D1/D2 Social Sciences Assignment Example Prompt

Content analysis

In KIN 270 Women and Sport, students conduct a content analysis of the sports pages of local and national newspapers (other places to conduct a content analysis include athletic websites, magazine sites, twitter feeds, etc.).

For the examination of sports pages, students:

1. Record how many column inches of space were devoted to men’s v. women’s sport.
2. Take a close look at the images on the page. Analyze if/how those images are “gendered” (how men v women are represented - in ways that underscore or resist traditional ways of thinking about gender).
3. Describe how race/ethnicity enters the frame - if/how women of color are represented in narrative or visual images.
4. Take a close look at the words or phrases used to describe female v male athleticism. Explain the words used to talk about how men and women perform.
5. Identify how individuals and/or groups can create social change to improve the media coverage of athletes.