

A Study to Navigating the Challenges: Female Sports Moderator in a Male- Dominated Industry

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Sports journalism still gives women's sports a considerably lower rate of coverage, even though the area is expanding. The tiny number of journalists who cover women's sports and are open to discussing the subject further contributes to the marginalisation of women's sports. This research aims to fill a gap in the literature by conducting in-depth interviews with female sports journalists to learn about their professional identities and perspectives on the status of women's sports coverage in the media. The majority of participants identified as female athletes, and they hoped that changes in the makeup of newsrooms and advancements in digital news technology would lead to more favourable coverage of female athletes' athletic events. There has been a lot of talk about gender bias in the workplace for a long time now. Women earn 80 cents for every dollar that men earn, according to the National Partnership for Women and Families. This figure does a good job of representing the salary discrimination that women experience across all sectors, but they must not ignore the other forms of discrimination that women confront. Particularly striking is the dearth of female representation in the traditionally male-dominated field of athletics. This underrepresentation is not only explained by women's lack of interest in this field, however.

Keywords: Female Sports, Male-Dominated Industry, Sports Moderator, Grounded Theory.

1. Introduction

Gender mainstreaming (GM) is a problematic metaphorical conundrum that states that everything having to do with gender should become mainstream. Instead of figuring out the issues on their own, the idea is to gather gender-related complaints to proactively provide solutions when needed. The term "gender mainstreaming" (GM) was used by researchers to describe the steps taken to create, refine, restructure, and assess policies that prioritise gender parity and mainstreaming. All policies are developed with gender equality in mind, using the right assumptions, methods, and outcomes, thanks to this set of processes. Those who oversee creating company policies and those who are advocating for policy changes tend to be rather close to one another. Genetic modification has been around for almost twenty years, yet despite all the effort, research shows that it has not been applied appropriately (Siegele, 2022).

A woman who hosts, facilitates, or moderates talks, interviews, or panels that are linked to sports is referred to as a female sports moderator within the industry. As part of their job, they are often responsible for conducting interviews with players, coaches, or other sports celebrities, leading conversations about sports events or topics, and delivering commentary or

analysis during sports broadcasts or programmes. The contributions that female sports moderators make to the sports media are invaluable because they bring their knowledge, insights, and interviewing abilities to the table in order to captivate viewers and improve the coverage of athletic events. They contribute to the general presentation and analysis of sports news and events, which is common in a subject that has traditionally been dominated by males throughout history. The term "male sports moderator" refers to a male individual who is responsible for hosting, facilitating, or moderating talks, interviews, or panels that are specifically dedicated to sports. Their key roles include conducting interviews with players, coaches, or sports celebrities, leading conversations about sports events or concerns, and delivering commentary or analysis during sports broadcasts or programmes. These responsibilities are comparable to those of female sports moderators. In the realm of sports media, male sports moderators play a crucial role. They provide their experience, insights, and interviewing abilities in the field in order to engage viewers and improve the coverage of athletic events. When it comes to the presentation and interpretation of sports news and events, they play a crucial role, especially in a sector that has historically been controlled by males (Stark, 2020).

2. BACKGROUND OF THE STUDY

In most cases, the background of a male sports moderator is comprised of a mix of education, experience, and a profound enthusiasm for both sports and journalism. The following is a list of characteristics that are more often associated with the background of male sports moderators: A significant number of male sports commentators have prior experience in the fields of journalism, communications, or radio. They often possess degrees from educational institutions that have a concentration in media studies or sports journalism: universities or colleges. This educational foundation provides students with the abilities necessary to participate in broadcasting methods, as well as interviewing and writing. A common characteristic of male sports moderators is that they themselves have a history in sports, either as participants, coaches, or enthusiastic fans. Because of this first-hand knowledge, they are able to have a deeper understanding of the complexities of sports, the dynamics of players, and the larger context of athletic events. Sports moderators that are effective often possess good journalistic abilities, which include the ability to do research, verify facts, and conduct interviews (Mangan, 2019). They are skilled at drafting questions that, when asked during interviews or panel discussions, elicit insightful replies from athletes and coaches. Extensive expertise in broadcasting or live reporting is a common trait among male sports commentators. This involves having a working knowledge of camera methods, being able to use a microphone well, and having the ability to provide commentary that is both clear and interesting during live sports broadcasts or studio presentations. The majority of the time, male sports moderators have a profound awareness of the sports sector, which includes knowledge of a variety of sports, leagues, teams, players, and the historical backdrop of the industry. Due to the fact that they possess this information, they are able to give insightful comments and analysis on sporting events and trends. It is essential for male sports moderators to have strong communication skills since they communicate with players, coaches, coworkers, and viewers among other people. Throughout the whole of their broadcasts or interviews, they are required to provide information in a clear and concise manner, efficiently manage topics, and keep a

professional demeanour. Male sports moderators need to be versatile enough to cover a variety of sports and adapt their interviewing style to different personalities and contexts in order to be successful in the fast-paced world of sports media. This includes the ability to adapt to changing situations, such as breaking news or unexpected developments during live broadcasts. In general, the background of a male sports moderator is comprised of a combination of education, experience, understanding of sports, journalistic skills, and the ability to communicate effectively. Because of their experience, they are well-equipped to achieve success in the dynamic and competitive area of sports media, where their job is to provide audiences with information, entertainment, and engagement via thorough coverage of sports (Savin-Baden, 2023).

The cultural views held by most Chinese people on the responsibilities of women must still be considered while addressing the issue of gender equality. Women face persistent bias in the workplace due to the ingrained belief that they should take on the role of main carers. Instead, gender parity is like "smart economics," which strengthens the economy and helps the country advance. Research has shown that cultural norms and organisational realities influence women's participation in the workplace, leading to greater turnover rates among women. Results from this research have shown the way these variables affect women's participation in the workforce. When women hold positions of power, there are gender spillover effects, according to research that used empirical methodologies (Hardin, 2022).

3. THE PURPOSE OF THE STUDY

The study's overarching goal is to get a better understanding of the unique obstacles encountered by female sports moderators in the male-dominated sports media sector. The purpose of this research is to learn more about the specific challenges faced by female moderators and the methods they've used to overcome them thus far in their careers. Potentially shedding light on gender dynamics, professional progression, and diversity in sports media, it may also attempt to determine elements that helped or hurt it (Ozioma, 2021).

4. LITERATURE REVIEW

Research and academic publications that examine various aspects of female and male sports moderators' roles, experiences, issues, and contributions within the sports media sector are often the targets of a literature study that contrasts the two. Listed below are some of the most important aspects that might be discussed in such a literature review: The portrayal of female and male sports moderators in sports media may be the subject of examination in some studies. As part of this, they investigated the ratio of women to men who hold moderator positions, as well as changes over time and the variables that influence gender diversity in sports broadcasting. A significant amount of research is conducted to investigate the distinct difficulties and obstacles that female sports moderators confront in comparison to their male colleagues. Conversations on stereotypes, gender prejudice, discrimination, and the challenges of advancing one's career in a field that is dominated by males might fall under this category. It is possible that the literature was study the variations in professional paths that female and male sports moderators take across the board (Kim, 2020). The investigation of chances for

leadership positions, income differentials, promotional prospects, and the influence of gender on career development within sports media organisations are all included in this. There is the possibility that research may investigate how viewers, players, coaches, and other stakeholders in the sports business perceive the roles that female and male sports moderators play in the industry. This might include evaluations of the moderators' trustworthiness and authority, as well as their ability to effectively engage a wide range of audience demographics. A significant amount of research is conducted to investigate the methods that female and male sports moderators use to overcome obstacles and achieve success in their respective occupations. It is possible that this involved conversations on networking, mentoring, strategies for negotiating, and coping methods for dealing with challenges that are tied to gender. When it comes to the coverage and presentation of sporting events, academics may investigate the ways in which diversity among sports moderators (in terms of gender and other identities) effects the coverage. In this context, conversations may include topics such as inclusive storytelling, the portrayal of multiple views, and the larger social consequences of varied sports media coverage. In many cases, the conclusion of a literature review consisted of a comparative analysis of the results and possible recommendations for doing more study (Northouse, 2021). The identification of gaps in the existing body of literature, the formulation of new research topics, and the suggestion of initiatives to enhance gender equality and diversity in sports media are all examples of what this refers to. In general, the purpose of a comprehensive literature review that compares female and male sports moderators would be to provide insights into the dynamics of gender within the sports media industry. This review would also highlight both the challenges and opportunities that exist for achieving greater diversity, equity, and representation in moderator roles (Gloor, 2021).

5. RESEARCH QUESTION

- How to learn more about the unique obstacles that female sports commentators encounter in the male-dominated sports media sector?
- How to investigate the approaches that female sports moderators have used to deal with these challenges?
- How did these tactics affect the professional paths taken by female sports moderators?

6. METHODOLOGY

A study that uses one or more statistical models to analyse numerical readings of variables is known as quantitative research. Quantitative study aims to provide a greater understanding of the social environment. To investigate issues that affect specific people, researchers often use quantitative methods. Quantitative research yields objective data that is clearly stated in charts and figures. Quantitative research relies heavily on numbers, which must be gathered and interpreted in a methodical manner. It may be used to calculate averages, make forecasts, look at correlations, and extrapolate results to bigger groups.

Research design: SPSS version 25 was used for the analysis of quantitative data. The 95% confidence interval and the odds ratio were used to determine the direction and intensity of the

statistical link. At $p < 0.05$, the statistically significant level was reported. A descriptive analysis was used to determine the fundamental characteristics of the data. Quantitative techniques are characterised by quantitative measurements and mathematical, a number, or statistical assessment of data collected by surveys, polls, and questionnaires, or by changing existing statistical data using computational tools.

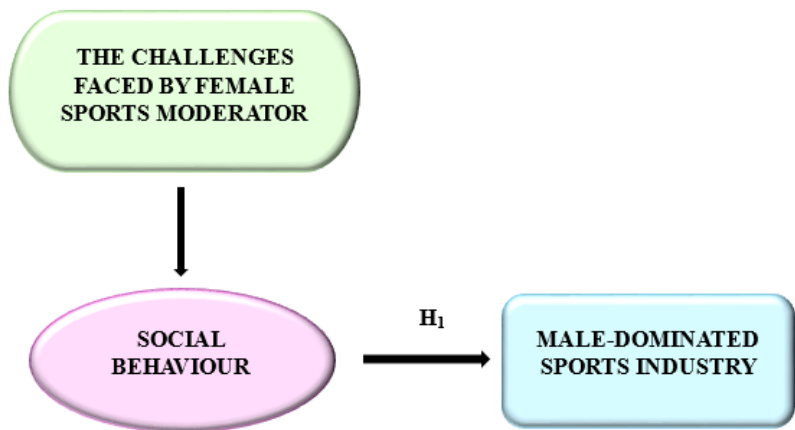
Sampling: An initial survey of 20 Chinese athletes served as a pilot study, and 960 athletes from Rao-soft participated in the final analysis. A total of 1030 surveys were sent out to male and female athletes who were chosen using a random selection technique. The ultimate sample size, for calculation was 980 after 1006 questionnaires were received and 26 were discarded due to incompleteness.

Data and Measurement: A questionnaire survey served as the main data collector for the study. There were two sections to the survey: (A) General demographic information and (B) Online and non-online channel factor replies on a 5-point Likert scale. Secondary data was gathered from a variety of sources, with an emphasis on online databases.

Statistical Software: The statistical analysis was conducted using SPSS 25 and MS-Excel.

Statistical Tools: To grasp the fundamental character of the data, descriptive analysis was used. The researcher is required to analyse the data using ANOVA.

CONCEPTUAL FRAMEWORK



7. RESULTS

- Factor Analysis

Validating the latent component structure of observable data is a common use case for Factor Analysis (FA). Regression coefficients are often used to generate scores in the absence of readily measurable visual or diagnostic indicators. Success in FA requires models. The goals of modelling are to identify errors, intrusions, and visible linkages. The Kaiser-Meyer-Olkin (KMO) Test is a tool for evaluating data sets obtained from multiple regression analyses. They

check whether the variables in the sample and the model are representative. Data overlap is shown by the statistics. The data is simpler to comprehend when the proportions are lower. The output from KMO is 0-1. Assuming KMO values between 0.8 and 1, the sample size is sufficient. According to Kaiser, the following are the acceptable limits:

The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69

Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89.

They marvel at the range of 0.90 to 1.00.

Table1: KMO and Bartlett's Test

Testing for KMO and Bartlett's

Sampling Adequacy Measured by Kaiser-Meyer-Olkin. 980

The results of Bartlett's test of sphericity are as follows: approx. chi-square

df=190

sig.=.000

This proves that claims made for the sake of sampling are legitimate. Researchers used Bartlett's Test of Sphericity to make sure the correlation matrices were relevant. The sampling adequacy value according to Kaiser-Meyer-Olkin is 0.980. According to Bartlett's sphericity test, the p-value is 0.00. The correlation matrix is not an identity matrix, as shown by a significant test result from Bartlett's sphericity test.

Table 1: KMO and Bartlett's Test^a

KMO and Bartlett's Test^a		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		980
Bartlett's Test of Sphericity	Approx. Chi-Square	4950.175
	df	190
	Sig.	.000
a. Based on correlations		

Claims put forward for the purpose of sampling are valid, as this illustrates. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.980 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A significant test result from Bartlett's sphericity test shows that the correlation matrix is not an identity matrix.

- The Challenges Faced by Female Sports Moderator

The media and the public fail to recognise and appreciate female athletes. Some traditional societies do not let women to confront racism, and while women have been playing sports for a long time, they are only now starting to participate. Girls may play sports until their parents tell them to stop, get married, and then ask their spouse whether it's okay to continue. Playing sports at a state, national or international level requires females to practise in uncomfortable suits, and many of them must be persuaded to attend since they don't have family or friends who support them. Because some parents see it as a waste of money, and because society attempts to persuade people, many women do not get the necessary equipment and a healthy diet. Sports here are considered a kind of entertainment. It is quite difficult for female teams to get sponsorship. Pay equity for male and female athletes should be a priority for governments and sports organisations. They should also work to increase interest in and support for women's sports (Cosentino, 2021).

- Social Behaviour

Many social norms affect female athletes that do not affect other types of females. People classify them according to their appearance and the way they behave. Some of the most pervasive stereotypes about female athletes centre on their perceived gender identity, their perceived masculinity, and the way they perform in their uniforms and on the field. Although many out gay female athletes have broken boundaries and spoken out for their rights, this in no way indicates that all female athletes identify as homosexual. Many of these athletes simply support one another. A woman's interest in athletics is being used as a basis to question her gender identity. There is a serious lack of appreciation for female athletes. Athletes from a successful programme who compete at the Division they level are being criticised because of their appearance and the sport they play. Women in athletics should not be disadvantaged because of societal expectations. There are assumptions made about the inner lives of female athletes just because they are female athletes. Some people think female athletes are too macho. When participating, the community wants them to be manly, but when they're not, society expects them to adopt a feminine character (Evans, 2021).

- Male-Dominated Sports Industry

Athletes of all ages and genders face unique challenges, yet the vast majority of what is known about sport science is based on generalizable concepts. Problems with training and performance are specific to male, female, and youth athletes. Because of the sheer volume of male athletes, the long history of male-dominated sports, and the physically demanding nature of many of these activities, male athletes have historically dominated practically every sport on a worldwide scale. A lot of sports-related problems have been seen through a male-centric lens because of these reasons (Gray, 2020).

- Relationship between Social Behaviour and Male-Dominated Sports Industry

More than half of China's population participates in sporting event, demonstrating how sports have become an integral part of contemporary society. Sport has exploded in popularity, attracting individuals of all ages, genders, socioeconomic backgrounds, and familial statuses. They can't dispute the centrality of sports in today's society, even if participation varies greatly among demographics. Among its many functions, it acts as a budget, a way for people to get

together, an outlet for expressing their beliefs and interests, a competitive arena, a way to show unity, and a venue for tolerance. Before anything else, this paper examines sports as a paradigm based on a critical—and frequently radically critical—view of men and masculinity that was common in both the academic and popular spheres up until the last several decades. Sports play a significant role in the cultural and physical construction of masculinity, which in turn supports patriarchal regimes and the subordination of women. From the late 19th century to the current day, the perspective has expanded, moving beyond the conventional conception of sports as only a masculine form of socialisation and competitiveness. Other facets of sports have grown in prominence in recent years, such as the positive effects on self-esteem and health that may be achieved via athletic participation. Concurrently, there has been a lot of focus on the slow but steady integration of women into mainstream sports. The outcome has been a radical shift in the sport's philosophy and approach, which has finally left its stamp on men's inner habits. However, the larger change in "gender relations" that has mostly occurred in the West must be considered in placing and analysing the topic of men and sports and its evolution over the last fifty years. Secondly, the reimagining of masculinity and the development of new definitions of masculinity that differ from conventional wisdom must be central to the concept of masculine sports. The patriarchal, dominating, insensitive, and violent male stereotype has been mostly replaced by them. Sports' increasing relevance has led to their parallel growth into the social and political realms. Several national government agencies and other organisations have created an overwhelming number of documents within the last fifty years. These documents, which were supposedly produced by the Chinese Union, delve further into the subject of sports and physical activities, including their principles, the responsibilities of those involved, and the political and organisational guidelines that give rise to different forms of material support and financial funding. Regular reviews of current trends and their efficacy allow for the development of political guidelines for the expansion of sports and physical activities.

Based on the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between social behaviour and male-dominated sports industry

- H_{01} : There is no significant relationship between Social Behaviour and Male-Dominated Sports Industry.
- H_1 : There is a significant relationship between Social Behaviour and Male-Dominated Sports Industry.

Table.2: ANOVA test (H₁)

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	75207.347	467	4700.459	536.410	.000
Within Groups	681.563	512	8.212		
Total	75888.910	979			

The finding is noteworthy in this research. With a p-value of .000 (less than the .05 alpha level), the value of F, which is 536.410, approaches significance. Thus, it follows that H₁: There is a significant relationship between Social Behaviour and Male-Dominated Sports Industry is accepted and the null hypothesis is rejected.

8. DISCUSSION

Beginning by analysing the results about the difficulties encountered by female sports persons. Talk about some of the gender preconceptions, biases, and obstacles that came up in the research. Draw attention to the ways in which these results support or contradict previous studies on gender dynamics in traditionally male-dominated fields. Look at how the results stack up against previous research on gender inequality in traditionally male-dominated industries, such as sports journalism. Make note of the parallels and contrasts as well as the gaps in our understanding; highlight the ways in which their study helps to close these gaps. Determine how well female sports moderators have handled difficult situations by looking at the tactics they used. Talk about how these tactics help them stay strong in the face of adversity, build their reputation, and move up the corporate ladder. Thinking about models or theoretical frameworks that may shed light on these tactics' merits or shortcomings is a good idea. Examine the effects of overcoming obstacles on the professional paths and results experienced by female sports broadcasters. Think about things like leadership positions, long-term career sustainability, and how satisfied they are with their employment. Take into account the possibility that these parameters may vary according to personal traits or the setting of the organisation. Outline the larger ways in which their research may help advance gender parity and inclusion in sports media and related fields. Bring attention to the need to remove institutionalised obstacles, push for legislative changes, and cultivate inclusive settings that empower women in the workforce. Make concrete suggestions for improving the lives of female sports moderators and advancing gender equality based on the results.

9. CONCLUSION

An example of a possible conclusion structure is this: Review the main points about the
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difficulties encountered by female sports commentators in a field mostly inhabited by men. Details on particular challenges, such as gender prejudice, stereotyping, and roadblocks to professional success, as well as methods for overcoming them, may be included. Think about the obstacles that female sports moderators have faced and how they have handled them. Think about their trustworthiness, professional achievement, and ability to weather industry storms in light of how these tactics have helped them. Consider the effects of overcoming obstacles on the professional paths of female sports broadcasters. Examine the ways in which these encounters impact their professional development, prospects for promotion, level of contentment at work, and prospects for sustained success in the sports media industry. Analyse the study's larger significance for advancing gender equality and inclusion in traditionally male-dominated fields, such as sports media. Call attention to the need to remove institutionalised bias and promote inclusive workplaces that encourage women to pursue careers in leadership roles. Make specific suggestions based on the results to help female sports moderators have better experiences and to encourage a more welcoming work environment. Organisational policies, leadership projects, mentoring programmes, and educational interventions are all examples of what may fall under this category.

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