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)

- 44 players = 6.3%
- 646 players = 93.7%

N = 690

Minority Players
Non-Minority Players
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)

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

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?