

Inequality in Sports: Outlining the Disparities Between Men and Women Portrayed by Media and Society

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ABSTRACT

What specific cases of gender inequality exist in the sports world? From Billie King's Tennis Open to the WNBA, female athletes have wanted to earn equality with their male counterparts. At a very young age, women start playing sports but lack the respect necessary due to stereotypes shown to them and the way that people around the world view women. The wage gap and sexualization in sports are only a few of the inequalities that women are raising awareness about gender inequality. Faced with the presence of gender inequality is an international problem in countries such as Kenya and Poland. With a mix of very new cases of gender inequality in the NBA and old cases about the start of women's sports, gender inequality is a problem seen in media and, consequently, also using media as a factor to influence this perception of women.

Introduction

Gender inequality has been prevalent since women were allowed to play professional sports. Inequalities between men and women in society about their access to and opportunities in the social, economic, and political realms and their share of decision-making authority at all social levels are referred to as gender inequality. Besides the athletes that play the sport, gender inequality is also seen with women in managing positions and coaches. This inequality comes in all different forms, whether that be the quantity of money in the sports contracts in the professional sector or the availability to do sports for each gender when they are in the developing stages. One of the most effective forms of inequality we see is the media. The media portrays women negatively and shows us a false narrative about their body instead of their athletic prowess. Since women are viewed as inferior to the press, they are punished by having less attention, fewer financial benefits, and less area to grow in the field. Sadly, this problem is not national but instead global. We can see this in countries such as France, Turkey, and China, to name a few. Another potential inequality is the respect we give women in sports. Unlike the media, the care we provide a woman is inherited from our households and the assumption that only boys can play sports. With various inequalities against women, female athletes wonder if it is even worth continuing their athletic journey if they are not respected.

Problem Statement

In 1970, Billie Jean King's appearance at the Italian Open was the first significant occasion that brought attention to the gender wage gap in sports. Title IX's passage in 1972 led to a surge in female athletic participation and more substantial support for female sports. Women did leisure rather than sport-specific activities before 1870. They placed a greater emphasis on physical exercise than competition and were unstructured, informal, and non-competitive. Women started creating sports organizations in the late 1800s and early 1900s. As women grew increasingly active in competitive sports, efforts to restrict their participation in sports persisted. Because intramural competition took place within colleges rather than between institutions, early college sports for women have gone mainly ignored by histori-

ans (extramural). In addition to "play days," competitions featured intramural, club, and sorority games. Women participated in sports and other activities against students and teams from their schools on these special days. By 1936, this was the primary way that women participated in sports at 70% of the institutions surveyed. The problem that exists within society for this investigation to come into fruition is that women are not treated equally by the media due to sexualization and compensation for their work is not equal to that of a man.

Purpose

The purpose of this paper is to investigate the beginning of the gender disparity in all sports, including basketball, soccer, and tennis, explain and elaborate on the different forms of gender inequality in all sports and how the use of media and public views changes the perception of the sport's abilities of women. The purpose of this paper also includes different aspects of media internationally, alongside the effect it has on a woman in and outside of sports.

Justification

This investigation is essential today because more and more women are speaking up about their salaries and opportunities compared to men. This investigation aims to find a way to make men and women equal in both compensation and media perception. Alongside women in sports, male athletes have also spoken up about this injustice that professional companies have towards women and their role in sports. This topic affects not only women; men are also fighting for sports equality, as it will bring a better, healthier, and more collaborative environment in sports for both genders worldwide.

Research Questions

1. Where and when has gender inequality been seen in sports?
2. How is gender inequality in sports affecting women that are not athletes?
3. How does gender inequality prevail in international countries and how are female athletes treated?

Research Objectives

1. To see the use of media, the contract availability in professional leagues and stereotypes that make up gender inequality.
2. To see how other women apart from athletes, such as coaches and managers, are treated both monetarily and by their colleagues.
3. To understand the conditions of women's sports in countries such as Turkey and Poland.

Theoretical Framework

When viewing gender inequality in sports, we can start by addressing the role of recreation professionals (Turner, 2021) during girls' sports development. Sports inequality starts young with the attention and opportunities women are granted at local parks and YMCAs. Moving along the maturity later, the presence of media (Trolan, 2013) in female sports hinders their appearance as they over-sexualize the female body instead of supporting the athletic prowess. These cases also happen internationally (Yenilmez, 2021), with experiences in Turkey explaining how women are treated differently because of these stereotypes. One example is a gender pay gap in tennis (Cepeda, 2021), where

compensation for the same event was significantly less for women than for men. All of this can be rooted back to the stereotypes that the media and our environment implant in our heads at a young age (Özaydın, 2022).

Definition of Terminologies

Sexualization was first coined during the uprising of the sexualization of women between 1981 and 2010. It started as a social problem (Duckins, 2012) in the United States and Britain, where the media portrayed false media and concentrated more on a woman's body. One thing that the media portrays incorrectly and inappropriately is WNBA. The WNBA, the women's professional basketball league in the United States, was created in 1997 (Augustin, 2023), allowing women to get paid and be partners with the NBA, their male counterparts. However, in the WNBA, the wage gap is present. The wage gap was first seen as a political issue around the 1860s, when protesters (Daughtery, 2022) said, "Equal Pay for Equal Work." The wage gap was also present during spots with Billie King's Tennis Open compensation.

Review of Literature

Role of Recreation Professionals in Equal Access to Athletes

By starting with sports at a young age, recreation professionals can help develop girls and boys at the same level. The study's objective regarding gender inequality in sports is to discuss the potential role of park and recreation professionals in providing equitable access to community youth sports for girls. The designs of this study are Documentary Analysis and Action Research. The methodology of this research is a descriptive method. The target population of this study is young female athletes. The source's usefulness within the investigation is to explain how much attention they give female athletes compared to male athletes. The study presents the disadvantages of the sports experience for female athletes and the steps to take to achieve equality. The limitations of the source include only referencing young female athletes rather than female athletes in the professional sector and a deeper dive into how sports can be equal for all genders. The results of the investigation are to ensure gender equity by using the five keys stated in the study. Securing additional years of data and soliciting more study resources are among the recommendations for future ongoing research and data analysis. The following source states:

The past nearly 20 years of ¹¹_{SEP}our Fair Play for Girls in Sports project, we have found that girls are getting far too few sports opportunities in leagues and teams run or facilitated by P&R departments across the country. In particular, low-income girls of color lack opportunity, access and equity. In one study we conducted, California park and recreation departments reported girls receiving just one-third of the sports opportunities despite girls' strong interest in playing sports in greater numbers... In addition to all the health benefits of athletics, girls who play sports graduate at higher rates from high school and college. Also, laws modeled after the federal Title IX statute requiring gender equity in publicly funded school sports across the country — like California's AB 2404 (2004) and Washington state's Fair Play in Community Sports Act (2009) — mandate gender equity in community youth sports in addition to other local, state and federal obligations potentially applicable in your area. Most importantly, creating gender equity in youth sports is the right thing to do. (Turner, 2021)

The importance of this source concerning this investigation is that the study delineates how park and recreation professionals may help females have equitable access to local youth sports to solve gender imbalance in sports. Since the source demonstrates how much more focus male athletes have than female athletes, the research can profit from it. The obstacles female athletes encounter in sports are discussed in the article, along with the actions taken to achieve

equality. It lists unfairness female athletes face, such as fewer and less qualified coaches, less attention, and unequal funding. It advises fostering gender equity in sports by highlighting women in media and advertisements and evaluating the facilities offered by girls' teams, leagues, and player experiences. This research provides self-reflection questions that every sports professional should consider reaching a consensus on gender equality. Some topics include participation in coed leagues, girls' experiences in sports, and the options offered, particularly at the youth level. Recreation professionals can ensure that the equipment and coaches given to both men and women are equal to promote an equal chance and opportunity for both athletes.

The Effect of Media on Gender Inequality

The media's role in the gender disparity in sports negatively affects the perception of women. The investigation's goal is to talk about how gender imbalance in sports is affected by the media. The design of this research is a documentary analysis. The methodology of this research is a historical design. The target population is social media users interested in sports and female athletes with a social media presence. Female athletes have been objectified and made invisible in the media compared to male athletes or men's sports, despite the rapid development of women's sports and female athletes, as well as the potential for strong women to act as positive role models. Female athletes are still perceived as being less gifted than male athletes. Compared to male athletes, female athletes are still more preoccupied with their bodies than their athletic prowess, despite the significant growth and popularity of women's sports. The source revealed some limitations that may be addressed through continued research. Research has found that across women's sports, there was a difference in the amount of coverage given to women athletes and sports compared to men and the quality of the coverage. The researcher plans to examine the role of women coaches in Asian sports to explore their experiences as athletes and what changes they have seen over the decades. Additionally, a more in-depth and scientific analysis will be conducted to examine the types of images and wording used in both old media (newspapers, television) and new media (internet and social media). The investigation that follows states:

From an early age men and women are socialized differently. Men are taught to play sports or watch sports by many different agents such as family, peers, and schools, while predominantly women are taught that sporting activities are only for men. Whisenant, Pederson, & Obenour (2002) stated these agents emphasized that sport was for males and created a situation where sport and masculinity become synonymous. During this period the media further produces, reproduces, and sustains such masculinity with concepts such as the underrepresentation, trivialization, and sexualization of women athletes. In reinforcing masculinity, the media highlights the physical appearance of an athlete, the pose of an athlete, with the written text which accompanies a photograph. Whisenant, Pederson, and Obenour (2002) showed that not only are women athletes underrepresented, trivialized and sexualized but the media plays a role in emphasizing the femininity of athletes. Sport media not only avoids covering women athletes, but when it does cover them, those athletes conform to the Eurocentric ideals of what a woman must be as both an athlete and a woman. (Trolan, 2013)

The information presented in this source validates the impact of media coverage on gender imbalance in sports. In contrast to male athletes or men's sports, female athletes have been objectified and rendered invisible in the media, despite the remarkable growth of women's sports and female athletes and the possibility for strong women to serve as outstanding role models. Still, male athletes are thought to be more talented than female athletes. The physical attractiveness of female competitors continues to take precedence over their athletic ability, despite the enormous expansion and popularity of women's sports. Being a female athlete in society demands performing in a way that is seen as violating traditional gender stereotypes because the athlete's beauty and elegance are essential. Studies show that female athletes' athletic prowess attracted more media attention than physical attributes. Behavior deemed "macho" in society lends credence to the idea that men and women are different from one another. Such viewpoints polarize the sexes and affect perceptions of the female body. In the past thirty to forty years, women have just recently started to

dispel this myth, bringing the idea of female athletes in sports closer to reality. Women athletes have historically received minimal attention from a Western patriarchal society, which holds that women are inferior to men. In many facets of society, women have traditionally been seen as less valuable than men. This bias has always been present in sports, from excluding black baseball players to including female athletes in amateur and professional sports. A specific instance of promoting gender imbalance is the comparison between the WNBA and NBA this past year, where media users criticized WNBA athletes for their way of playing compared to the NBA's playstyle.

Turkish Revolution against Gender Inequality

Gender Inequality is prevalent in all parts of the world, including Turkey, which has a problem with its female athletes. The inquiry aims to assess Turkish women's contributions to the revolutionizing of the nation through links between sports and politics. Additionally, it aids in comprehending Turkish women's obstacles in participating in sports and what may be done to encourage more women to support professional sports. This study uses a documentary analysis as its design and a descriptive technique as the methodology. Turkish female athletes are the target market. Prejudice towards women is still present in Turkish sports. As a result, women in Turkey have been unable to hold lucrative jobs in the sector or participate in sports. Because of the stereotypes associated with professional sports, many women choose not to participate. The inability to appropriately distribute questionnaires to various female athletes across Turkey constrained this study. The current study emphasizes that reasons restricting female participation in Turkish sports include unequal pay, a lack of infrastructure for women to participate in sports, inaccurate media portrayals, and familial pressure. Recommendations offer ideas for improving female involvement in Turkish sports and strengthening the country's sports environment. The Turkish reality of sports is described in the investigation, which cites:

the years, the emergence of women into professional sports or even physical activity has met with mixed reactions across the globe. These reactions have brought about diverse discriminatory issues that are deeply entrenched in the underlying gender gap. The Liberal Feminism theory advanced by Mary Wallstone, John Stuart Mill, and Harriet Taylor, as expressed in Wangari et al. (2017), equally evaluated these reactions. With a focus on stereotypes, gender roles, power and oppression, sex and gender, objectification, structural and economic inequality, the Liberal Feminist theorists stated that the family mostly impacts the differences seen in female sport participation, school, and media (Story, Markula, 2017). According to the Liberal Feminists, prejudice, division, and social discrimination primarily begins from birth. It may continue for life without adequate intervention. Therefore, the discriminatory practices hindering women from equal access to various professional sporting activities are enormous. (Yenilmez, 2021)

The primary objective of the inquiry is to evaluate Turkish women's contributions to the country's political and sporting revolutions. It also helps us understand Turkish women's barriers when participating in sports and what can be done to encourage more women to support professional sports. There is still discrimination against women in Turkish sports. As a result, women in Turkey have been prevented from engaging in sports or holding well-paying professions in the industry. Many women decide not to play professional sports because of stereotypes. The study's findings indicate that five significant factors, sexual harassment, salary inequality, financial constraints, media distortion, and familial pressure, threaten the future of female participation in Turkish sports. With a focus on stereotypes, gender roles, power, oppression, sex and gender, objectification, and structural and economic disparities, the Liberal Feminist theorists asserted that the family substantially impacted the discrepancies seen in female sport participation, schooling, and media.

Gender Pay Inequality in Tennis

The first case of gender inequality in sports was seen in tennis; however, the best example of the prevalent wage gap can be seen in tennis rewards. The objective of the investigation addresses the analysis of gender pay inequality in professional tennis. The design of this research is action research and a mixed methodology of this research. The target population is male and female tennis players who play in international tournaments. The article contributes to the literature in three ways: It provides the collection of data on gender discrimination in professional tennis, and it shows that the inequality of awards between men and women responds to differences in labor productivity. It puts forward measures for equalizing distinctions between men and women without business damage. Despite how sports build, reinforce, and perpetuate gender inequality, they can also have a transformative role under certain circumstances, given their large audiences and broad social impact. The limitation of this investigation is the inability to assess the possible positive impact that the equalization of female and male wages could have. The article aims to eradicate gender inequalities in the world of sports to promote integration and social change. The recommendations investigation suggestions are three: To look for alternative funding sources to equal prize money for women, as is done in Grand Slam tournaments and other sports, trying to modify consumer preferences through, for example, more excellent coverage of women's sports by the public and private media, including more hours of broadcast in the media and better positioning in time slots and improve the sports training of young women to increase consumer preferences towards women's sports. This idea is supported by the research, which indicates:

The difference in revenue earned from tickets and television broadcasting rights for men's and women's tennis tournaments is explained by consumer preferences and reflects that women's tennis is less attractive to the public. But the fact that economic theory provides arguments to justify this inequality does not imply that gender pay inequality in women's tennis is a socially just solution. Many economists, philosophers and political thinkers have reflected on what is socially just and fair beyond the market's logic (Thaler, 2016; Feinberg, 2014; Rawls, 2009; Merry, 2009; Miller, 1999). Although until now, the social dimension of professional sports has tended to be neglected sports can favor social change and can contribute to enhancing social equity, to mitigate inequalities, combat prejudices and stereotypes, and they can also become a model for eradicating undesirable social behaviors. A possible practical application would be the equalization of prizes in professional tennis, that could serve as a model and mirror in society, becoming a formula to fight against gender pay. (Cepeda, 2021)

Pertaining the information in this source and its importance within this investigation is examining the pay gap between male and female professional tennis players. The article contributes to the body of literature in three ways: It gathers information on gender discrimination in professional tennis. It shows that differences in labor productivity are the reason for the disparity in awards between men and women. It suggests ways to achieve this equality without harming businesses. The treatment of ball girls, the dress of female players, the unequal representation of female coaches, and the imbalance of female referees working first-category men's championships are just a few ways that women are downgraded to second place. Men's and women's tennis competitions generate different amounts of money from ticket sales and television broadcasting rights, which suggests that men's tennis is more popular with spectators. Wage discrimination occurs when employees who equally contribute to company outcomes are rewarded differently. For discrimination to occur, employees must make the same marginal contribution to the business. The conviction that the equalization of rewards would serve as a template and an example for the equalization of earnings between men and women in other fields of endeavor and a method to boost her visibility originates from sports' massive influence on society and their ability to affect change. Some examples of women being downgraded in tennis include playing on smaller courts and less desirable times, the amount of money female athletes receive during the Grand Slam in comparison, and the lower media coverage on social media and television.

Stereotypes between Genders in Sports

One of the main factors in gender inequality is the stereotypes that the media has presented that negatively affect the perception of female athletes. This study examines the impact of gender stereotypes on team sports achievement while acknowledging their existence in sports.

The design of this research is a documentary analysis and action research. The methodology used is a descriptive method. The target population of this source is basketball and football athletes of both genders. Although the number of women participating in sports has grown significantly over the past several decades, the notion that some activities are only acceptable for men and women remains. Women and men participate in sports differently because of how society perceives appropriate sports for women. This study addresses a gap in the literature by examining how the impact of gender disparity differs for various sports, which has not been covered in prior studies. According to the findings of a panel data estimation, the effect of gender disparity varies depending on the kind of sports, both in terms of size and direction. Future research and data analysis recommendations include securing more years of data and requesting more study resources. The following investigation elucidates that:

Unlike before, the participation of women in sports is not seen as trespassing in men's territory anymore (Birrell and Cole 1994). The presence of women in sports has been increasing rapidly over the past decades however the perception of male and female appropriate sports is still present (Ross and Shinew, 2008). Previous studies suggest that gender equality is an important element of success not only for women (Hoffmann et al. 2006) but also for men (Berdahl et al. 2011). The adverse effects of poor socio-economic conditions on success for both men and women have been documented in the literature. Due to certain sociological and biological attributes, some kind of sports are associated with men and some with women. Metheny (1965) was the first to gender type sports based on these sociological and biological attributes. She categorized sports into acceptable and unacceptable for women. The society's perception of acceptable sports for women causes differentiation in sports participation for women and men (Koivula 1995). As women's and men's participation differentiates so does the success in different branches of sports. (Özaydın, 2022)

The application of the focal point of this source concerning this investigation is that this study examines the impact of gender stereotypes on team sports achievement while acknowledging their existence in sports. Although the number of women participating in sports has grown significantly over the past several decades, the notion that some activities are only acceptable for men and women remains. Women and men participate in sports differently because society perceives appropriate sports for women. Through socialization in their early years, people learn what sports are associated with masculinity and femininity. The findings of research done in the United States and those conducted in Europe differ because participants' perceptions of sports vary from culture to culture. Women's football success is severely affected by gender inequality.

Additionally, nations with larger populations of women tend to be more prosperous overall. The perception of good sports for men and women and cultural attitudes toward sports might influence people's participation in sports. What specific gender stereotypes are being examined in this study? Specific examples of stereotypes shown in this study include the bias that physical sports such as football and rugby are for men and noncontact sports are for women. There is also a view that women are paid less because they are women and are looked at as inferior.

Gender Inequality in Polish Sports

There is a consensus regarding the perception of gender equality from European derived countries, which includes the insensitivity to female athletes. The goal of this research is to ascertain if there are gender discrepancies in Polish sports organizations and how they differ from those observed in international organizations. The study is a documentary analysis designed for qualitative inquiry, and its methodology is descriptive analysis. Six Polish and six foreign

sports organizations make up the sample. According to a content study of official papers, international organizations put more emphasis on combating discrimination by applying the proper statutory provisions. This makes it possible to prioritize the wording in articles or reserve spots for women on committees. The source revealed some restrictions, which may be resolved by more investigation. The results showed that Polish sports organizations do not have the plan to lessen the degree of gender discrimination. They continue to be insensitive to gender-related issues and how they affect women's performance in sports and within sports organizations. For upcoming continuing research and data analysis, recommendations include securing more years of data and requesting more study resources. The following investigation elucidates that:

In documents of Polish organizations there are no statements proving the understanding of the problem connected with the language sexism. Documents are written in the masculine gender and make an impression as if they referred only to men. For example, chapter IV of the Regulations of the PZB health care is devoted only to women but written in a masculine gender. The only exception is the Regulations of the methodical-educational committee for women's gymnastics, which includes feminine endings of names. This is the only document which marks that it refers to women's sport. The PZG statute is in the masculine gender and does not include any clause concerning the equality in the written language. The next studied issue concerns the provisions regarding the presence of women in the most important collegial bodies. If in the bodies determining the strategy of development or the division of money there are no women, then it is probable that their interests will not be properly represented. (Dziubinski, 2013)

The importance of this source within this investigation is that it seeks to determine whether gender differences exist in Polish sports organizations and how they compare to those seen in foreign ones. An analysis of the content of official documents revealed that international organizations focus more on preventing discrimination by following the appropriate legal requirements; this enables the phrasing of papers to be given priority or the allocation of committee seats to women. Additional goals related to determining whether such policies are in place to address these disparities include mandating a certain percentage of seats for women in senior roles within organizations and committees overseeing women's sports and the existence of policies prohibiting gender discrimination. Gender has a role in organizational behavior patterns; the meaning people assign to their job, common sense assumptions about well-done labor, and the control and exploitation of workers. In reality, gender disparities exist in every aspect of social life, and they also occur in various official organizations where women are discriminated against, and damaging stereotypes are perpetuated. Programs for sports development that aim to promote increased involvement of women in sports and sports administration may be implemented by the Polish government and sports regulatory organizations. These efforts frequently include chances for women-specific mentoring, leadership development, training, and education.

Gender Inequality in Kenya's Sports Management

Not only are athletes in the light of gender inequality, but managers across the sport, including a specific case in Kenya, are also being discriminated. This article contends that the gendering of sports' many components, including management, is influenced by the interests of the various stakeholders. The type of study is a qualitative inquiry using an action research design, and the approach used is descriptive analysis. The intended audience consists of female athletes and Kenya's professional sports industry. The most crucial factor that defines professional sports is commercialization. Therefore, the essay tracks the development of professionalization to comprehend how commercialization has affected gender parity in football and sports management in Kenya. The source revealed some limitations that may be addressed through continued research. The article established that the combination of professionalization and commercialization of sports, with elitism and social, cultural, and political barriers, have reinforced male dominance in the top management of athletics and football in Kenya. Securing additional years of data and soliciting more study

resources are among the recommendations for future ongoing research and data analysis. Kenya's management is described in the investigation, which cites:

Sportspersons' engagement with media is a means of enhancing one's revenue and positioning for those who would seek to transition to management. But Kenyan sportspersons, especially female athletes have been accused of low media engagement and confidence. In 2020, Amina Mohammed, the Cabinet Secretary in charge of sports, identified media handling as a major challenge for Kenyan athletes. Consequently, the minister contracted media houses such as Nation Media Group to train athletes on media handling skills as part of the preparation for the 2020 Tokyo Olympics. Media practitioners and consultants in Kenya observe that male athletes are more open to and available for interviews than females. This is partly because sportswomen are more likely to get negative criticism (Makori, interview, December 21, 2020). And, according to a retired athlete and former record holder of the African Championship in 3000 and 5000 meters and today member of Nairobi AK Executive, Kenyan female athletes are comparatively less educated. This impedes their ability and confidence to handle the media. For some, this is complicated by controlling husbands who in some cases double as their coaches and managers. (Kiragu, 2022)

The presented information is paramount for advancing this investigation because this article makes the case that stakeholders' interests affect how sports are seen, affecting how management and other sports are gendered. Professional sports' most vital defining factor is commercialization and understanding the effects of commercialization on gender parity in the management of athletics and football in Kenya; the study follows the development of professionalization. Ironically, the national and international sports federations are where the objectification of athletes first began in Kenya. The sport of female volleyball is a beautiful example. Objectification and sexism in Kenyan sports are maintained by a strong feeling of masculine entitlement, even though these two issues may have been sparked by the desire to increase spectator interest, viewing, and reading. The nation's growth in sports is now significantly influenced by the media. The growth of sports disciplines and athletes depends on visibility through the media. In Kenya, however, it is customary to silence female athletes in the media. Specifically in Kenyan sports, sexualization can be seen in the clothing worn by female athletes in the sport of volleyball. Commercialization affects sports management because the media portrays female leaders as less disciplined and committed to the job, which diminishes the dreams of a female leader to be a coach. Steps that can be taken to address sexualization are teaching future generations about the proper understanding of gender equality and not judging women based on their bodies.

Gender Inequality in South Africa's Sports Management

Gender inequality is seen throughout all aspects of the sport, including the South African management and the way they address the current challenge with training women. The purpose of this study is to investigate the causes of this gender discrepancy by identifying the barriers to women's progress and the difficulties that they encounter in becoming managers in sports (in various capacities). Additionally, it identifies practical policy actions. The research type is a qualitative inquiry, using a case study and a documentary analytic design as part of its methodology. Government employees and athletes in South Africa are the target demographic. The study highlights the topics found and the opinions of several women in sport management. These themes serve as the framework for evaluation and suggestions. The source revealed some restrictions, which may be resolved by more investigation. The study results were captured in four broad areas, indicating women's current challenges. Respondents agreed that women needed to find a niche in sport management and pursue it to address the current challenges. They also decided that women in management positions needed to mentor younger women managers and that women needed to balance their careers with their personal lives. The conclusions offered opportunities to accelerate the progress of gender equity in sports management, including educating a patriarchal society about changing roles for girls, encouraging women to arm themselves with

knowledge and speak up in the workplace, overcoming male dominance, and bridging the generational gap in sport management. This idea is supported by the research, which indicates:

The Grant Thornton International business report (2012) indicated that women in South Africa constituted 28% of senior management positions as compared to a global 21% average (IBR, 2012). The head of corporate finance at Grant Thornton, Ms Jeanette Hern stated, "...the fact that South Africa outperforms the global average can be attributed to the emphasis placed by government on gender equality and employment equity..." (South Africa.info, 2012). "In terms of political engagement, South Africa ranks eighth in gender equality," (Wessels, 2014). According to Wessels (2014), the equal representation of female members in parliament shows the gradual shift towards increased representation of women in the public sector and a more equal distribution of power. South Africa ranked 18 out of 142 countries has managed to close more than 70 percent of the gender gap (Dlamini, 2015). Female senior management has crept up from 19 per cent globally in 2004 to 22 per cent in 2015 but South Africa remained ahead even though it experienced a drop from 28% in 2012 to 27% in 2015. (Singh, 2017)

The salient extrapolated data from this source, and its value to this investigation, is that by identifying the obstacles to women's advancement and the challenges they face in becoming sports managers, this study aims to analyze the causes of this gender disparity (in various capacities). It also suggests beneficial policy initiatives. The study emphasizes the issues discovered and the viewpoints of several women in sport management, and these themes provide the framework for assessment and recommendations. Sociological theory is centered on how individuals interact with their structural surroundings and how culture affects that connection, according to Archer (1996), who is cited in Savigny (2014:6). Gender discrimination of the "second generation," which is prevalent in society and business, interferes with the learning cycle that is essential for a woman to become a leader. Communication is vital in minimizing assumptions about women's career paths in leadership positions. This interaction, from respect between departments, enables transparency between levels. A challenge women face when becoming managers is that they need a role model to look up to, which convinces upcoming female leaders to retreat because they are underrepresented.

Gender Inequality in Table Tennis

Regardless of the size of the sport, sports have had involvement internationally in table tennis, from their management to the representation. This study aimed to investigate the presence of women coaches in table tennis certification courses carried out by national and international federations. The research type is a qualitative investigation that uses an action research design, while its method is a descriptive analysis. The target population is the Brazilian Table Tennis Confederation (CBTM) and the International Table Tennis Federation (ITTF). The participation of women in sports coaching has received increasing attention from the scientific literature and sports organizations. Women coaches' involvement becomes even more restricted when we compare the different levels of certification. However, the coaching license courses offered by CBTM reached women from three out of five of Brazil's macro-regions, showing a need for more women in the North and Northeast regions. These same regions showed little representation in courses offered by ITTF, reinforcing the challenge of carrying out procedures in a country as large as Brazil and the need for specific actions according to each region. Our study's findings reveal that the table tennis coaches' training process is still occupied mainly by men. We also found a discrepancy between the macro-regions of the country where most women coaches are from the Southeast. CBTM managed to almost double the women's representation among coaches (from 10.7% to 16%) due to the policy that has been adopted to increase the number of women in the sport. Securing additional years of data and soliciting more study resources are among the recommendations for future ongoing research and data analysis. The following source states:

Most of the ITTF women coaches are from the Southeast region (36%), which is the wealthiest region of the country, while the Northeast region has no certified coaches, being one of the areas with lower financial resources. Regarding the CBTM courses, we also found that the Southeast is the region with more certified coaches by CBTM (50%), while no women coach was found in the North and Northeast regions (0%). This discrepancy between regions may reflect the different financial conditions of the coaches, corroborating that women follow different paths in a labyrinth to become elite coaches, and their starting point, as well as the distance to the center of the labyrinth, are influenced by between gender, race, class, and sexual orientation. These findings are important for sports organizations in an attempt to propose actions that encourage the participation of women coaches considering the social and economic inequalities of the country. (Cardoso et al., 2022)

The relevant data within this source outlines that this study sought to determine the proportion of female coaches in national and international federations' certification programs for teaching table tennis. Scientific literature and sports organizations are paying more and more attention to the involvement of women in sports coaching. When we contrast the various levels of qualification, women coaches' participation is much more constrained. We looked at the CBTM and ITTF to see how sporting organizations have adopted policies in recent years to promote and boost the participation of girls and women in table tennis. The Brazilian Table Tennis Confederation (CBTM) developed a development program for the national coaches and began delivering the "Beginners Course" at the beginning of 2020. The training emphasizes developing skills necessary to coach young athletes and be ready for the demands of various contests. An issue that necessitates collaboration between multiple organizations is promoting a class in a nation with the extension of Brazil. To govern table tennis at the regional level (i.e., regional federations) and promote the courses decentralized, sports organizations connected with CBTM do so at the national level. Six regional partnerships, CBTM, and nine courses were advanced in 2021. At least one female member of the organization team was required in every class per organizational regulation.

Regarding their certification, we have seen intense rigor in the certification process for female coaches, specifically in microregions such as Brazil. The difference between the CBTM and the ITTF is that the CBTM has given more guidance to beginner coaches at the national level, while ITTF has been stricter with its guidelines. These policies have improved the percentage of women who want to begin coaching by allowing them to make it easy and accessible.

Inequality in Women's Basketball Leagues

One of the biggest women's leagues in the world, the WNBA, is at the forefront of fighting for gender equality with their male counterparts, the NBA. The study clarifies gender-related issues encountered by female basketball players in the Superior Women's Basketball League (LSBF) in Colombia and the Women's National Basketball Association (WNBA) in the United States. The study's methodology is comparative analysis, and its research type is qualitative inquiry using an action research design. The target market is female athletes, particularly those that compete professionally in Colombia and the USA. Basketball players who are women receive fewer media attention than those who are males in both nations. However, the labor precarity faced by female basketball players is normalized by Colombian media. The source revealed some limitations that may be addressed through continued research. Sports media can reshape or even delete gender stereotypes about women's sports. Moreover, within women's basketball, the creation of women's basketball player associations is essential to improving the labor conditions of the athletes. Securing additional years of data and soliciting more study resources are among the recommendations for future ongoing research and data analysis. The following research supports this by stating:

Neither sports nor media are neutral. The media reflect representations of the realities that are traversed by power relations, ideologies, values, and people's beliefs (García, 2020). Sport is "a discursive construct that organizes multiple practices—science, medicine, technology, governing institutions, and the media—that

intersect with and produce multiple bodies, raced, sexed, classed, heterosexual, reproductive, prosthetic, cyborg, etc.” (Cole, 1993, p. 77). So the images and messages observed many times daily about women’s professional basketball coverage are gender-biased. In 2008, coverage of female athletes made up only about 5% of daily sports news on average. Comparing the labor conditions of female basketball players and the media coverage they receive are two ways to define some of the gender inequalities that exist in women’s professional basketball leagues. In Colombia and the United States, female athletes do not have the same labor conditions as their male counterparts. To show that, I compared male and female salaries, awards, and duration of tournaments in both countries. (Jimenez, 2022)

This source’s salient and summarized information indicates some gender-related issues that female basketball players in the Superior Women’s Basketball League (LSBF) in Colombia and the Women’s National Basketball Association (WNBA) in the United States encounter. Basketball players who are women receive less media attention than those who are males in both nations. However, the labor precarity faced by female basketball players is normalized by Colombian media. The media portray realities influenced by power dynamics, ideologies, values, and public beliefs. Some of the gender disparities in women’s professional basketball leagues may be defined by contrasting the working circumstances of female basketball players with the media attention they get. Female athletes do not work under the same circumstances as men athletes in Colombia and the United States. Specifically based on gender and ethnicity, professional athletes “experience pervasive discrimination,” according to the International Labor Organization (ILO, 2019).

Methods

This study employed a documentary analysis design with a descriptive analysis methodology. A computer with an internet connection and an internet browser (Google Chrome) were used. The Google Scholar and EBSCO Host databases were essential for locating the sources needed for this investigation to clarify the research issue. Even though the internet connection occasionally experienced problems, it worked well enough to conduct all the necessary aspects of this investigation. The research advisor amended and accepted the sources while attesting to their veracity, even though they have not undergone peer review. Combining all these elements produced the ideal circumstances for finishing this assignment.

In addition to this process, a detailed framework was necessary to clarify each item’s significance. The article’s aim is first mentioned, explaining the inquiry’s importance. The target audience and the investigation’s design and technique are then described, which aids in understanding the viewpoint used. The question is then synthesized to give the reader a general understanding of the subject. The framework also enables writing an analytical paragraph, elaborating on the summary, and further analyzing the inquiry.

Results

The utilized search engine (EBSCO Host) proved most beneficial for the selected sources of this investigation. Seven of the ten starts were very recent throughout this investigation, published between 2021 and 2022. The first article in the Literature Review, labeled “Role of Recreation Professionals in Equal Access to Athletes,” was published in 2021. It dealt with information stating that, from a very young age, female athletes are given fewer resources and facilities to develop their athletic prowess. The third source in the literature review (2021), labeled “Turkish Revolution Against Gender Inequality,” indicated how a social upheaval caused a revolution that intended to detain the objectification of female athletes. The fourth source in the literature review (2021), labeled “Gender Pay Inequality in Tennis,” described the difference in prizes and resources that female tennis players receive, alongside the coverage of their games in comparison. The fifth source in the literature review (2022), labeled “Stereotypes between Genders in Sports,” handled

the stereotypes that the younger generation has been implanted about women not belonging in the sports world, alongside appropriation of sports. The seventh source in the literature review (2022), labeled “Gender Inequality in Kenya’s Sports Management,” delineates the effect of media on female managers, which sexualizes and silences women in media to increase spectator interest. The ninth source in the literature review (2022), labeled “Gender Inequality in Table Tennis,” explains the restrictions placed on female coaches, specifically how rigorous the training process is for female coaches. Lastly, the tenth source in the literature review (2022), titled “Inequality in Women’s Basketball Leagues,” delineates the treatment of coaches on female players in Colombia and compares their situation to that of the WNBA.

Three of the ten sources were not recent throughout this investigation, as they were published between 2013 and 2017. The second article in the literature review, named “The Effect of Media on Gender Inequality,” was published in 2013, and it dealt with the impact that media has on female athletes, as media is used to silence and make women lesser athletes out of a subjective point of view. The sixth article in the literature review (2013), called “Gender Inequality in Polish Sports”, talks about policies that are in place for Polish athletes and leaders, which affect the representation of female leaders and patterns in their organization. The eighth article in the literature review (2017), labeled “South Africa’s Sports Management,” speaks on the presence of role models to inspire younger coaching positions and ways to balance their careers, such as keeping their personal life in check and ignoring the negativity given by the other gender in leadership positions.

During the early stages of the investigation, the main question was:

1. "Where and when has gender inequality been seen in sports?"
 - The section labeled “The Effect of Media on Gender Inequality” directly provided the necessary data to answer that question. This section explains that the use of media in today’s age has affected how women see themselves and how the public view women’s sports. The use of media can be used to objectify women and bring negative light that can ultimately lower the wages of female athletes. Alongside this section, sections including “Gender Inequality in South Africa’s Sports Management” and “Gender Inequality in Polish Sports” give us more insight into the specific countries where this problem can be seen.

As more evidence was gathered, one more question was generated to define further the variables of this investigation (sexualization, wage gap and WNBA):

2. "How is gender inequality in sports affecting women that are not athletes?"
 - The section labeled "Gender Inequality in South Africa's Sports Management" delineates how female managers and coaches in South Africa are treated with less compensation and less respect. As we can see in the present day, the female representation in the NBA for coaching positions is very slim, which further pushes the narrative in South Africa that women should not be in a position of power, regardless of the validity of that statement due to its subjectivity.

Such situation led to the final question:

3. "How does gender inequality prevail in international countries and how are female athletes treated?"
 - The "Turkish Revolution against Gender Inequality" section provided a simple yet effective answer to how gender inequality prevails in countries like Turkey. Turkey's revolution explains the credibility and respect women receive from their managers and government, alongside the unequal pay and recognition they receive compared to men. Female athletes are considered inferior and unworthy of representing their country in athletics.

Conclusion

The presented sources were able to elucidate the role that recreation professionals have in giving equal access to all athletes at a young age and the effect media has on the gender disparity in sports. Moreover, this investigation delineated Turkish Culture within women's athletics. Additionally, evidence was provided that there is a significant pay inequality in the world sector for tennis players. Notwithstanding this, further data supported the investigation by stating that stereotypes are prevalent between both genders due to the public view. The process revealed some limitations, which might be resolved by more research. Generally, it would have been beneficial if the sources could outline more information on the ongoing problem with wages and finding ways to help female athletes project their voices. Generally, the authorities presented a vignette on gender inequality in sports. For upcoming continuing research and data analysis, recommendations include securing more years of data and requesting more study resources. Ultimately, this investigation aimed to answer why there is gender inequality in sports and the specific reasons this is a growing problem. Sources converged to provide an answer, which is provided by smaller wages, the public perception of the athletes, and less access to equipment and opportunities. Most sources had better information on the international aspect of gender inequality and less quality information about specific leagues. For further research, a deep dive into American institutions will bring a greater context to the problem. For future research, the most beneficial way to approach an investigation about gender inequality in sports would be to do a field-research methodology where the investigator would be in the sports organizations, understanding and interpreting the environment around women.

Limitations

It was necessary to broaden the scope of the research issue for the study to be successful, which provided the optimal context for identifying the best answer. If the original study topic had not been changed, the essay might not have been as well written because it would have been challenging to respond. The presented information was not insightful about a specific female athlete's fight against gender inequality. Information that would have been beneficial to this investigation would be any information on proper solutions, specifically on a global scale, alongside a field study of the matter.

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