

## An Investigation Into Overcoming Obstacles: A Female Sports Moderator In A Male-Dominated Field

XU MINJIA<sup>1</sup>, Manual Selvaraj Bexci<sup>2</sup>, Amrita Ghosh<sup>3</sup>

---

Cite this paper as: XU MINJIA, Manual Selvaraj Bexci, Amrita Ghosh (2024). An Investigation Into Overcoming Obstacles: A Female Sports Moderator In A Male-Dominated Field. *Frontiers in Health Informatics*, 13 (8) 3509-3516

---

### ABSTRACT

Despite the growing number of women's sports, the media continues to provide much less coverage of these events. The already marginalised status of women's sports is exacerbated by the pitiful number of journalists who both cover and debate these events. By interviewing female sports journalists in detail, this study hopes to fill a knowledge vacuum by exploring their professional identities and thoughts on the current state of women's sports coverage in the media. 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. The topic of gender prejudice in the workplace has been a hot topic for quite some time. The National Partnership for Women and Families reports that, for every dollar that men make, women earn 80%. 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 utter absence of female athletes is especially shocking given the long history of female dominance in sports. Although women's lack of enthusiasm for the profession is a contributing factor, it is far from the sole one.

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

### 1. INTRODUCTION

The problematic metaphor of gender mainstreaming (GM) asserts that all matters pertaining to gender need to be mainstreamed. The plan is to compile gender-related grievances in order to proactively address them rather than trying to solve the problems alone. Researchers referred to the process of developing, refining, restructuring, and evaluating policies that prioritise gender parity and mainstreaming as "gender mainstreaming" (GM). Because of these procedures, all policies are crafted with gender equality in consideration, making use of appropriate assumptions, methodologies, and results. Those in charge of formulating business policy and those pushing for changes to that policy are often very close. Despite much effort, genetic modification has not been used effectively, despite its existence for almost twenty years (Siegele, 2022).

In the sports media world, a female sports moderator is someone who hosts, organises, or moderates discussions centred on sports. Among their many responsibilities is the facilitation of interviews with athletes, coaches, and other sports figures; the facilitation of roundtable discussions about sporting events and issues; and the provision of commentary and analysis during sporting events and programs. Female sports moderators enrich the sports media with their expertise, perspective, and interviewing skills, which engage audiences and enhance the reporting of sporting events. As is typical in a field that has historically been dominated by men, researchers help with the overall reporting and analysis of sporting events and news. 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. Interviews with athletes, coaches, or other sports figures, topical discussions, and analytical commentary are some of their primary responsibilities on sports shows and broadcasts. The roles of female sports commentators are similar in nature. When it comes to sports coverage in the media, male sports commentators are indispensable. In order to captivate audiences and enhance sports event coverage, researchers provide their expertise, perspective, and field interviewing skills. Especially in a field where men have traditionally held much of the power, they are vital in shaping how sports news and events are reported and understood (Stark, 2020).

## 2. BACKGROUND OF THE STUDY

Typically, a male sports commentator will have a diverse background that includes schooling, work experience, and a deep love for sports and journalism. Characteristics more often linked with male sports moderators' backgrounds are as follows: Numerous male sports commentators have backgrounds in radio, journalism, or communications. They often have bachelor's degrees from schools or universities that offer media studies or sports journalism programs. Participants in broadcasting techniques, as well as those in interviewing and writing, are equipped with the skills essential by 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. This first-hand experience allows them to comprehend the intricacies of sports, player interactions, and the bigger picture of sporting events with more clarity. A strong set of journalistic skills, including the capacity to gather information, confirm claims, and conduct interviews, is a common trait among successful sports commentators (Mangan, 2019). As interviewers or panellists, they are masters at crafting questions that bring forth thoughtful responses from coaches and players. A typical characteristic among male sports commentators is extensive competence in broadcasting or live reporting. Being able to operate a microphone effectively, understand camera techniques, and provide clear and engaging commentary during live sports broadcasts or studio presentations are all part of this. In most cases, male sports commentators possess extensive knowledge of the sports business, including a wide range of sports, leagues, teams, players, and the industry's historical context. Because of their access to this data, they may provide perceptive commentary and analysis on current and future trends in sports. Given the wide variety of individuals they interact with—including athletes, coaches, staff, and viewers—it is imperative that male sports moderators possess great communication skills. Their broadcasts or interviews should be characterised by professionalism, clear and succinct information delivery, and effective subject management. The fast-paced world of sports media requires male sports moderators to be adaptable, able to cover a range of sports and respond to varied personalities and situations with their interviewing style. Being able to quickly adjust to new circumstances is a must, especially when airing live news or responding to unforeseen events. Education, expertise, knowledge of sports, journalism chops, and good communication skills are the usual components of a male sports moderator's background. Their background makes them ideal candidates for the fast-paced and cutthroat world of sports journalism, where they are expected to captivate viewers with in-depth coverage of sporting events while also providing them with news, analysis, and commentary (Savin-Baden, 2023).

When discussing gender equality, it is important to keep in mind the cultural ideas of the majority of Chinese people on women's roles and duties. The long-held stereotype that women should be the primary caretakers puts them at a disadvantage in the job. Gender equality, on the other hand, is similar to "smart economics," which boosts the economy and propels the nation forward. Cultural norms and organisational realities impact women's workplace engagement, which in turn causes higher turnover rates among women, according to research. The impact of these factors on women's labour force participation has been shown by the findings of this study. Gender spillover effects occur when women are in positions of power, according to empirical study (Hardin, 2022).

### **3. PURPOSE OF THE RESEARCH**

The primary purpose of the research is to learn more about the specific challenges faced by female sports moderators in the traditionally male-dominated field of sports media. This study aims to better understand the unique obstacles encountered by female moderators and the strategies they have used to overcome them. In addition to trying to figure out what worked and what didn't, it might provide light on gender dynamics, career advancement, and diversity in sports marketing.

### **4. LITERATURE REVIEW**

The purpose of a literature review comparing and contrasting male and female sports moderators is to get a better understanding of the different responsibilities, challenges, experiences, and contributions that each gender brings to the sports media industry. A literature review of this kind may include the following topics, among others: Some studies may look at how the media portrays male and female sports moderators. They looked at things like the current gender ratio of sports broadcasting moderators, how it has changed over time, and what factors impact gender diversity in the industry. 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. There may have been an effort to examine gender differences in the career pathways of sports moderators in the published works (Kim, 2020). This includes studying gender's impact on career advancement in sports media companies, as well as wage disparities, promotion opportunities, and leadership roles. Researchers may look at the perceptions of female and male sports moderators by fans, athletes, and coaches, among other people involved in the sports industry. Some possible criteria for this assessment may include the moderators' credibility, authoritativeness, and capacity to connect with different types of viewers. Researchers devote a great deal of time and energy to studying the strategies used by successful female and male sports moderators. Topics such as mentorship, networking, bargaining, and overcoming gender-based obstacles may have come up in these discussions. Sports moderators' gender and identity diversity may be an important topic for scholarly inquiry into the presentation and coverage of athletic events. Within this framework, discussions might go into subjects like diverse sports media coverage' broader societal effects, inclusive storytelling, and the representation of many perspectives. A literature review's conclusion would often include a comparison of the findings and suggestions for future research (Northouse, 2021). What this means is that there are gaps in the current literature, new study subjects may be developed, and actions can be suggested to increase diversity and gender equality in sports media. Gender dynamics in the sports media sector may be better understood with the help of a thorough literature analysis that contrasts male and female sports moderators. The possibilities and obstacles to increasing diversity, equality, and representation among moderators would be detailed in this evaluation as well (Gloor, 2021).

### **5. RESEARCH QUESTIONS**

- How might one examine the strategies used by female sports moderators to address these challenges?

### **6. METHODOLOGY**

Quantitative research refers to studies that examine numerical readings of variables using one or more statistical models. The social environment may be better understood via quantitative research. Quantitative approaches are often used by academics to study problems that impact particular individuals. Objective data presented in a graphical format is a byproduct of quantitative research. Numbers are crucial to quantitative research and must be collected and analysed in a systematic way. Averages, predictions, correlations, and extrapolating findings to larger groups are all possible with their help.

**Research design:** In order to analyse quantitative data, SPSS version 25 was used. The direction and severity of the statistical association were determined using the odds ratio and the 95% confidence interval. researchers reported a statistically significant level at  $p < 0.05$ . To identify the primary features of the data, a descriptive analysis was used. Data acquired by surveys, polls, and questionnaires, or by modifying existing statistical data using computing tools, is often assessed mathematically, numerically, or statistically using quantitative methods.

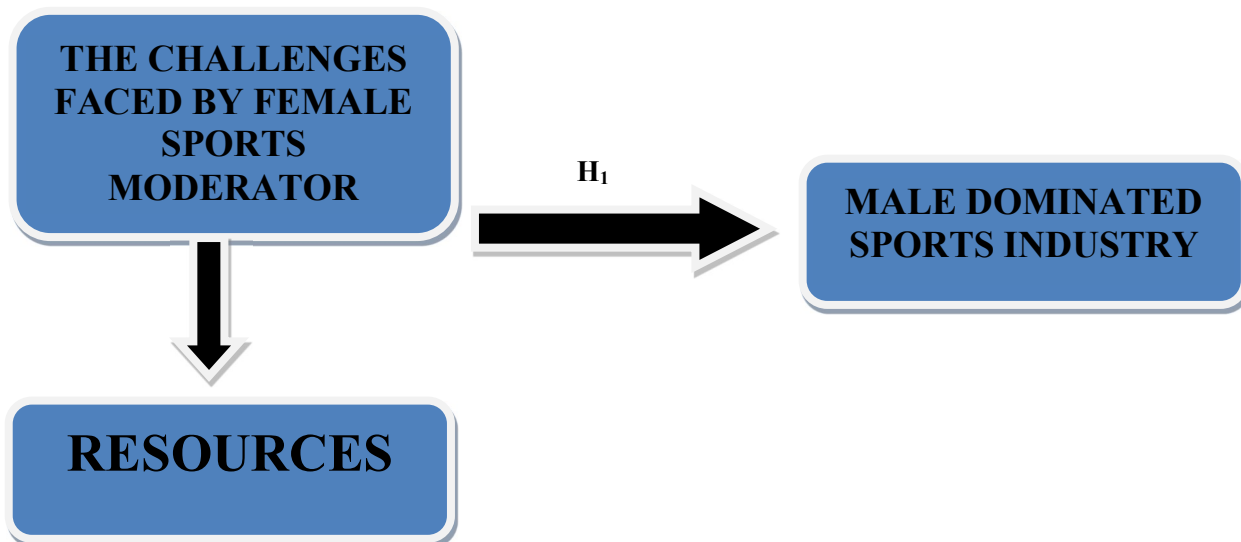
**Sampling:** A total of 960 athletes from Rao-soft were included in the final analysis, with 20 Chinese athletes serving as a pilot study. A total of 1,030 questionnaires were sent to randomly selected male and female athletes. After receiving 1006 questionnaires and discarding 26 owing to incompleteness, the final sample size, for computation, was 980.

**Data and Measurement:** A questionnaire survey functioned as the primary data collection instrument for the investigation. The survey had two sections: (A) General demographic information and (B) Responses on online and non-online channel factors on a 5-point Likert scale. Secondary data was collected from several sources, mostly focussing on 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.

## 7. CONCEPTUAL FRAMEWORK



## 8. RESULT

### Factor Analysis

One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are no 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.

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 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 0.980 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<sup>a</sup>**

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

As this demonstrates, claims made in order to conduct a sample are legitimate. Researchers used Bartlett's Test of Sphericity to verify that the correlation matrices were relevant. According to Kaiser-Meyer-Olkin, a sample is considered acceptable when the result is 0.980. According to Bartlett's sphericity test, the p-value is 0.00. The correlation matrix does not equal an identity matrix, as shown by a statistically significant result from Bartlett's sphericity test.

- **The Challenges Faced by Female Sports Moderator**

Female athletes go unrecognised and underappreciated by both the public and the media. Women have always been spectators in athletic events, but they are just recently beginning to actively engage; also, some traditional communities' forbid women from confronting prejudice. 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. It takes a lot of convincing to get girls to practice in those uncomfortable outfits that are required for state, national and international level sports, especially since many of them don't have any male role models 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. Here, sports are seen as a kind of entertainment. Sponsorship is a major challenge for female teams. It is imperative that governments and sports bodies prioritise wage fairness for male and female athletes. They need to do more to promote and encourage women to participate in athletic events (Cosentino, 2021).

- **Resources**

The term resources describes the dearth of resources—whether monetary, physical, or human—that are reserved for

female sports moderators. Problems with recruiting, retaining, and advancing women in the field of sports commentating and moderating may stem from a lack of resources, such as money, training opportunities, and access to facilities and equipment. These limitations may make it harder for them to succeed, which adds to the gender gap in sports journalism.

• **Male-Dominated Sports Industry**

While much of what is known about sport science is based on generalisable notions, athletes of all ages and genders have distinct problems. Training and performance issues manifest differently for young athletes, girls, and boys. For many reasons, including the high number of male players, the prevalence of male-dominated sports throughout history, and the strenuous physical demands of many of these activities, men have traditionally had the upper hand in almost every sport played on a global stage. Unfortunately, these factors have contributed to the male-centric perspective on many sports-related issues (Grey, 2020).

• **Relationship between Resources and Male-Dominated Sports Industry**

To put it another way, men's sports get an unfair advantage over women's or non-male-dominated sports when it comes to the availability, distribution, and control of resources like money, sponsorship, media attention, facilities, and opportunities. Historically, sports sectors that have been controlled by males have reaped more benefits in terms of funding, publicity, and infrastructure development than their female counterparts. Because men's sports get more funding and attention, they are able to maintain their cultural and economic dominance in the sports world, which in turn fosters gender inequality. Women and other marginalised groups have obstacles to achieving equity in sports due to the uneven distribution of resources, which impacts several aspects such as athlete development, spectator involvement, and marketability.

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

- *H<sub>0</sub>: There is no significant relationship between Resources and Male-Dominated Sports Industry.*
- *H<sub>1</sub>: There is a significant relationship between Resources and Male-Dominated Sports Industry.*

**Table.2: ANOVA test (H<sub>1</sub>)**

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 results are significant in this study. The p-value of 0.000 (below the 0.05 alpha threshold) indicates that the F value of 536.410 is almost significant. Thus, it follows that “*H<sub>1</sub>: There is a significant relationship between Resources and Male-Dominated Sports Industry*” is accepted and the null hypothesis is rejected.

## 9. DISCUSSION

This study's results shed light on the different ways in which female sports moderators deal with the many problems they encounter in the male-dominated sports media industry. Gender preconceptions and expectations undermine the credibility and authority of female moderators, as their experiences show. These biases might be overt or subtle. Gender prejudice and stereotype-based assumptions are highlighted as a significant barrier in the results. There is a greater expectation of male sports moderators when it comes to their knowledge and experience, therefore female sports moderators must continually confirm their competence in areas that are less anticipated of them. There is already a lot of pressure on women to succeed in the workplace, and they have to defend their position in the sector just to keep their heads up. Professional tiredness sets in when female moderators are always under pressure to prove their competence and trustworthiness, making them work more than males in comparable professions just to be seen as being on par. Female sports broadcasters confront sexism not just from viewers but also from within their own companies. On occasion, male coworkers or superiors may uphold sexist practices or ignore the specific obstacles that women encounter in the workplace. Because women often feel alone or left out of important conversations and networking events, this setting might restrict their access to mentoring and professional development opportunities. This study confirms the findings of other studies that found women in male-dominated sectors face a substantial obstacle to career progress and work satisfaction: professional isolation. In spite of this, female sports commentators use a variety of tactics to get their voices heard and make a difference. There are a lot of people who take what is called a "high competence" approach; these people usually go above and above what is expected of them since they are very knowledgeable and well-prepared. Their goal is to overcome prejudices and gradually change the way the public views them by highlighting expertise and professionalism. Furthermore, connecting with like-minded women via mentoring circles or support groups has been an effective tactic, offering moral support, advice on professional paths, and a feeling of community. These networks' success stories show how gender-inclusive rules may help create a welcoming space for female moderators. The results also highlight the larger social effects of gender bias in sports media. A more diverse and inclusive media environment is being fostered by the persistent efforts of female sports moderators who are challenging stereotypes and changing public opinions. But those who are suffering through it shouldn't have to shoulder the burden of creating long-term change alone. Companies in the sports media industry need to do more to combat systemic prejudices by, for example, establishing transparent gender equality policies, providing mentoring programs, and pushing for more diversity among decision-makers. If researchers want to foster an environment where women feel valued and respected, and where they can thrive as professionals in sports media, researchers must take these steps.

## 10. CONCLUSION

Finally, this study of female sports moderators in male-dominated fields shows how important it is to be resilient and adaptable to thrive. The view of female sports media moderators is changing as researchers persistently show their enthusiasm and skill in the face of obstacles such as gender prejudice, under-representation, and stereotype. Some of the most important takeaways include the need to cultivate strong networks, embracing a development attitude, and fighting for fair working conditions. The sports media business should do more to support female moderators by encouraging diversity of thought and welcoming unique viewpoints. This will increase the number of diverse views in the sector and improve the quality of sports coverage in general.

## REFERENCE

1. Cosentino, A., Weese, W. J., & Wells, J. E. (2021). Strategies to Advance Women: Career Insights from Senior Leadership Women in Professional Sport in Canada. *Frontiers in Sports and Active Living*, 3.
2. Evans, A. B., & Pfister, G. U. (2021). Women in sports leadership: A systematic narrative review.

- International Review for the Sociology of Sport, 56(3), 317– 342.
3. Gloor, J., Sander, G., & Meister, A. (2021). Organizational development: Diversity and inclusion. What to do About Employers Who Consciously Exclude Women. *Harvard Business Review*.
  4. Gray, L. M., Wong-Wylie, G., Rempel, G. R., & Cook, K. (2020). Expanding Qualitative Research Interviewing Strategies: Zoom Video Communications. *The Qualitative Report*, 25(5), 1292-1301.
  5. Hardin, R., Taylor, E. A., Smith, A., Siegele, J., & Koo, G. Y. (2022). Female senior-level administrators experience of gender bias in collegiate athletics. *Journal of Issues in Intercollegiate Athletics*, 15(1), 16.
  6. Kim, M., Do Kim, Y., & Lee, H. W. (2020). It is time to consider athletes' well-being and Performance satisfaction: The roles of authentic leadership and psychological Capital. *Sport Management Review*, 23(5), 964-977
  7. Mangan, S. (2019). Leadership Styles in Male Dominated Organizations: A Mixed-Methods Study.
  8. Northouse, P. G. (2021). Leadership theory and practice: Ethnography. *International journal of qualitative methods*, Sage Publications 16(1), 1609406917690171.
  9. Ozioma, N., Aaron Y., & Lubna, R. (2021). A closer look: Women in the workplace. (rpi.ca)
  10. Savin-Baden, M., & Major, C. H. (2023). *Qualitative research: The Essential Guide to Theory and Practice*. Taylor & Francis. 1st (Ed).
  11. Siegele, A., J., & Koo, G. Y. (2022). Female senior-level administrators experience of gender bias in collegiate athletics. *Journal of Issues in Intercollegiate Athletics*, 15(1), 16.
  12. Stark, Alice E. (2020) *The Relationship Between Authentic Leadership and Resilience, Moderated By Coping Skills*. Industrial Organizational Psychology Dissertations.