Implications of Social Media on Women in Sport

How does user-generated content (UGC) from fans portray women in sport?

- 90% of UGC depicts skill of athletes compared to traditional media, which tends to depict athletes’ femininity/sexuality.

How does social media impact women as sport journalists?

- User engagement with sport brands on social media exacerbates maltreatment of women sport journalists.

Summary

Social media has the potential to strengthen gender equity by proliferating user-generated content in women’s online sport communities. Its dangers lie primarily for women sport journalists, who are subject to increased gender-based maltreatment through online engagement.