

Spring 2022

Integrating Objectification and Social Role Theories: A Proposed Framework for Analyzing Media Objectification of Female Athletes

Isabella Clemens
Gettysburg College

Follow this and additional works at: https://cupola.gettysburg.edu/student_scholarship



Part of the [Organizational Behavior and Theory Commons](#), [Sports Studies Commons](#), and the [Women's Studies Commons](#)

Share feedback about the accessibility of this item.

Recommended Citation

Clemens, Isabella, "Integrating Objectification and Social Role Theories: A Proposed Framework for Analyzing Media Objectification of Female Athletes" (2022). *Student Publications*. 992.
https://cupola.gettysburg.edu/student_scholarship/992

This open access student research paper is brought to you by The Cupola: Scholarship at Gettysburg College. It has been accepted for inclusion by an authorized administrator of The Cupola. For more information, please contact cupola@gettysburg.edu.

Integrating Objectification and Social Role Theories: A Proposed Framework for Analyzing Media Objectification of Female Athletes

Abstract

Despite the tremendous strides that women have taken in terms of their participation in sports the representation they receive from the media is still lacking. In addition, when they do receive media attention research has found that female professional athletes are more likely to be seen and focused on their appearance rather than their success and capabilities. This is a trend that has been persistent in the sports world. This paper will provide a review of the research by looking at two theories, the objectification theory, and the social role theory. These theories have helped explain the inequalities that women face due to society's constraints inflicted on them through gender norms and stereotypes. However, these theories also have their limits. Therefore, this paper will propose a theory, the Social Role Objectification Theory which will argue that the gender hierarchy and gender norms that exist in our society have enhanced the objectification of women, especially by the media.

Keywords

Objectification Theory, Social Role Theory, Social Role Objectification Theory, Media, Gender Differences

Disciplines

Organizational Behavior and Theory | Sports Studies | Women's Studies

Comments

Written for MGT 405: Advanced Topics in OS: Gender and Organizations

Creative Commons License



This work is licensed under a [Creative Commons Attribution-Noncommercial-Share Alike 4.0 License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

Integrating Objectification and Social Role Theories:

A Proposed Framework for Analyzing

Media Objectification of Female Athletes

Isabella G. Clemens

Gettysburg College

ABSTRACT:

Despite the tremendous strides that women have taken in terms of their participation in sports the representation they receive from the media is still lacking. In addition, when they do receive media attention research has found that female professional athletes are more likely to be seen and focused on their appearance rather than their success and capabilities. This is a trend that has been persistent in the sports world. This paper will provide a review of the research by looking at two theories, the objectivation theory, and the social role theory. These theories have helped explain the inequalities that women face due to society's constraints inflicted on them through gender norms and stereotypes. However, these theories also have their limits. Therefore, this paper will propose a theory, the Social Role Objectification Theory which will argue that the gender hierarchy and gender norms that exist in our society have enhanced the objectification of women, especially by the media.

Key Terms: Femininity, Masculinity, Gender Differences, Gender Stereotypes, Objectification Theory, Social Role Theory, Social Role Objectification Theory, Media

Integrating Objectification and Social Role Theories: A Proposed Framework for Analyzing
Media Objectification of Female Athletes

Introduction

Although the 20th century opened momentous doors and opportunities for female athletes due to the enactment of Title IX, issues such as objectification of women through the media due to gender stereotypes are a persistent issue. Title IX increased their ability to participate in all levels of sports as well as helped grow the representation of women in sports, however, achieving equality with their male counterparts remains a challenge. Women experience the “glass ceiling” effect in the sports world in terms of not being able to achieve advancement or feeling pressured to conform to gender stereotypes. The “Glass Ceiling” has been a common theme for women in the professional business world but can also be connected to women in sports. For women who seek athletic success from their physical appearance such as achieving muscle gain and or just being able to practice in the same sports as males, has been difficult (Jones & Greer, 2011). This is due to gender stereotypes that allude to the fact that women need to be thin and feminine. And when women do achieve success in sports they are ignored or even viewed critically. Females are underrepresented in sports media and suffer from a lack of respect or recognition for their achievements. These issues can be traced back to the fact that our society believes men have to be muscular, powerful, and competitive while women should be slender, polite, and beautiful (Jones & Greer, 2011).

To further exemplify this societal issue we can look back to how women had to fight for their ability to participate in sports. Women made their first debut in the Olympics after males had been competing for years. A platform as well recognized as the Olympics actually ignored women initially and then women had to fight for years to be able to compete in as many sports as

their male counterparts. This provided young girls with no platform to see females as role models in sports thus perpetuating the traditional gender roles that sports are a “male-dominated institution” (Subden, 2021). It is also interesting to see that when women did break into this “male-dominated institute” it came with strict guidelines, especially in terms of what they would wear. The “Skirt Theory” created a rule throughout the beginning of the twentieth century that it was only acceptable for women to play sports where they did not wear pants. Therefore women were subjected to only being able to play sports where they could wear full-length skirts since they had to represent femininity as well as respectability while performing (Cretaz, 2001). This also allowed men to not fear that women would abandon their feminist duties or challenge them in the sports world. This left women with a narrow group of sports such as golf, archery, and tennis to compete in. However, as time passed women started to fight this sexist dress code by shortening their skirts and allowing themselves more physical freedom to compete. This evolved to modern-day sports attire for women which is critically policed by modesty and subject to objectification. Women either need to cover up their entire body because of their appearance or reveal almost all of their body to get any attention from the media as well as be pleasurable for their male counterparts (Cretaz, 2001). As sports have become more televised, modesty in terms of women's dress code has been pushed aside. Being more revealing and sexy in their sports outfits allows women in sports more attention from the audience. This has led to the increase in women’s objectification in sports.

The objectification theory has been directly connected to the impact that media has on women athletes. Objectification of women through the media combined with social role theory which is enhanced by the stereotypical roles of men and women in our society has restricted females in the sports community. Not only has it limited women, but it has also led to

detrimental mental health issues and fewer advancement opportunities in the world of sports for women (Miller & Levy, 1996). These two theories explain why women not only experience unequal media attention since sports is a “male-dominated industry” but also why women who do receive media attention suffer if they do not fit into the gender “norm” by being constantly critiqued by the media to look perfect. It is important to understand and investigate the subject of the unequal position of women in sports since it has the potential to have a detrimental impact on young girls through the lens of these two theories. However, objectification theory, as well as social role theory, have a combined impact on these unequal perceptions. Therefore this paper will examine how both theories have influenced and restrained women athletes as well as critique the theories. This paper will address how society's views on gender differences have subjected women to fewer opportunities in terms of sports, their careers in sports, and to an increase in mental health issues due to stereotypes and objectification (Walker & Bopp, 2010). There is a window of opportunity to change these views through the media but to do so it is critical to understand why these perceptions exist.

Review of Theories:

Objectification Theory:

The objectification theory explicitly states that the media places women’s bodies and appearances at the forefront of their audience’s attention and therefore provokes women to feel anxious or ashamed of their bodies (Fredrickson & Roberts, 1997). This framework helps expose how our society forces females to think so critically and negatively about themselves and therefore has led to an increase in harmful body monitoring, shame, anxiety, eating disorders, and reduced opportunities for peak motivational states, especially for female athletes. This is an issue that has been promoted through the media for decades. Today in 2022 it is still a substantial

issue and female athletes are at higher risk for mental health issues than males due to the media targeting women for their bodies and being seen as sexual objects more than males (Fredrickson & Roberts, 1997).

The objectification faced by women in the media is extremely powerful. The framework of objectification theory has also been extended to include the self-objectification process. The self-objectification process entails how an individual reflects on their body appearance and then tries to control their body to comply with the cultural standards of attractiveness. This can be extremely negative especially when women feel forced to be attractive for the sake of the media (Moradi & Huang, 2008). The pathway of a woman experiencing the objectification theory starts with a socialization experience such as being sexually objectified through the media in terms of having to pose sexually, wear scandalous clothing, and be thin and or graceful which in turn makes them feel marginalized (Moradi, 2010). Then the self-objectification process starts when a female internalizes the dominant cultural standards of attractiveness and starts to body survey themselves usually in a harmful fashion. As a female starts to body shame herself it leads to greater anxiety, depression, possible eating disorders, and dissociation from herself. It is important to address that this process can also happen to men however due to the way the media objectifies women it is more common for females (Moradi, 2010).

Objectification theory was proposed in 1997 and it took until the later 2000s for it to be researched more in-depth in terms of objectification theory and individuals' experiences as well as how one internalizes cultural norms of attractiveness linked to body shame and anxiety. It is generally supported that different cultures and ethnicities internalize objectification differently due to cultural norms. However, this research is still lacking in terms of how and to what extent it differs (Moradi & Huang, 2008).

Research conducted by Harrison and Fredrickson in 2003 looked at 426 adolescent females aged 10-20 to examine how women's participation in sports increased with the passing of Title IX but also encouraged the “thin-ideal” through mass media. The “thin ideal” is the concept that the female's body should be slim, with a small waist and little body fat (Harrison & Fredrickson, 2003). This reinforces gender norms that females have to be feminine, delicate, and girly while playing sports to enter the male-dominated sports world (Cunningham & Sagas, 2007). The “thin ideal” has been applied to televised media, fitness magazines, and newspapers. Even though these sources do not explicitly promote the “thin ideal” they convey the message to large audiences that to be on the cover or to be featured thinness is desired (Harrison & Fredrickson, 2003). In 2000 Harrison wanted to increase research on girls in Australia who experienced negative body images due to watching females in sports on news networks (Tiggemann & Pickering, 1996). He conducted research in the US on 12th-grade girls and also found that regular exposure to sports magazines and news showed a positive correlation with body dissatisfaction. This all led to Harrison and Fredrickson's more recent research that exposed how the top TV programs and magazines increased the pressure for females to be thin while also objectifying and ignoring individuals who did not fall into that category. It is extremely important to look at how sneaky and discrete media can be by promoting images that influence the audience so negatively (Harrison & Fredrickson, 2003). This research illustrates how objectification theory can predict that media messages can persuade and manipulate audiences to develop negative feelings about themselves. Especially when sports media perceive women as “other” through commentary that constructs and encourages gender roles by strictly differentiating women's sports from males and in turn infantilizing women. This creates a

dangerous cycle through objectification theory for young girls trying to compete in sports as equals to their male counterparts.

Critique of Objectification Theory & Future Research:

Although there is direct support that objectification theory is influenced and enhanced by the media's negative impact on female athletes, the theory still lacks data to address how it affects races and cultures differently. In addition, there is inadequate data as to how to combat objectification theory since it persists as a prominent issue in 2022. Research suggests that promoting women who are “less lean” in sports media may have the potential to be a form of therapy to combat the negative effects of media (Harrison & Fredrickson, 2003). In addition, a positive influence could be having a role model that challenges the stereotype of female athletes, such as a mother who encourages her daughter to participate in sports or a media figure who goes against the norm. Both are possible means to help empower women in sports but it is also important to simply be aware of the negative impact of media and the inequalities faced by women. Lastly, the objectification theory is very individualized. It focuses on one's self-objectification experiences and how one internalizes their appearance. It does not address other perspectives such as a third-person perspective or even how female groups or teams may react differently to self-objection. This could be because they have a larger support system than female athletes who participate in sports that are more individual-focused. For example, would an individual female tennis player have a different experience with objectification theory than a women's basketball team (Karsay et al., 2018)? These critiques would be good avenues for future research on objection theory since female participation in sports is going to continue to grow and sexual objection of females through the media needs to be stopped.

Social Role Theory:

The objectification of women in the athletic industry is enabled as well as enforced by social expectations that men are primary dominant members of society and women are secondary due to biological features. These social expectations deem women weaker due to biological differences, therefore, making it harder for them to achieve equality in the sports world and opening doors for them to be objectified and challenged when they do. A direct theory that is applied to this is the social role theory. The social role theory addresses that behavioral sex differences come from different social roles of women and males, especially regarding the division of labor (Harrison & Lynch, 2005). Men are more likely to fulfill tasks that require strength, dominance, and the ability to be away from home. On the other hand, women are primarily responsible for being at home to complete routines related to children as well as more delicate tasks. This, therefore, reinforces different behaviors and expectations in society and directly connects to sports since society has attributed these gender-based roles to athletics. Males should be competitive and aggressive on the sports field and women should be at home taking care of the domestic sphere. This makes it hard for women to identify as an athlete due to biological challenges and society's expectations (Harrison & Lynch, 2005). Social role theory has become an increasingly large issue with the influence media has on it in terms of creating boundaries for women through the perceptions ingrained in society and reinforced by media.

The social role theory has led female athletes to experience a sense of conflict between personal gender values and society's expectations of femininity. It also can lead to gender role conflict which is a psychological state in which socialized gender roles have negative consequences for individuals due to rigid and restricted gender roles based on social norms (Miller & Levy, 1996). This directly connects to how objectification theory negatively impacts

female athletes as well as how society has created boundaries impeding women's success in athletics due to their gender.

Social Role theory also contributes to what sports women "should" play (Harrison & Lynch, 2005). Women tend to stick to more feminine and gentle sports such as gymnastics or figure skating because they are graceful and the femininity of the sport is visually pleasing. Males are more likely to engage in more aggressive sports such as rugby and football. It is important to address that there has been increased cross-over in terms of females participating in more males sports but it does not get nearly enough attention, especially from the media (Harrison & Lynch, 2005).

According to research conducted by Vikki Kane in 2001 while women have started to resist, challenge, and transform expectations of femininity in the sports world, it was found that engaging in sports can be empowering but can also be very disempowering. This is due to the strict demeanor that women are supposed to abide by on and off the field. More especially the disempowerment came from decreased media attention and endorsements, verbal harassment by fans, and maltreatment from coaches (Krane, 2001). The study also found that traditional expectations focusing on appearance and exhibiting femininity through sports are maintained by society's attitudes toward athletic women. Women are forced to learn to find a balance between femininity and athleticism to be accepted by society as well as to even be considered to be represented by the media (Krane, 2001). The underlying message that the media produces is that for females to be socially accepted they need to protect this "image" of femininity which also opens opportunities that perpetuate sexist and heterosexual discrimination. It can also lead to many sportswomen emphasizing feminine characteristics to avoid prejudice thus reinforcing traditional sports gender roles. Women who struggle to find the balance between being a female

athlete and also fulfilling their female gender role often suffer body insecurity issues and other mental health issues (Paloian, 2022). This concept of social role theory is instilled in our society's culture starting at the birth of an individual. Each culture may have a different exact definition for gender roles but they all seem to carry heavyweight and power in society in terms of building gender norms and standards and the increase in media representation of sports has only enhanced these norms.

It is also important to look at social role theory in terms of female athletes and how they face inequalities not only by being underrepresented in the media but also in terms of their paycheck. Female athletes have notoriously been paid significantly less than their male counterparts. This is not only because of their lack of media attention which creates a pay gap but also due to social roles that imply women should not have professional careers in sports. Recently the US soccer team stood up and filed a gender discrimination lawsuit where the players fought for larger paychecks since they played more games than the men's team and also won more games but were paid significantly less (Das, 2019). The lack of equal pay in turn affected their health since their treatment, facilities, and coaching were worse off compared to the males. The general counsel of the National Women's Law Center in Washington, Neena Chaudhry stated:

There are the same kinds of arguments and claims that we still see at every level of education for women and girls... it is, unfortunately, a sad continuation of the way that women and girls in sports are treated in the US (para. 19).

The US Women's soccer team movement to enforce change in the sports world is extremely impactful because it shows their willingness to leverage their profiles which are enormous to the cause of equalizing sports for women. This also helps young girls have role models in the sports

industry who challenge the social role theory and gender stereotypes so that they feel empowered to follow their dreams in the sports world. The lawsuit began in 2016 with much of the movement and court cases happening in 2019 but only settled in 2022. The fact that it took six years to reach a settlement that would help women's abilities and opportunities in sports is extremely upsetting and concerning (Treisman, 2022). It shows the power of social roles and gender stereotypes as well as how the media has influenced them by making it extremely challenging for women to gain the respect and recognition they deserve in their professional careers.

Critique of Social Role Theory & Future Research

Despite social role theory's strict threshold over gender norms, some critiques of social role theory are that it focuses too much on females' and males' biological sex and too little on how society influences perceptions of males and females to enhance the social role theory. While this does have direct effects on females' ability to gain the same muscle mass as males as well as density it does not mean that the media should treat females differently than males. The idea that females and males are biologically different is true but often too relied upon as an excuse for the media to enforce the perception that females should not be competing in sports as males are. In 1992 Kane and Parker described how a successful female athlete was shown in the paper with her baby, therefore, symbolizing her domestic traits and how she is "different" from male athletes (Kane & Parks, 1992). This focused on her biological achievements over her sports achievements. The social role theory is almost a crutch for the media as well as society to devalue and disempower women. The biological differences between males and females will remain the same however the perception and societal gender stereotypes should not be constructed due to one's sex.

There should be less of a focus on what bodies should do biologically and more focus on what they do. With increasing gender diversity in an organization especially in sports, it is important to not only advocate for gender equality which means focusing less on biological differences but also working to change negative stereotypes about women being lesser than males (Dworkin, 2001). On the other hand, social role theory reifies ideologies into concrete entities. Therefore placing greater emphasis on social conformity is also going to be challenged due to more individuals dealing with gender identity conflicts and not falling into a set female or male stereotype. Future research, as well as media, will have to encompass these changing dynamics in society and focus more on women's accomplishments and achievements and less on their biological sex differences.

Proposed Theory:

Social Role Objectification Theory:

This paper will combine the objectification theory and the social role theory into one theory called social role objectification theory which argues that women are increasingly objectified by the media as well as a society based on social role theory. More clearly stating the social role theory enhances the objectification theory. Due to the patriarchal society that we live in, the ability for women to be objectified due to their appearance as well as to be devalued, sexualized, and demeaned while males do not face the same opposition has been a persistent theme for centuries. With the rise of media and the social role theory focusing on biological influences, women are objectified instead of being acknowledged for what they are capable of doing. They are made to feel “less than” or “other than” enforcing a gender hierarchy and male supremacy. Males can run faster, jump higher, and lift more than females due to their biological differences and that is why the sports world should be male-dominated and females should focus

on a more domestic, gentle role (Kane & Parks, 1992). While this paper focuses on the inequalities and lack of media representations of women it is critical to address how society has imposed the social role theory on women's ability to achieve success in their careers and sports while also promoting the objectification of women.

The slow progression of women's ability to have equity at the same level as males in professional sports can be attributed to the social role objectification theory since women have been subjected to extreme discrimination verbally, physically in terms of sexual harassment and lack of media coverage unless they fit the "ideal" image. Akilah Cart- Franzzuiq, the executive director of the Institute for the Study of Sport, Society and Social Change at San Jose State University stated:

There are those societal expectations that fall in line with gender norms that are couched in patriarchy as to how women should present themselves... From hair to makeup to clothing, to how tight [or loose] the clothing is, to the colors... so that they can be more in line with this notion of girlhood, of womanhood, of what is deemed femininity (para. 11).

This statement distinctly outlines the argument of this paper's proposed theory in terms of the social role theory magnifying the objectification of women through their appearance.

Media is one of the most influential forms of communication in today's society in terms of gender values and also narratives. However, it has also subjected women to being targets for their bodies which has led to mental health issues and opened doors for sexual harassment among women athletes in the male-dominated world of elite sports. Research conducted by interviewing women in the sports world with male coaches found that two-thirds of women experience sexual harassment as well as gender harassment such as sexual imposition, womanizing behaviors, and recurring themes of overtrusting their male coach (Krauchek &

Ranson, 1999). Social role theory has given males this control through gender hierarchy which permits women to be objectified since they often lack the confidence to ask males to stop their behavior. When women do try to resist inappropriate behavior they are challenged, or become numb to the harassment due to the gender hierarchy society has put in place. The physical pressure put on female athletes to be this “ideal” looking woman with the perfect body while trying to also promote their athletic accomplishment is a battle that female athletes have been fighting for years and leads to a culture that objectifies the female body and encourages persuasive problems of body image. The continued sexualization not only affects the athletes themselves but also the female viewers who are discouraged by how women in sports are represented by the media. The social role objectification theory enhances both theories. It takes the historical background and justifications of both and connects them to more current research and issues. It also elaborates on these theories in terms of the impact the media has on our society. This proposed theory also alludes to how there have been changes in terms of women being more accepted in the sports world through the Title IX law, however, there are still extreme matters and inequalities that women face while trying to succeed in sports.

This proposed theory challenges objectification theory's individualist focus by connecting it to society more through the combination of the social role theory. In addition, it could be applied and researched across different races and ethnicities due to the generalizability of social role theory focusing on biological differences between males and females and then looking at the objectification of individuals, specifically athletes. Further research could also investigate how the social role objectification theory will be challenged or supported as people do not fall into the two gendered categories as much.

Conclusion:

Despite the tremendous strides women have made for themselves in the sports world, research shows that women's presence in media is still lacking and change is necessary to increase the participation of young girls as well as empower women to feel comfortable breaking gender boundaries. Objectification theory, social role theory, and the social role objectification theory expose the injustices that women face due to society's misconception that there need to be these strict gender roles and if they are challenged it is okay to objectify women. The media is extremely impactful. Changing the media narrative to focus more on women's success in sports and less on their gender and bodies will have tremendous benefits. It will allow for the development of female role models for future generations. A changed emphasis on the media narrative can also help diminish the negative thoughts and attitudes women create about themselves in response to objectification. An enhanced media perspective could also challenge society to reflect on the unequal norms and standards we have created and break the "glass ceiling" that limits women in their professional careers. Females are no less capable than males to be great athletes and that needs to be the subject of more media attention.

References

- Cretaz, B. de la (2001, November 29). Serena Williams's tennis outfits defy the sexist, racist norms female athletes face. *ELLE*. Retrieved April 19, 2022, from <https://www.elle.com/culture/a22843150/serena-williamss-tennis-outfits-defy-the-sexist-racist-norms-female-athletes-face/>
- Cunningham, & Sagas, M. (2007). Gender and sex diversity in sports organizations: Introduction to a special issue. *Sex Roles*, 58 (1-2), 3-9. <https://doi.org/10.1007/s11199-007-9360-8>
- Dworkin. (2001). "Holding Back:" Negotiating a glass ceiling on women's muscular strength. *Sociological Perspectives*, 44(3), 333–350. <https://doi.org/10.1525/sop.2001.44.3.333>
- Das, A. (2019, March 8). *U.S. women's soccer team sues U.S. Soccer for Gender Discrimination*. The New York Times. Retrieved April 19, 2022, from <https://www.nytimes.com/2019/03/08/sports/womens-soccer-team-lawsuit-gender-discrimination.html>
- Fredrickson, Roberts, T.-A., Noll, S. M., Quinn, D. M., & Twenge, J. M. (1998). That swimsuit becomes you: Sex differences in self-objectification, restrained eating, and math performance. *Journal of Personality and Social Psychology*, 75(1), 269–284. <https://doi.org/10.1037/0022-3514.75.1.269>
- Harrison, & Fredrickson, B. L. (2003). Women's Sports Media, Self-Objectification, and Mental Health in Black and White Adolescent Females. *Journal of Communication*, 53(2), 216–232. <https://doi.org/10.1111/j.1460-2466.2003.tb02587.x>
- Harrison, & Lynch, A. B. (2005). Social role theory and the perceived gender role orientation of athletes. *Sex Roles*, 52(3), 227–236. <https://doi.org/10.1007/s11199-005-1297-1>

- Jones, & Greer, J. (2011). You don't look like an athlete: The effects of feminine appearance on audience perceptions of female athletes and women's sports. *Journal of Sport Behavior*, 34(4), 358–377.
- Kane, & Parks, J. B. (1992). The Social Construction of Gender Difference and Hierarchy in Sport Journalism — Few New Twists on Very Old Themes. *Women in Sport & Physical Activity Journal*, 1(1), 49–83. <https://doi.org/10.1123/wspaj.1.1.49>
- Karsay, Knoll, J., & Matthes, J. (2018). Sexualizing media use and self-objectification: A meta-analysis. *Psychology of Women Quarterly*, 42(1), 9–28.
<https://doi.org/10.1177/0361684317743019>
- Krane, V. (2001). We Can Be Athletic and Feminine, But Do We Want To? Challenging Hegemonic Femininity in Women's Sport. *Null*, 53(1), 115-133.
<https://10.1080/00336297.2001.10491733>
- Kraucke, & Ranson, G. (1999). Playing by the rules of the game: Women's experiences and perceptions of sexual harassment in sport. *The Canadian Review of Sociology*, 36(4), 585-600. <https://doi.org/10.1111/j.1755-618X.1999.tb00965.x>
- Miller, & Levy, G. D. (1996). Gender role conflict, gender-typed characteristics, self-concepts, and sport socialization in female athletes and nonathletes. *Sex Roles*, 35(1-2), 111–122. <https://doi.org/10.1007/BF01548178>
- Moradi, & Huang, Y.-P. (2008). Objectification theory and psychology of women: A decade of advances and future directions. *Psychology of Women Quarterly*, 32(4), 377–398.
<https://doi.org/10.1111/j.1471-6402.2008.00452.x>

- Moradi. (2010). Addressing gender and cultural diversity in body image: Objectification theory as a framework for integrating theories and grounding research. *Sex Roles*, 63(1-2), 138–148. <https://doi.org/10.1007/s11199-010-9824-0>
- Paloian, A. (2022). *The Female/Athlete Paradox: Managing Traditional Views of Masculinity and Femininity*. Applied Psychology OPUS. Retrieved April 19, 2022, from https://wp.nyu.edu/steinhardt-appsych_opus/the-femaleathlete-paradox-managing-traditional-views-of-masculinity-and-femininity/
- Pruitt-Young, S (2021, July 23). *The sexualization of women in sports extends even to what they wear*. NPR. Retrieved April 20, 2022, from <https://www.npr.org/2021/07/23/1019343453/women-sports-sexualization-uniforms-problem>
- Subden, E. (2021, July 23). *Sport: A reinforcer of gender norms or a force for change?* Align Platform. Retrieved April 19, 2022, from <https://www.alignplatform.org/resources/sport-reinforcer-gender-norms-or-force-change>
- Tiggemann, & Pickering, A. S. (1996). Role of television in adolescent women's body dissatisfaction and drive for thinness. *The International Journal of Eating Disorders*, 20(2), 199–203. [https://doi.org/10.1002/\(SICI\)1098-108X\(199609\)20:2<199::AID-EAT11>3.0.CO;2-Z](https://doi.org/10.1002/(SICI)1098-108X(199609)20:2<199::AID-EAT11>3.0.CO;2-Z)
- Treisman, R. (2022, February 22). *The U.S. National Women's soccer team wins \$24 million in Equal Pay Settlement*. NPR. Retrieved April 19, 2022, from <https://www.npr.org/2022/02/22/1082272202/women-soccer-contracts-equal-pay-settlement-uswnt>

Walker, & Bopp, T. (2010). The underrepresentation of women in the male-dominated sport workplace: perspectives of female coaches. *Journal of Workplace Rights : JWR*, 15(1), 47–64.