

# Media Representation of Newly Hired NCAA Division I Basketball Coaches 2018-2019

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Applied Sport Management Conference, February 2021

# Leadership and participation opportunities in NCAA sport (Lapchick et al., 2020)

- NCAA DI Athletic Directors & basketball coaches primarily white & male
- Players more likely to be African American



# Literature review: Disparities in sport media coverage

- Women's sport covered less frequently (Musto, Cooky & Messner, 2017)
- Framing of athletes often reinforces racial & gender stereotypes (Cooky, Wachs, Messner & Dworkin, 2010)
- Need for research that examines depictions of coaches (LaVoi & Calhoun, 2014)



# Purpose

A large, stylized yellow graphic consisting of three overlapping, wavy, leaf-like shapes that curve upwards and to the right, positioned behind the text on the slide.

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Examine how NCAA Division I head basketball coaches are framed

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Build on the work of Cunningham and Bopp (2010)

# Research Questions

- a) Who is hired?
- b) Who is quoted in press releases of new coaching hires?
- c) How does the press release frame newly hired head NCAA Division I basketball coaches?

# Methodology: Data Collection

- Official press release from university website
- **Seasons:**
  - 2018-2019
  - 2019-2020
- **191 total**
- **N = 185 race**
- **N = 189 sex**





# Methodology: Procedure (Cunningham & Bopp, 2010)

- Content Analysis
- Examined quotes within press release about or from coach
- If themes were mentioned or not



# Methodology: Procedure

Themes	Explanation
Coaching ability	Technical expertise
Coaching experience	Years of experience
Playing experience	Degree to which playing experience would impact success of team
Recruiting	Coach's skills in attracting student athletes
Relating to student athletes	Ability to connect with student athletes
Fit	Ability to fit with the university/athletic department culture/values
Personal integrity	Personal characteristics like hard work
Network	Connections/affiliations with influential coaches or players



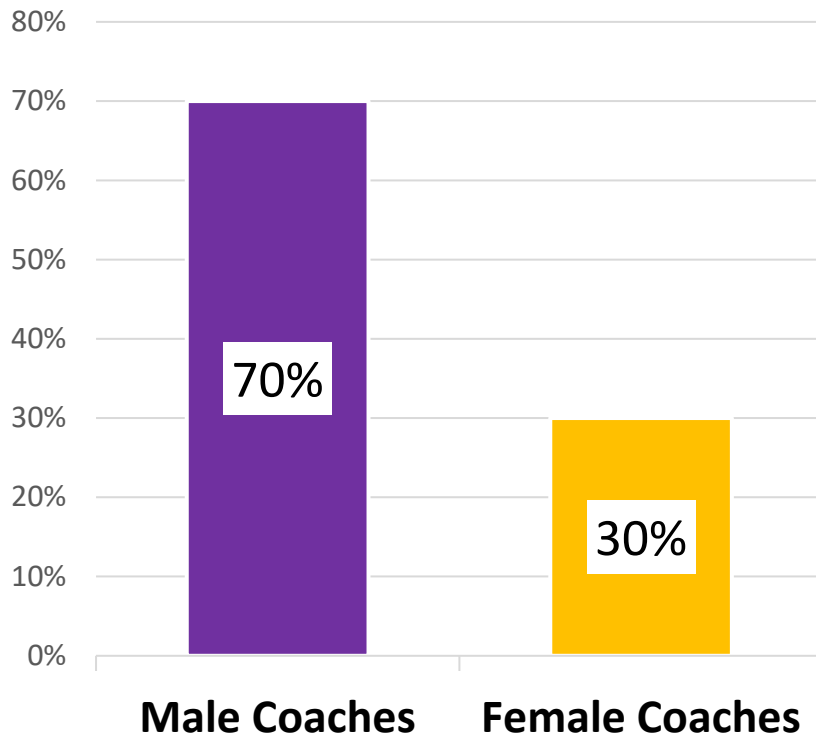
# Methodology: Statistical analysis

- Descriptive analysis
- $t$  – tests,  $p$ -value set at .05
- Cross tabs analysis

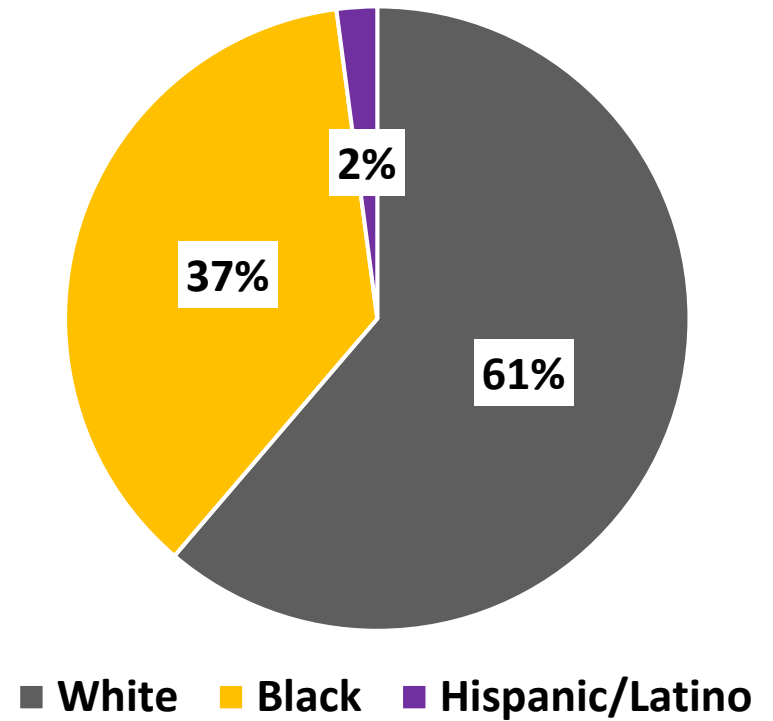


# Results: Who is hired?

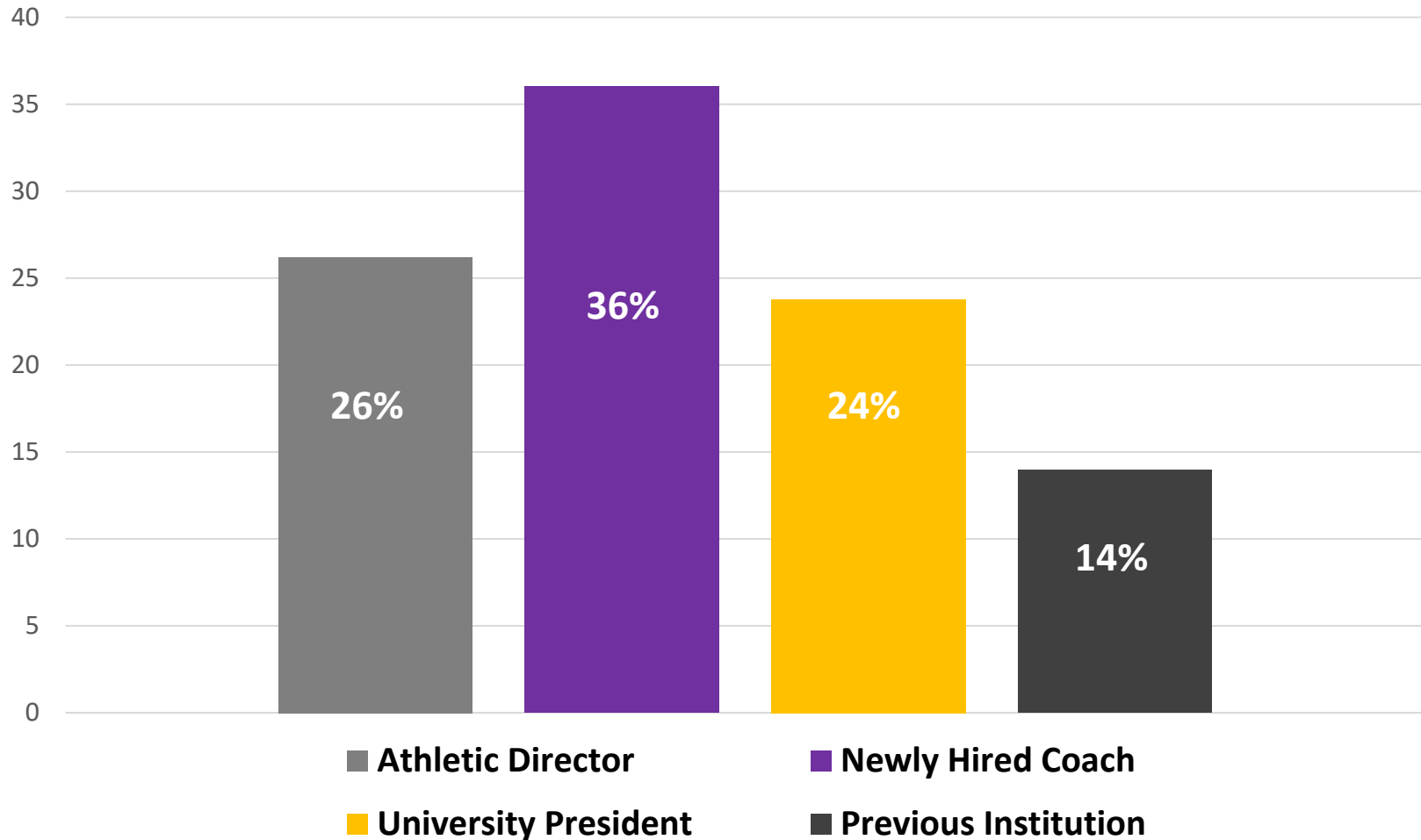
## Sex of Newly Hired Coach



## Race of Newly Hired Coach



# Results: Who is quoted within the press releases?



# Results: Number of quotes

- No statistically significant difference in # of quotes & race of coach
- No statistically significant difference in # of quotes & sex of coach



# Results: Media Framing of Race of Coach

Theme	Statistical significance
Coaching ability	No
<b>Coaching Experience</b>	<b>Yes</b>
Playing experience	No
Recruiting	No
Relating to student athletes	No
<b>Fit with the university/athletic department</b>	<b>Yes</b>
<b>Personal integrity</b>	<b>Yes</b>
Network	No

# Results: Media Framing of Sex of Coach

Theme	Statistical significance
Coaching ability	No
Coaching Experience	No
Playing experience	No
Recruiting	No
Relating to student athletes	No
<b>Fit with the university/athletic department</b>	<b>Yes</b>
Personal integrity	No
<b>Network</b>	<b>Yes</b>



# Discussion

- People of color/women hired less frequently
- Race & coaching experience results consistent with Cunningham & Bopp, 2010
- Fit w/university & personal integrity differences are new findings



# Conclusions

- Press releases convey what is valued
- Coaches are framed in ways that reinforce racial & gender stereotypes
- Barriers for coaches of color/women to gain head coaching positions
- Consistent education/training needed for SIDs & athletic department as whole



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