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

- Total articles about female Olympians: 302
- Total articles about male Olympians: 277
- Total articles about both male & female Olympians: 119
Articles about Olympians by category & gender

- Female Olympians: 216 (Task) & 86 (Non-task)
- Male Olympians: 189 (Task) & 88 (Non-task)
- Both: 103 (Task) & 16 (Non-task)
Total photographs of Olympians

- Total photos of female Olympians: 437
- Total photos of male Olympians: 396
- Total photos of both male & female Olympians: 94
Photographs of Olympians by category & gender

- Action: 182 Female Olympians, 182 Male Olympians, 61 Both
- Podium: 41 Female Olympians, 20 Male Olympians, 4 Both
- Celebration: 79 Female Olympians, 76 Male Olympians, 8 Both
- Other: 135 Female Olympians, 118 Male Olympians, 21 Both
PyeongChang Olympic media coverage storylines

Lindsay Vonn vs. Mikaela Shiffrin
USWNT wins Gold Medal
Chloe Kim's historic win
Total articles about Paralympians

- Total articles about female Paralympians: 7
- Total articles about male Paralympians: 15
- Total articles about both male & female Paralympians: 12
Articles about Paralympians by category & gender

- Female Paralympians: 6 Task, 1 Non-Task
- Male Paralympians: 11 Task, 4 Non-Task
- Both: 10 Task, 2 Non-Task
Total photographs of Paralympians

- Total photos of female Paralympians: 26
- Total photos of male Paralympians: 33
- Total photos of both male & female Paralympians: 6
Photographs of Paralympians by category & gender
PyeongChang Paralympic media coverage storylines

Mostly about male athletes
Oksana Masters/Amy Purdy