

Abstract

PHOTOGRAPHIC GENDER REPRESENTATIONS: A CONTENT ANALYSIS OF ATHLETES ON THE INTERNATIONAL OLYMPIC COMMITTEE WEBSITE

Studies and trends have shown over the years that women are represented much less in sports coverage. Stereotypes formed sports into categories of gender-appropriate and gender-inappropriate for both male and female athletes. This stereotype and others still have an effect today. Photographic coverage of the 2016 Summer Olympic Games can provide analysis to determine if the coverage is different between men's and women's sports. A content analysis was conducted to analyze the photos on the International Olympic Committee website. The statistical chi-square test was used to see if there were differences in theoretical and observed representation between female and male athletes. The difference found in the photographs was that there were fewer photographs of female athletes than male athletes. The steps towards equality that the International Olympic Committee are reaching for will also be discussed.