

科技部補助專題研究計畫成果報告 期末報告

探討社交媒體再製運動性別刻板印象之研究

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中華民國 108 年 10 月 21 日

中文摘要：隨著資訊傳播科技的精進，不僅對人類的行為產生變化，同時也對企業或非營利組織的價值形成與傳播方式產生巨大的改變。有別於傳統媒體一再複製與宣傳既有性別價值，在Web 2.0建構下的社交網絡媒體（如：臉書運動粉絲團）賦權於消費者參與/涉入運動賽事，表達意見、宣揚價值，更甚者點燃口碑傳遞鏈效益，潛在消除傳統性別烙印或被傳統媒體複製的運動性別刻板印象。本計畫以「探討社交媒體再製運動性別刻板印象之研究」為題，深入探討上述最新議題。本研究逐步探索、深掘新科技平台能否消除性別刻板印象再製、重新共創性別與運動價值，以及務實評估性別平權推廣至新科技平台之可行性。本研究運用鉅量非結構性資料探勘研究法，廣泛探索使用者在臉書運動粉絲團產生的主動分享與互動潛在形成的(新)共創性別與運動的價值研究與分析。研究結果發現新科技行為與共創性別與運動價值有助於多元性別平等獲取社會資源機會。此外，研究結果也搭起理論與實務兩方面的對話與討論，進而對未來有志研究跨越性別鴻溝於新科技使用研究、設計、開發與性別刻板印象影響提出建議。

中文關鍵詞：社交媒體、共創價值、性別刻板印象、運動

英文摘要：With the spread of sophisticated information technology, not only do user behaviors change, but also value formations and disseminations of companies or non-profit organizations tremendously change. Unlike the traditional media have repeatedly copied gender stereotypes, its intrinsic values of gender are being reconstructed under Web 2.0 social networking new media (i.e., Facebook sports fanpage). That is, while the empowerment different genders are participating / involving in sporting events, they can become opinion leaders, express their needs and opinions, to promote their own values, or particularly they are able to ignite the powerful efficiencies of word of mouth. Therefore, the title of this research proposal is “Exploring Social Media to Reproduce Gender Stereotypes of Sports” to deeply explore and discuss this latest issue. Given the large research-oriented goals, this study executed a huge amount of non-structural data mining research, extensively exploring how campaign Facebook users generate gender values/experiences and share them with other fans. This project does not only pertain to examine innovative technological behaviors and new co-creative values of genders and sports but also evaluate whether people who are able to assess this platform with multi-gender equal opportunity. The results of this research gave some suggestions to designers, researchers who are focused gender stereotypes reproduce, sports and technology usage on new technology. In addition, the results can also put forward to have a dialogue and discussion of both theory and practice, and then to use the new technology in future

studies in crossed - fields such as gender stereotypes
reproduce, sports and new technology.

英文關鍵詞：Social media, Gender, Co-creative vale, Gender stereotypes
reproduce, Sports

科技部補助專題研究計畫成果報告

(期中進度報告/期末報告)

(計畫名稱) 探討社交媒體再製運動性別刻板印象之研究

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計畫參與人員：張莉聆、陳新

本計畫除繳交成果報告外，另含下列出國報告，共 1 份：

執行國際合作與移地研究心得報告

出席國際學術會議心得報告

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中 華 民 國 108 年 10 月 22 日

Exploring Social Media to Reproduce Gender Stereotypes of Sports

ABSTRACT

Sport is an integral part of the culture of every nation. Existing social constructs of masculinity and femininity – or socially accepted ways of expressing what it means to be a man or woman in a particular socio-cultural context—play a key role in determining access, levels of participation, and benefits from sport. There has been a large body of literature that has examined the perception people hold of the gender-typing of sports (Hardin & Greer, 2009). For example, sports such as football, weightlifting, tug of war, and rugby are often perceived as “masculine” as they require demonstrations of speed and power, while sports such as figure skating, gymnastics, dance, and swimming are often deemed as “feminine” as they allow for demonstrates of grace and beauty. Researchers have found that female athletes participate in such feminine sports are often more popular to the general public and markets as “feminine” sports are more in line with traditionally accepted female gender norms. Conversely, male athletes who participate in “feminine” sports are often labeled as “sissy” as their sport actions in contrast to traditionally accepted gender norms. Meanwhile, the growing popularity of social media networks (e.g., Facebook Pages) enables more and more individual athletes to acquire large audiences of up to several million people on these platforms. Companies are starting to recognize this potential and hire these so-called sports social media influencers (SMI) as endorsers. However, there is a gap of how these sport labels might impact athletes’ access to endorsement dollars. For example, are female athletes who participate in “feminine” sports seen as more effective endorsers than other female athletes who compete in “masculine” sports? Conversely, are male athletes who participate in “masculine” sports seen as more effective endorsers than other male athletes who compete in “feminine” sports? In the same vein, exponential growth of social media content is an important contributor to so called “Big Data”. The phenomenal accumulation of data has attracted researchers to analyze topics of interest (e.g., sports) through the lenses of social content. The purpose of this paper is to review and address future research directions regarding sports social media influencers and gender portrayals in social media such as Facebook Pages.

Keywords: Endorser, Facebook, Gender portrayal, Sport, Social media influencer

1. Introduction

Gender portrayals in media reflect cultural beliefs about the attributes of males and females. Consequently, many social activities are gender-typed, and sport does not make exception to this gender marking (Hardin & Greer, 2009). In marketing, one of the most commonly used media strategies is “celebrity endorsement” (Crutchfield, 2010; Till & Shimp, 1998). The celebrities who are well-known and liked by the public are most likely to grab the attention of the target audiences and most effective in terms of conveying product information to the public. The positive images are also transferred to the endorsed products/brands to reinforce the product/brand status (Fleck, Korchia, & Roy, 2012).

Nowadays, social media marketing is a marketing medium in which billions of dollars are spent every year in the U.S. and around the world (Kharpal, 2016). Projections show that businesses will spend \$ 17.34 billion in 2019 on social media marketing in the United States (Forrester Research and Business, 2017). Furthermore, social media influencers (SMIs), seen as endorser effectiveness, are being used by marketers to promote their brands/products and engaged other consumers. Marketers use these SMIs in a number of ways, including product placement, where they highlight brands/products in Facebook posts, brand engagement or awareness campaigns (De Veirman, Cauberghe, & Hudders, 2017). Theoretically, much of the previous literature regarding endorser effectiveness has been guided by the match-up hypothesis, which asserts the most effective endorsements are those in which there is a fit between the gender-typed endorser and the product (Boyd & Shank, 2004; Till & Busler, 2000). This research has argued that the connection between the product and gender-typed athlete SMI on FB is key to the success

of the endorsement campaign. However, societal expectations relative to in/appropriate gender typed may influence perception of fit, particularly for female athletes. Meanwhile, exponential growth of social media content is an important contributor so called “Big Data” (Chen et al., 2018). The phenomenal accumulation of data has attracted researchers to analyze topics of interest (e.g., sports) through the lenses of social content. The purpose of this paper is to review and address future research directions regarding sports SMIs and gender-typing related products in social media such as Facebook Pages.

2. Theoretical Framework

Gender Portrayals in Sports and Media

The media have a significant influence on individuals and the culture in which we live. Kane (1988) argued that “the mass media have become one of the most powerful institutional forces for shaping values and attitudes in modern culture” (p. 88-89). According to Firoz (2009), media representation is:

The process of presenting information about the world to the world... The key issue here is to explore, who is being represented and why, and by whom and how? Fairness of representation has always been a critical era of enquiry in Media Studies. According to Patricia J. Williams, “The media do not merely represent; they also recreated the world as desirable, and saleable. What they reproduce is chosen, not random, not neutral, and not without consequence.”

Each culture directs and encourages behaviors, features, and activities considered as characteristics suitable for each gender (Hardin & Greer, 2009). In other words, these gender portrayals in media reflect consensual beliefs about the attributes of males and females. Consequently, many social activities are gender-typed, and sport does not make exception to this gender marking. As Wachs (2003) proposed, “Like many other public environments, sports historically have been associated with masculinity” (p. 178). The traditional media portray sport as a masculine venture (Tuggle, 1997). Many previous studies have documented the degree to which popular media coverage of sport contributes to and reinforces gender stereotypes that perpetuate male superiority and female inferiority in sport (Duncan 1990; Kane 1988, 1996; Kane & Parks, 1992; Salwen & Wood, 1994). Male athletes are portrayed by the popular media in terms of their physicality, muscularity, and superiority, while female athletes are feminized and their achievements as athletes are often trivialized. This ideology impacts athletes in relation to sport opportunities provided and encouraged, society’s definition of appropriate sports for boys and girls/men and women, and homophobia (Wachs, 2003). In other words, each sport conveys certain attributes of masculinity and femininity according to cultural gender stereotypes. In the same time, gender-typed individuals are motivated to avoid behaviors that violate these gender portrayals and to choose behaviors that conform to cultural norms for masculinity and femininity (Ben, 1981; Guillet, Sarrazin, & Fontayne, 2000; Tischer, Hartmann-Tews, & Cobrink, 2011). Although female participation in sport has grown exponentially in recent years, sport is still viewed as predominantly male domain (Messner, 2009). Sport, in general, is viewed as masculine and therefore, more “naturally” appropriate for men than women (Hardin & Greer, 2009).

Metheny (1965) was the first to analyze the gender stereotypes of different sports. In this early work, she found the majority of sports were considered “masculine.” The mass media often portrays sport as a masculine endeavor (Tuggle, 1997), and women who participate in traditionally “feminine” sports such as tennis or swimming are featured more frequently than are their counterparts who take part in “masculine” sports, such as rugby (Fink and Kensicki, 2002). Women who do receive media coverage are depicted as sex-symbols rather than “powerful, talented athletes” (Fink and Kensicki, 2002; p. 331) and in supportive rather than participating roles. One of the most pervasive stereotypes related to sport and gender is the notion that there are “appropriate” and “inappropriate” sports for females and males (Hardin & Greer, 2009). Previous studies have found that sports which emphasize beauty and grace are often regarded as “feminine,” while sports that include elements of violence, aggression, and physical contact are considered “masculine” (Eagly, Wood, & Johanssen-Schmidt, 2004; Seguino, 2007). Interestingly, this traditional gender-typing of sports has held rather steady throughout the years. For example, Koivula (2001) found that participants rated sports as masculine, feminine, or gender neutral based on the sports’ aesthetics, risk, and speed. Sports such as boxing, football, ice hockey weightlifting, tug of war, and rugby

were rated as masculine. Figure skating, gymnastics, dance, and synchronized swimming were deemed feminine (Salvatore & Marecek, 2010). Gender neutral sports included sports like golf, tennis, badminton, and swimming. Kane (1987) found that perceptions of a female athlete's attractiveness were dependent upon the sport she played. Females in gender appropriate sports were considered more attractive than those in gender inappropriate sports. It appears female athletes violating their "appropriate" gender roles by engaging in more masculine sports are, indeed, subject to negative evaluations. Hardin and Greer (2009) reported a similar gender-typing of sports. They discovered that the sports fell into four factors hyper masculine (e.g., football, rugby); masculine (e.g., motorcross, snowboarding); neutral (e.g., soccer, swimming), and feminine (e.g., gymnastics, volleyball). This gender neutral status, however, can vary depending on the geographical location. In many countries, for example, soccer is not acceptable activity for females to participate in (Walter & Du Randt, 2011). These notions are steeped in our social ideologies which are not created by what we can do but what society things we should (or should not) do. Coakley (2009) argued that these persistent ideologies limit the opportunities of sport participation for both male and female athletes and also impact on media portray athlete images.

Social media influencers (SMIs)

Nowadays, we are in a "new era" of social media, where individual athletes can coverage or portray gender by her/himself. With 2.2 billion monthly active users engaged and 400 new users signing up to use the site every minute, Facebook is still the world's social media giant (Cooper, 2018). A social media influencer (SMI) who has between three and seven million followers/fans can charge businesses \$93,750 per post on Facebook (The Economist, 2016; Sconyers, 2018). Owing to such traffic, Facebook created \$ 27.6 billion revenue from its advertising services and was valued at \$ 385 billion, making it the world's sixth biggest company (The Telegraph, 2017). Such trend has also influenced the landscape of sports marketing. Individual athlete or professional sports leagues in various continents make use of the social media boom (Siguencia, et al., 2017). From the consumption perspective, there have been around 442.7 million sport fans who registered on sports related Facebook fan pages in 2017. Ko, Yeo, Lee, and Jang (2016) addressed that sports fans tend to interact with others when watching sports events. Social media seem to play a facilitating role to make communication easier among fans. In general, chat messages consist of chat message texts, favorite endorsing products, and when the message is posted. Indeed, these contents from the base for further social media analytics. They studied the chat interactions in live streaming professional baseball games in Korea and identified the factors that affected chat interactions while viewing games. To fully take advantage of social media, Korzynski and Paniagua (2016) indicated that social media enabled athletes to play an influential role in three aspects: Informing, interacting and inspiring. Informing means that athlete should be willing to share personal information or off the field events to keep interest level of followers. Interacting addressed that athletes are allowed to interact with fans directly and then increase visibility or popularity in which may lead to attract prospective sponsors. In addition, inspiring stated that athletes demonstrated their positive characters on social media and motivated or encouraged followers to share. Korzynski and Paniagua (2016) concluded that athletes should manage fan relations through the use of social media and lead to improve its market (or gender) value in the long run. Furthermore, Do, Ko, and Woodside (2015) examined the impact of social media in sports sponsorship of brand upon brand consumers' congruity and relationship quality. The results showed that social media activities of brand sports sponsorship improve its brand image. Their study pointed out that age as well as gender act as a moderating variable in the relationship between brand's sports sponsorship in social-media activities and brand-related assets. Geurin (2016) suggested that social media is increasingly common for elite athletes and created several benefits for them as well.

Associative learning theory: match-up hypothesis

Nowadays, social media influencers (SMIs), seen as endorser effectiveness, are being used by marketers to promote their brands/products and engaged other consumers. Marketers use these SMIs in a number of ways, including product placement, where they highlight brands/products in Facebook posts, brand engagement or awareness campaigns (De Veirman, Cauberghe, & Hudders, 2017). According to the match-up hypothesis, the most effective endorsement are those in which there is a nature fit between the endorser and the product being endorsed (Boyd & Shank, 2004; Lee, Hur, Kim, & Brigham, 2015; Till & Busler, 2000). The effects of the match-up hypothesis can be explained by associative learning theory,

which contends that links or associations between relatively unconnected pieces of information can be formed (Till & Busler, 2000). Configurations of concepts coupled together will develop a linked pattern system of memory, and this pattern will call up each individual concept every time another linked concept is provoked (Klein, 1991). For example, a gender-typed athletic celebrity or a product will bring to mind certain associations or thoughts, feelings, and perceptions regarding the athletic celebrity or product. In time, the coupling of the product and the endorser can become joined in a person's "association set" so that when one is seen, the other comes to mind (Till & Busler, 2000).

Several past empirical studies supported the tenants of the match-up hypothesis, particularly relative to athlete endorsers. For example, Till and Busler (2000) found that athletes were more effective endorsers than actors for the energy bar. Veltri, Kuzman, Stotlar, Viswanathan, and Miller (2003) showed that 10 to 14-year-old consumers were more likely to be persuaded by an athlete endorser if s/he endorsed an athletic product. Boyd and Shank (2004) found that a match-up between the athlete endorser and a product used in her or his sport resulted in higher rating of endorser expertise among female participants. Koernig and Boyd (2009) found that an unknown celebrity depicted as an athlete was deemed more effective than when depicted as a non-athlete when endorsing a sport related brand as opposed to a non-sport related brand. When they used a famous athlete as an endorser of a sport brand, it increased endorser liking and trust, but did not enhance evaluations of the brand or the advertisement. Fink, Cunningham, and Kensicik (2004) found an athlete's expertise contributed more strongly than her attractiveness when examining participants' perceptions of the most effective endorser for an upcoming softball event. In a similar study a women's tennis event, the female athlete's expertise and attractiveness contributed significantly to endorser appropriateness (Cunningham, Fink, & Kenix, 2008). In fact, they determined there was an interaction effect: deficits in expertise were offset by the attractiveness of the athlete. They suggested this could be the result of how women's tennis has been marketed, "Because promoters of women's sport often attempt to exploit female athletes' sex appeal, athlete attractiveness, expertise, and women's tennis may all be a part of the same association set" (Cunningham et al., 2008, p. 376). The important factor in determining celebrity endorsement effects is celebrity/product congruence. Research on match-up hypothesis has shown that endorsements are more effective when the images or messages the endorsers carry are congruent with the endorsed products (Kahle & Homer, 1985; Kamins, 1990; Till, Stanley, & Priluck, 2008).

While attractiveness or expertise of a celebrity serves as an important match-up factor, Kamins and Gupta (1994) and Misra and Beatty (1990) emphasized that consumer perception of the congruence between the celebrity and the product being endorsed at an overall level is more important in empirically testing the congruence effects because a wide range of factors jointly determine the consumer's assessment of congruence between the celebrity and the product. In fact, results of their studies found that the general notion of the celebrity/product congruence had significant effects on advertisement and brand evaluations; when a high degree of congruence was perceived, more favorable evaluations were produced. In effective endorsements, companies are able to find or create these match-ups or fits, which link an athlete and product in the same association set. The strength and durability of the association is dependent on how naturally the endorser and product fit together (Till & Busler, 2000; Koernig & Boyd, 2009). For instance, an athlete endorsing a sport related product, such as a sports drink or athletic shoes, is a more natural fit than an athlete endorsing alcohol or household supplies. Therefore, one would expect the endorsement of a sport related to be more effective. Veltri, Kuzman, Stotlar, Viswanathan, and Miler (2003) found young consumers were more likely to be persuaded by an athlete endorser if they endorsed an athletic related product. Till and Busler (2000) found athletes to be more effective endorsers of an energy bar than non-athletes. Koernig and Boyd (2009) also found models depicted as athletes to be more effective endorsers for sport related products than non sport related products. Interestingly, when Koernig and Boyd (2009) replicated their study using famous athletes as endorsers of sport related products, it increased the trustworthiness and likability of the athlete but did not increase the favorability rating for the product or brand. Erfgen and colleagues (2015) suggested that it is important to maximize endorser-brand congruence, and establish a strong cognitive link between the endorser and the brand, to avoid "the vampire effect," a phenomenon in which celebrities overshadow a brand and impair brand recall. The aforementioned effects of the perceived congruence between the athletic celebrity (males or females) and the product on consumer response toward the ads on SMIs' FB are summarized in the following hypotheses.

H1 A high degree of congruence between the athletic SMI endorser and the sport related product being endorsed will lead to more favorable attitudes toward the product placement on FB.

H2 A high degree of congruence between the female athletic SMI endorser and feminine or non-sport related product being endorsed will lead to more favorable attitudes toward the product placement on FB.

H3 A high degree of congruence between the male athletic SMI endorser and masculine or sport related product being endorsed will lead to more favorable attitudes toward the product placement on FB.

3. Research Methods

Social media mining is the “process of representing, analyzing, and extracting actionable patterns from social media data” (Zafarani, Abbasi, & Liu, 2014). In this study, we applied the mining techniques of trend and SMIs analyses to improve our understanding of the insights of famous athletic gender-portrayals on Facebook Pages in terms of examining the “fit” or “match” between a gender-type athletic celebrity and a sport or non-sport related product placement.

The sports selected for this investigation were guided by previous research on the degree to which sports are viewed as appropriate for women, for men, or for both (Buysse, 2004; Kane & Snyder, 1989). For example, gymnastics, which requires movements that are aesthetically pleasing and fit within traditional notions of femininity, as considered to be appropriate for female athletes, while basketball, which emphasizes strength and physicality, was considered to be appropriate for male athletes. Notions of gender appropriateness in sport serve as the foundation for attitudes about how athletes should be portrayed themselves in social media. The sports included in the current research were chosen to represent a range of typically male (basketball, baseball/softball, w), female (gymnastics), and gender-neutral (golf, tennis) sports.

Research field

The reason Facebook has been identified to a research field in this study is that Facebook is the leading social networks in Taiwan as of 3rd quarter 2017, with a 77 percent penetration rate (Statista, 2017). Facebook penetration arrives at 97% of Taiwan’s Internet users, one of its highest rates anywhere, and the number of active Facebook users in Taiwan has reached 15 million per month (Jennins, 2018). Beside hypotheses examination in this study, the following issues will be analyzed to SMIs effectiveness on FB.

Findings: Endorser effective Assessment

As to assessing the traffic level of a social media site, marketers use the page view and unique visitor metric (Web Analytics Association, 2007). More precisely, the former is defined as the amount of visits that a social media site has generated in a period of time, which also signals the amount of “impressions” that a social media site has generated in the media planning practices. The unique visitor metric is defined as the number of visitors, which captures the capability of a social media site in “reaching” its potential consumer (Sissors & Baron, 2010; Web Analytics Association, 2007). The two metrics help sports marketers to estimate the effectiveness of their past marketing communication campaigns. Furthermore, marketers can also capture how effective their social media sites are in attracting potential consumers and in supporting their future marketing communication campaigns.

As to assessing how effective as SMIs on FB is in engaging consumers, the following metrics, visitor number, bounce rate, and like rate (for Facebook Pages), which are widely applied by marketers (Clifton, 2012; Sterne, 2010). With the aid of information technology, marketers can track how many consumers join a membership as SMI’s fans on FB (Web Analytics Association, 2007). The longer the time that consumer stays on a specific SMI’s fan FB, the more likely such site is effective in engaging consumers. Yet, there are other facets about measuring consumer engagement in social media. For example, marketers also use the bounce rate metric to identify the percentage of total visits which are single page view based (Clifton, 2012; Web Analytics Association, 2007). As such, a low bounce rate indicates that a social media site has attracted the right type of audiences and provided the right type of contents so that these audiences were engaged. Specific to Facebook pages, a “like” on Facebook denotes when a Facebook user has accessed an athlete’s page and expressed an interested in it by clicking the “like” icon within the page.

Marketers also calculate the like rate to probe the level of SMIs preferences as engaging in product placement on FB. More precisely, the like rate is calculated by the numbers of positive reactions with the total reach of the whole SMI's Facebook page (Clifton, 2012; Sterne, 2010).

Conclusion

In summary, the aforementioned metrics help capture the level of traffics and preference that a SMI on FB has generated. Sports marketers can thus use these insights to monitor the effectiveness of SMIs' and sport or non-sport related product performances or matches. Furthermore, they can estimate how effective the SMIs are in creating impressions which also helps to plan their future marketing communication campaigns (Clifton, 2012; Sterne, 2010).

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科技部補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現（簡要敘述成果是否有嚴重損及公共利益之發現）或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

- 達成目標
- 未達成目標（請說明，以 100 字為限）
- 實驗失敗
 - 因故實驗中斷
 - 其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形：

- 論文： 已發表 未發表之文稿 撰寫中 無
- 專利： 已獲得 申請中 無
- 技轉： 已技轉 洽談中 無
- 其他：（以 100 字為限）

已投稿（請填寫論文題目及期刊名稱或專書(含會議論文集)名稱）

*Chen, Chih-Ping (2019). Sports social media influencers and gender portrayals in Facebook review and future research directions, 2019 Conference at Normativity and Resilience in Translation and Culture, May 27-28 in Warsaw.

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性），如已有嚴重損及公共利益之發現，請簡述可能損及之相關程度（以 500 字為限）

本研究以「探討社交媒體再製運動性別刻板印象之研究」為題。

在學術成就上，本研究部份結果如上述已被一個國際重要性別文化研究研討會接受，並收錄編撰為研討會論文集。

在技術創新，本研究提出創新觀點「運用多變化工具與科技」：在不需要花費昂貴成本與研發複雜的工具情況下，發揮研究團隊之創造力、整合現實生活已存在的科技資源（例如：資料探勘軟體、SAS Text Miner 與 Tabular Models 分析軟體等），探索、深掘與分析 FB 運動粉絲團上共創性別與運動價值與成果。

在社會影響上，此議題有助於喚醒學術界與實務界（包括新媒體科技與運動）重視性別對運動與新媒體科技之需求、認同與價值存在差異之相關議題探討，特別是女性應跨越運動是男性霸權的認同與價值。現今科技精進，皆具備跨越性別鴻溝之潛在能力，社交媒體同時具備被檢視與建構共創多元性別與運動價值的理論；換言之，不再複製傳統媒體宣揚運動性別適當或不適當的價值觀為理論，重新建構新媒體科技平台理論。

就整體評估研究成果之學術價值而言，有別於傳統媒體報導性別在運動一再/複製與宣揚既有的性別價值觀，本研究場域 FB 運動粉絲團具備摒除複製既有性別刻板印象的潛能。在 FB 運動粉絲團中傳統性別的信號皆可隱藏或去除，女性不再是弱勢；換言之，一旦多數女性主動積極參與/涉入 FB 運動粉絲團賽事討論與分享，不論男女彼此相互學習、分享和宣揚自我認同的運動價值理念，研究結果顯示，它可消除傳統社會化的性別角色烙印或既有性別刻板印象，逐漸形成共創多元性別與運動價發展。同時，彌補國內此領域既有文獻不足之處，並提供有志於此研究者基礎文獻論述。

行政院國家科學委員會補助國內學者出席國際學術會議報告

108 年 5 月 30 日

報告人姓名	陳志萍	所屬系所	元智大學管理學院
時間 會議 地點	自 108 年 5 月 27 日至 108 年 5 月 28 日, Warsaw	計畫編 本會核定 補助文號	計劃編號: MOST NSC 107 - 2629 - H - 155 - 001
會議 名稱	(中文) (英文) 2019 Conference at Normativity and Resilience in Translation and Culture, May 27-28 in Warsaw.		
發表 論文 題目	(中文) (英文) Sports social media influencers and gender portrayals in Facebook review and future research directions		

報告內容應包括下列各項：

一、參加會議經過

2019 Conference at Normativity and Resilience in Translation and Culture 為從事性別文化、運動、文字表達等研究的學者提供一次國際性最新相關趨勢研究的學術交流機會。今年(2019)歐洲的華沙舉辦，總投稿論文來自於 40 幾個國家，共 500 千多篇。最後錄取 200 篇，很榮幸本人撰寫之文章(Sports social media influencers and gender portrayals in Facebook review and future research directions)也被接受論文名單之中。會議參與學者來自世界各國，主要包括：美國、英國、芬蘭、澳洲、日本、華沙、加拿大、印度、台灣、新加坡、馬來西亞、中國等國家。國際學者相互介紹其研究領域與討論意見，令本人收穫良多，擬進一步將本研究結果與文獻探討深入分析撰寫，並進一步投國際期刊。

二、與會心得

性別文化研討論會今年重要發表與討論議題主要包含：性別運動、身份認同、文字之性別表達異同等及研究方法討論。今年，與會學者每天平均出席研論會約 80 人，參與討論也相當踴躍。本人發表日期為研討會第二天，參與學者是最多的一天，主要議程是：媒體與中介 (Media and mediation)我的研究題目 Sports social media influencers and gender portrayals in Facebook review and future research directions，另外同場研究學者為中國學者 Ying Cui 等其研究主題為 Mediation of Cultural images in Translation of Advertisements – Alterations and Cultural Presuppositions。當前全球最熱門科技與性別使用文化成為今年文化研究的主軸，此次研討會促進各國學術研究人員提出其研究結果與觀點，進一步做研究新趨勢與方法異同的交流，現場提問者多達十幾人，與會評論及建議有助本人後續撰寫論文投國際期刊。

三、考察參觀活動(無是項活動者省略)

無

四、建議

五、攜回資料名稱及內容

六、其他

107年度專題研究計畫成果彙整表

計畫主持人：陳志萍			計畫編號：107-2629-H-155-001-				
計畫名稱：探討社交媒體再製運動性別刻板印象之研究							
成果項目			量化	單位	質化 (說明：各成果項目請附佐證資料或細項說明，如期刊名稱、年份、卷期、起訖頁數、證號...等)		
國內	學術性論文	期刊論文		0	篇		
		研討會論文		0			
		專書		0	本		
		專書論文		0	章		
		技術報告		0	篇		
		其他		0	篇		
	智慧財產權及成果	專利權	發明專利	申請中	0	件	
				已獲得	0		
			新型/設計專利		0		
		商標權		0			
		營業秘密		0			
		積體電路電路布局權		0			
		著作權		0			
		品種權		0			
	技術移轉	其他		0			
		件數		0	件		
	收入		0	千元			
	國外	學術性論文	期刊論文		0	篇	
			研討會論文		1		
專書			0	本			
專書論文			0	章			
技術報告			0	篇			
其他			0	篇			
智慧財產權及成果		專利權	發明專利	申請中	0	件	
				已獲得	0		
			新型/設計專利		0		
		商標權		0			

		營業秘密	0		
		積體電路電路布局權	0		
		著作權	0		
		品種權	0		
		其他	0		
	技術移轉	件數	0	件	
		收入	0	千元	
參與計畫人力	本國籍	大專生	0	人次	
		碩士生	0		
		博士生	0		
		博士級研究人員	0		
		專任人員	0		
	非本國籍	大專生	1		一位專生訓練12個月一起從事研究探勘與分析工作
		碩士生	2		二位研究生訓練12個月一起從事資料蒐集與分析撰寫工作
		博士生	0		
		博士級研究人員	0		
		專任人員	0		
其他成果 (無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等，請以文字敘述填列。)					

科技部補助專題研究計畫成果自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現（簡要敘述成果是否具有政策應用參考價值及具影響公共利益之重大發現）或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

達成目標

未達成目標（請說明，以100字為限）

實驗失敗

因故實驗中斷

其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形（請於其他欄註明專利及技轉之證號、合約、申請及洽談等詳細資訊）

論文： 已發表 未發表之文稿 撰寫中 無

專利： 已獲得 申請中 無

技轉： 已技轉 洽談中 無

其他：（以200字為限）

*Chen, Chih-Ping (2019). Sports social media influencers and gender portrayals in Facebook review and future research directions, 2019 Conference at Normativity and Resilience in Translation and Cultu

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性，以500字為限）

在學術成就上，本研究部份結果如上述已被一個國際重要性別文化研究研討會接受，並收錄編撰為研討會論文集。

在技術創新，本研究提出創新觀點「運用多變化工具與科技」：在不需要花費昂貴成本與研發複雜的工具情況下，發揮研究團隊之創造力、整合現實生活已存在的科技資源（例如：資料探勘軟體、SAS Text Miner與Tabular Models分析軟體等），探索、深掘與分析FB運動粉絲團上共創性別與運動價值與成果。

在社會影響上，此議題有助於喚醒學術界與實務界（包括新媒體科技與運動）重視性別對運動與新媒體科技之需求、認同與價值存在差異之相關議題探討，特別是女性應跨越運動是男性霸權的認同與價值。現今科技精進，皆具備跨越性別鴻溝之潛在能力，社交媒體同時具備被檢視與建構共創多元性別與運動價值的理論；換言之，不再複製傳統媒體宣揚運動性別適當或不適當的價值觀為理論，重新建構新媒體科技平台理論。

4. 主要發現

本研究具有政策應用參考價值：否 是，建議提供機關文化部, 內政部,
(勾選「是」者，請列舉建議可提供施政參考之業務主管機關)

本研究具影響公共利益之重大發現：否 是

說明：(以150字為限)

研有別於傳統媒體報導性別在運動一再/複製與宣揚既有的性別價值觀，本研究場域FB運動粉絲團具備摒除複製既有性別刻板印象的潛能。究結果顯示，它可消除傳統社會化的性別角色烙印或既有性別刻板印象，逐漸形成共創多元性別與運動價發展。