

# **GENDER EQUALITY DATA IN THE SPORTS MEDIA**



# **STUDIES**

- **30 European countries**
- **A majority of quantitative indicators**
- **Most studies have been published only once**
- **Periodical update is rare**
- **Hardly ever extended to all types of media**
- **It allows, however, to identify possible supports**
- **Printed press and broadcasting are the most investigated areas**

# **SAMPLE OF STUDIES**

- **Who make the news (GMMP):** lot of data but require a lot of resources and it's a picture of one single day
- **International Sport Survey (Danish Institute for Sports):** Only printed press
- **Say Yes to Success (Women in Sport):** All types of media but only one country (Great Britain)
- **Le Sport féminin à la TV (CSA):** Only broadcasting and updated once

# **FIRST OBSERVATION**

**THE MOST COMPREHENSIVE STUDIES COST A LOT  
AND ARE NOT UPDATED REGULARLY**

# **A FIRST SET**

## **TV AND RADIO BROADCAST**

- **TIME WOMEN'S SPORT LIVE COVERAGE (VERSUS MEN)**
- **RANK OF COVERAGE BY SPORT (WOMEN AND MEN'S SPORTS)**
- **NUMBER OF WOMEN'S SPORT BROADCAST (VERSUS MEN)**

**=> TV AND RADIO PROGRAMME**

# **A FIRST SET WEB**

- **NUMBER OF ARTICLES DEDICATED TO WOMEN'S SPORTS (VERSUS MEN)**
- **NUMBER OF WOMEN'S SPORTS COVERAGE**
- **NUMBER OF EVENTS COVERAGE**
- **PERCENTAGE OF FEMALE WRITERS**
- **PERCENTAGE OF ARTICLES ABOUT MEN'S SPORT WRITTEN BY WOMEN**

**=> NEWS WEBSITES**

# **A FIRST SET PRINTED PRESS**

**SAME INDICATORS FOR WEB BUT IT WILL NEED A  
DISTINCT METHODOLOGY**

**=> NEWSPAPERS**

# **CRAWLING**

## **WHAT IS IT?**

The crawling consists in browsing the web to collect data from websites. These data can be saved in a database to be analyzed.

# **CRAWLING**

## **WHY?**

This technology allows us to collect data easily and independently.

# CRAWLING HOW?

## M Football

SPORT

FOOTBALL

Championnats Européens

Euro 2016

FIFA

Football féminin

Ligue 1

Ligue 2

### Foot féminin : Corinne Diacre, la compétence à la tête des Bleues

Un an après la nomination d'Olivier Echouafni, qui n'a pas survécu à un Euro 2017 calamiteux, l'entraîneuse de Clermont a été désignée sélectionneuse de l'équipe de France féminine.

LE MONDE | 30.08.2017 à 17h35

Par Anthony Hernandez

Abonnez vous à partir de 1 €



Réagir



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f Partager (161)



Tweeter



# CRAWLING HOW?

**Women's Ashes 2017: Rachael Haynes appointed Australia captain as Meg Lanning recovers from injury**

20 September 2017 | Women's Cricket

Share



Rachael Haynes made her international debut against England in 2009.

**Basket, Wnba: Zandalasini alle Finals con le Lynx**

Candace Parker e di Alana Beard

10 SETTEMBRE 2017 - NEW YORK (USA)



Cecilia Zandalasini con la maglia del Minnesota Lynx.



APPROFONDIMENTI: PIÙ LETTI PIÙ COMMENTI

Cecilia, debutto vincente

**Le Dynamo Kursk remporte l'Euroleague féminine**

Publié le dimanche 10 septembre 2017 à 16:50 | Mis à jour le 14/09/2017 à 16:17

Le Dynamo Kursk a remporté la finale de l'Euroleague en dominant Forvethalpe (73-43), ce dimanche.

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8 Liens



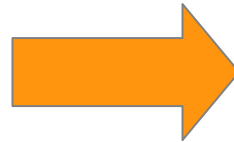
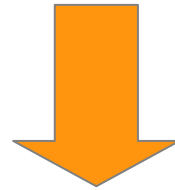
Historique du Dynamo Kursk champion en Europe (L'Argentine) L'Express



Website	Country	Title	Sport	Date	Journalist
BBC Sport	Great Britain	Women's Ashes.....	Cricket	09/20/2017	xxxxxx
La Grazetta dello sport	Italy	Basket, Wnba	Basket	04/16/2017	xxxxxx
L'Equipe	France	Le Dynamo Kursk	Basket	09/19/17	xxxxxx

# CRAWLING

## HOW?



# **NEXT STEPS**

 **PUSH FORWARD INVESTIGATIONS**

 **FEASABILITY OF DEVELOPING  
A TOOL BASED ON CRAWLING**