


COLOR CODED MEDIA

PORTRAYALS OF RACE IN
NEWSPAPER COVERAGE OF
NATIONAL HOCKEY LEAGUE
ATHLETES



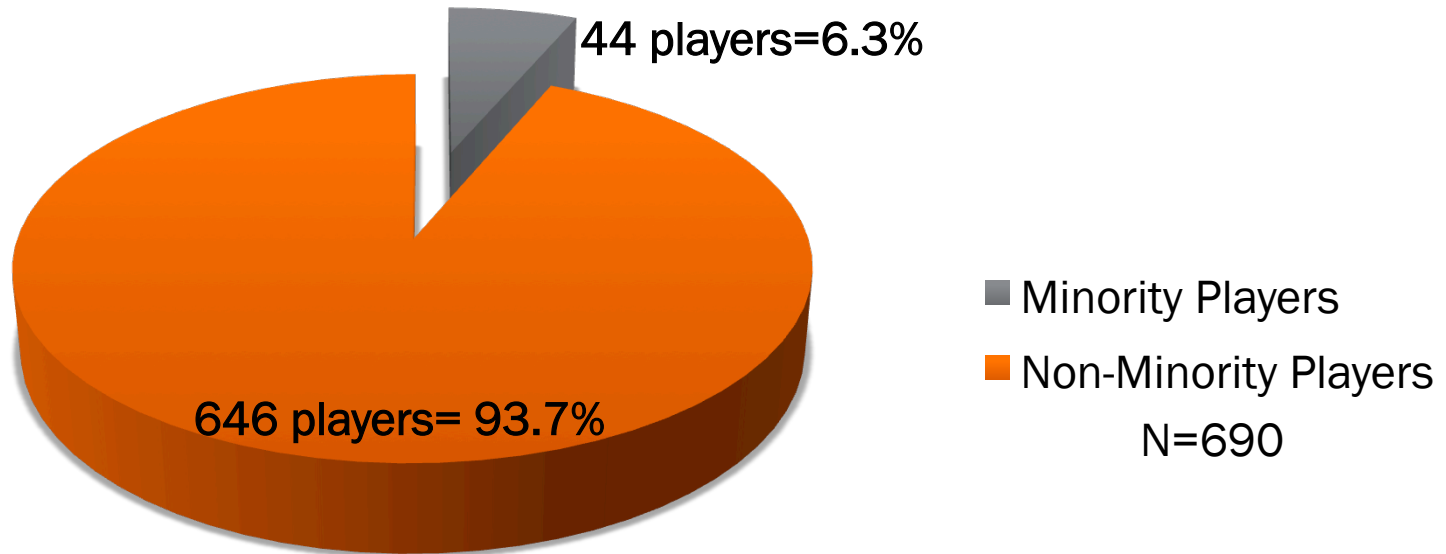
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WHY CARE ABOUT REPRESENTATIONS OF RACE IN SPORT?

- ◆ Sport consumption is a ritualized behavior
 - ◆ Link between perceptions of race and race-based stereotypes in sport
 - ◆ Media portrayals of race can be covert
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WHY STUDY THE NHL?

Racial Composition of the NHL (2013-2014)



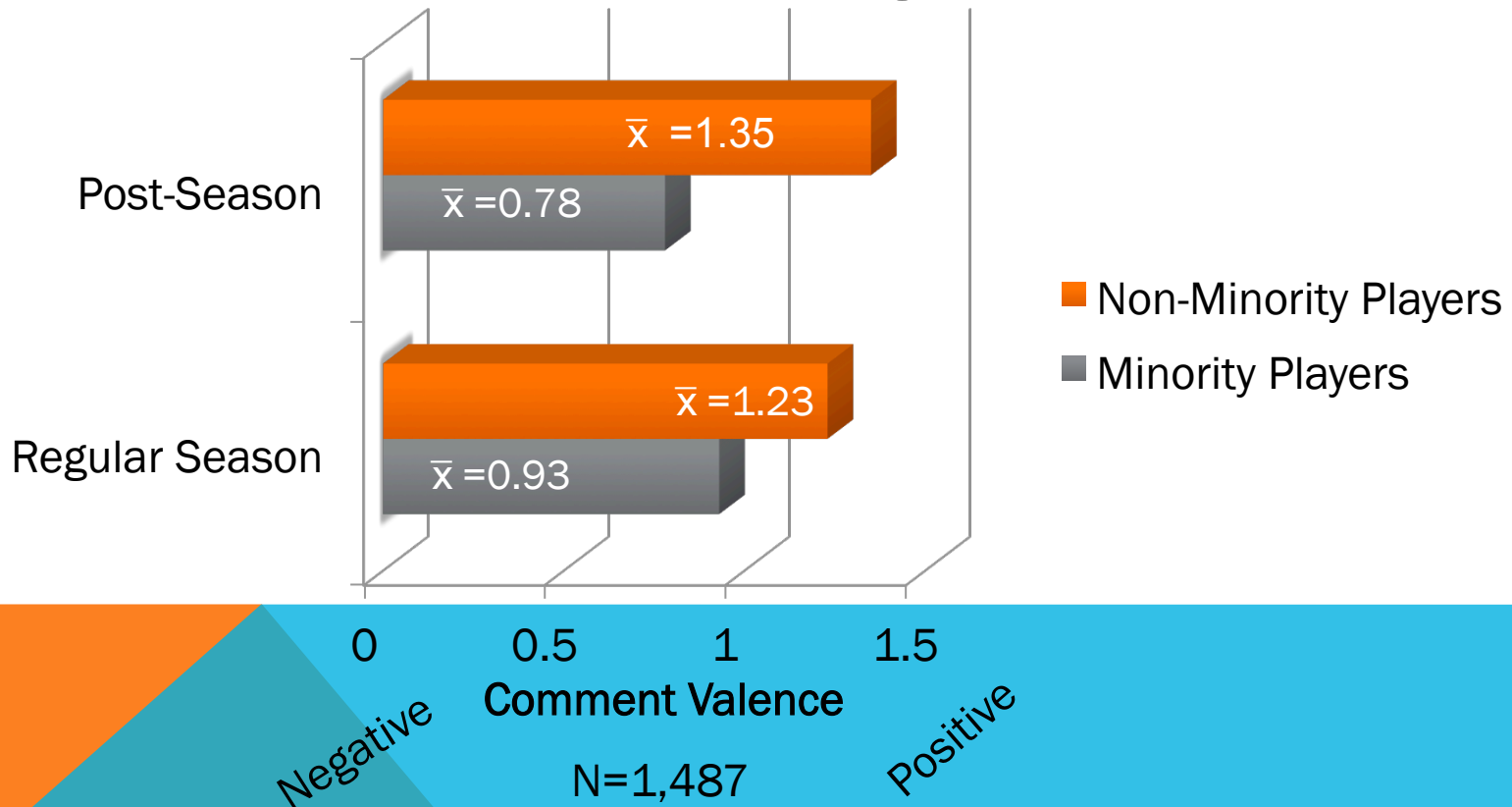
METHODS

- ◆ 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

◆ *1 Rada, J. A., & Wulfemeyer, K. (2005). Color coded: Racial descriptors in television coverage of intercollegiate sports. Journal Of Broadcasting & Electronic Media, 49(1), 65-85.*

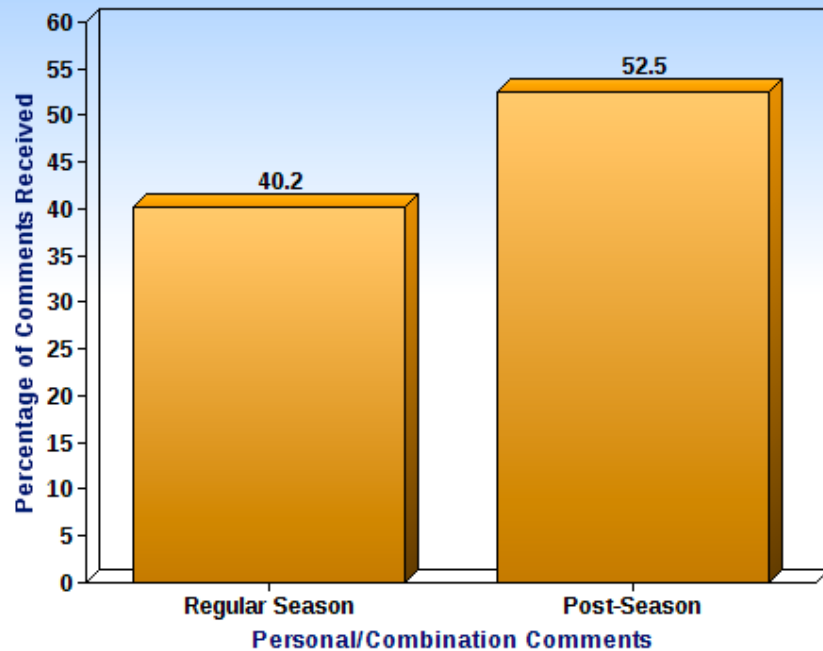
VALENCE OF COMMENTS RECEIVED BY MINORITY PLAYERS CHANGES DURING POST-SEASON

Mean of Comment Valence- Regular and Post-Season

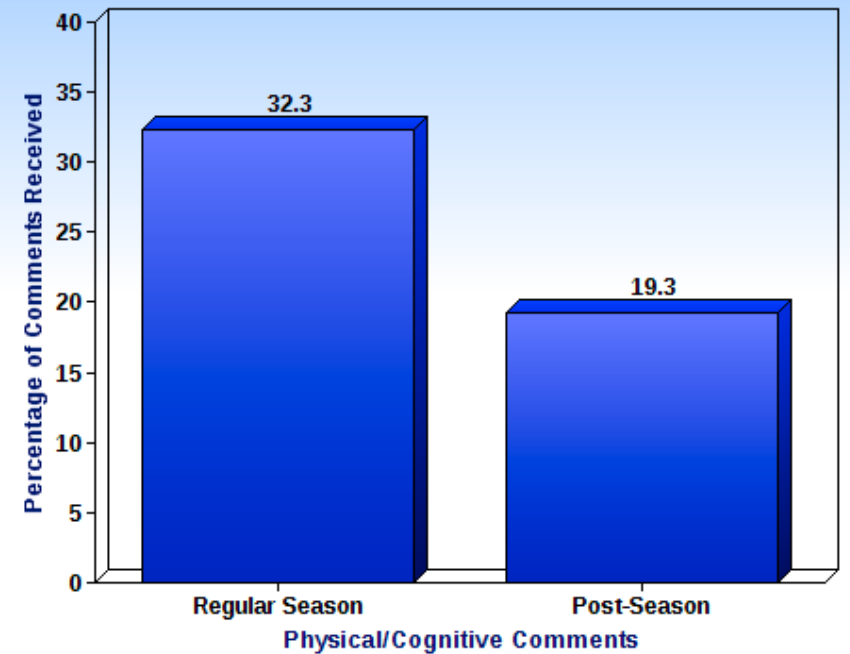


PROPORTION OF COMMENTS RECEIVED BY MINORITY PLAYERS CHANGES DURING POST-SEASON

Minority Player Comment Type- Regular & Post Season



Minority Player Comment Type- Regular & Post Season



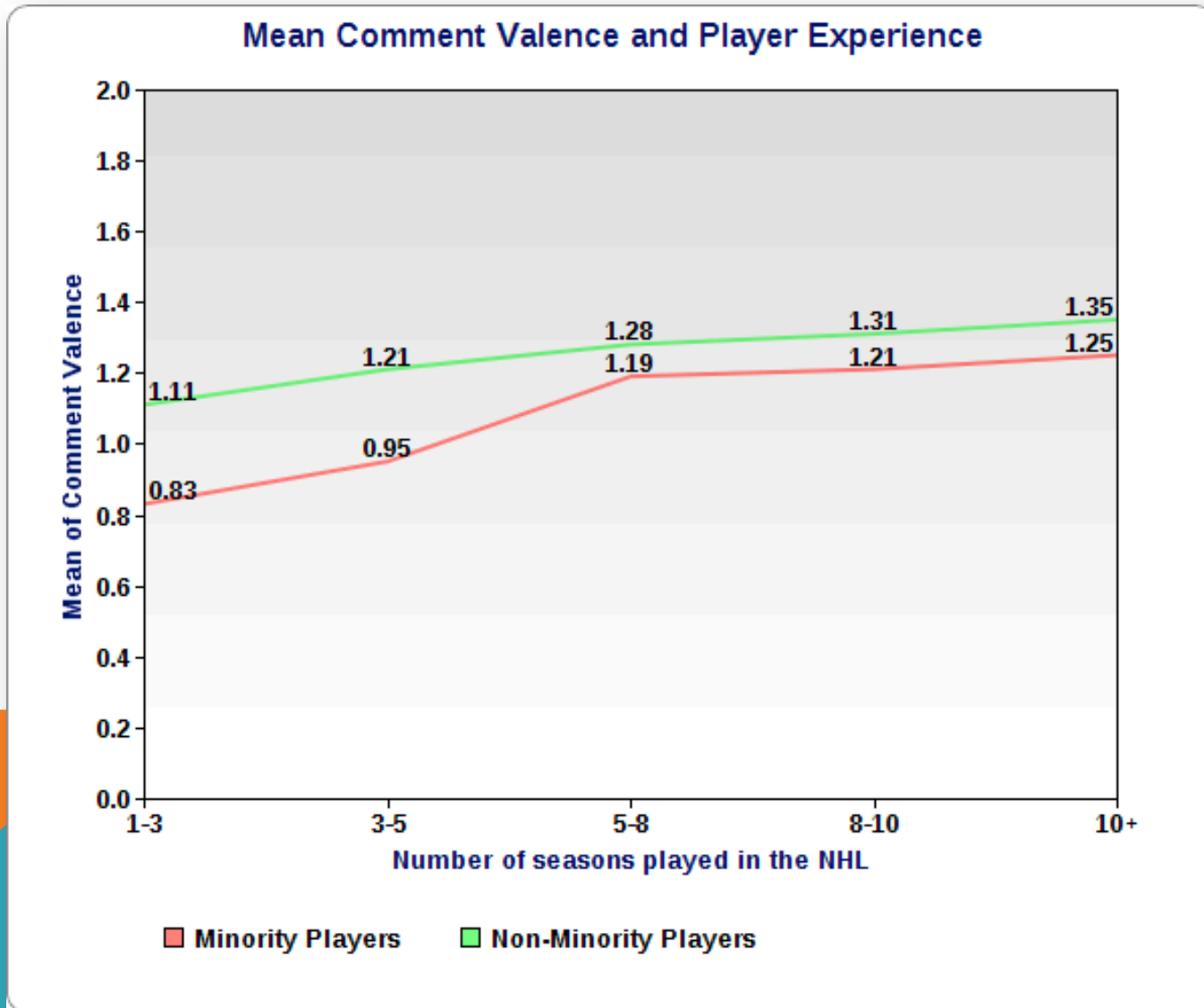
N=1,487

EXPERIENCE AFFECTS COMMENT VALENCE


positive

neutral

negative



FUTURE RESEARCH

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



