Frequency of coach related articles during the 2019 NCAA Division I National Basketball Tournament

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Overview

• Background literature
• Methodology
• Results
• Discussion
• Conclusions
Background Literature

• Women's sports underrepresented in media (Cooky et al, 2015)

• Women underrepresented in collegiate coaching (Lapchick et al, 2019; Lavoi, 2019)

• Female leaders depicted stereotypically (Dabbous & Ladley, 2010)
Research Questions

• What is the online media coverage of head coaches during a mega event, specifically the 2019 March Madness NCAA DI basketball tournament?
Research Questions

1. Which coaches are written about during the NCAA tournament? **Descriptive statistics**

2. Is there a difference between the expected and observed ratio of articles across categories? **Chi square**

3. Is there a difference in the mean article word count across categories? **Mann-Whitney U**
Methodology

• Cross-sectional, mix-method research design
• Articles: Coach must be focus
• ESPN & USA Today websites
• Total coach-related articles n = 360
Data Collection Timeline

March 11
Data collection begins

March 19/22
First Game

April 7/8
Championship

April 18
Data collection ends
Results, RQ1: Gender of Coach

- Male: 302
- Female: 52
- Both: 4

Chart showing the distribution of gender for coaches.
RQ1: Gender of Team

- Male: 292
- Female: 66
RQ1: Race of Coach

![Bar Chart]

- **White**: 271
- **Black**: 49
- **Latinx**: 2
- **Two +**: 10
RQ1: Photo in Article

![Bar chart showing the number of articles with and without photos.](chart.png)

- **No**: 257
- **Yes**: 98

- No: Purple bar
- Yes: Yellow bar
RQ1: Total Words

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<th>Statistic</th>
<th>Output</th>
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<tr>
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<td>Median</td>
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RQ 2: Expected vs Observed Across Categories (ESPN + USAT)

• Statistically significant difference and large effect size:

- Source of article
- Gender of coach
- Gender of team coached
- Race of coach
- Photo of coach
RQ 3: Total Word Count x Categories

- Statistically significant difference in word count *only* if there was a photo of coach in article.
- Moderate effect size
Discussion

• Gender of team coached is important
• USAT had more articles
• High profile firing
Conclusion

• Results reflect existing disparities in coverage
• Media perpetuates disparity
• Even in setting where women are not (as) under-represented
• If written about, then length of article similar across categories
Questions?

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Big ideas. Real-world thinking.