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Mega Sporting Events and Children Rights: The Variety of Media Coverage in 2014 in 22 countries



Outline

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4. What we found out
 - I. Country coverage and trends
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5. Conclusions



Overview

Looking at 22 countries, we find that athlete participation, freedom of the press and income are drivers of media coverage of three MSEs in 2014 and their impact on children.





How the project started

Mega Sporting Events can have a relevant impact on **children** and **their families**. For example

- As many as 1.5 million people, including children and their families, were displaced for the Beijing Olympic Games.
- At least 14 cases of children involved in construction projects related to the Delhi Commonwealth Games were identified.



How the project started

Most of us probably are aware of this. What about the rest of the world, and especially the media?

In the context of Terre des Hommes' Children Win project, we initially looked at media coverage in 2014 in 12 countries.

High awareness	Nascent awareness	Minimal awareness
		



What we did

We added 10 countries to our search, comparing them with various indicators for sport participation, human development and freedom

- GNI per capita
- Press Freedom
- Athletes sent to MSEs in 2014
- MSEs hosted
- World Giving Index
- Democracy Index
- Trade Openness
- Human Development, Corruption Perceptions



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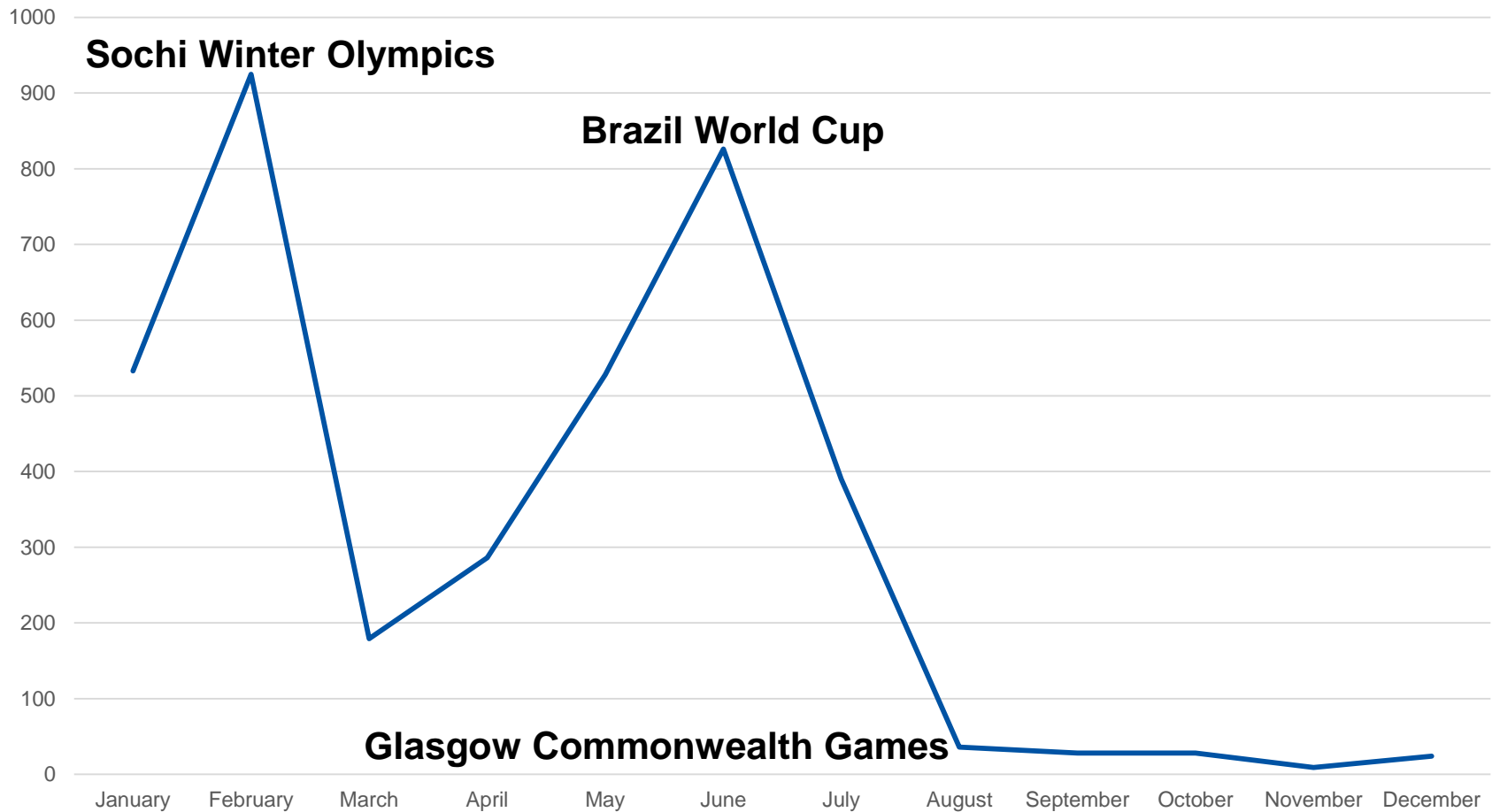


What we found out | Country coverage and trends

RANK	COUNTRY	RESULTS	W/ CHILD
1	United Kingdom	842	274
2	Brazil	616	115
3	United States of America	418	123
4	Netherlands	295	38
5	Canada	286	81
6	Australia	202	43
7	Germany	185	5
8	Korea	138	0
9	Spain	134	13
10	Austria	114	14
11	France	103	19
12	Switzerland	84	9
13	South Africa	71	18
14	Mexico	53	9
15	Italy	50	1
16	Kenya	49	14
17	Nigeria	42	10
18	China	37	0
19	New Zealand	26	8
20	India	24	8
21	Russia	14	1
22	Algeria	9	1
-	TOTAL	3792	348



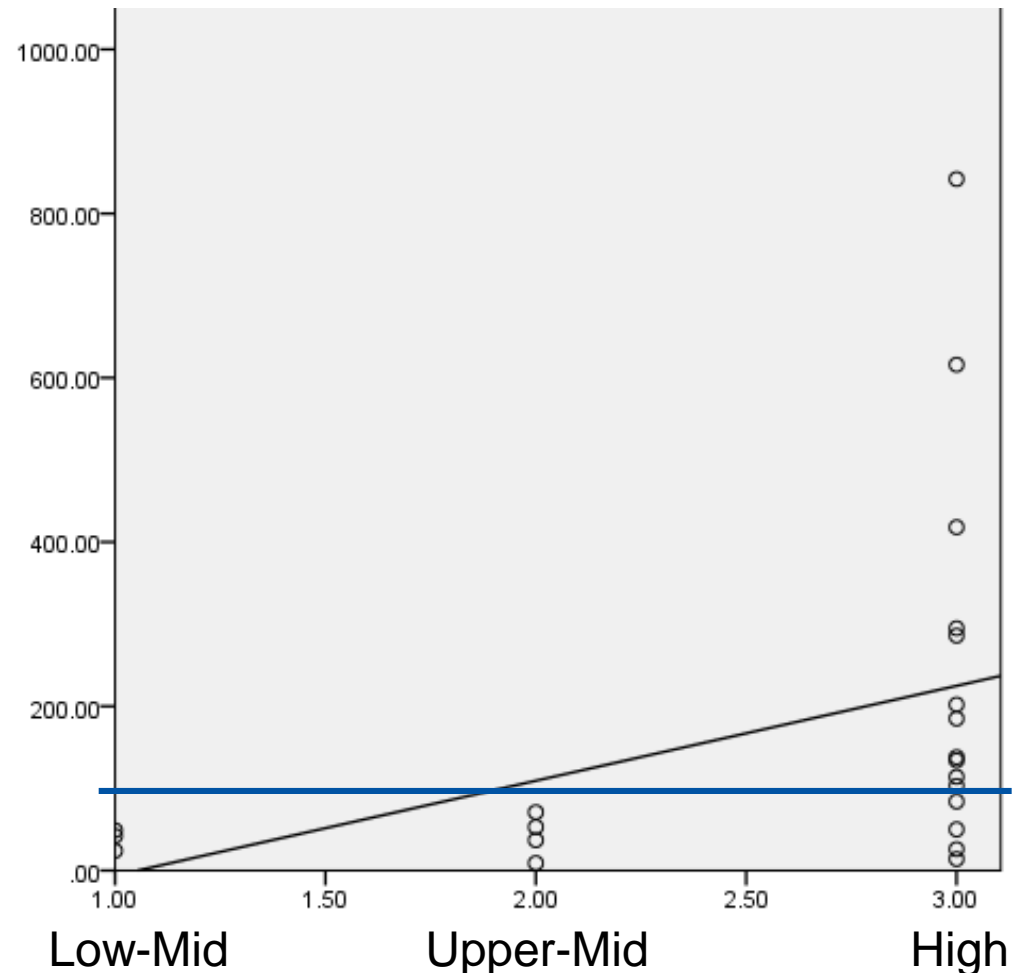
What we found out | Country coverage and trends





What we found out | Drivers of coverage

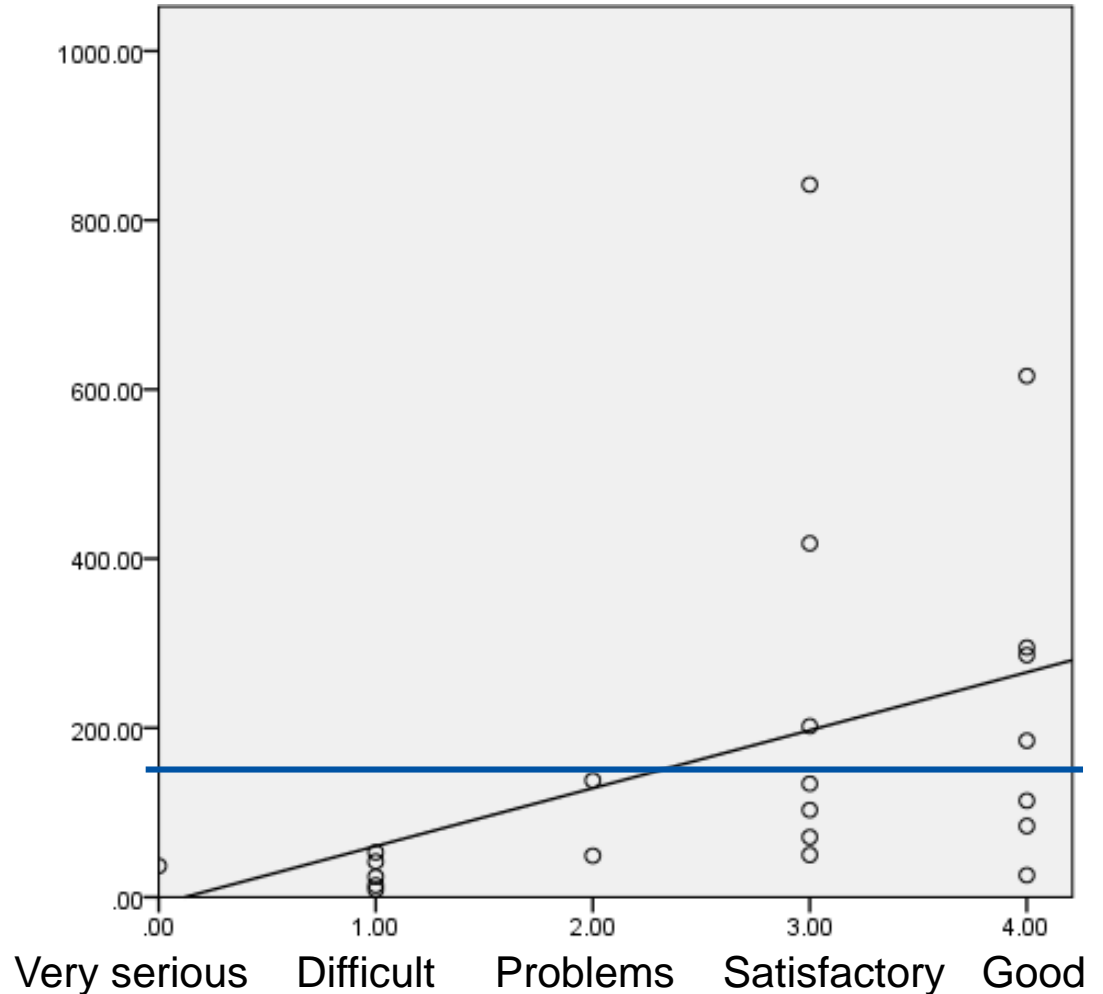
Income levels based
on GNI per capita





What we found out | Drivers of coverage

Press Freedom, by
category





What we found out | Drivers of coverage

- Events hosted
 - Even when controlling for Income Level and Freedom of the Press, MSEs Hosted are **significantly positively correlated with Total Results**

Correlations

Control Variables			Results_Total	Sport_Events
Econ_IncomeLevel & Human_PressFreedomBinary2	Results_Total	Correlation	1.000	.513
		Significance (2-tailed)	.	.021
		df	0	18
	Sport_Events	Correlation	.513	1.000
		Significance (2-tailed)	.021	.
		df	18	0



What we found out | Drivers of coverage

- Athletes sent to MSEs in 2014
 - Even when controlling for Income Level and Freedom of the Press, Number of Athletes is **significantly positively correlated with Total Results**
 - Participation in each event **has a suggestively significant positive effect on Total Results**

Correlations

Control Variables			Results_Total	Sport_Athletes2014
Econ_IncomeLevel & Human_PressFreedomBinary2	Results_Total	Correlation	1.000	.614
		Significance (2-tailed)	.	.004
		df	0	18
	Sport_Athletes2014	Correlation	.614	1.000
		Significance (2-tailed)	.004	.
		df	18	0



What we found out | Drivers of coverage

A model?

Coverage = Athletes + Freedom of the Press



Conclusions and Recommendations

- Press Freedom and Income Levels are pre-requisites for high coverage
- Athlete participation levels are a main driver of quantity of coverage
- Athletes can be a vehicle to raise awareness
- Emphasis should be put on national interests within problems abroad



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