



Closing the gap: Media coverage of the 2018 Olympic & Paralympic Games

Emily J. Houghton, PhD, Lindsay Pieper, PhD & Maureen Smith, PhD

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Overview

Methodology

Olympic Media Coverage

Paralympic Media Coverage

Conclusion



Methodology

Content Analysis

ESPN/ESPNW, NBC Sports,
New York Times, USA Today

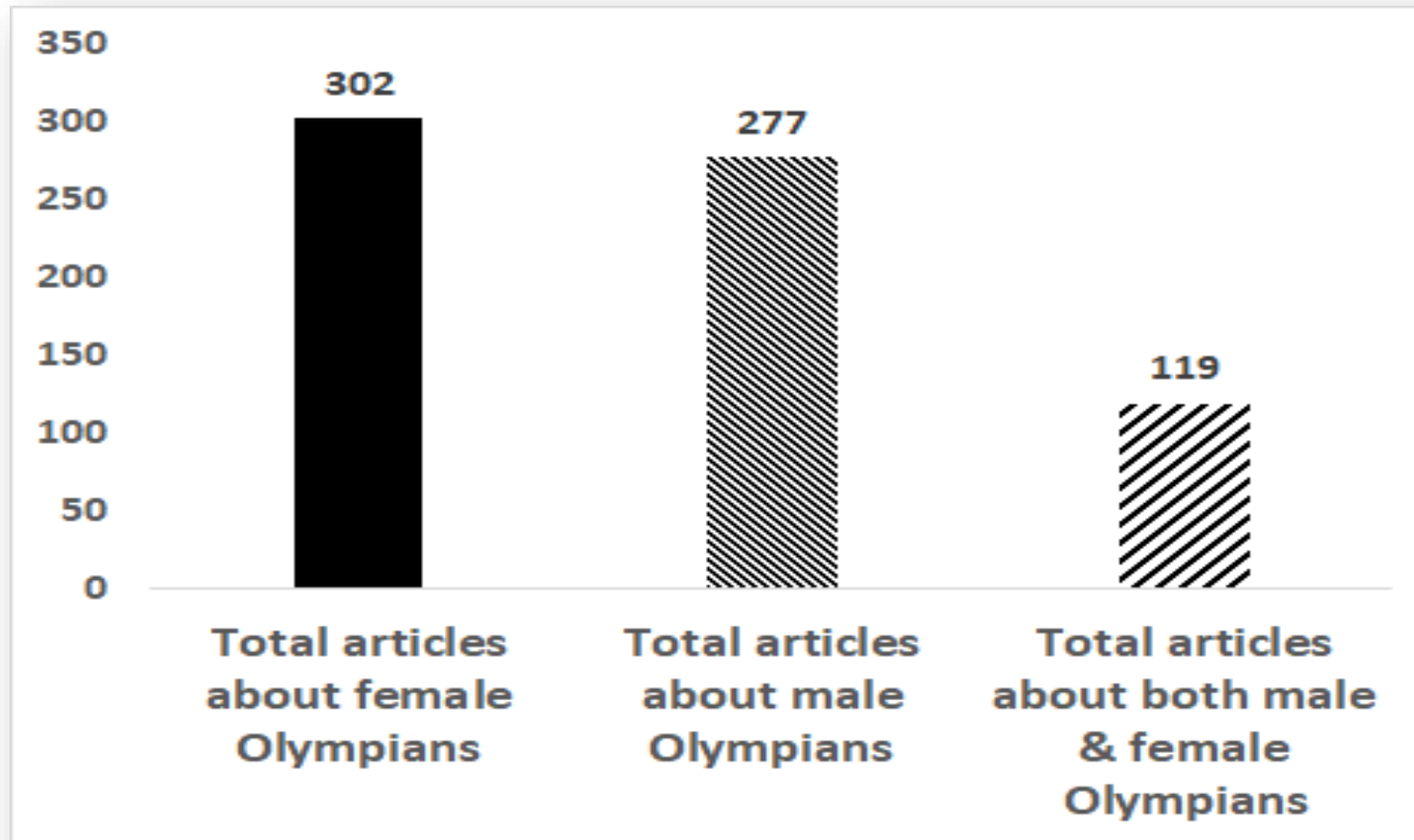
Task vs. Non-Task (Jones
et al., 1999)



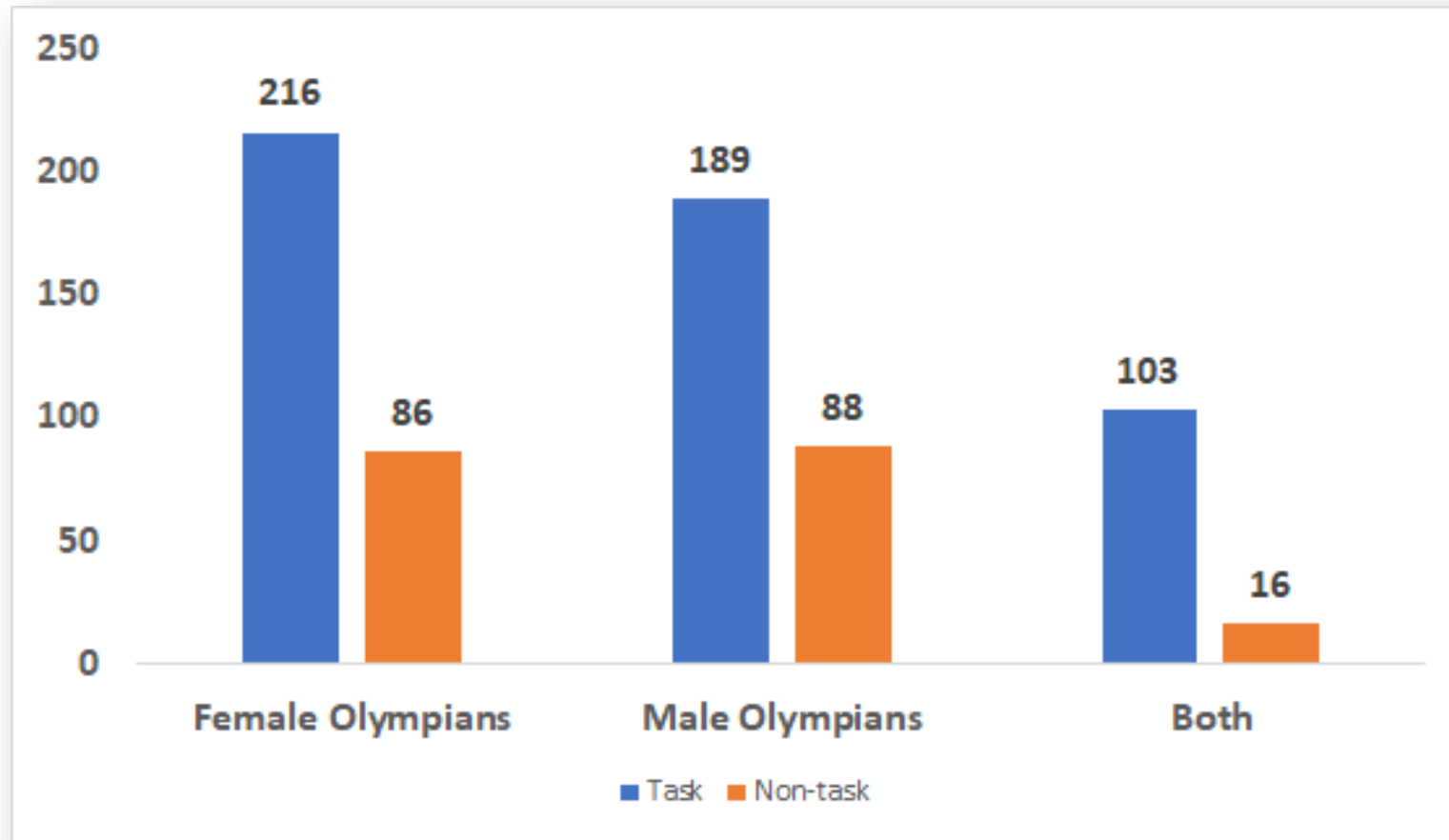


PyeongChang 2018 Olympic Media Coverage

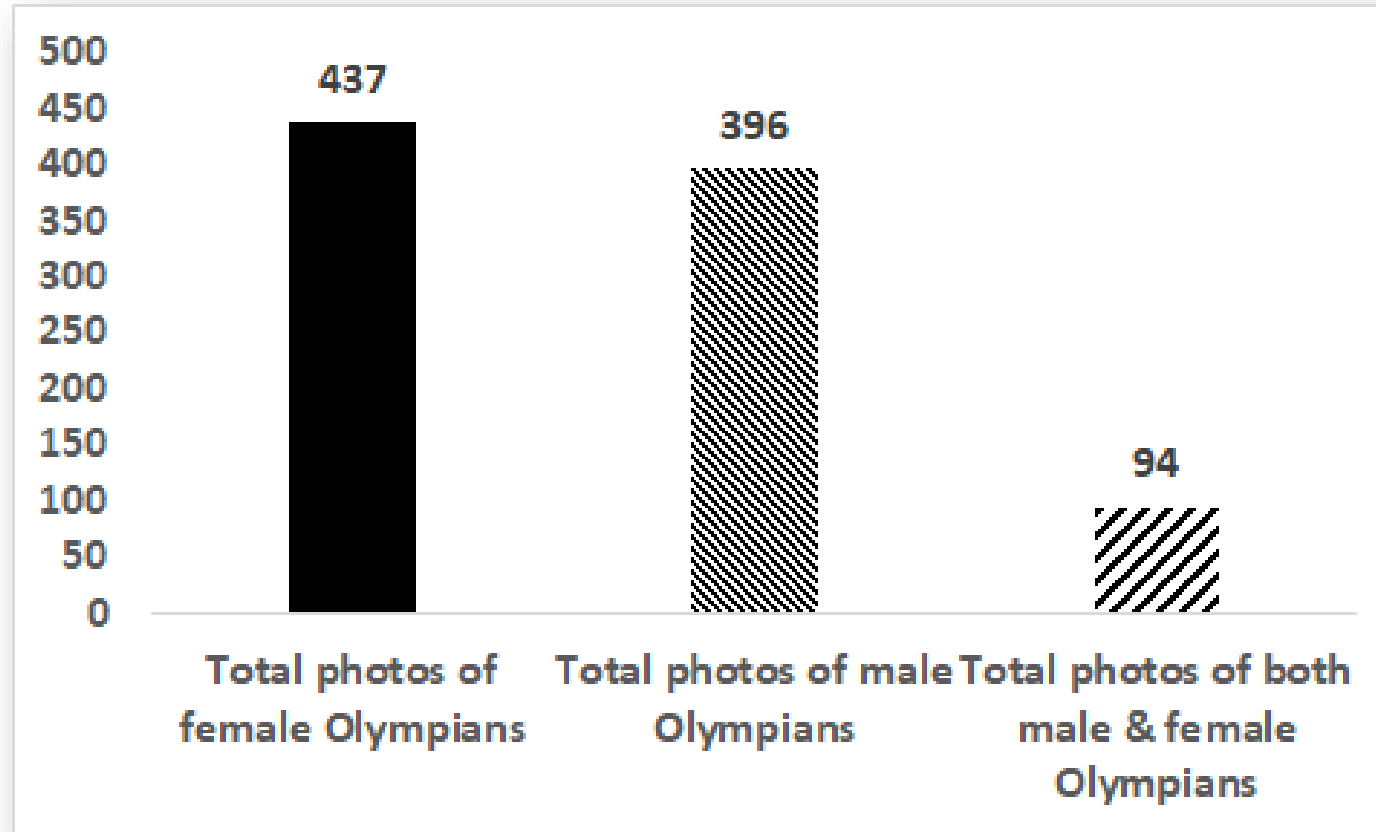
Total articles about Olympians by gender



Articles about Olympians by category & gender

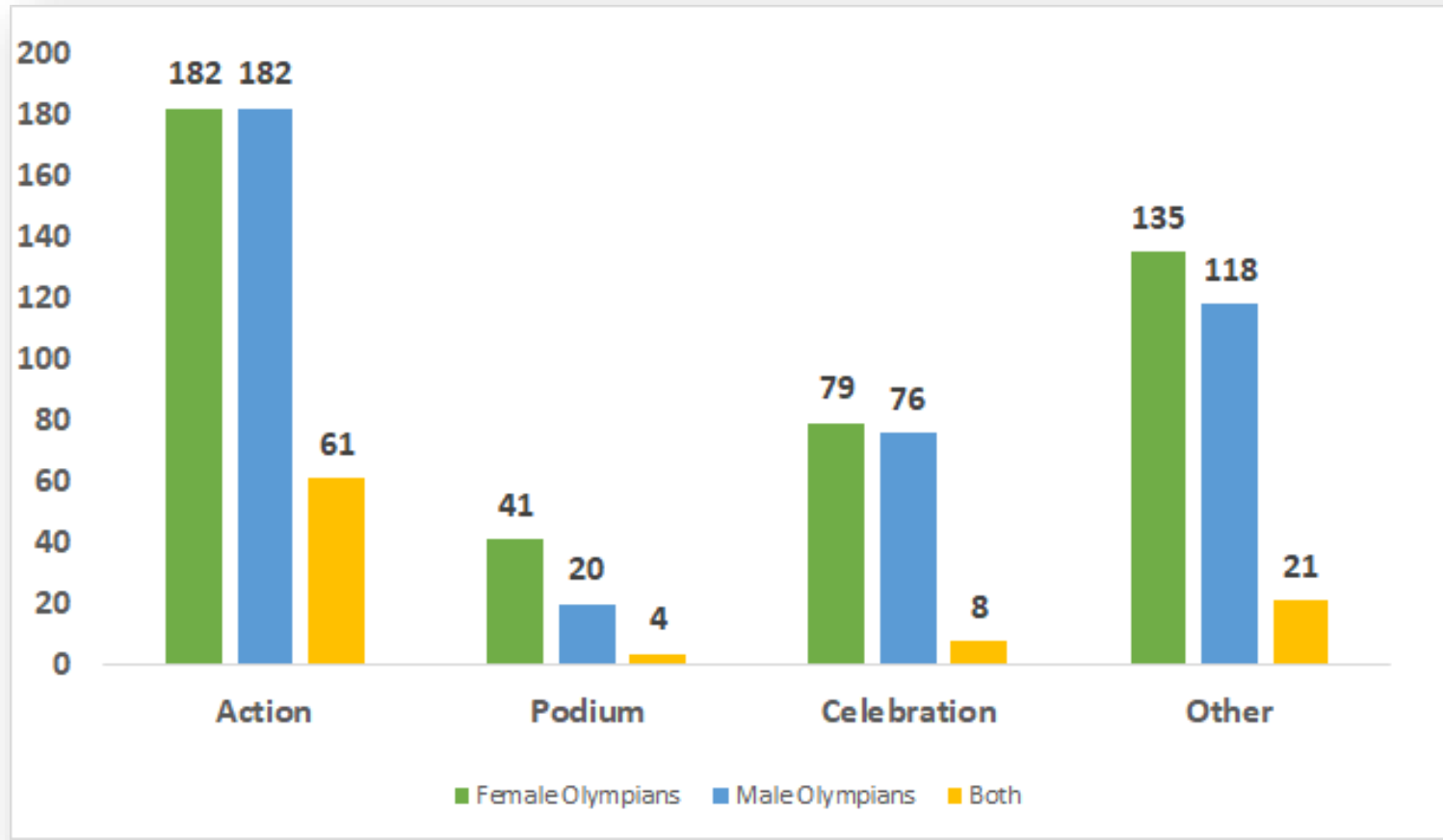


Total photographs of Olympians





Photographs of Olympians by category & gender



PyeongChang Olympic media coverage storylines

Lindsay Vonn vs. Mikaela Shiffrin

USWNT wins Gold Medal

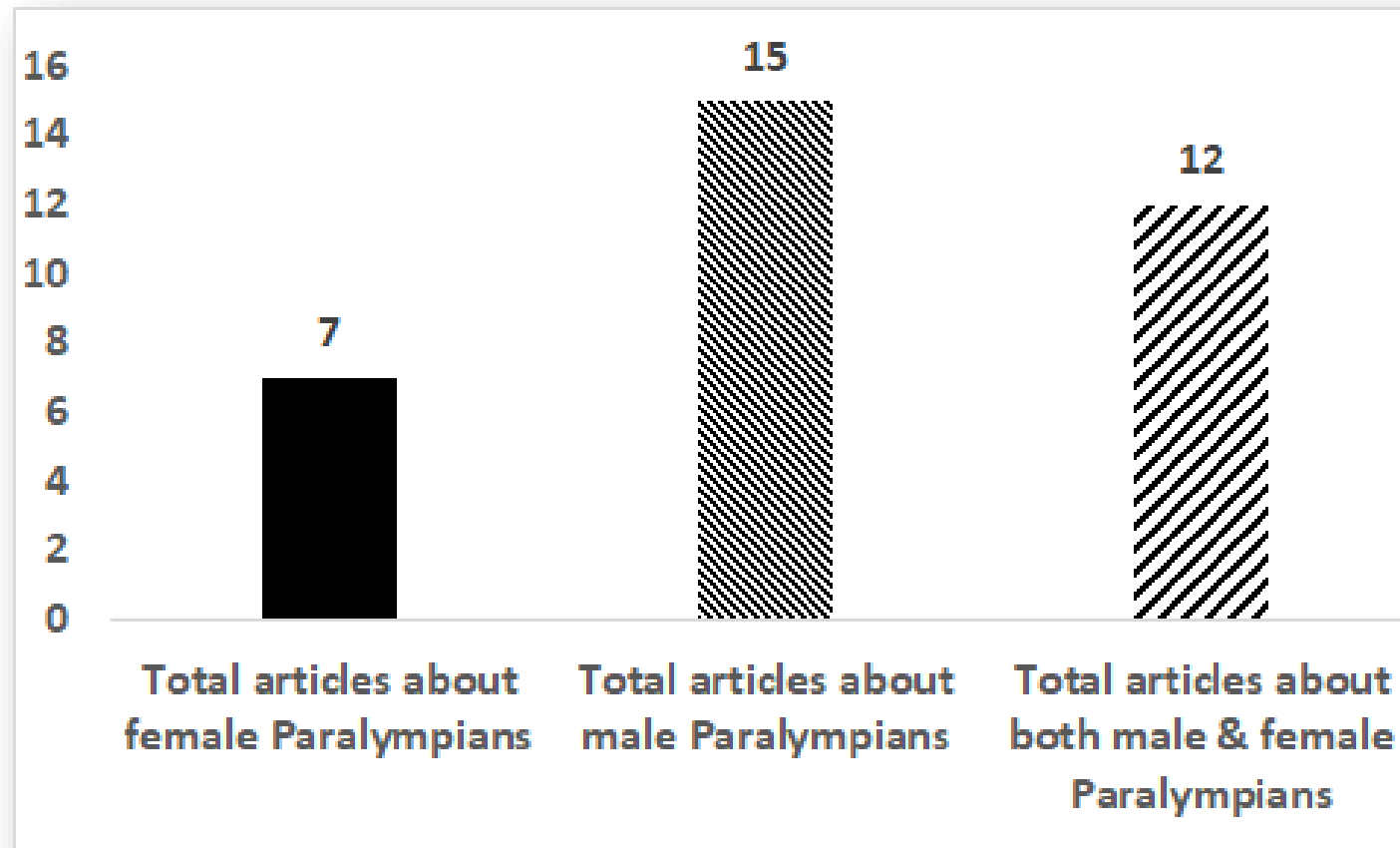
Chloe Kim's historic win



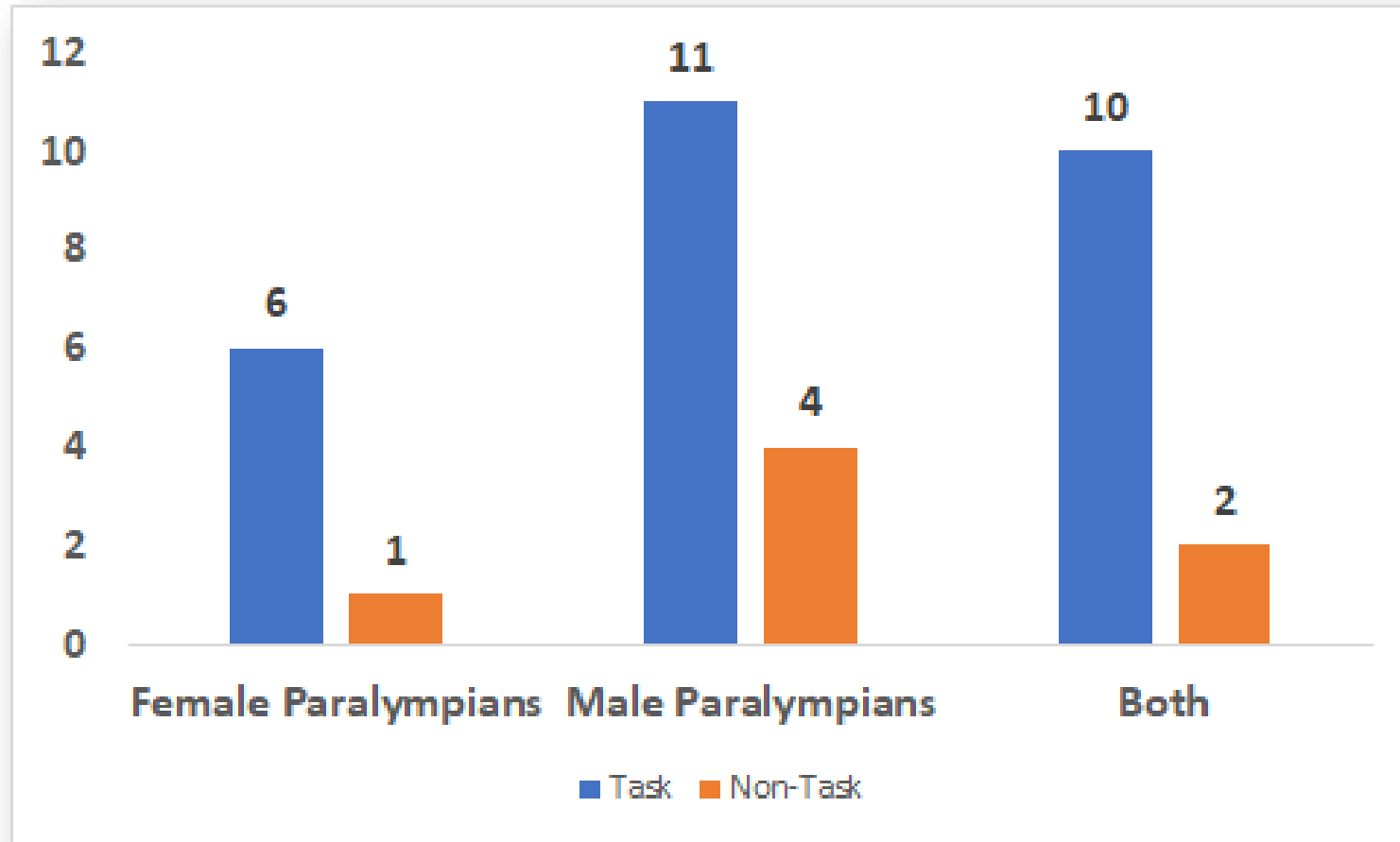


PyeongChang 2018 Paralympic Media Coverage

Total articles about Paralympians

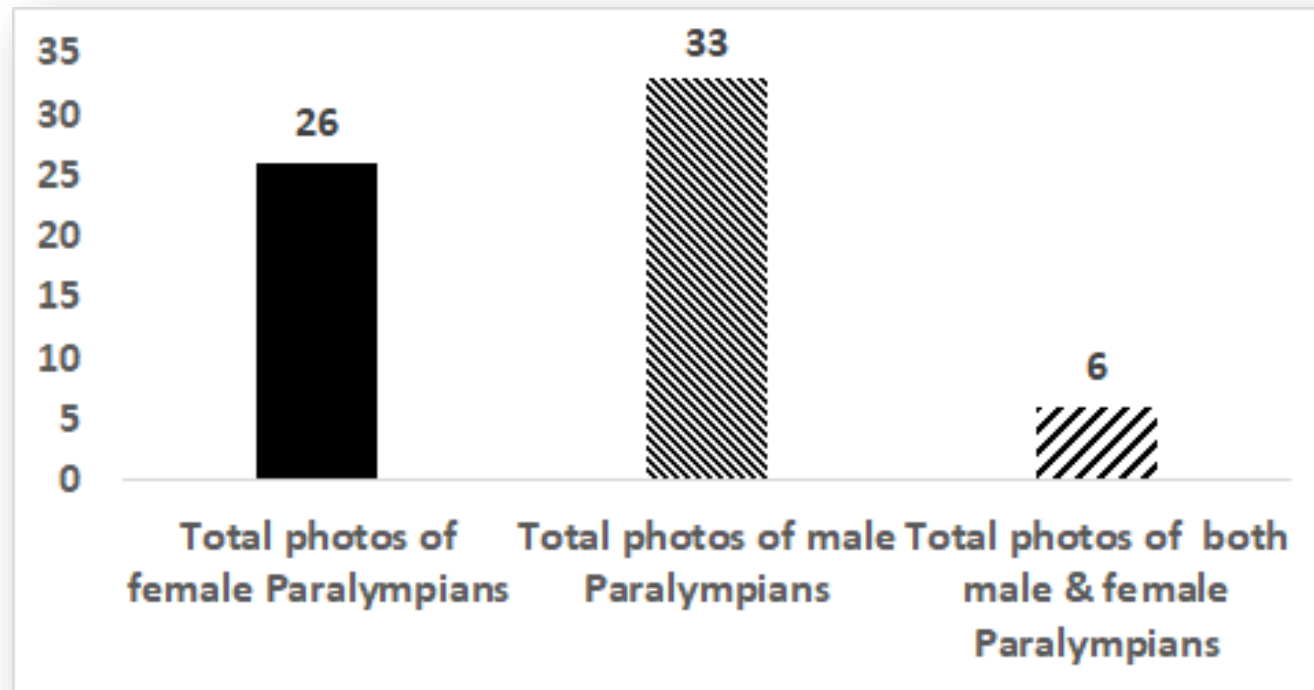


Articles about Paralympians by category & gender

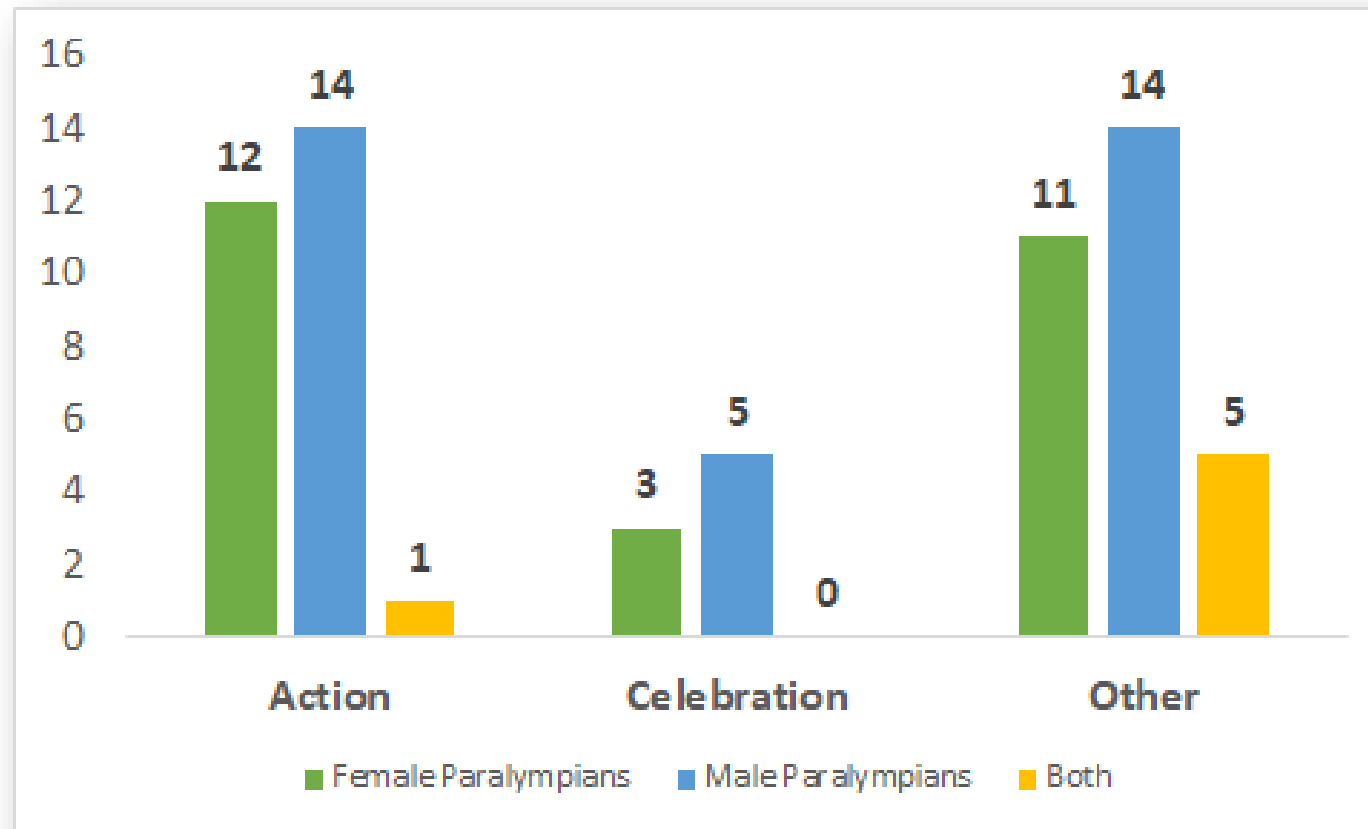




Total photographs of Paralympians



Photographs of Paralympians by category & gender



PyeongChang Paralympic media coverage storylines

Mostly about male athletes
Oksana Masters/Amy Purdy





Conclusion