

# **Sport, Gender and Mega-Events**

# **Emerald Studies in Sport and Gender**

## **Series Editor**

Helen Jefferson Lenskyj, University of Toronto, Canada.

**Editorial Board:** Doug Booth, University of Otago, New Zealand; Jayne Caudwell, Bournemouth University, UK; Delia Douglas, University of British Columbia, Canada; Janice Forsyth, University of Western Ontario, Canada; Tara Magdalinski, Swinburne University of Technology, Australia; Jaime Schultz, Pennsylvania State University, USA; Heather Sykes, University of Toronto, Canada; Beccy Watson, Leeds Beckett University, UK.

*Emerald Studies in Sport and Gender* promotes research on two important and related areas within sport studies: women and gender. The concept of gender is included in the series title in order to problematize traditional binary thinking that classifies individuals as male or female, rather than looking at the full gender spectrum. In sport contexts, this is a particularly relevant and controversial issue, for example, in the case of transgender athletes and female athletes with hyperandrogenism. The concept of sport is interpreted broadly to include activities ranging from physical recreation to high-performance sport.

The interdisciplinary nature of the series will encompass social and cultural history and philosophy as well as sociological analyses of contemporary issues. Since any analysis of sport and gender has political implications and advocacy applications, learning from history is essential.

## **Previous Volumes**

*Running, Identity and Meaning: The Pursuit of Distinction through Sport* – Neil Baxter

*Gender, Athletes' Rights, and the Court of Arbitration for Sport* – Helen Lenskyj

## **Forthcoming Volumes**

*The Professionalisation of Women's Sport: Issues and Debates* – Ali Bowes and Alex Culvin

*Gender Equity in UK Sport Leadership and Governance* – Philippa Velija and Lucy Piggott

*Sport, Gender and Development: Intersections, Innovations and Future Trajectories* – Lyndsay Hayhurst, Holly Thorpe, and Megan Chawansky

*Women's Football in a Global, Professional Era* – Alex Culvin and Ali Bowes

# **Sport, Gender and Mega-Events**

EDITED BY

**KATHERINE DASHPER**

*Leeds Beckett University, UK*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2022

Copyright © 2022 by Emerald Publishing Limited

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83982-937-6 (Print)

ISBN: 978-1-83982-936-9 (Online)

ISBN: 978-1-83982-938-3 (Epub)



**ISOQAR**  
REGISTERED

Certificate Number 1985  
ISO 14001

ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.



INVESTOR IN PEOPLE

*For Frank Brady*

This page intentionally left blank

# Contents

List of Figures and Tables	<i>xi</i>
List of Abbreviations	<i>xiii</i>
About the Contributors	<i>xv</i>
Acknowledgements	<i>xvii</i>
<b>Chapter 1 Introduction: Sport, Gender and Mega-Events</b>	<b>1</b>
<i>Katherine Dashper</i>	
<b>Section 1: Problematizing Gendered Bodies and Behaviours</b>	
<b>Chapter 2 Sex Testing in Sport Mega-Events: Fairness and the Illusive Promise of Inclusive Policies – Situating Inter* and Trans* Athletes in Elite Sport</b>	<b>33</b>
<i>Anna Adlwarth</i>	
<b>Chapter 3 Ethical Relativism and Sport Mega-Event Gendered Discourses: Uneasiness towards the Dominant Play of Women in Sport</b>	<b>57</b>
<i>Lindsey Darvin and Ann Pegoraro</i>	

## Section 2: Masculinity, Sport and Mega-Events

- Chapter 4 Not Feeling So Mega, but Still Being a Mega Star: Exploring Male Elite Athletes' Mental Health Accounts from a Gendered Perspective** 73

*Charlie Smith*

- Chapter 5 Security, Locality and Aggressive Masculinity: Hooliganism and Nationalism at Football Mega-Events** 91

*Jonathan Sly*

- Chapter 6 The Formula One Paradox: Macho Male Racers and Ornamental Glamour 'Girls'** 113

*Damion Sturm*

## Section 3: Gender, Disruption and Transformation at Mega-Events

- Chapter 7 'Dare to Shine': Megan Rapinoe as the Rebellious Star of the FIFA Women's World Cup 2019** 133

*Riikka Turtiainen*

- Chapter 8 Who Owns the Ball? Gender (Dis)Order and the 2014 FIFA World Cup** 149

*Jorge Knijnik, Rohini Balram and Yoko Kanemasu*

- Chapter 9 I Gotta Feeling ... Let's Turn to the People! The 2018 Football World Cup in Russia** 163

*Katarzyna Raduszynska*

## Section 4: Gender, Sport and Mega-Events: Moving towards Equality?

- Chapter 10 Sport Mega-Events as Drivers of Gender Equality: Women's Football in Spain** 187

*Celia Valiente*

- Chapter 11 The Solheim Cup: Media Representations of Golf, Gender and National Identity** 201

*Ali Bowes and Niamh Kitching*



**Chapter 12 Flag before Gender Biases? The Case for National Identity Bolstering Women Athlete Visibility in Sports Mega-Events** 221  
*Andrew C. Billings and Patrick C. Gentile*

**Chapter 13 Conclusions: Sport, Gender and Mega-Events: Looking to the Future** 239  
*Katherine Dashper*

Index 247

This page intentionally left blank

## List of Figures and Tables

Figure 12.1.	Percentage of Women's Medals Won by Proportion of Received Clock-time.	232
Table 2.1.	Reviewed Articles by Themes.	41
Table 10.1.	Holders of Licences from the Royal Spanish Football Federation by Sex, 2009–2019.	191
Table 11.1.	Team Europe.	207
Table 11.2.	Team USA.	208
Table 12.1.	Clock-time for Women in the Summer Olympic Games (1996–2016).	229

This page intentionally left blank

## List of Abbreviations

ASA	Athletics South Africa
CAS	Court of Arbitration for Sport
ESIM	Elaborated Social Identity Model of crowd behaviour
FA	Football Association (UK)
FBOs	Football Banning Orders
FWC	Football World Cup – FIFA Men’s Football World Cup
IAAF	International Association of Athletics Federation, now World Athletics
IOC	International Olympic Committee
LET	Ladies European Tour (golf)
LPGA	Ladies Professional Golf Association
RCT	Role Congruity Theory
SRT	Social Role Theory
UEFA	Union of European Football Associations
USWNT	United States Women’s National Team (soccer)
WWC	Women’s World Cup – FIFA Women’s Football World Cup
WWGR	Women’s World Golf Rankings

This page intentionally left blank

## About the Contributors

**Anna Adlwarth** works at Nord University in Norway as a PhD researcher in sociology, where she is located in the research group Sport and Society. She holds a master's degree in Gender Studies from the University of Graz (Austria) and a master's degree in Applied Linguistics from the University of Vienna.

**Rohini Balram** is a PhD student at the school of Education at Western Sydney University (Australia). Her research interest concentrates on gender, race and ethnicity, minority groups, sports, identity and the Indo-Fijian Diaspora.

**Andrew C. Billings** is the Ronald Reagan Chair of Broadcasting and the Executive Director of the Alabama Program in Sports Communication in the Department of Journalism and Creative Media at the University of Alabama (USA).

**Ali Bowes** is a Senior Lecturer in Sociology of Sport at Nottingham Trent University. She completed her PhD at Loughborough University. Her published work focusses primarily on qualitative investigations on elite and/or professional female athletes and elite women's sport cultures, including self and mediated presentations, and considerations of national-level representation.

**Lindsey Darvin** is an Assistant Professor of Sport Management with the State University of New York (SUNY) College at Cortland. Her research examines sport industry gender equity, diversity, and inclusion rates while working to combat the underrepresentation of women leaders at the highest levels of sport competition and business.

**Katherine Dashper** is a Reader in the School of Events, Tourism and Hospitality Management at Leeds Beckett University, UK. Her research explores gender and identity in sport, leisure, and work. She also examines interspecies interactions in events, tourism and leisure. She has recently co-edited *Human, Horses and Events Management* (CABI, 2021).

**Patrick Gentile** is a Doctoral Student in Communication and Information Sciences at the University of Alabama (USA). His research interests include media perceptions of athletes based on race, ethnicity, nationality, gender, and language proficiency.

**Yoko Kanemasu** is an Associate Professor in Sociology at the University of the South Pacific. Her sport research centres around issues of power and domination. She has recently co-edited *Women, Sport and Exercise in the Asia-Pacific Region*:

*Domination, Resistance, Accommodation* (Routledge). Her other research interests include gender/sexuality, identity, migration and tourism.

**Niamh Kitching** is a Lecturer in Physical Education at Mary Immaculate College, University of Limerick. Her research interests include the sociology of sport and PE and gender and sport. Her published research focusses on female athletes and coaches and their presence, participation and presentation in sports and sports media.

**Jorge Knijnik** is an Associate Professor in the School of Education at Western Sydney University. He has recently published *The World Cup Chronicles: 31 Days that Rocked Brazil* (Fair Play publishing). He was recipient of the 'Building the Gender Equity' award presented by UN Women and the Brazilian Research Council.

**Ann Pegoraro** is the Lang Chair in Sport Management the University of Guelph and co-Director of EAlliance, the National Network for Research on Gender Equity in Canadian Sport. Her research examines the intersection of digital media and sport with a focus on gender and diversity.

**Katarzyna Raduszynska** is a theatre director, playwright and former actress. She is a multiple scholarship holder from Ministry of Culture and National Heritage in Poland and the Visegrad Fund. She is conducting a PhD at the Institute of Art of the Polish Academy of Sciences in Warsaw.

**Jonathan Sly** is a Lecturer in Sociology at Liverpool John Moores University. His research interests focus on contemporary manifestations of aggressive masculinity. This includes sports-related violence, subjective inter-personal violence and street culture in late-modern Britain, and the links between transgressive practices, social class and consumer culture.

**Charlie Smith** is an Associate Professor in Management and Organisation at the University of Leicester. Broadly, her research focusses on performance, well-being and individuals' lived experiences in work and sport. Being a keen Team GB amateur triathlete, she is acutely aware of the performative pressures of serious sport.

**Damion Sturm** is a Senior Lecturer in Sport Management at Massey University (Albany, New Zealand). With a specialisation in global media cultures (inclusive of sport, celebrity, fandom and events), his recent works are on the intersections of stardom, fan cultures, digital technologies, and sports as mega/media events.

**Riikka Turtiainen** is a Senior Lecturer and Adjunct Professor in Digital Culture at the University of Turku, Finland. Her research interests focus on sports and social media, particularly representations of female athletes. She has also studied digital embodiment and new aspects of exercise cultures and games.

**Celia Valiente** is a Professor of Sociology at the Department of Social Sciences of the Universidad Carlos III de Madrid, Spain. Her main research interests are the women's movement, gender-equality policies and gender in sports in Spain from a comparative perspective.



# Acknowledgements

Many individuals contribute to the successful realisation of a project like this. The idea for this collection came from series editor Helen Lenskyj, Professor Emerita at University of Toronto, and Helen Beddow at Emerald. I appreciate their belief in the project and support in bringing it to fruition. I also thank the wider team at Emerald for a smooth and professional process.

I am grateful to all the authors for their hard work and the quality of their contributions. My colleagues at the School of Events, Tourism and Hospitality Management at Leeds Beckett University have provided a supportive working environment and special mention goes to Tom Fletcher for helping with some chapter reviews.

On a personal note, I am grateful for the support of my family and friends. This book would never have been completed without Ian's constant encouragement and practical and emotional support and, in a time of home-working during the COVID-19 pandemic, my animal companions – Charlie, Brie and Ruthie – have been invaluable in providing friendship and escapism.