

**PLEASING A CROWD:**  
**How social media and the sports entertainment industry has affected sports journalism**

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**ABSTRACT**

The world of social media and sports entertainment is a fast, ever-changing world. Sports journalists, as a result, have had to make radical changes in not only the style at which they report the news, but the actual news they report. For sports media, the underlying question is: , How has social media and the sports entertainment industry changed the way that writers, beat reporters, and editors create sports journalism? To complete this research, I spoke to seven sports journalists from six publications about how the evolution of social media and the sports entertainment industry has affected the content they produce. This project resulted in some informed reflections about the future of sports journalism as well as best practices for newer content creators who are going into the sports media landscape.