

What Gen Z students know and don't know about gender inequality in sports

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Research phase 1

- Aims:
 - What are sport (under)graduate students' considerations of gender inequality in sport?
 - What areas of gender inequality are suffering from 'knowledge gaps' within Gen Z students?
- Method: Focus groups
- Timing: first half of 2019

Development and implementation of the MOOC

Research phase 2

- Aims:
 - How progressive are Gen Z students towards equal opportunities in sport?
 - What is the impact of a MOOC on changing the perceptions of gender inequality among Gen Z students?
- Method: Online surveys
- Timing: Nov 2019 – Aug 2020

Research phase 1: Research design

- Convenience sample of (under)graduate students in participating institutions
- Generation Z: participants all born after 1995
- Focus groups lasted between 60-90 minutes
- 54 participants

	Male	Female	Number of FG
England	16	4	2
Netherlands	2	3	1
Norway	5	4	2
Belgium	6	14	3
Total	29	25	8





Research phase 1: Data collection and analysis

- Data were elicited through questions regarding
 - Students' perceptions and experiences of gender equality
 - Personal commitment to and attitudes towards gender equality
 - Any specific actions students had taken to promote gender equality
- Acker's (1990) theoretical framework as a tool to shed light on (in)visible gendering processes and identify knowledge gaps



Research phase 1: Knowledge gaps

1. Gen Z students are unaware of the underrepresentation of women in decision-making roles as well as coaching and officiating positions
2. Gen Z students lack understanding about the use of quota schemes
3. Gen Z students from Belgium, the Netherlands and England are unaware of female role models in sport

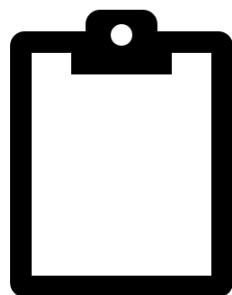


Research phase 1: Gender paradox

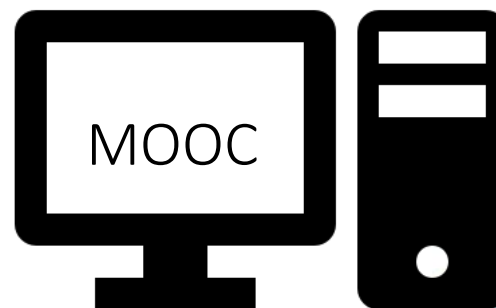
- Young people's considerations of gender inequality are not always aligned with how they behave (e.g., viewing behaviour) and perceive themselves (i.e., rather progressive)



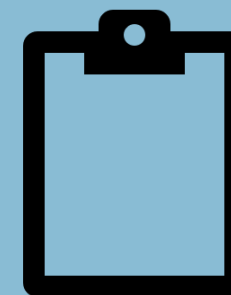
Research phase 2: Research design



Pre-MOOC survey
N = 240



6 modules, covering
case studies, discussions,
recommended readings, etc.



Post-MOOC survey
N = 77



Research phase 2: Data collection and analysis

Gen Z students were already quite **progressive** in terms of gender equality in sport (e.g. male and female athletes in the same sport should receive equal prize money, wages, sponsorship, etc.)



How much have you learned?

$M = 6.87$ ($SD = 1.49$)

Research phase 2: Data collection and analysis

Because of the MOOC...	<i>M</i>	<i>SD</i>
I am more aware about the role of media in portraying sport achievements of women and men	3.20	0.71
I have become more interested in the topic of gender equality in sport	3.15	0.75
I am more aware of stereotypes associated with women's participation in sport	3.14	0.72
I have discussed issues related to equal opportunities in sport with friends and family	2.68	0.86

(1) completely disagree to (4) completely agree



GETZ Research: Multiple challenges for HE

- 1) If and how the identified knowledge gaps can be addressed within the existing curriculum
- 2) Creating an online, interactive and international learning environment can increase students' knowledge and awareness but does not automatically lead to changes in behavior or a cultural shift
- 3) Underpin courses by theory to encourage understanding about the current societal structures where change can be enacted within sport, and processes that reproduce gender inequality



Critical reflections: Looking back on the MOOC

- Sustainable integration of gender inequality in sports in the curriculum for all students across partner institutions
- Cross-cultural perspectives and engagement are lacking
- Cases presented in the MOOC are not theory driven
- Resistance from Gen Z to take a position on gender inequality on personal social media platforms



- Focus on approaches to enhance reflective practice among students, teachers and coaches
- Building shared accountability for culture change throughout the entire teaching and learning community

Moving forward: ongoing challenges



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