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Play the Game / Aarhus, October 2013

International Sports Press

Survey 2011

Results and Outlook

8th Communication Conference on Sport and
Society – stepping up for democracy in sport
Section: International Sports Press Survey

2011

Part 1

Methodology

Introduction

- Sport is one of the most important topics covered by media around the world. However, only very few cross-national comparative research studies exist in this field.
- International data about the quality and quantity of sports in print media was very rare - especially in terms of different types of print media
- Background: Decrease of relevance of print media and strong competition from television and online coverage
- Decline of circulation worldwide 2011-2012: 1% (70 countries/WAN-IFRA)
 - Big losses in North America and Europe
 - Asia and Australia with higher circulation

Research Questions

- Does the simplification of topics and lack of engagement with problems for television also apply to newspapers?
- Is the reporting in print media structurally uniform around the world, despite national perspectives?
- What roles does the globalization of the sporting world play when compared to the national, or respectively, regional focus of daily newspapers?

Survey History

SPS 2002

Scandinavian Press Survey

- 3,196 Articles
- 9 Newspapers
- Period: April - August
- Author: Think Tank "Monday Morning"

ISPS 2005

International Sports Press Survey

- 10,007 Articles
- 37 Newspapers
- Period: April - July
- Author: Think Tank "Monday Morning" / Play the Game

ISPS 2011

International Sports Press Survey

- 18,340 Articles
- 81 Newspapers
- Period: April - July
- Author: MHMK / DSHS / Play the Game

Design of ISPS 2011

- Cooperation of MHMK and German Sport University Cologne (DSHS)
- Collaborative research: More than 30 participants
- Sample: The biggest national, tabloid and regional newspaper of each country
- Survey Period: 14 days between April and July 2011 (two artificially weeks)
- Articles concerning sport topics in the complete newspaper (short news, telegram news and results/statistics were not coded)

Design of ISPS 2011

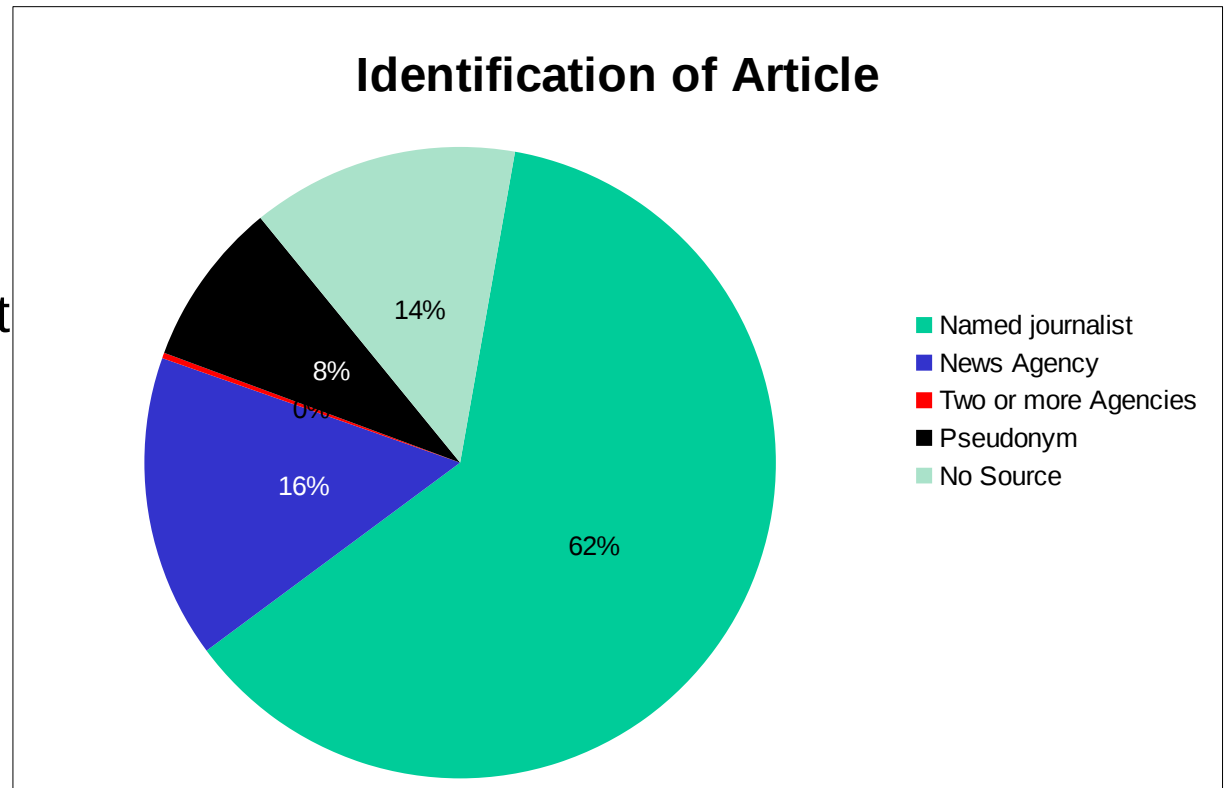
Country	Number of Articles	Country	Number of Articles
Australia	1,671	Poland	815
Brazil	559	Portugal	391
Canada	837	Romania	283
Denmark	1,522	Scotland	962
England	2,554	Singapore	251
France	475	Slovakian Republic	256
Germany	1,899	Slovenia	504
Greece	669	South Africa	522
India	544	Switzerland (French)	471
Malaysia	1,159	Switzerland (German)	752
Nepal	186	USA	676
New Zealand	382		
Total		22 countries	18,340 Articles

Part 2

Some Results: Data of ISPS 2011

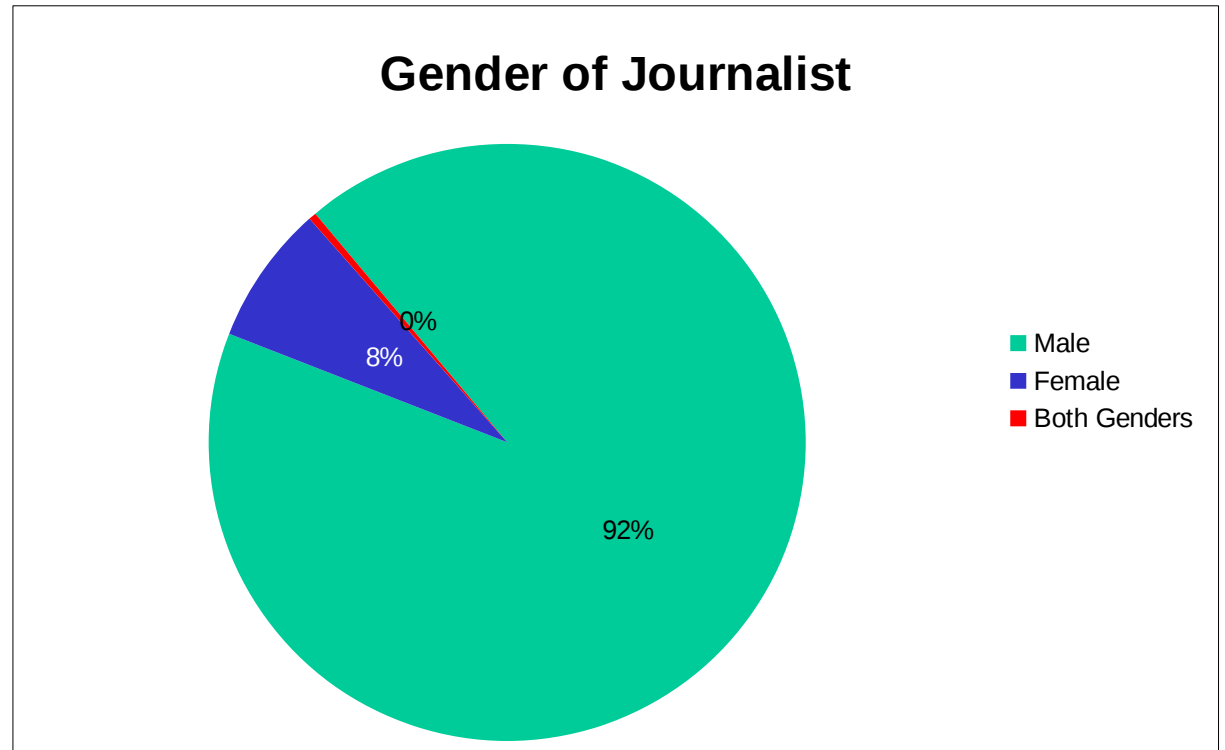
Results of ISPS 2011

- Sports in print media is personally driven, most of the articles are written by named journalists
- News agencies play a minor role
- But: more than 13% do not have an identification or visible source
- $n = 18,340$



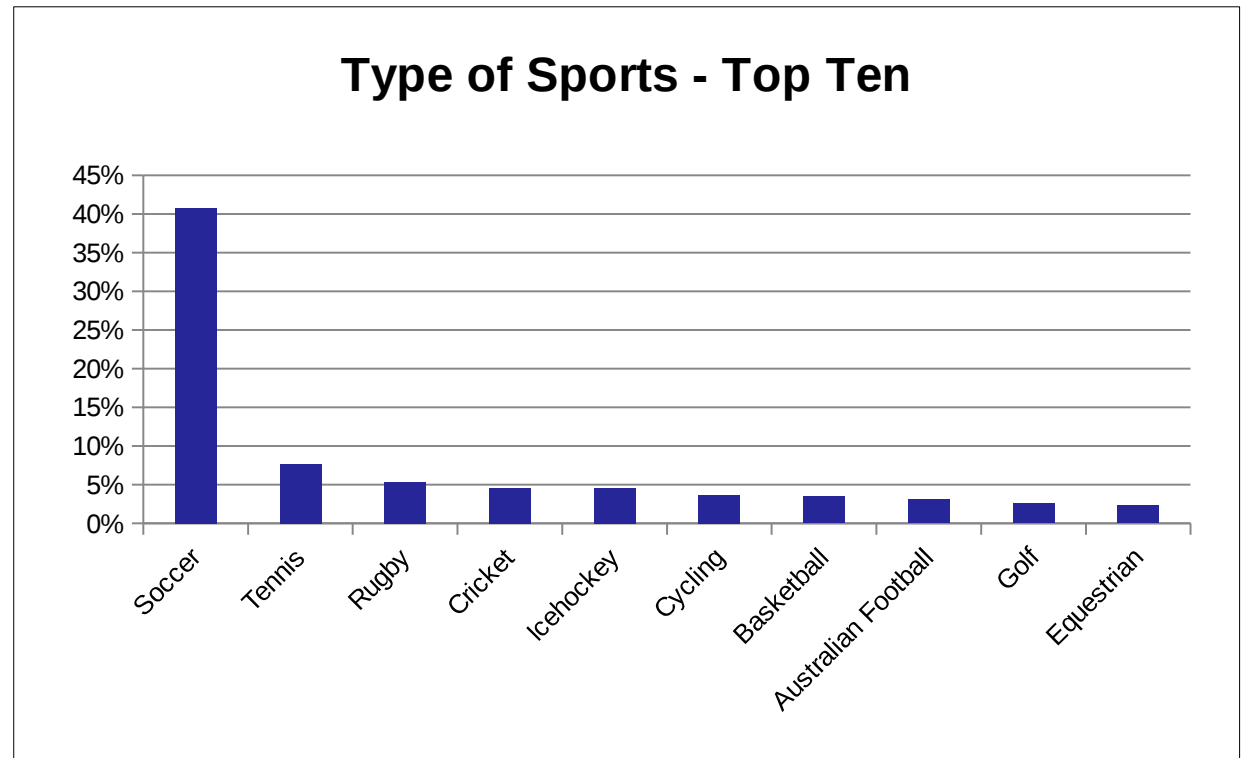
Results of ISPS 2011

- Sport journalism in print media is a man's world: more than 90% of the writers are male
- Only 8% of the articles by named journalists are written by women
- n = 11,219 (Male, Female, Both Genders)



Results of ISPS 2011

- Main sport in print media is soccer – FIFA's Football can be called the only "world media sport"
- Coverage is mostly driven by sports events:
 - Rugby WC
 - Icehockey WC
 - in Europe Tennis and Cycling
- n = 18,340



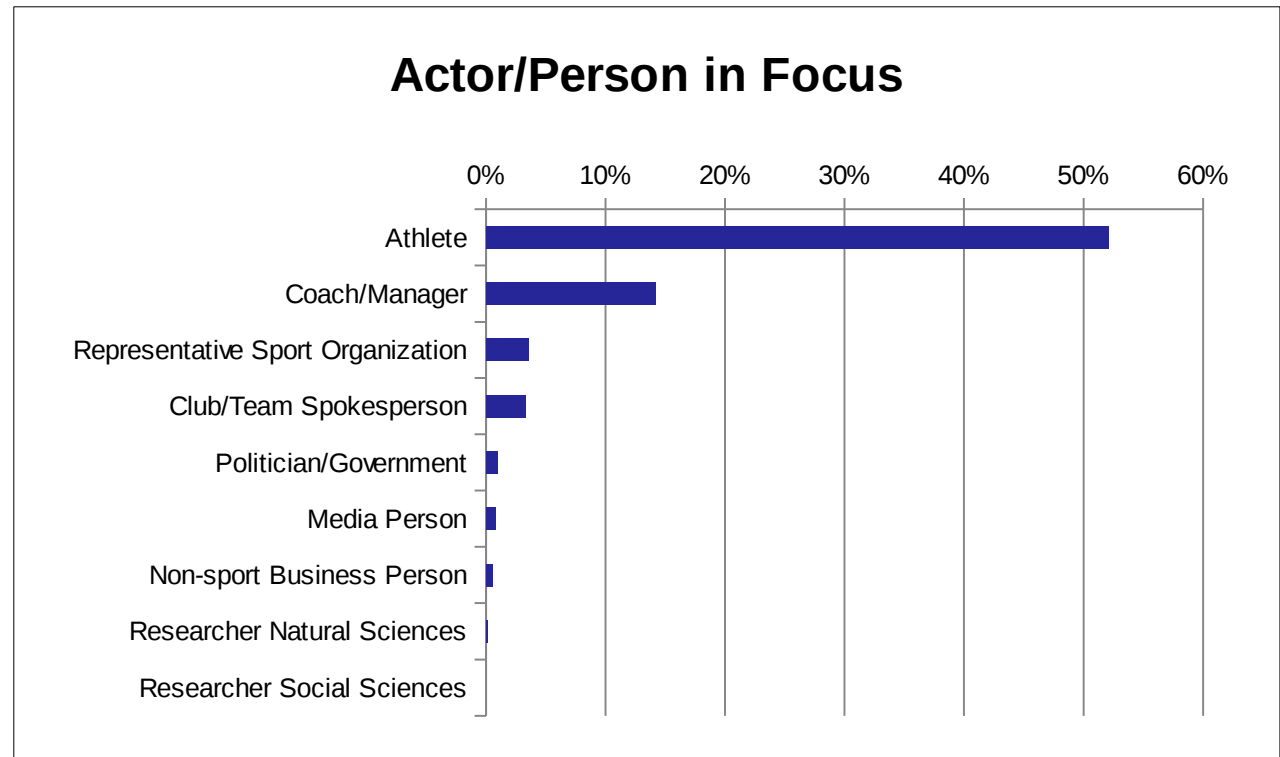
Results of ISPS 2011

- Sport coverage in print media is mostly driven by actual competitions
- Nearly 80% of the coverage is focused on matches, sporting aspects or results
- Beside these reports and previews there are many different topics although with minor relevance
- n = 18,340

Rank	Primary Content	%
1.	Results / Match Reports	31
2.	Performance / Sporting Aspects	29
3.	Preview of Competition	18
4.	Financing / Private Finance	3
5.	Sports / Politics	3
6.	Spectators/Fans	2
7.	Local / Amateur Sports	1
8.	Doping	1
9.	Children / Youth Sports	1
10.	Sports / Media	1

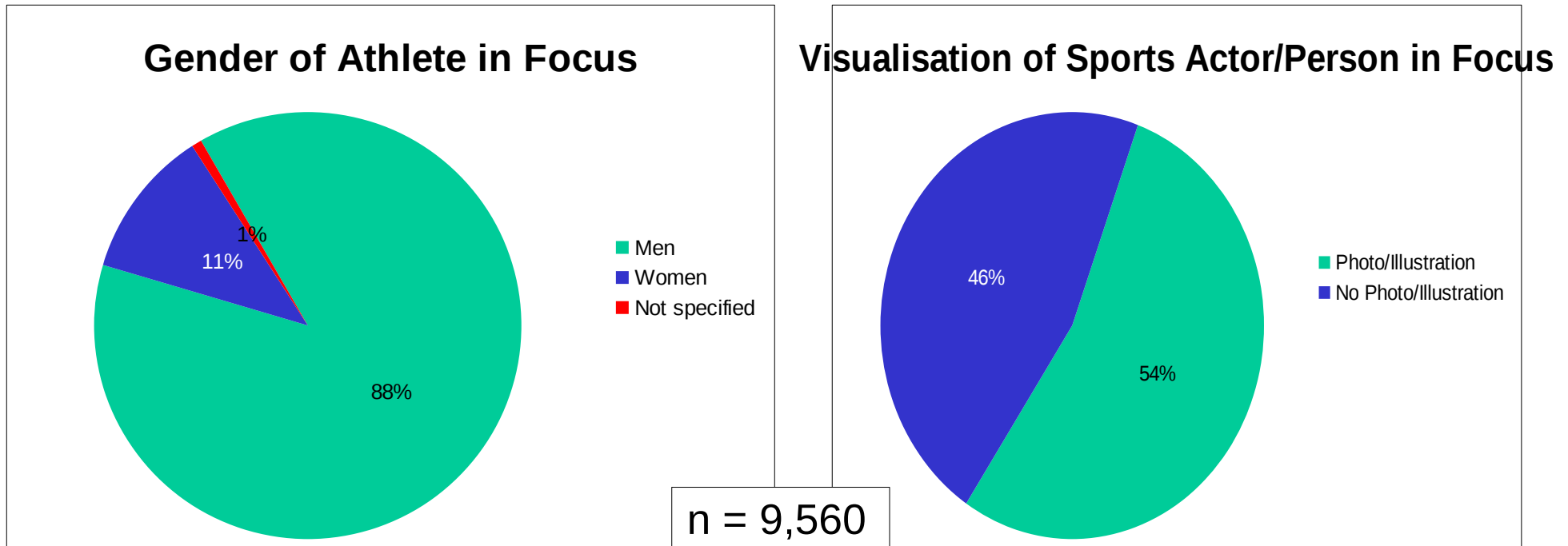
Results of ISPS 2011

- Sport in print media focusses on individuals directly related to the sport's world.
- More than 65% of the coverage has a focus on athletes and/or their coaches and managers
- $n = 18,340$



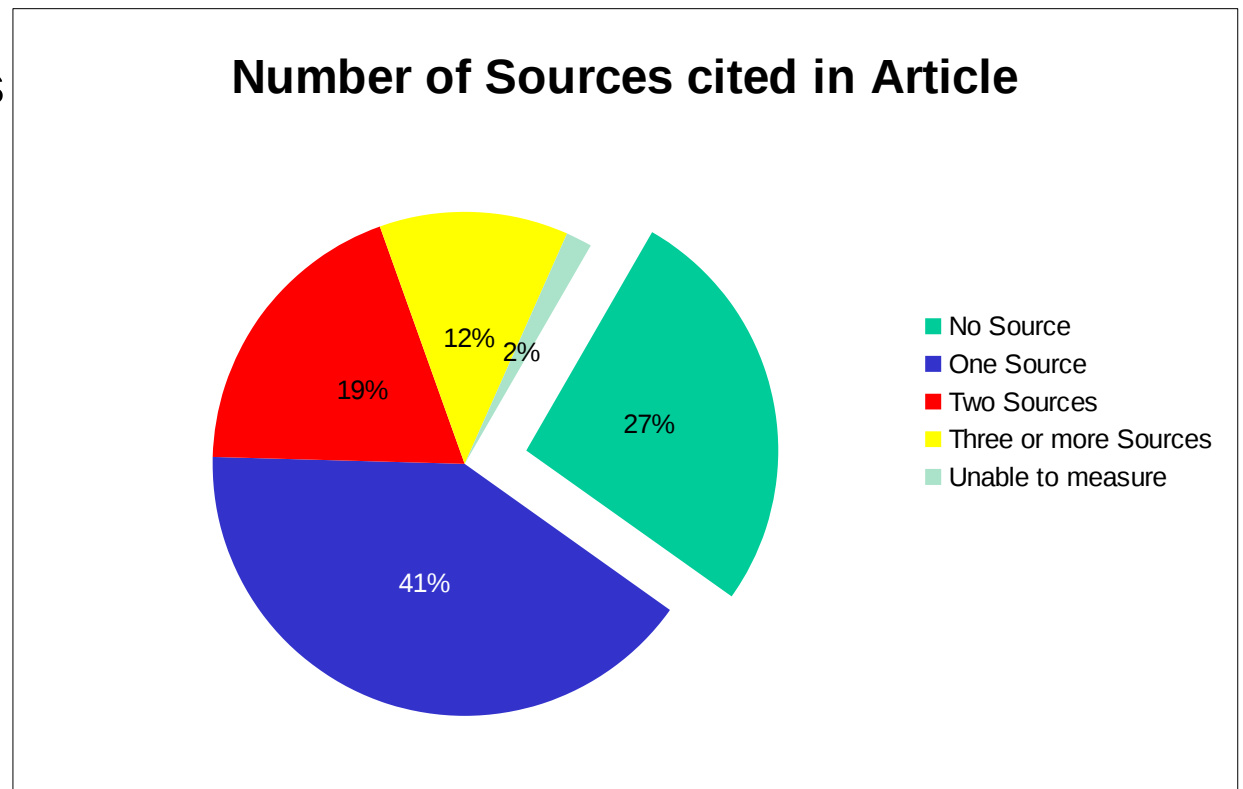
Results of ISPS 2011

- Sport in print media is a man's world with a strong visualisation: More than 85% of the coverage is on male athletes - nearly 55% with a photo/illustration



Results of ISPS 2011

- Sports journalism still lacks quality: 41% of the articles are based on just one source, only 12% deal with three or more sources
- A poor result: 26% of the articles did not have a source at all
- $n = 18,318$



Summary of ISPS 2011

Different Sport Worlds

- The covered sports differ between countries and continents related to the seasons of sports and the type of press

Main Media Sport: Soccer

- Soccer is the main and only global media sport in the world of print media

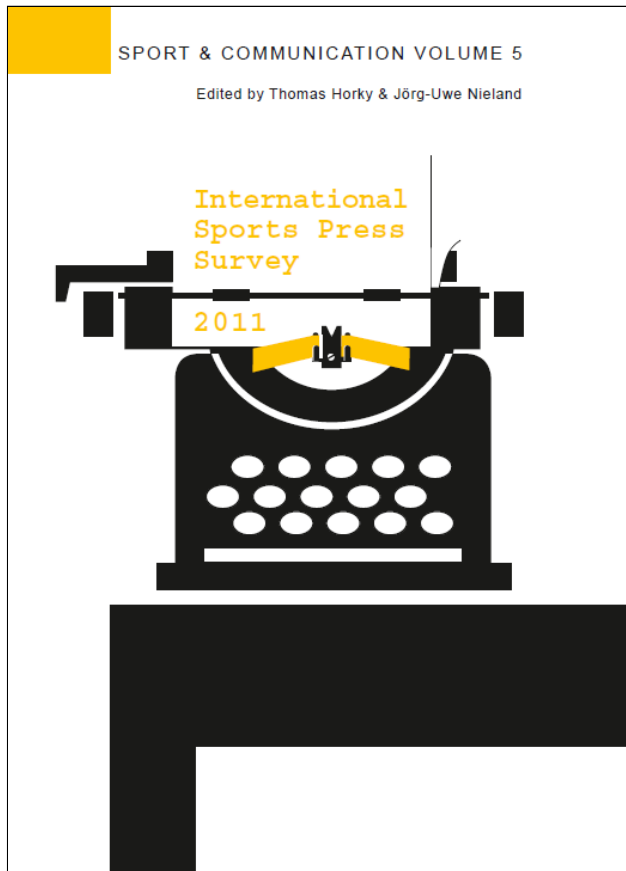
SJ is a Man's and a Sport's World

- Most of the reporting is about male sports and is written by men

International SJ has low Quality

- Sport reporting does not use many sources for its coverage that focuses on news and actual sport competitions, but there are differences between types of press

Publication about ISPS 2011



- **Book with methodology, global results and reports from 14 countries:**

- Germany
- Denmark
- Switzerland
- Poland
- Greece
- Romania
- Slovenia
- Canada
- Brazil
- South Africa
- Malaysia
- Singapore
- Australia
- New Zealand

Part 3

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Outlook

Use of Network

- Existence of a world-wide network in sports media research
- Strong relevance of collaborative research about quality of sports journalism – improving impact

Continuity

- Built-on tradition of the International Sports Press Survey
- Recourse on this international comparative longitudinal analysis for follow-up studies

New Media – New Topics

- New developments and new challenges besides sports press
- Building up a comparative sample with sports press and Social Media
- New topics like the impact of new sources

Thank you very much for attention!

Further information:

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