

Media research and Kinesiology

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With an assist to
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Characteristics of the new media

- Print media: words & images printed on paper
 - Newspapers, magazines & fanzines, books, catalogues, event programs, trading cards
- Electronic media: words, commentary, & images we receive through audio and/or video devices
 - Radio, television, film, video games, the internet and computer publications
- "New media": Conglomeration of e-outlets; computer enhanced communication, but with infusion of old media used in new ways and contexts
- **Remember, media are a major social institution and according to many theorists THE biggest socialization mechanism in US society (part of rationale for doing this work...)**

Characteristics of the new media

- Extend and radically change (potentially) our connections with the world
- Are not limited to sequential programming
- Enable each of us to be the "editors" of our own media experiences, if we wish
- Give us the potential to create our own sport realities and experiences as spectators and virtual athletes
 - Young people now re-present their own sports in media forms.
 - Fantasy leagues change media experiences related to sports.

The Media Provide:

- *Information*
- *Interpretation*
- *Entertainment*
- In doing so, and as a major social institution, they work to select what we see and how we see it, and thus help construct our sporting realities

Media and Power


- As corporate control of media has increased & become more concentrated, media content emphasizes the following as natural and necessary:
 - Consumerism
 - Individualism
 - Competition
 - Class inequality
- Though there are over 25,000 media outlets, and far more if we count internet sites, less than 30 companies control approximately 50% of the industry! (see sheet)
- *My note: This is why alt. sources are SO vital!*
- *Main point for 250: Investigation of values and public discourse is often an aim of media analysis research!*

Hold on ...
Note on "convergence culture" (Jenkins, 2006)

- Definition: *an emerging pattern of relations bringing together entertainment, advertising, brands, and consumers in creative and often surprising ways*
- 1. **Transmedia Entertainment** describes flow of *stories, images, characters, and information* across various media platforms
- 2. **Participatory Culture** describes new ways consumers interact with media content, media producers, & each other]
 - 1. Consumers are active participants, shaping the creation, circulation, and interpretation of media content.
- 3. **Experiential Marketing** refers to key ways to capitalize on participatory culture and a transmediated media environment
 - Developing novel brand extensions and strategies that play out across multiple media channels enhances consumer identification with both products and brands



convergence culture (cont.)



"Bert is Evil" (2001)
Anti-American
Islamic protest in
Bangladesh
featured Bert from
Sesame Street
positioned
alongside Osama
bin Laden

How do you research the media?

Very general commonalities in content media analysis

- Data (sound, video, text) are collected
 - made into text (notes, transcripts, etc.)
 - Configured in tentative categories/types
- Codes are developed, either *analytically* or *inductively applied*
 - Codes are attached/noted in texts
- Materials are then sorted by these codes, which become emerging themes
- Negative cases taken into consideration
- Identified patterns are considered in light of *previous research and theories*
 - Small set of generalizations established

Quantitative or qualitative content analysis?

- Silverman (1993) & others state that it should be objective and thoroughly systematic
- But what about character of the data? Do we lose something by reducing everything to #s? (Silk, 2007)
 - Manifest vs latent content
 - Present and obvious vs. meanings and symbolism of data
- Most researchers now use a blending of the two (e.g., Butryn & Walton, 2008)
 - Latent meanings should be corroborated by other sources, or read through theory

Critical Media Analysis (Birrell & McDonald, 2000)

- Some overlap with content analysis
- Emerged in the early 1990s via Cultural Studies
 - Concerned mainly with media "representations"
 - *Who covered, how, and why?...and who is not?*
 - Viewing social figures & phenomena as "text" to be "read"
 - Sport stars...MANY examples
 - Usually relate to race, class, gender, sexual orientation, age, etc
 - So, what does X mean? How does it relate to power?
 - May or may not quantify, but texts which are analyzed are generally stated in methods
 - Butryn & Masucci, 2007: MMA/UFC newspaper study (@800 major, regional, & local papers/500 wds)

Ideas across KIN subdisciplines?

- AT in popular media?
- Issues related to sport management?
- Diet & exercise?
- Lots of things related to sport, bodies, identity issues...

Examples from SJSU KIN!

1. Analysis of Letsrun.com message boards as community for older runners (Aaron Jacobson, 2006)
2. Critical analysis of the "femme fatale" in athlete-non-athlete celebrity couples (Lindsey Eliopolis)
3. An analysis of the media production of Barry Bonds during the Balco scandal (Robert Wright)
4. *A critical analysis of professional athletes' views of the 2008 presidential election (Julie Roth)
5. Evaluation of exercise and pregnancy related websites (Christian Mayor)

The Ethics of Research

➤ The "Seven Areas of Scientific Dishonesty"

1. **Plagiarism:** "using the ideas, writings, or drawings of others as your own" (p. 73). Must be vigilant. Must appropriately reference materials (APA). Circulate your manuscripts and ideas to others in the field.
2. **Fabrication & Falsification:** Making up research. Tempting as it may be, it is not permissible. Careful about interpretations of others' work as well
3. **Nonpublication of Data:** Some data are not included because they skew you results. Include "outlier" data! For qualitative work, this emergent data is often very rewarding for your project.

Seven Areas (continued...)

4. **Faulty Data-Gathering Procedures:** Malfunctioning of equipment, inaccurate interview transcripts, failure to follow human subjects guidelines, continuing to use subjects that do not meet the requirement of research.
5. **Poor Data Storage and Retention:** Store as originally recorded, audio cassettes, video tapes, etc.
6. **Misleading Authorship:** Joint research projects. Usually listed in order of contribution. Politics!!
7. **Unacceptable Publication Practices:** Dual publications. Can not submit the same study twice! May be reprinted with author/publication permission but not as discreet research.

Ethical Codes Specific to Qualitative Research (from Glesne)

- Research subjects should have enough info to make an informed decision
- Research subjects should be able to withdraw at any point
- There should be no unnecessary risk to the research subject
- Benefits to the subject and or community outweigh the risks
- Experiments should ONLY be conducted by qualified investigators
- Follow University IRB (Human Subjects) Guidelines

Informed Consent

- Establishes a more equitable relationship between researcher and participant
- Should include:
 - Participation is voluntary
 - Participant may freely withdraw from study
 - Made aware of any parts of the research that may affect participants well-being

Other Issues...

- Do not exploit participants!
- What do you do with certain knowledge?
- How to/Whether to advocate on behalf of participants.
- But they are my friend...Must be responsible with information. Qualitative research is buttressed by respect and trust. How do you use information gleaned from a friendship v. research?
