected articles compiled into one document, CTRL+F was used to find the words selected for more in depth evaluation.

These similarities and differences will be discussed further in Chapter Five.

# Chapter Five - Evaluation and Interpretation

The data collected in Chapter Four is explained in further detail in this chapter.

### 5.1 Quantity of articles

#### Comparison of the number of articles for the men’s and women’s games

For SSN, for every fifteen articles written about the men’s competition, only two were written about the women’s. In comparison, for every 25 The Sun posted about the men’s, just one was published about the women’s.

SSN posted 825 articles about the men’s competition and 110 about the women’s. The Sun posted 1,650 more than SSN about the men’s and 12 fewer for the women’s. This results in a greater difference in the men’s to women’s ratio between the two publications.

Based on these numbers alone, it appears that SSN viewed women’s football as a higher priority than The Sun did and gave it more of a platform.

However, both would still need to publish significantly more articles about the women’s game - or fewer about the men’s - in order to reflect gender equality.

### 5.2 Comparison of language

#### Comparison of the type of language used for both games, in terms of positive and negative terminology

As the ***Graph 1*** in Chapter Four shows, three categories scored very similar in terms of descriptors used. These were: SSN men, SSN women, and The Sun men.

The Sun women stood out as it was the only category to score a positivity proportion of under 50. It was therefore the only one to have a negative tone overall. They were much more critical about the women’s game than the men’s despite the women winning one extra game.

The Sun published articles that scored zero, 50 and 100. This extreme distribution of results may make the average misleading. It is correct to show that on average, The Sun was more negative, however it is important to look at the whole because there were articles that were very positive.

The highest scoring was The Sun writing about the men’s competition. This had a positivity proportion merely 0.3 higher than SSN writing about the women’s. This means that there was

This shows that The Sun wrote at the extremes - speaking very highly of the men and the opposite for the women. This does not correlate with the number of wins and losses by the teams.

This was not the case for SSN, which reflected the extra victory through the number of positive descriptors.

### 5.3 Study of key words

#### Comparison of certain key words and the frequency they were used for the men’s and women’s games

The lists in Appendix B show the words used to describe the men’s and women’s games from both publications. From these lists, words were selected to investigate the frequency in which they were used.

The research shows that for SSN the language used is very similar across the genders. They all simply describe the events of the women’s games, in the same way they do so with the men’s. However, when it comes to the considered pieces, The Sun - a tabloid - adapted the predicted tone of being more positive towards the male game.

*Sky Sports News*

Whilst the above study proved SSN was more positive towards women - as more positive words were used than negative - the positive words differed quite a lot from the ones used to describe the men’s game.

The word ‘roar’ was used three times in the selected 21 articles about the men’s competition. This gives a sense of patriotism and admiration. It wasn’t used at all to describe the women’s.

‘Hero’ wasn’t used at all to describe the female players, whilst it was used four times to describe the male. ‘Brilliant’ was used eight times for the men but only three for the women.

‘Strong’ was used to describe the women’s game more often than the men’s, 11 times as opposed to 7. However, only one of the uses in the women’s articles was to describe the quality of play. Instead it was used in the sense of “a strong line up”.

‘Slick’ and ‘stalwarts’ were used to describe the female players, and not the male. Meaning there were still words that insinuated that the women were skilful and agile in the way as the men were.

Yet The Sun did use some words to ‘hype’ up the women’s performance in games. “Ruthlessly exploited” and “storm” were both used. These words indicate power - even if “powerful” was only used to describe the men’s team.

In comparison, ‘indefatigable’, ‘indomitable’, ‘robust’, ‘swaggered’ and ‘pouncing’ are all powerful descriptors only used to describe the men’s game. Showing that there was more admiration of England’s male footballers.

Certain descriptors were further analysed to establish whether the publications aligned with traditional stereotypes. For example, the fact that women have previously been described as emotional, as outlined in the literature review.

In terms of descriptors used to be emotive the men’s was four times more responsive in terms of emotional descriptors used for this study than the women’s.

‘Heart-breaking’ was used twice for men and not at all for women. ‘Emotional’ was used twice as much for men than women - with it only being used once to describe the women’s game.

This could be taken one of two ways. Either the journalists were more emotional about the men being beaten than the women or they believe male players are more emotional than female. The former is more likely than the latter, especially given Ellen White cried in a post-match interview after losing to the USA in the semi-final - though this was not mentioned in the article.

It should also be noted that though words such as ‘strong’ and ‘brilliant’ were used less frequently for women, there was also a lower word count overall. Therefore, the descriptors were used proportionately.

*The Sun*

The men’s competition was described in more admiring terms than the women’s by The Sun. The word ‘strong’ was used four times for men and only once for women - and even then, it was talking about mental strength and not physical.

‘Hero’ was used eight times for men and only four for women, seeming to glorify the male players. ‘Brilliant’ was used eight times for men and not at all for women. These descriptors show the admiration

‘Heart-breaking’ was used four times for men and five for women and ‘emotional’ was used once for each. However, ‘agony’ was used twice for women and not at all for men.

The first two of these three descriptors indicate that there was not an obvious gender bias. The Sun neither made women out to be particularly emotional, nor indicated that football fans would be more broken-hearted about England men being defeated than England Women. The use of ‘agony’ had a more emotional impact.

Hence, despite the tone proving more negative towards the women’s game in the previous area of study, women were generally not portrayed as being any more emotional than men.

### 5.4 Overall Publication Comparison

The three studies outlined in Chapters 4 and 5, produced detailed data on the match previews, reports and considered pieces in the men’s and women’s World Cup competitions.

In the first stage of data collection, it was established that both outlets published a significant amount more about the men’s competition than the women’s. Though The Sun was more extreme than SSN in the disparity because of the significantly larger volume of articles about England men.

Looking at the collected data, SSN is more equal in all areas of publication when it comes to gender equality in football journalism. It published more articles about the women’s competition than The Sun as well as adapting a more positive tone in the articles - scoring a higher positivity proportion than The Sun. This also meant that the positivity proportion between SSN men’s and women’s was comparable.

However, in relation to how patronising - interpreted through the descriptors used - the publications were, the negative descriptors used by The Sun were not condescending in the sense of depicting the players as emotional. The exception to this was describing Fran Kirby as “overcome with emotion” following a match on the anniversary of her mum’s death.

The negative words were instead critical of the quality of play in the women’s matches. This is out of place given England Women won one more game that the men’s but were otherwise broadly comparable.

### 5.5 Limitations

Whilst this information is indicative of the attitude towards women's football from the journalists from the two outlets, it must be noted that there are limitations to this study.

The study was limited by the fact that the tone of some words can be interpreted differently by different people and the research was carried out on a subjective topic from the view of one person. The resulting interpretations could be different to that of the journalists who wrote the articles, or someone else reading the articles.

Articles were often not attributed to an individual journalist. This means that the study did not account for individual journalistic style, which could have been a contributing factor to the tone.

It was also limited in that the quality of play would reasonably influence descriptors. Should the women’s team have had a particularly bad game, there is justification behind negativity - though no justification for patronisation. Consideration was given to undertaking further research to incorporate actual performance into the equation, but this was found to be extremely complex and would not guarantee reliable results.

However, the issue of performance levels should not materially affect this study due to the fact the teams progressed to the same stage in the game, which indicates they played to a similar standard.

An additional limitation was the fact that this study is focusing on international competitions as opposed to domestic football. This means that the women’s tournament did not happen whilst men’s games were also taking place. If there is a bias towards reporting on the men’s game, then this would be much more apparent during the domestic season, when sports media have a choice of men’s and women’s matches to cover. This study does not compare domestic match coverage.

These statistics may be considerably different when investigating domestic games in England - for example when the Women’s Super League is happening alongside Premier League games, and it is accepted that this may provide a different set of results - likely a greater bias in terms of word count and number of articles.

One aspect that would also be expected to affect the results is the fact international tournaments inspire patriotism, and simply the fact that ‘England’ were playing would attract interest from people who would otherwise not be interested in the women’s game. For example, patriotism could outweigh sexism when framing an event.

### 5.6 - Publisher’s comments

In order to fully establish the publishers’ attitudes towards the women’s game, it was important to ask for opinions as well as look at the facts. This also gave the publishers a right of reply.

As part of this study, journalists from both publications were contacted. They were asked for feedback on the findings in order to establish whether or not the collected results and the inference of the tone of the articles align with the outlet’s values and style guides.

*The Sun*

Justin Allen,Chief Football League Writer for The Sun, said: “Personally, I can state there is no difference in the way I'd write about one gender to another in sport.”

When asked about an article about Ellen White crying, he replied: “sport is about emotion and I think it's good to express that. When major male sportsmen break down in tears, we have reflected that. I certainly would because it's good to express emotions and offer insight to readers.”

He recalled Paul Gascoigne crying after he was booked in the 1990 World Cup semi-final. “That got blanket coverage across all media.”

“Reporting that sort of thing is pretty standard across all newspapers and media in my lifetime. I suppose usually after sporting events, sporting people can be quite guarded or serious - and don't show their true emotions in such a way. It is healthy in my view.”

*Sky Sports News*

Laurie Tucker, Senior Producer at Sky Sports News was very positive about his outlet’s articles.

He said:

“Writers have complete freedom around the tone of their articles and generally we like to focus on the positives not the negatives. Stories from the Women’s World Cup and the Lioness’s progress to the semi-finals were positive in tone to reflect the feelgood factor generated by the run to the last four.”

They tried to capture the mood of the nation, the rising expectation, “getting behind the team with positive stories tied very much into the narrative of England’s performance.”

He also stated that writers also consider consumer expectations:

“For broad news reports around stories such as England’s world cup performances, there’s no agenda, our customers expect fair and balanced reports. If the team’s or a player’s performance, good or bad, requires closer scrutiny, a pundit with experience of the game will be asked to author that piece. The pundit’s expertise gives authority to expressing strong, sometimes critical, opinions. This also helps maintain the impartiality of news reporters.

He said that, whilst their TV bulletins must be brief, there is an obligation to paint a picture and “to visualise the story in readers’ minds” when word count is not an issue. They use descriptors in articles but not on TV. However, the writing was rooted in the TV bulletins and therefore, writers are still adapting to longer form writing.

These emails are evidenced in Appendix C.

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# Chapter Six - Qualitative Analysis

Further to the data examined in Chapter Five, articles which were not match previews, reports, or considered pieces were subject to qualitative data collection.

Whilst quantitative collection methods were used to analyse the articles from categories 1, 2 and 3, category 4 articles - those published on ‘other’ days - were subject to qualitative data collection. Certain headlines or articles were picked out if they appeared to be particularly biased or sexist.

This provided examples rather than statistics and added more depth to the investigation. “Researchers increasingly have used mixed-method techniques to expand the scope of, and deepened their insights from, their studies. As advocates of mixed-method research have argued, the complexity of human phenomena mandates more complex research designed to capture them” (Sandelowski, 2000).

There was not a scientific approach to this area of data collection. It merely relied on observation. Whilst counting and categorising articles for the first stage of the study, headlines that stood out were noted and listed.

### 6.1 - Findings

SSN was very factual in its approach to reporting the games for both genders. There was also often an abundance of quotations, meaning they published well-rounded articles.

However, when it came to the considered pieces for the women’s games, they were often more heavily populated with quotes and facts rather than the journalist’s point of view.

When writing about the men’s game, there were more pundits voicing their opinions in previews and considered pieces and mentions of the England teams of the past.

The Sun was much the same. Many of the articles were very factual and therefore did not involve emotions or descriptors. When they were used - often to ‘hype’ up the games - they were often part of quotations or comment pieces.

Sky Sports News

For the third place play off games for the two competitions, the subheading for the match report for the men was “England were the World Cup’s set piece kings”. Whilst the women’s subhead was “England missed out on the bronze medal.”

*Women*

Beyond the match previews, reports and considered pieces, SSN was very positive when talking about the women’s team.

The word “optimism” was used in an article just before the team’s first game against Scotland. The players were studied and described positively in a ‘one’s to watch’ sense. Nikita Parris was referred to as one of the “most talented forwards in Europe” and Beth Mead a “prolific scorer”.

The early articles were an even blend of relaying information and informing people who don’t regularly follow women’s football what to expect. There weren’t many player interviews, but there were a few with key players.

The team and individual players were meticulously analysed and criticised when appropriate. This didn’t happen when unjustified and when the team was playing well.

The articles largely remained positive throughout the tournament. Whilst the considered piece following the quarter final loss to the USA scored a negative positivity proportion, other articles published shortly after were optimistic in tone. One headline read: “Positives Amid Pain” and another about the fact the team were “knocking on final door”.

It published “Phil Neville has exceeded expectations” after the final, ending on a high once the tournament ended.

It should be noted that more articles by female journalists were published during the women’s competition - aligning with FIFA’s decision to hire all-female referees and the BBC having an all-female presenting line up.

*Men*

The coverage of the men’s competition was much the same.

In this case, there was a pattern of England being described as the stronger, better team, even if they lost.

The description of the players was very serious. They were portrayed as being very professional. There was also talk of togetherness and team building, going behind the scenes to paint a picture of unity.

There was a lot of ‘hype’ surrounding the game. “England’s biggest football showdown in decades” was used to describe their quarter final match against Sweden. There was also a lot of mentions of the last time the team reached the quarter finals and articles regarding historical successes of England men’s team.

SSN embedded players’ tweets where they expressed their emotions rather than the publication describing their emotions.

It branched out from the journalists writing about the game with a lot of interviews with players or comment pieces from pundits.

The Sun

Whilst SSN largely just reported and previewed the games, The Sun branched out and covered off-the-pitch ‘antics’. Articles were also shorter, with more articles being published to cover the same content as that of SSN.

*Women*

The publication was very negative towards the women’s game in a way in which it wasn’t towards the men’s. A standout sentence was: “Steph Houghton may never recover from the spot-kick miss” following Houghton missing a penalty. Here, excessive drama was added in a negative way.

In comparison, SSN said: “you just hope, though, that this experience won’t be too debilitating for her”. The Sun created a lot more drama from the situation by making Houghton seem weak.

One article published by The Sun about the women’s competition was headlined “En-girl-and”. Editors may have seen this as a clever pun but not a single headline about the men’s game referred to them as ‘boys’ - though they were referred to as such in article copy.

There were several other articles that stood out. One was solely based on the fact that Ellen White cried in her post-match interview - complete with five screenshots - and one detailed how England Women look to be the first female footballer millionaires - with the featured image being of striker, Toni Duggan, in a bikini instead of in her England shirt.

Another article was simply about the fact England Women were watching Love Island the day before a game instead of “scouting their World Cup rivals”.

*Men*

Of the articles published about men’s football - that didn’t involve women - very few were belittling but a lot were irrelevant. There were articles about the weather forecast; a couple about Reese Witherspoon tweeting her support of the England team; and one about Trent Alexander-Arnold shaving Jesse Lingard’s beard.

The Sun used more active terminology when writing about the men’s games. For example, “There was structure, a very obvious pattern of play and a confidence about them”. There was an abundance of compliments and admiring language.

Another example is: “They finished the game with five up front every time they were on the ball, throwing men forward”.

There were also lots of reports of fan violence in the articles categorised as ‘other’. This is something that didn’t need to be reported on for the women’s competition.

For the men’s competition, the articles didn’t just concentrate on the English team - as they did for the women’s tournament. Articles covered each of the 64 games, regardless of the country’s playing.

It wasn’t just Ellen White that was targeted for crying. One team was described as “crying like girls”, whilst another headline read: “Gazza [Paul Gascoigne] admits he still cries over 1990”, a game in which he famously cried when he got booked, meaning he would be barred from playing in the final, should England have gone on to reach it.

Another article read: “Young and Henderson from quarter-final heroes to pram-pushing duties”.

*Women in the men’s game*

Of the 1995 articles categorised as ‘other’ in the initial part of the study, 145 (7 per cent) belittled women or invaded their privacy. This involved referring to them in patronising ways or referring to them like possessions who exist to look good. To paraphrase an example of this: ‘Who is Dele’s WAG?’

An abundance of articles were focused on the attractiveness of wives and girlfriends (WAGs), and models in the audience. One headline referred to “trophy wives” whilst another was simply about an ex-porn star predicting who would win the World Cup. Others were just photo galleries of women in football shirts and underwear.

One headline read: “The Belgian WAGs are giving us another reason to watch England game”. Another read: “England WAGs look distracted” and had a featured photo of the wives and girlfriends on their phones instead of watching the match. One article compared the English WAGs to the Swedish ones.

Another stand-out headline read: “England’s World Cup WAGs brave the flies to watch their heroes win in Volgograd”.

It’s common in football for the camera to pick out attractive women in the crowd but before the tournament FIFA banned it. The Sun called the organisation a “killjoy” in a headline.

# Chapter Seven - Conclusion

This investigation aimed to answer the question: Is there a difference in the way men’s and women’s football is reported in terms of quality and quantity?

It looked to confirm three hypotheses put forward following secondary research as summarised in Chapter Two.

These will be discussed further in this chapter.

### 7.1 - Key Findings

Based on qualitative and quantitative research, two of the hypotheses can be confirmed. These were:

H1 - Fewer articles were written about the women’s competition from both publications.

H2 - The Sun was more negative towards the women’s game than Sky Sports News.

The Sun was significantly more negative than SSN when it came to women’s football. Additionally, both outlets published fewer articles about the women’s game than the men’s.

However, one hypothesis [H3] was rejected following the investigation. This is that more negative words were used when writing about the women’s competition. This was only 50 per cent accurate as The Sun and SSN differed in their output. This was the striking finding of this research.

However, there were a few very positive articles written by The Sun about the women’s competition.

It is too simplistic to say that there is sexism in football journalism and this investigation has shown that there are areas that are reported with balance. However, this research - and the use of positivity proportion - was useful to establish where the differences were that were not immediately obvious. This was in the use of negative language in The Sun when talking about the women’s game. This shows the area where change and improvement are needed if greater parity is to be achieved.

In addition to these findings, the study also revealed more about the reporting of The Sun than anticipated when constructing the methodology. Whilst sexism exists towards female footballers, women involved in, or on the periphery of, the men’s game are also targeted in a traditional tabloid fashion.

The methodology proved effective in creating thorough data collection. However, it could have perhaps been improved through studying more publications to create a wider pool of information.

### 7.2 - Impact and Implications

Media presence is key in the growth of the women’s game. The Sun published 25 articles about the men’s tournament for every one about the women’s. Until this ratio is rebalanced for this publication - and the same for many other sports news outlets - women’s football will not be able to reach the same heights as men’s.

As Cooky et al. (2013) stated, these outlets need to look past what their audience wants to read and publish what they need to see for the game to grow.

As discussed in the literature review, exposing people to the sport is a prime way to entice them. If the media don’t publicise it - or they do but in an unbalanced way - there is a risk that people won’t become interested in the sport.

This may hinder the players, the staff and the fans due to there being fewer spectators, advertisers, sponsors, and overall a lower income stream. It could also have an impact on participation, fitness and wellbeing amongst the general population.

# Areas for further study

Whilst this study has bridged a significant gap found whilst conducting a literature review, practitioners could also take it further.

This investigation could be built on and updated in three years’ time, after the 2022 World Cup and 2023 Women’s World Cup to see how the reporting develops. Attitudes to women’s football will likely continue to improve over the years and it would be interesting to compare results down the line.

These studies could also be subject to further research to incorporate actual performance into the equation.

Different publications could also be analysed to broaden understanding, and to reduce the risk of skewed results based on anomalies.

Investigating domestic football and the way in which women’s football is reported whilst men’s games are happening alongside them would also prove beneficial. This would provide another angle to the study, comparing reporting of the men’s and women’s games whilst both are in action, and to establish if there would be a greater or lesser disparity - and if the patriotism of a World Cup meant that the women’s game received more attention than it would have otherwise.

Additionally, it would be beneficial to look at the research done now, and in four years’ time, and identify if - hopefully positive - changes in media coverage have affected, or complimented, improvements in other areas of the game, for example participation by girls and women, and parity in pay.

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# Appendices

## Appendix A

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SSN Women | **Win?** | **Word count** | **Positive** | **Negative** | **PP** |
| **M1 P** |  | 1491 | 0 | 0 | 50 |
| **M1 R** | Y | 927 | 5 | 2 | 71.42857143 |
| **M1 C** | Y | 478 | 0 | 0 | 50 |
| **M2 P** |  | 607 | 3 | 0 | 100 |
| **M2 R** | Y | 472 | 5 | 1 | 83.33333333 |
| **M2 C** | Y | - | - | - |  |
| **M3 P** |  | 696 | 0 | 0 | 50 |
| **M3 R** | Y | 875 | 1 | 0 | 100 |
| **M3 C** | Y | - | - | - |  |
| **M4 P** |  | 1170 | 0 | 0 | 50 |
| **M4 R** | Y | 1315 | 1 | 0 | 100 |
| **M4 C** | Y | 620 | 0 | 0 | 50 |
| **M5 P** |  | 1430 | 1 | 0 | 100 |
| **M5 R** | Y | 1261 | 8 | 1 | 88.88888889 |
| **M5 C** | Y | 490 | 1 | 0 | 100 |
| **M6 P** |  | 1580 | 4 | 0 | 100 |
| **M6 R** | N | 1440 | 4 | 4 | 50 |
| **M6 C** | N | 1040 | 2 | 6 | 25 |
| **M7 P** |  | 750 | 2 | 0 | 100 |
| **M7 R** | N | 712 | 4 | 3 | 57.14285714 |
| **M7 C** | N | 234 | 0 | 0 | 50 |
| **TOTAL** |  | **17588** | **41** | **17** | **72.41019215** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| SSN Men | **Win?** | **Word count** | **Positive** | **Negative** | **PP** |
| **M1 P** |  | 1058 | 2 | 1 | 66.66666667 |
| **M1 R** | Y | 856 | 6 | 3 | 66.66666667 |
| **M1 C** | Y | 764 | 1 | 0 | 100 |
| **M2 P** |  | 875 | 1 | 0 | 100 |
| **M2 R** | Y | 1003 | 9 | 0 | 100 |
| **M2 C** | Y | 407 | 3 | 0 | 100 |
| **M3 P** |  | 995 | 0 | 0 | 50 |
| **M3 R** | N | 827 | 3 | 1 | 75 |
| **M3 C** | N | 600 | 0 | 0 | 50 |
| **M4 P** |  | 1080 | 1 | 0 | 100 |
| **M4 R** | Y | 1080 | 6 | 1 | 85.71428571 |
| **M4 C** | Y | 640 | 5 | 0 | 100 |
| **M5 P** |  | 963 | 0 | 0 | 50 |
| **M5 R** | Y | 731 | 10 | 2 | 83.33333333 |
| **M5 C** | Y | 305 | 3 | 0 | 100 |
| **M6 P** |  | 365 | 0 | 0 | 50 |
| **M6 R** | N | 1043 | 10 | 2 | 83.33333333 |
| **M6 C** | N | 389 | 0 | 0 | 50 |
| **M7 P** |  | 836 | 0 | 1 | 0 |
| **M7 R** | N | 843 | 2 | 4 | 33.33333333 |
| **M7 C** | N | 482 | 0 | 2 | 0 |
| **TOTAL** |  | **16142** | **62** | **17** | 68.76417234 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sun Women | **Win?** | **Word count** | **Positive** | **Negative** | **PP** |
| **M1 P** |  | - | - | - | - |
| **M1 R** | Y | - | - | - | - |
| **M1 C** | Y | 242 | 2 | 2 | 50 |
| **M2 P** |  | 168 | 0 | 0 | 50 |
| **M2 R** | Y | - |  |  |  |
| **M2 C** | Y | 318 | 0 | 1 | 0 |
| **M3 P** |  | 182 | 0 | 0 | 50 |
| **M3 R** | Y | 677 | 12 | 7 | 63.15789474 |
| **M3 C** | Y | - |  |  |  |
| **M4 P** |  | 125 | 1 | 0 | 100 |
| **M4 R** | Y | 766 | 5 | 1 | 83.33333333 |
| **M4 C** | Y | 575 | 0 | 0 | 50 |
| **M5 P** |  | 187 | 0 | 0 | 50 |
| **M5 R** | Y | 849 | 17 | 3 | 85 |
| **M5 C** | Y | - |  |  |  |
| **M6 P** |  | 544 | 1 | 0 | 100 |
| **M6 R** | N | 835 | 6 | 9 | 40 |
| **M6 C** | N | 355 | 0 | 2 | 0 |
| **M7 P** |  | 165 | 0 | 1 | 0 |
| **M7 R** | N | 416 | 0 | 2 | 0 |
| **M7 C** | N | 590 | 0 | 6 | 0 |
| **TOTAL** |  | **6994** | **44** | **34** | **45.09320175** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sun Men | **Win?** | **Word count** | **Positive** | **Negative** | **PP** |
| **M1 P** |  | 253 | 1 | 0 | 100 |
| **M1 R** | Y | 936 | 22 | 4 | 84.61538462 |
| **M1 C** | Y | 242 | 4 | 3 | 57.14285714 |
| **M2 P** |  | 148 | 1 | 0 | 100 |
| **M2 R** | Y | 627 | 13 | 1 | 92.85714286 |
| **M2 C** | Y | 294 | 3 | 1 | 75 |
| **M3 P** |  | 925 | 3 | 0 | 100 |
| **M3 R** | N | 1179 | 7 | 9 | 43.75 |
| **M3 C** | N | 709 | 3 | 5 | 37.5 |
| **M4 P** |  | 301 | 3 | 0 | 100 |
| **M4 R** | Y | 793 | 10 | 1 | 90.90909091 |
| **M4 C** | Y | 230 | 5 | 0 | 100 |
| **M5 P** |  | 367 | 2 | 1 | 66.66666667 |
| **M5 R** | Y | 549 | 19 | 3 | 86.36363636 |
| **M5 C** | Y | 245 | 1 | 2 | 33.33333333 |
| **M6 P** |  | 314 | 0 | 0 | 50 |
| **M6 R** | N | 441 | 9 | 4 | 69.23076923 |
| **M6 C** | N | 544 | 5 | 3 | 62.5 |
| **M7 P** |  | 492 | 2 | 2 | 50 |
| **M7 R** | N | 444 | 7 | 3 | 70 |
| **M7 C** | N | 453 | 4 | 3 | 57.14285714 |
| **TOTAL** |  | **10486** | **124** | **45** | **72.71484468** |

## Appendix B

|  |  |
| --- | --- |
| **Positive - Men - SSN**   1. Alert 2. Attack 3. Blazed 4. Blockbuster 5. Brilliant 6. Brisk 7. Causing havoc 8. Clear 9. Clever 10. Composed 11. Confident 12. Cool 13. Delightful 14. Doing well 15. Dominated 16. Dramatic 17. Drilled 18. Early initiative 19. Force to be reckoned with 20. Fine 21. Glorious 22. Golden 23. Good 24. Gripping 25. Hard-earned 26. Hero 27. Indefatigable 28. indomitable 29. Inspiring 30. Masterpiece 31. Meaty 32. Perfect 33. Positive 34. Pouncing 35. Promisingly 36. Prowess 37. Rampant 38. Remarkable 39. Restorative 40. Robust 41. Seasoned professional 42. Starring 43. Strong 44. Stunning 45. Superb 46. Swaggered 47. Thumping 48. Unflappable 49. Wonderful 50. Wrestled | **Positive - Women - SSN**   1. Brave 2. Cool 3. Courage 4. Deservedly 5. Dominated 6. Enthralling 7. Excellent 8. Extraordinary 9. Fine 10. Glittering 11. High performance levels 12. Improved 13. Invigorated 14. Key 15. Neat 16. Not to be shaken 17. Piled on the pressure 18. Powered 19. Respected 20. Rousing 21. Sailed 22. Sensational 23. Shines 24. Slick 25. Solid 26. Stalwarts 27. Stand out 28. Star 29. Strong 30. Successful 31. Super 32. Untroubled 33. Wonderful |
| **Negative - Men - SSN**   1. Crashing down 2. Disjointed 3. Dull 4. Fragile 5. Frustrating 6. Gulf in class 7. Heart-breaking 8. Ill-tempered 9. Inability 10. Ineffective 11. Lacked intensity 12. Scratchy 13. Stuttered 14. Tiring 15. Underwhelming 16. Wasted 17. Weary-looking | **Negative - Women - SSN**   1. Cancelled out 2. Crunching 3. Deflated 4. Disjointed 5. Exhausted 6. Frenzied 7. Lethargic 8. Not the greatest 9. Nullified 10. Painful 11. Poor 12. Shaky 13. Sloppy 14. Suffered 15. Untroubled 16. Woeful |
| **Positive - Men - The Sun**   1. Absolutely terrific 2. A captain’s performance 3. Ace 4. Beautifully 5. Positive 6. Belting 7. Best 8. Biggest 9. Bravely 10. Power 11. Settled 12. Boasting 13. Hails 14. Bright future ahead 15. Brilliantly 16. Captain Marvel 17. Catapults 18. Cleverly 19. Cohesion 20. Storm 21. Overachieved 22. Dominated 23. Chief marksman 24. Cool 25. Thrilling 26. Nerves of steel 27. Comprehensive 28. Confidence 29. Controlled 30. Cracking 31. Creative 32. Decent 33. Deserved 34. Determination 35. Dreaming 36. Effortlessly 37. Exceptionally 38. Excitement 39. Fantasy 40. Fresh 41. Raced 42. Interesting 43. Fearlessness 44. game of his life 45. Gilt-edged 46. Glory 47. Goal-crazy 48. Good 49. Great 50. Guts 51. Hailed 52. Hero 53. Inspirational 54. Joy to watch 55. lads swept aside worries 56. Lashing 57. Lifting a nation 58. Lovely 59. Magical 60. Match-winning 61. Outclassed 62. Outstanding 63. Passion 64. Perfect 65. Polished 66. Pounced 67. Powerful 68. Promise 69. Purposeful 70. Quest is still alive 71. Roar 72. Slate wiped clean 73. Smashed 74. Solidarity 75. Stamped authority 76. Star 77. Sprang 78. Brilliant 79. Strong 80. Stunning 81. Superbly 82. The toast of england 83. Thrashed 84. Top class 85. Unstoppable 86. Well 87. Wizardry 88. World-class 89. Yorker | **Positive - Women - The Sun**   1. Absolute thunderbolt 2. Adept 3. Aplomb 4. Calm 5. Clever 6. Commendable 7. Composed 8. Conviction 9. Cooly 10. Deadly 11. Delicious 12. Deserved 13. Drilled 14. Easy 15. Electrified 16. Emphatic 17. Fantastic 18. Going for gold 19. Heroine 20. In control 21. Inspirational 22. Inventive 23. Maturity 24. Outclassed 25. Overwhelming favourites 26. Plum 27. Resourceful 28. Rose to the challenge 29. Ruthlessly exploited 30. Smart 31. Strange 32. Sweep Norway aside 33. Terrific 34. there was only ever going to be one outcome 35. Threatened 36. Thrashing 37. Thrilling 38. Thumped 39. Vital |
| **Negative - Men - The Sun**   1. Barely made a contribution 2. Boring 3. Scuffed 4. Bypassed too easily 5. Failed 6. Exposed 7. Comical 8. Heartache 9. Crashing out 10. Tired 11. Nerves 12. Failing 13. Crash to defeat 14. Devastation 15. Disappointing 16. Failed 17. Fell 18. Fluke 19. Gave away 20. Got the better 21. Guilty 22. Heart-breaking 23. Lack of intensity 24. Lucky 25. Makeshift 26. Nervous 27. Nightmare 28. Not enough 29. Not great 30. Rattled 31. Really poor 32. Settle 33. Shame 34. Struggled 35. Stupid 36. Torn to shreds 37. Wasteful | **Negative - Women - The Sun**   1. Agony 2. Crestfallen 3. Devastating 4. Disappointing 5. Embarrassment 6. Failing x3 7. Falling short 8. Fatally 9. Frailties 10. Heartbreak 11. Horrible 12. Missed an opportunity 13. Nervy 14. Overcome with emotion 15. Ropey 16. Slightly odd 17. Sloppy 18. Slumped 19. Tame 20. Tired 21. Weakest |

## Appendix C



