COLOR CODED MEDIA

PORTRAYALS OF RACE IN NEWSPAPER COVERAGE OF NATIONAL HOCKEY LEAGUE ATHLETES

Camille Anderson & Dr. E. Helen Berry
Utah State University

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

<table>
<thead>
<tr>
<th>Season</th>
<th>Non-Minority Players</th>
<th>Minority Players</th>
<th>Mean of Comment Valence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post-Season</td>
<td>1.35</td>
<td>0.78</td>
<td>1.23</td>
</tr>
<tr>
<td>Regular Season</td>
<td>0.93</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PROPORTION OF COMMENTS RECEIVED BY MINORITY PLAYERS CHANGES DURING POST-SEASON

N=1,487
EXPERIENCE AFFECTS COMMENT VALENCE

Mean Comment Valence and Player Experience

- **Positive**
- **Neutral**
- **Negative**

Number of seasons played in the NHL

- Minority Players
- Non-Minority Players
FUTURE RESEARCH

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