7C Scott Waltemyer, Texas A & M University; Trevor Bopp, University of Florida & Aaron Clopton, University of Kansas
“A Sign of the Times: Media Coverage of Deviance in Sport”

In today’s media-driven society, attention paid to deviant behavior is constant and ever present, and the world of sport is no different. Whether it be television, the internet, or mobile device, sport-related news outlets are likely to have attention-grabbing headlines centered on the deviant behavior(s) of athletes, sport organizations and athletic administrators. As such, deviant behavior has garnered a good deal of research in both sport (e.g. Coakley, 2015; Woods, 2011) and media literature (Young, 1986), suggesting that as reports of deviant behavior increase, so too does the subsequent social reaction and interest that manifests. In 2014, a Media Insight Project found that 70% of Americans got their news from the Internet, rendering it a media outlet that impacts society with a staggering influence on that which is most salient (Flanagin & Metzger, 2001). However, little research has explored the relationship between sport, deviance, and Internet coverage. Based on previous research examining Internet coverage of deviant behavior in sport (Waltemyer, Sosa, & Clopton, 2007), this study examines current Internet coverage of deviance in sport and compares it to 10 years ago. Findings from this study will have particular significance in the overall understanding of society’s fascination with deviance and sport.

7C Sam Belkin, Lake Erie College
“Swag: Tattoos, Identity, & Performance among Professional & Collegiate Basketball Players”

Dennis Rodman, the quintessential example of deviant behavior as a player in professional basketball, fast tracked the normalization of tattoos in the National Basketball Association. Still considered deviant behavior in Western societies, the prominence of highly visible tattoos in the NBA and collegiate basketball world has been growing rapidly. In this presentation, I will discuss how professional and collegiate basketball players perceive tattoos in regard to identity and performance. I will also explain how tattoos act as a channel for nonverbal communication in this population. Through these two topics, players advertently or inadvertently address the interplay of deviance and identity, how deviance situates social groups, the commodified body, and the performance of masculinity. With the increased visual media presence of players through social media, smart phones, the internet, and other forms of technology, the necessity of understanding what role tattoos have among the players cannot be understated. Beyond the academic implications, this topic could also have an importance to the applied work of coaches, professional and collegiate team administrators, and fans.

7C Ian Stonaker, Fort Lewis College & Emily Houghton, Fort Lewis College
“Examination of Media Coverage of FIFA Corruption”

The following study examined how different media outlets depicted the recent FIFA (Federation Internationale de Football Association) scandals surrounding Sepp Blatter. A content analysis was used to examine 50 articles published from 2015-2016 written about the FIFA scandal by major international media outlets such as The British Broadcasting Network (BBC), Entertainment and Sports Programing Network (ESPN), and USA Today. Preliminary results indicate a negative view of FIFA as a corrupt organization headed by the previously untouchable Sepp Blatter. Another theme that emerged was the perception that the United States overstepped their authority in arresting FIFA officials. According to framing theory, the way these media outlets cover the FIFA scandals can have a strong influence on how sport media consumers’ views corruption within FIFA and the role of the United States in the investigation.

7C Tanujit Dey, Independent Scholar & Robert Case, Old Dominion University
Sport scholars have studied the problems and issues associated with college athletic programs for over 100 years. Many of the problems affecting college athletics have been described in the reports of special committees and commissions (e.g., Carnegie Commission, 1929, Knight Commission, 1991, 2001, 2010) as well as sport sociology textbooks, best selling books, academic journals, and scholarly research efforts. A recent academic and athletic program scandal and investigative report at the University of North Carolina suggests that several of the traditional problems involving college athletics still exist with some problems taking on new dimensions. The purpose of this case study is to examine the facts and root causes of the University of North Carolina academic/athletic scandal in order to better understand the problems and issues that were identified as a result of the investigation into the scandal. The root causes of the University of North Carolina issues will be discussed along with potential possible long-term solutions to the problems.