ABSTRACT

Poor portrayal and perception of female athletes has a host of negative outcomes, such as objectification of women (Daniels, 2009) and negative reader judgment of female athletes (Knight & Giuliano, 2001). This study examines whether the gender of the sportswriter and reader affect the perception of female athletes (in terms of athleticism, respectability and interest in the sport). No significant interaction was found between sportswriter and reader gender, but a main effect was found for reader gender wherein women tend to think more highly of the athleticism and respectability of female athletes. Women were also more likely to view the sportswriter as credible, and higher credibility was positively correlated with perceptions of the athlete’s athleticism and respectability.