

SPORT, SOCIAL MEDIA, AND DIGITAL TECHNOLOGY

This page intentionally left blank

RESEARCH IN THE SOCIOLOGY OF SPORT VOLUME 15

**SPORT, SOCIAL MEDIA,
AND DIGITAL
TECHNOLOGY:
SOCIOLOGICAL
APPROACHES**

EDITED BY

JIMMY SANDERSON

Texas Tech University, USA



United Kingdom – North America – Japan
India – Malaysia – China

Emerald Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Copyright © 2022 by Emerald Publishing Limited

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-80071-684-1 (Print)

ISBN: 978-1-80071-683-4 (Online)

ISBN: 978-1-80071-685-8 (Epub)

ISSN: 1476-2854 (Series)



ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.

Certificate Number 1985
ISO 14001



INVESTOR IN PEOPLE

CONTENTS

<i>About the Contributors</i>	vii
Introduction	1
Social Media, Digital Technology, and Sport Media <i>Dunja Antunovic</i>	9
Critical Encounters with Social Media in Women’s Sport and Physical Culture <i>Kim Toffoletti, Nida Ahmad and Holly Thorpe</i>	29
Social Media, Digital Technology, and Masculinity in Sport <i>Jamie Cleland and Connor MacDonald</i>	49
Investigating Online Fan Responses to the Rooney Rule in English Football <i>Daniel Kilvington, Jonathan Cable, Sophie Cowell, Glyn Mottershead and Chris Webster</i>	67
Narrative Inquiry: A Cultural Approach for Understanding Big and Small Stories of Motherhood and Sport on Instagram <i>Kerry R. McGannon, Sydney Graper and Jenny McMahon</i>	89
Social Media, Digital Technology, and National Identity in Sport <i>Andrew C. Billings and Johnathan Anderson</i>	107
Social Media, Digital Technology, and Sexuality in Sport <i>Keith D. Parry and Rory Magrath</i>	127
Social Media and Politics in Sport <i>Katie M. Brown and Sarah M. Brown</i>	145

Sport and Surveillance Technologies	165
<i>Luke Jones, Tim Konoval and John Toner</i>	
Social Media, Digital Technology and Athlete Abuse	185
<i>Emma Kavanagh, Chelsea Litchfield and Jaquelyn Osborne</i>	
Quantification, Big Data, and Biometrics in Sport	205
<i>Andrew Baerg</i>	
Social Media and Athlete Mental Health and Well-Being	223
<i>Michelle Hayes</i>	
<i>Index</i>	241

ABOUT THE CONTRIBUTORS

Nida Ahmad completed her PhD at the University of Waikato in 2019 focused on the digital lives of Muslim sportswomen, and is publishing widely on Muslim women, sport and social media. She is currently an independent researcher.

Johnathan Anderson is a first-year Media Studies PhD student at Indiana University and recent University of Alabama alumnus. His research interests fall within the intersections of sports media, identity and new media with a particular focus on sporting national identity and video games.

Dunja Antunovic, PhD, is Assistant Professor of Sport Sociology and affiliated scholar with the Tucker Center for Research on Girls & Women in Sport in the School of Kinesiology at the University of Minnesota. She publishes on gender, sport and media, and on theory and methodologies in sport media research.

Andrew Baerg, PhD, is a Professor of Communication at the University of Houston-Victoria. His research focuses on the intersections between social theory, sport and digital games. His previous work has appeared in *Communication and Sport*, *Journal of Sport and Social Issues* and *International Journal of Sport Communication*.

Andrew C. Billings, PhD, is the Ronald Reagan Chair of Broadcasting and Executive Director of the Alabama Program in Sports Communication at the University of Alabama. He has published 22 books and over 220 journal articles/book chapters, the majority of which pertain to issues of sport, media and identity.

Katie M. Brown, PhD, is an Assistant Professor in Sport Management at Texas Tech University, Lubbock, Texas. Dr. Brown earned her PhD from Texas A&M University. Her research focuses on legal issues concerning brand management, intellectual property, and the interfaces of sport marketing, sport law and sport economics.

Sarah M. Brown, PhD, is a Clinical Assistant Professor at Southern Methodist University, Dallas, Texas. Dr. Brown earned her PhD from Texas A&M University and her JD from Marquette University Law School. Her research focuses on the marketing and legal aspects of brand management, creation and extension with new technologies and social impact of sport.

Jonathan Cable, PhD, is Senior Lecturer in Sport Journalism at the University of Gloucestershire. His research interests lie in football culture, social media and sport media. He has published on a range of topics including clickbait use by sport media on Twitter, nationalism and football managers, and athlete image construction.

Jamie Cleland is a Senior Lecturer in Sport and Management at the University of South Australia. He has authored and co-authored seven books as well as publishing over 50 articles and chapters on contemporary social issues in sport and society in a range of books and international journals.

Sophie Cowell is a researcher for the Forum for Research into Equality and Diversity that sits within the University of Chester Law School. Her research focuses on Discrimination Law and its application within sport. She has recently completed a PhD considering the use of positive action within professional football coaching.

Sydney Graper completed a BA in Sport Psychology in 2021, at Laurentian University, Canada, and is now pursuing a Masters in Human Kinetics, University of Ottawa, Canada. Her research interests include the application of mental performance interventions within amateur sport and in Canadian post-secondary institutions. Sydney also has an interest in gender and sport research using an intersectional lens and qualitative research methods.

Michelle Hayes, PhD, is a Senior Research Assistant at Victoria University in Australia. Her research predominately focuses on the implications and management of athlete of social media use, with specific interests in distraction and well-being and major sport events.

Luke Jones, PhD, is a Lecturer in Sports Coaching and Performance Science at the University of Hull, UK. His socio-cultural research explores aspects of the sports retirement experience, and the problematisation and re-imagination of normalised sports coaching practices, including those that use digital technologies to monitor and observe elite athletes.

Emma Kavanagh, PhD, is a Senior Lecturer in Sports Psychology and Coaching Sciences at Bournemouth University. Emma's research has focused on understanding abuse in face-to-face and virtual sporting environments, articulating the duty of care and enhancing safeguarding in sporting spaces. She is part of a number of international research networks which have a clear vision to enhance the climate and environment in which high-performance athletes function.

Daniel Kilvington, PhD, is Senior Lecturer in Media and Cultural Studies at Leeds Beckett University. His research focuses on 'race', sport, and new media. He is the co-founder of the annual Sport and Discrimination Conference series and the Talking Race podcast series.

Tim Konoval earned a PhD in Coaching Studies from the University of Alberta. He is currently a Lecturer in Sport Coaching at Deakin University in Melbourne, Australia. Tim's research broadly explores social cultural influences on coaching and coach development.

Chelsea Litchfield, PhD, is a Senior Lecturer and Associate Head of the School of Exercise Science, Sport and Health at CSU. Dr Litchfield's research focuses broadly on gender, sport and media, and in particular, on women and sport, gender-based abuse in social media spaces and feminist insights into sport.

Connor MacDonald is a master's student at the University of South Australia in the School of Business. His research is examining trans inclusion policies in the AFL and Cricket Australia, and the media and fan reactions to these policies. His research interests include diversity and inclusion in sport, specifically LGBTQIA+.

Rory Magrath is the author of *Inclusive Masculinities in Contemporary Football: Men in the Beautiful Game* and co-author of *Out in Sport: The Experiences of Openly Gay and Lesbian Athletes in Competitive Sport*. He is currently Associate Professor of Sociology at Solent University, Southampton, UK. His research focuses on decreasing homophobia and the changing nature of contemporary masculinities, with a specific focus on elite soccer in the United Kingdom.

Kerry R. McGannon is a Full Professor in Sport and Exercise Psychology. Her research interests include socio-cultural issues in sport and exercise, identities and critical interpretations of topics regarding health and performance. She uses critical qualitative research methodologies (e.g. discourse analysis, narrative analysis) to explore the media as a cultural site of identity constructions.

Jenny McMahan, PhD, is an Associate Professor in Education at University of Tasmania, Australia. Before moving into academia, she was an elite swimmer who represented Australia at an international level winning numerous medals. As a result of her own abusive experiences as an athlete, she was motivated to do more regarding athlete welfare. Since then, her research and teaching focus has centred around coach education, abuse education, athlete welfare, athlete experience and the human rights of athletes in sport.

Glyn Mottershead is Senior Lecturer in Journalism at City, University of London. His core teaching and research centres around the gathering, analysis and visualisation of data for journalistic purposes. He is a former journalist.

Jaquelyn Osborne, PhD, is a Lecturer and discipline lead in the School of Exercise Science, Sport and Health at Charles Sturt University in Bathurst, Australia. Jaquelyn teaches sport sociology, sport history and philosophy. Dr. Osborne's research is predominantly in the area of gender and the sports media.

Keith D. Parry, PhD, is Deputy Head of the Department of Sport and Event Management at Bournemouth University and an Adjunct Fellow of Western

Sydney University. He has published widely in leading journals and is an award-winning teacher and writer, in particular receiving a UN Day Media Award.

Holly Thorpe is Professor of Sociology of Sport and Physical Culture at University of Waikato, Aotearoa New Zealand. She continues to seek new innovations in social theory and qualitative methods, and strives to work across disciplines to better understand the complexities of moving bodies and sporting cultures. Her latest book is *Feminist new materialisms, sport and fitness: A lively entanglement* (with Julie Brice and Marianne Clark, Palgrave, 2020).

Kim Toffoletti is Associate Professor of Sociology at Deakin University, Australia. Her research examines women's experiences of sport and leisure, with a focus on media representations, sports fandom and women's use of social media for sport and physical activity. She is the author of *Women sport fans* (Routledge, 2017).

John Toner, PhD, is a Lecturer in Sports Coaching and Performance Science at the University of Hull, UK. His research interests include expertise, bodily awareness and the phenomenology of skilled action.

Chris Webster, PhD, is an Assistant Researcher in the School of Cultural Studies and Humanities at Leeds Beckett University. His research explores migration, 'race', racism and sport in relation to legacies of colonialism.