

AN ANALYSIS ON DEALING WITH THE CHALLENGES FACED BY FEMALE ATHLETICS
MODERATORS IN A MALE-DOMINATED FIELD.

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ABSTRACT

Despite growth, women's sports continue to get much less publicity in the sports media. The already marginalised status of women's sports is exacerbated by the pitiful number of journalists who both cover and debate these events. Conducting in-depth interviews with female sports journalists to understand their professional identities and thoughts on the state of women's sports coverage in the media, this study seeks to address a gap in the literature. Women athletes made up the bulk of the participants, who were hoping that more positive coverage of women athletes' sports activities would result from changes in the demographics of newsrooms and improvements in digital news technologies. Gender prejudice has been a hot topic for quite some time in the business world. Men make \$1.10 while women make \$.80, according to the National Partnership for Women and Families. This number accurately portrays the gender pay gap that exists in all industries, but it fails to take into account the many other types of discrimination that women face. The shocking lack of female athletes is a reflection of the male-dominated nature of the sporting industry. There are other factors at play besides women's lack of enthusiasm for the sport that contribute to its under-representation. The media still pays a lot less attention to women's sports, even if there are more of them. Because there are so few journalists who cover and discuss women's sports, their already low profile is substantially worse. This research seeks to address a gap in the literature by conducting in-depth interviews with female sports journalists to learn about their professional identities and their perspectives on the presence or absence of women in sports coverage in the media today.

Keywords: Women in Sports, Male-Dominated Sector, Athletics Moderator, Grounded Theory.

INTRODUCTION

Everything related to gender should become popular, according to the flawed metaphor known as "gender mainstreaming" (GM). The plan is to compile gender-related grievances in order to proactively address them rather than trying to solve the problems alone (Yusoff, 2020). Researchers referred to the process of

developing, refining, restructuring, and evaluating policies that prioritise gender parity and mainstreaming as GM. This collection of procedures ensures that all policies are established with gender equality in mind, making sure to use the proper assumptions, methodologies, and results. Those in charge of formulating business policy and those pushing for changes to that policy are often very close. Despite the fact that genetic modification has been available for over twenty years, studies reveal that it has not been used correctly. In the sports media world, a female sports moderator is someone who hosts, organises, or moderates discussions centred on sports. Interviewing athletes, coaches, and other sports figures, as well as facilitating discussions around sporting events and providing analysis and commentary for television shows and broadcasts, are common duties of sports journalists. Female sports moderators enrich the sports media with their expertise, perspective, and interviewing skills, which engage audiences and enhance the reporting of sporting events. They help with the overall reporting and analysis of sporting events and news, which is typical in a field where men have historically held most of the power. When discussing discussions, interviews, or panels that are centred on sports, the phrase “male sports moderator” is used to describe a man who is in charge of these tasks. Among their primary responsibilities is providing analysis and commentary on sporting events and programs, as well as leading discussions around sports and including interviews with athletes, coaches, and other sports personalities. These duties are similar to what female sports commentators do. Male sports commentators are vital in the world of sports broadcasting. They enhance the coverage of sports events by providing viewers with their observations, expertise, and interviewing skills in the field. Their contributions are vital in a field that has traditionally been dominated by men: the reporting and analysis of sporting events and news (Yusoff et al., 2020).

BACKGROUND OF THE STUDY

A male sports moderator’s background often includes a combination of academic credentials, professional experience, and a deep love for sports and media. Characteristics more often linked with male sports moderators’ backgrounds are as follows: Numerous male sports commentators have backgrounds in radio, journalism, or communications (Mangan, 2019). Colleges and universities with media studies or sports journalism programs tend to produce these individuals. Students get the skills in interviewing, writing, and broadcasting strategies via this educational foundation. Most male sports commentators have some kind of background in the sport, whether it is playing, coaching, or just being a huge fan. Their first-hand experience allows them to comprehend the intricacies of sports, player interactions, and the bigger picture of sporting events with more clarity. Skilled journalists frequently make excellent sports broadcasters because of their research, fact-checking, and interviewing talents. When they conduct interviews or participate in panel discussions, their questions are well crafted to bring forth intelligent responses from coaches and players. Male sports commentators often have a wealth of experience

in broadcasting or live reporting. This necessitates being proficient with camera techniques, having good command of a microphone, and delivering clear and engaging commentary for live sports broadcasts or studio presentations. Most male sports casters have extensive knowledge of the sports business, including a wide range of sports, leagues, teams, players, and historical context. Because of their access to this data, they may provide perceptive commentary and analysis on current and future trends in sports (Kim et al., 2020).

PURPOSE OF THE RESEARCH

The ultimate purpose of the research is to get a deeper understanding of the specific challenges that female sports moderators face in the sports media industry, which is dominated by men. This study's objective is to get a deeper understanding of the unique problems that female moderators experience in their professions and the strategies that they have used to circumvent those barriers up to this point in their careers. It is possible that it may offer insight on gender dynamics, professional advancement, and diversity in sports media. Additionally, it may seek to discover the factors that contributed to its success or failure.

LITERATURE REVIEW

Literature reviews that compare and contrast male and female sports moderators often focus on studies and scholarly articles that investigate different facets of the responsibilities, challenges, experiences, and accomplishments of these two genders in the sports media industry. Some of the most crucial points that might be included in this kind of literature review are as follows: One such area for research is the representation of female and male sports moderators in the media (Ozioma et al., 2021). The researchers looked at factors that affect gender diversity in sports broadcasting, how the ratio of female to male moderators has changed over time, and how many women now occupy these jobs. The unique challenges faced by female sports moderators in contrast to their male counterparts have been the subject of much investigation. Possible topics for such a discussion include the difficulties of breaking into a male-dominated industry, discrimination based on gender, and stereotyping. The literature may have been examining the differences in career routes taken by male and female sports moderators worldwide. This includes studying gender's impact on career advancement in sports media companies, as well as wage disparities, promotion opportunities, and leadership roles. The perceptions of female and male sports moderators by spectators, players, coaches, and other industry stakeholders on their roles in the field might be the subject of future study. Some possible criteria for this assessment may include the moderators' credibility, authoritativeness, and capacity to connect with different types of viewers (Stark & Alice, 2020).

RESEARCH QUESTION

What is the impact of the workplace environment on the male-dominated sports industry?

RESEARCH METHODOLOGY

RESEARCH DESIGN

SPSS version 25 was used for the analysis of quantitative data. The odds ratio and 95% confidence interval were used to assess the direction and magnitude of the statistical connection. The researchers proposed a statistically significant criterion of $p < 0.05$. A descriptive analysis highlighted the key aspects of the data. Quantitative techniques are often used for mathematical, numerical, or statistical assessments of data obtained from surveys, polls, and questionnaires, or by altering 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 functioned as the principal instrument for data collection in the research. The survey had two sections: (A) General demographic information and (B) Responses on online and offline channel features assessed using a 5-point Likert scale. Secondary data was obtained from many sources, mostly internet databases.

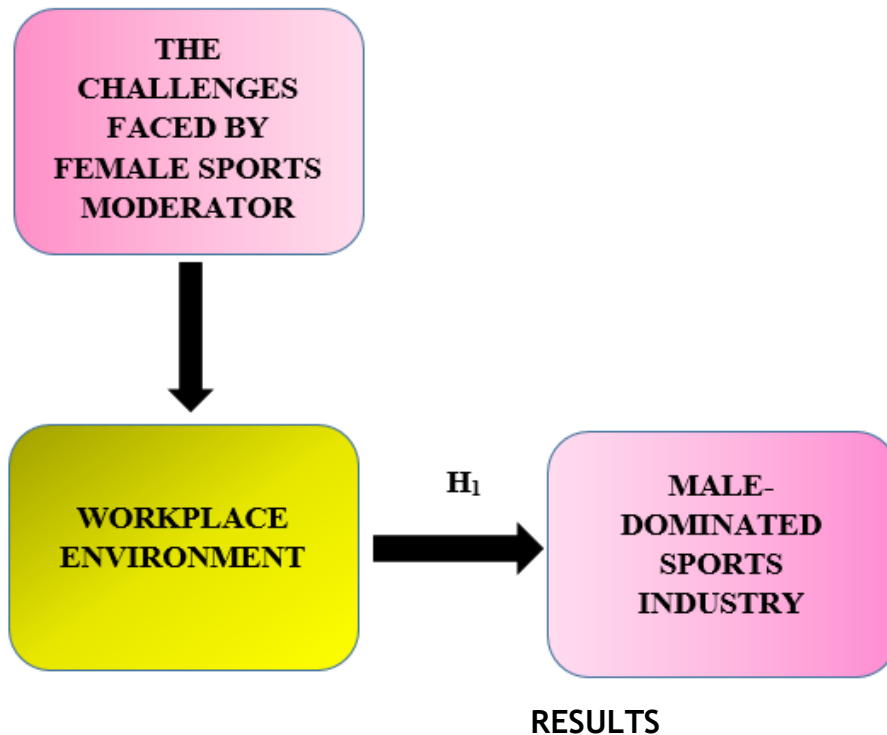
STATISTICAL SOFTWARE

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 FRAMEWORKS



Factor Analysis: One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are not easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes, intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: 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.

Testing for KMO and Bartlett's Sampling Adequacy Measured by Kaiser-Meyer-Olkin .970

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

df=190

sig.=.000

This establishes the validity of assertions made only for the purpose of sampling. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.970 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favourable result from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table 1: KMO and Bartlett's Test.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.970
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

Bartlett's Test of Sphericity further confirmed the general relevance of the correlation matrices. The Kaiser-Meyer-Olkin metric of sampling adequacy is 0.970. Researchers calculated a p-value of 0.00 using Bartlett's sphericity test. The researcher recognises the correlation matrix's invalidity, since Bartlett's sphericity test yielded a significant result.

INDEPENDENT VARIABLE

The Challenges Faced by Female Sports Moderator: Few people, including members of the media, acknowledge and value female athletes. While women have played sports for quite some time, they are just now beginning to actively engage, and certain traditional communities do not allow women to face prejudice (Connell, 2020). Before getting married, girls should ask their husband whether it's OK to keep doing sports if their parents have already told them to quit. When competing on a regional, national, or even international level, women often have to wear uncomfortable suits to training, and many of them need to be convinced to go since they don't have anybody to cheer them on. Many women go without the tools they need and the food they need because their parents don't regard it as important or because society tries to convince them otherwise. In this country, sporting events are seen as forms of entertainment. Female teams have significant challenges when trying to get sponsorship. The goal of governments and sports organisations should be to ensure that male and female athletes get equal pay. Efforts should also be

made to boost the visibility and financial backing of women's sports (Evans & Pfister, 2021).

FACTOR

Workplace Environment: An employee's work environment is comprised of the location, surroundings, and culture that they encounter while doing their duties (Greenwald AG, 2020). It covers concrete features such as their office space and the equipment that employees utilise, as well as intangible notions such as the culture of the workplace and the importance of working together. If workers have the impression that their efforts are respected and acknowledged, then the office atmosphere is considered to be favourable. When it comes to encouraging particular habits in people, rewards are really vital. Another name for this is the concept of positive reinforcement. There is no need that these awards ought to be monetary in nature. The location, surroundings, and culture that the researcher encounter in the researchers place of employment are collectively referred to as the work environment. It encompasses all of the concrete characteristics, such as the organisation of the office and the equipment that the researcher uses, as well as the intangible aspects, such as the culture of the firm, the connections between employees, and the management techniques that are used (Eliot et al., 2021).

DEPENDENT VARIABLE

Male-Dominated Sports Industry: There is a severe lack of female presence, influence, and opportunity in the sports business since males hold most of the important positions, both on and off the pitch. Because of sports' long-held masculine stereotype, women are under-represented in many sports-related fields, including playing, coaching, broadcasting, executive leadership, and decision-making (Kim et al., 2020). At the professional and amateur levels, males predominate in several prominent sports including football, basketball, and soccer, and their participation is often more lavishly fêted in the public eye. On the other hand, women's sports are under-represented in the media and public eye, and female athletes often encounter obstacles while trying to attract the same amount of support, sponsorship, and interest as their male colleagues. There is a lack of opportunity for women to have an impact on the future of the sports sector since males still predominate in leadership roles such as coaching, management, and executive positions within sports organisations. In the media, for example, there are disproportionately more male sports commentators and analysts than female ones, and when women do appear, it's usually in more "soft" roles, like reporting on people's lives or human-interest stories instead of breaking down the game's technical aspects. There have been great strides in gender equality in sports in recent years, but cultural and social norms still hold that athletics is mostly a male-dominated field, which limits women's opportunities for advancement and participation. These factors exacerbate existing inequalities, which in turn stunt the

development of women's sports and prevent the sector as a whole from reaching its full gender inclusion potential (Iacoviello et al., 2021).

Relationship between Workplace Environment and Male-Dominated Sports Industry: Gender disparities impact the work environment in a male-dominated sports business, creating subtle and overt impediments for women. A culture that does not encourage or promote women's development and achievements may emerge in such an organisation since males often make most of the decisions and have the most powerful positions (Mangan, 2019). Because there aren't enough strong female role models and executives in the field, women may encounter obstacles including low pay equity, a lack of mentoring, and a lack of chances to grow in their careers. Outdated gender conventions in the workplace may also play a role, limiting women to less technical sports coverage or making them primarily responsible for human interest tales instead of game strategy. The industry's male-dominated culture also makes women more susceptible to the often-ignored and -dismissed problems of sexual harassment and employment discrimination. Women may feel unsupported or marginalised in this setting, which might discourage them from pursuing or sustaining careers in sports media, management, or coaching. There can be no progress towards a more equal, balanced, and inclusive work environment while men predominate in positions of power and decision-making. So, in a male-dominated sports business, the working climate reinforces gender discrepancies, which in turn hinder inclusiveness and progress, impacting women's careers and the industry as a whole (Ozioma et al., 2021).

Since the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between Workplace Environment and Male-Dominated Sports Industry.

H₀₁: There is no significant relationship between Workplace Environment and Male-Dominated Sports Industry.

H₁: There is a significant relationship between Workplace Environment and Male-Dominated Sports Industry.

Table 2: H1 ANOVA Test.

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	452	5325.417	991.328	.000
Within Groups	492.770	527	5.372		
Total	40081.390	979			

This inquiry will provide significant findings. The F value is 991.328, demonstrating significance with a p-value of 0.000, which is below the 0.05 alpha level. This

denotes the “ H_1 : There is a significant relationship between Workplace Environment and Male-Dominated Sports Industry” is accepted and the null hypothesis is rejected.

DISCUSSION

First, we'll take a look at the data about the challenges faced by female athletes. Discuss some of the gender prejudices, assumptions, and roadblocks that emerged during the study. Point out how these findings either corroborate or disprove prior research on gender dynamics in domains where men have historically held a disproportionate amount of power. Compare the findings to those of other studies that have examined gender disparity in fields where men have historically had more sway, including sports journalism. Take notice of the similarities and differences, and draw attention to the knowledge gaps; emphasise how their research fills these gaps. By analysing the strategies used, you may learn how competent female sports moderators have been in handling challenging circumstances. Describe how these strategies have helped them overcome obstacles, get respect, and advance in their careers. The strengths and weaknesses of these strategies may be better understood with the use of models or theoretical frameworks. Think about the career trajectories and outcomes that female sports broadcasters have had as a consequence of overcoming difficulties.

CONCLUSION

Here is a sample of a potential format for a conclusion: Summarise the key issues about the challenges faced by female sports commentators in an industry dominated by males. Specific difficulties, like gender bias, stereotyping, and obstacles to career advancement, and ways to overcome them, may be detailed. Consider the challenges and triumphs that female sports commentators have achieved. Take into consideration their credibility, professional success, and resilience in the face of industry challenges in relation to the impact these strategies have had on them. Think about how women in sports broadcasting have benefited professionally from overcoming adversity. Analyse how these experiences affect their career advancement, job satisfaction, promotion chances, and long-term success in sports journalism. Discuss the bigger picture of how this research may help promote gender equality and inclusion in sports media and other male-dominated industries. Raise awareness about the issue of eliminating systemic prejudice and fostering inclusive workplaces that support women in achieving leadership positions. Use the findings to make concrete recommendations for creating a more inclusive workplace and enhancing the experiences of female sports moderators. Policies, initiatives, and programs pertaining to leadership, mentorship, and education may all be included under this umbrella.

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