

Media and Gender

A CASE STUDY OF GENDER BALANCE IN
MEDIA COVERAGE OF RUGBY SEVENS:
JULY 2019 TO DECEMBER 2020.

April 2021



About the Study

This case study was published in April 2021 and used as part of media and stakeholder briefings leading up to the release of the first main report. It is a special release from a broader study of gender balance in all New Zealand sports coverage and the social media content of sports organisations. This represents Commitment 23 of Sport NZ's strategy for women and girls in sport and active recreation.

Data for this case study was collected over 14 months from July 2019 to December 2020, with a pause from March to end June 2020 due to the cancellation of sport during the initial COVID-19 lockdown. It is part of an overall data sample which represents one-third of sports coverage in New Zealand, randomly selected each day. This includes print, broadcast and internet at national and regional levels. It excludes match commentaries (broadcast and online) and interview shows not represented online.

This case study was selected because rugby sevens has a high media profile and is one of the sports with the most gender balanced media coverage. These competitions are also played at the same venues and with similar amounts of fixtures.



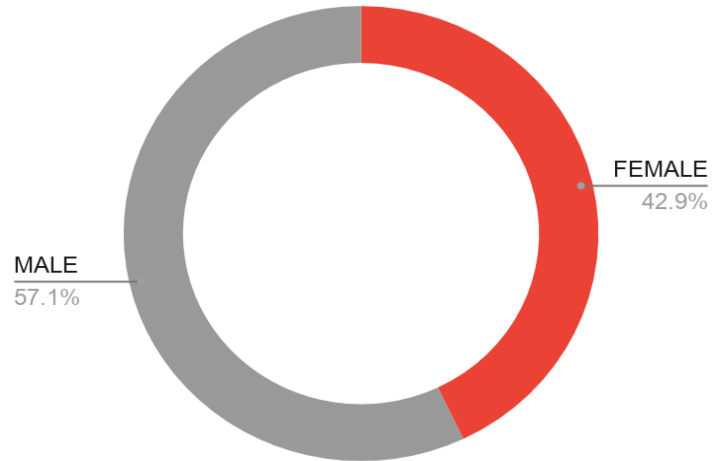
One of the Most Even Sports

Coverage of Rugby Sevens was among the most even in terms of gender split, with 42.9% female coverage compared to 15% in the overall study .

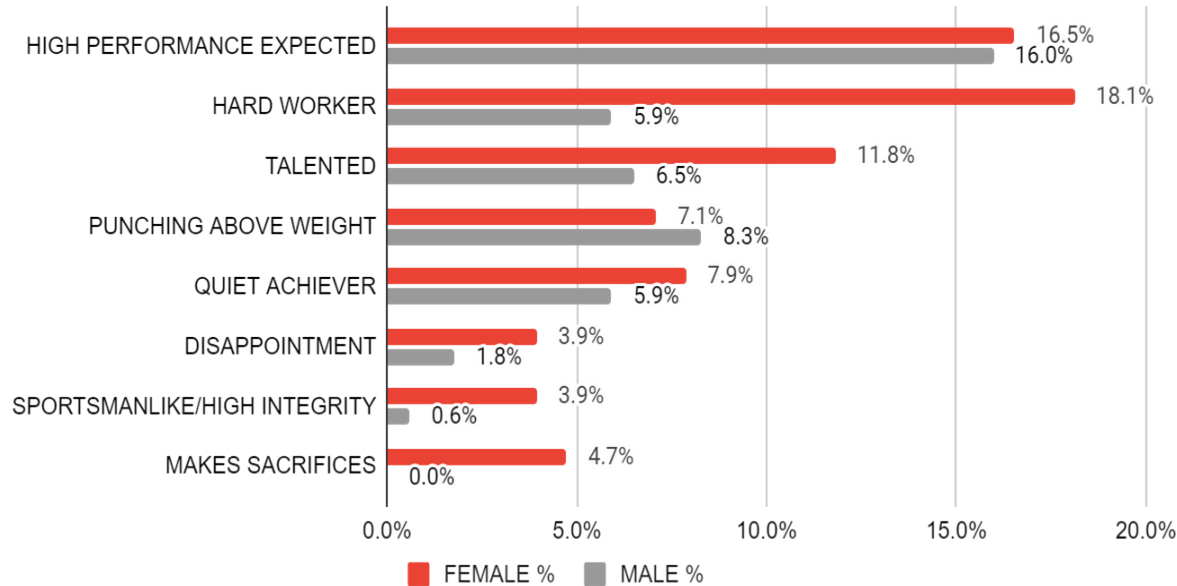
While the broad topics of discussion were fairly consistent across both genders, we saw a much stronger narrative around hard work, talent, integrity, and sacrifice for women rugby sevens players compared to men.

RUGBY SEVENS

Gender split %



Narratives



'Hard worker' and 'talented' have similar male scores but much higher female scores than in the overall study where these are:

Hard Worker

Male 5.31%

Female 9.00%

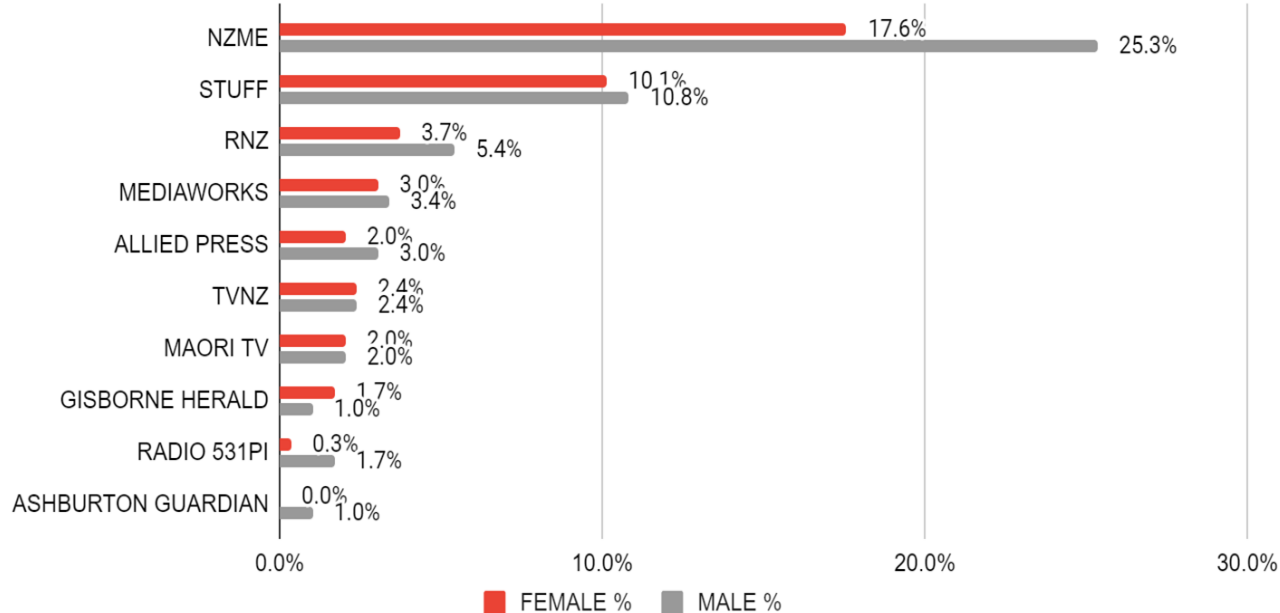
Talented

Male 6.43%

Female 8.70%

Media Network

% of total rugby sevens coverage



NZME dominates coverage but has the highest disparity in coverage of the men's and women's competitions.

Most other media are extremely well gender balanced.



For further information:

sportnz.org.nz/mediaanalysis