COLOR CODED MEDIA

PORTRAYALS OF RACE IN NEWSPAPER COVERAGE OF NATIONAL HOCKEY LEAGUE ATHLETES

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WHY CARE ABOUT REPRESENTATIONS OF RACE IN SPORT?

◆ Sport consumption is a ritualized behavior

◆ Link between perceptions of race and race-based stereotypes in sport

◆ Media portrayals of race can be covert
WHY STUDY THE NHL?

Racial Composition of the NHL (2013-2014)

- Minority Players: 44 players (6.3%)
- Non-Minority Players: 646 players (93.7%)

N=690
METHODS

◆ Articles from 10 U.S. and 8 Canadian Newspapers
◆ 2013-2014 NHL Regular & Post Season

◆ Unit of Analysis: Comment
  ❖ Comment defined as sentence, phrase, or paragraph describing a single player attribution.
  ❖ Physical, Cognitive, Personal, Combination

◆ Comments coded using a modified Biased Coverage Index (BCI)_1

VALENCE OF COMMENTS RECEIVED BY MINORITY PLAYERS CHANGES DURING POST-SEASON

Mean of Comment Valence- Regular and Post-Season

Post-Season
- Non-Minority Players: $\bar{x} = 1.35$
- Minority Players: $\bar{x} = 0.78$

Regular Season
- Non-Minority Players: $\bar{x} = 1.23$
- Minority Players: $\bar{x} = 0.93$

N=1,487
PROPORTION OF COMMENTS RECEIVED BY MINORITY PLAYERS CHANGES DURING POST-SEASON

N=1,487
EXPERIENCE AFFECTS COMMENT VALENCE
FUTURE RESEARCH

- Additional seasons
- Lower circulation vs. higher circulation papers
- Additional media sources
- Longitudinal study of minority involvement in hockey
QUESTIONS?