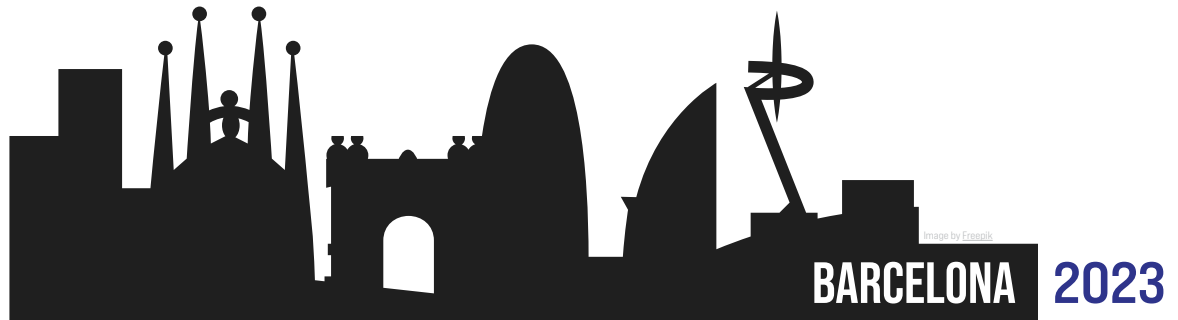


2023 Summit on Communication & Sport Barcelona, Spain

March 9-11, 2023

Hosted by the Universitat Autònoma de Barcelona (UAB) (ESP) and the University of Alabama (UA) (USA)



HOSTED BY



THURSDAY, MARCH 9

12:00-17:00

- Registration (Gallery Hotel)

16:00-17:30

- IACS Executive Board Meeting

18:00-20:00

- Opening Ceremony/Reception
- (Casa Convalescència, Sant Antoni M Claret 171)

FRIDAY, MARCH 10

9:00-10:15

- Panel A:** Olympic Motives & Marketing
Room: CRILLON ROBERT
- Panel B:** Race, National Identity, and the WNBA
Room: SCOTCH
- Panel C:** Best Practices in Communication and Sport Pedagogy
Room: METROPOL

10:30-11:45

- Panel A:** Women in Sport
Room: CRILLON ROBERT
- Panel B:** Sport, Social Media, and Society
Room: SCOTCH
- Panel C:** Education and Change Agents in Sport
Room: METROPOL

12:00-13:15

- Panel A:** Real Change and the "Real World": Sports Media Programs and Cultural Transformation
Room: CRILLON ROBERT
- Panel B:** Sports News Content
Room: SCOTCH
- Panel C:** Gambling, Gaming and Masculinity Studies
Room: METROPOL

13:30-14:45

- IACS Luncheon**
Room: TBA

15:00-16:15

- Panel A:** European Soccer Perspectives
Room: CRILLON ROBERT
- Panel B:** Following Your Heart and Trusting Your Head: Using Biometrics to Study
Room: SCOTCH
- Panel C:** International Olympic Perspectives
Room: METROPOL

16:30-17:45

- Panel A:** Communication and the National Football League
Room: CRILLON ROBERT
- Panel B:** Intersections of Sports Communication & History
Room: SCOTCH
- Panel C:** Sports Media Industry Experiences
Room: METROPOL

SATURDAY, MARCH 11

7:30-8:45

- IACS Executive Board Meeting**
Room: SCOTCH

9:00-10:15

- Panel A:** Sport, Social Media, and Societal Influence
Room: CRILLON ROBERT
- Panel B:** American Soccer Perspectives
Room: SCOTCH
- Panel C:** Mental Health in Sport
Room: METROPOL

10:30-11:45

- Panel A:** A Blessing or a Curse? Sport Management, Professional Education, and the Trajectory of Communication and Sport Inquiry
Room: CRILLON ROBERT
- Panel B:** Race and Ethnicity in Sport
Room: SCOTCH
- Panel C:** Persuasive Effects in Sports Communication
Room: METROPOL

12:00-13:15

- Panel A:** Fans, Fandom, and Fan Ship
Room: CRILLON ROBERT
- Panel B:** Sport, Politics, and Social Change
Room: SCOTCH
- Panel C:** New Avenues in Sports Journalism
Room: METROPOL

13:15-15:00

Lunch Break: on your own

15:00-16:15

- Panel A:** Examining the Intersection of Sport, Social Media, and Crisis Communication
Room: CRILLON ROBERT
- Panel B:** Media Content & Influence
Room: SCOTCH
- Panel C:** Case Studies in Sports Communication
Room: METROPOL

16:30-17:45

- Panel A:** International Soccer Perspectives
Room: CRILLON ROBERT
- Panel B:** Strategic Sports Communication
Room: SCOTCH
- Panel C:** Insights from Singular Athlete Studies
Room: METROPOL

THURSDAY, MARCH 9

12:00-17:00 — Registration (Gallery Hotel)

16:00-17:30 — IACS Executive Board Meeting

18:00-20:00 — Opening Ceremony/Reception

Robert Roxburgh, Deputy Communications Director, International Olympic Committee
Alex Santos Fernandez, Communications Director, FC Barcelona
(Casa Convalescencia, Sant Antoni M Claret 171)

FRIDAY, MARCH 10

Registration (Gallery Hotel)

9:00-10:15

PANEL A

Olympic Motives & Marketing

CHAIR

Kenon Brown
University of Alabama

ROOM

CRILLON ROBERT

“The Gen Z: Media Consumption and Motives Watching the Olympic Games”

Christof Seeger, Stuttgart Media University (GER)

“Generation Why: Predictors of Olympics Viewing Across Generations”

Roger Cooper, Ohio University (USA)
Tang Tang, Kent State University (USA)

“Are the Olympics Games Experiencing an ‘East Rising and West Falling’? Untangling Motivational Differences Between American Audiences and Chinese Audiences of Olympic Media Consumption”

Brody Rauhley, Miami University (USA)
Bo Li, Miami University (USA)
Olan Scott, Brock University (CAN)

“Olympic Stars ‘Achieve’ Ambush Marketing in the Cases of Eileen Gu and the 2022 Beijing Winter Olympic Games”

Tianjiao Chen, University of Edinburgh (UK)

“Promoting the 2022 Winter Olympics on Chinese and Western Social Media”

Simon Licen, Washington State University (USA)
Nastja Cermelj, University of Primorska (SLO)

FRIDAY, MARCH 10

PANEL B

Race, National Identity, and the WNBA

CHAIR

Scott Parrott
University of Alabama

ROOM

SCOTCH



“It Is a Statement About Value: Media, Brittney Griner, and Intersectional Identity”

Carol Liebler, Syracuse University (USA)
Kandice Green, Syracuse University (USA)

“Players as Pawns: The Presentation of a Quantitative Text Analysis of the Brittney Griner Controversy on Twitter and its Emotional Underpinnings”

Joshua Anderson, University of Texas-Austin (USA)
Kristen Sussman, Texas State University (USA)
Lindsay Bouchacourt, University of Texas-Austin (USA)
Natalie Brown-Devlin, University of Texas-Austin (USA)

“Tom Brady Would Be Home by Now: Intersectionality and Media Coverage of the Incarceration of Brittney Griner”

Emily Plec, Western Oregon University (USA)

“Performative Fandom Theory and Black Female Fans of the WNBA”

Molly Yanity, Quinnipiac University (USA)
Danielle Coombs, Kent State University (USA)

PANEL C

Best Practices in Communication and
Sport Pedagogy

CHAIR

Àngela Stanescu
Universitat Autònoma de Barcelona

ROOM

METROPOL



Panelists:

Sandy Alspach, Ferris State University (USA)
Guy Harrison, University of Tennessee-Knoxville (USA)
Thomas Horky, Macromedia University of Applied Sciences, Hamburg (GER)
Brian Petrotta, University of Nebraska-Lincoln, (USA)
Angela Pratt, Bishop’s University (CAN)
Sada Reed, Arizona State University (USA)
Jason Stamm, University of Nebraska-Lincoln (USA)



9:00-10:15

10:30-11:45

PANEL A

Women in Sport

CHAIR

Kimberly Bissell
University of Alabama

ROOM

CRILLON ROBERT

“Celebrating 50, Duplicating Inequality: A Rhetorical Analysis of Title IX Celebratory Fragments As Sport Diplomacy”

Kate Lavelle, University of Wisconsin-La Crosse (USA)
Korryn Mozisek, Carnegie Mellon University (USA)

“Positive Progress: A Longitudinal Analysis of ESPNW”

Sarah Wolter, Gustavus Adolphus College (USA)

“‘Role Models’ and ‘Trailblazers’: Staging and Promoting Women’s Football and International Competition”

Beth Fielding-Lloyd, Sheffield Hallam University (UK)
Lindsey Mean, Arizona State University (USA)

“Psychophysiological Responses to Gendered Announcing: Exploring the Effect of Announcer Gender on Audience Attention, Arousal, and Emotion”

Sean R. Sadri, University of Alabama (USA)
Emily Dirks, University of Alabama (USA)
Travis R. Bell, University of South Florida (USA)
Joshua Jackson, University of Alabama (USA)
Andrew C. Billings, University of Alabama (USA)

“Who’s Got Game?: A Case Study of Division I Female Athletes’ Use of Performance and Appearance-Related Photos on Social Media Before and After NIL”

Emma Bissell, University of Florida (USA)

PANEL B

Sport, Social Media, and Society

CHAIR

Anneliese Bolland
University of Alabama

ROOM

SCOTCH

“Snack Culture, Football Industry and Ephemeral Messages: New Frontiers for Sport Mediatization from Twitter and Hybrid Audiences”

Francisco Buitrago Castillo, University Foundation Los Libertadores (COL)

“Tour de France in Denmark – Globalized, Nationalized, and Individualized Receptions and Interpretations of a Sports Mega Event”

Mogens Olesen, University of Copenhagen (DEN)

“Transexuality and Sports: Analysis of the Lia Thomas Case and Its Repercussion on Twitter”

Jesus Angel, University of the Basque Country (ESP)
Koldo Meso, University of the Basque Country (ESP)
Terese Mendiguren, University of the Basque Country (ESP)

“Professional Female Athletes on Instagram: Prospects and Expectations: The Case of Greece”

Roy Panagiotopoulou, National and Kapodistrian University of Athens (GRE)
Eleni Tsalakatidou, National and Kapodistrian University of Athens (GRE)

PANEL C

Education and Change Agents in Sport

CHAIR

Daniel Malanski
University College Dublin

ROOM

METROPOL



“Leading Cultural Change in a National Sport Organization”

Jennifer Walinga, Royal Roads University (CAN)

“Do ‘We Race as One’? Understanding Corporate Social Responsibility (CSR) Communication in Motorsport”

Virginia Harrison, Clemson University (USA)
Carla White, University of Tennessee (USA)

“‘Earth Is Now Our Only Shareholder’: How Patagonia Radicalized Corporate Activism”

Julia Richmond, Rowan University (USA)

“Mediatized Sport as Educational Resource and Research Strategy”

Chris Stone, University of Nottingham (UK)
Michael Skey, Loughborough University (UK)

“New Communication Regimens for Youth Sports Officials”

James Pokrywczynski, Marquette University (USA)

12:00-13:15

PANEL A

Real Change and the “Real World”
Sports Media Programs and Cultural
Transformation

CHAIR

Emily Dirks
University of Alabama

ROOM

CRILLON ROBERT



Panelists:

Thomas Oates, University of Iowa (USA)
Michael L. Butterworth, University of Texas-Austin (USA)
Jacco van Sterkenburg, Erasmus University-Rotterdam (NED)
Virginia Harrison, Clemson University (USA)
Guy Harrison, University of Tennessee (USA)

PANEL B

Sports News Content

CHAIR

Joshua Jackson
University of Alabama

ROOM

SCOTCH

“All My Friends Know The Slow Writer: Contextualization, Explanation, Fairness and Equity in Sports Illustrated’s Daily Cover”

Ryan Broussard, Sam Houston State University (USA)
Marcus Funk, Sam Houston State University (USA)
Prachi Vashisht, Sam Houston State University (USA)

“The Development of the Work of Women Journalists in News Production: The Spanish Sports Press Throughout the Last Three FIFA World Cups (South Africa 2010, Brazil 2014, and Russia 2018)”

Nahuel Ivan Faedo, University of Vic-Central University of Catalonia (ESP)
Montse Corrius, University of Vic-Central University of Catalonia (ESP)
Xavier Ginesta, University of Vic-Central University of Catalonia (ESP)

“Information Overload on the Emerald Isle - A Qualitative Analysis of Gatekeeping in Irish Sports Journalism”

Aaron Gallagher, Dublin City University (IRL)

“Million Dollaz Worth of The Same: Hip Hop and Barstool Sports”

Lequez Spearman, St. John’s University (USA)

PANEL C

Gambling, Gaming and
Masculinity Studies

CHAIR

Yang Zesheng
Universitat Autònoma de Barcelona

ROOM

METROPOL

“Sports Betting and the College Student”

Brody Ruihley, Miami University (USA)
Rob Hardin, University of Tennessee (USA)

“Beyond Betting: Media Usage, Risk Behaviors, and Problematic Sports Betting in the U.S.”

Brian Petrotta, University of Nebraska-Lincoln (USA)
Hibai Lopez-Gonzalez, Universitat Autònoma de Barcelona (ESP)

“Gruulfriends is (Not) Canon: An Emotion-Based Quantitative Text Analysis of Queer Controversy in Magic the Gathering”

Joshua Anderson, University of Texas-Austin (USA)
Lindsay Bouchacourt, University of Texas-Austin (USA)
Kristen Sussman, Texas State University (USA)

“Work Out the Masculinities: The Leisure Sport of Taiwanese Men and Its Gender Implications”

Ying Chiang, Chihlee University of Technology (TWN)

12:00-13:15

13:30-14:45

ROOM | ● IACS Luncheon
TBA

15:00-16:15

PANEL A
European Soccer Perspectives

CHAIR
Guillermo Sanahuja Peris
Univ. de Castellón

ROOM
CRILLON ROBERT

● **“Social Media Usage by Bundesliga Players: A Structural Analysis of the Social Media of all Bundesliga Players in the 2021/2022 Season and the Social Media Use of Selected Players”**

Philip Sinner, University of Bremen (GER)
Fabian Schwenk, University of Salzburg (AUT)

“Changing Narratives: FC Barcelona; History, Politics and Identity: A Critical Perspective”

Jim O'Brien, University of Vic-Central University of Catalonia (ESP)
Nahuel Ivan Faedo, University of Vic-Central University of Catalonia (ESP)

“A Case Study of Marcus Rashford: A Personal Brand Built on Altruism”

John Vincent, University of Alabama (USA)

“Media Representations of League of Ireland Soccer”

Brian Martin, Dundalk Institute of Technology (IRL)

“The European Super League: A Failed Project to Ensure the Sustainability of the Football Industry in the 21st Century? A Geopolitical Response”

Carles Viñas, Universitat Autònoma de Barcelona (ESP)
Xavier Ginesta, University of Vic (ESP)

PANEL B
Following Your Heart and Trusting Your
Head Using Biometrics to Study

CHAIR
Daniel Malanski
University College Dublin

ROOM
SCOTCH

● **Panelists:**

Emily Dirks, University of Alabama (USA)
Kimberly Bissell, University of Alabama (USA)
Anneliese Bolland, University of Alabama (USA)

PANEL C

International Olympic Perspectives

CHAIR

Kristina Rumenova
Universitat Autònoma de Barcelona

ROOM

METROPOL

“The Visibility Challenges of Women Athletes Through Social Media at the Olympic Games”

Marie-Stéphanie Abouna, CY Ileps Cergy Paris University (FRA)
Alessandra Palermo, CY Ileps Cergy Paris University (FRA)

“Shifting Time Zones, Shifting Narratives: NBC’s Primetime Broadcast Portrayal of Men and Women Athletes During The 2020 Tokyo and 2022 Beijing Olympic Games”

Lauren Smith, Indiana University (USA)
Paul MacArthur, Utica College (USA)

“Media Representation of Chinese Naturalised Athletes at the Beijing 2022 Winter Olympic Games”

Junru Li, The University of Edinburgh (UK)

“Performing Taiwaneseeness: National Identity and Online Mobilization During the Tokyo 2020 Olympic Games”

Tzu-Hsuan Chen, National Taiwan Sport University (TWN)

“Why Watch a Mega Event from Far Away?: Predicting U.S. Audiences’ Multiplatform Viewing During the Beijing Winter Olympics”

Tang Tang, Kent State University (USA)
Roger Cooper, Ohio University (USA)

16:30-17:45

PANEL A

Football International and Domestic Perspectives on the National Football League and the World’s Game

CHAIR

Xavier Ramon
Univ. Autònoma de Barcelona

ROOM

CRILLON ROBERT

“Internationalization of a Professional American Sports League: Examining the NFL’s Marketing Strategy and KPIs in Germany”

Frauke Hachtmann, University of Nebraska-Lincoln (USA)
Thomas Horky, Macromedia University (GER)

“The 12th Man - Fannish Motivations Across the National Football League (NFL)”

Nikki Thomas, University of Southern California (USA)

“How Does the Super Bowl Work for Political Advertising? The Third-Person Effect Approach”

Ken Kim, Murray State University (USA)

“Football and Diaspora: Connecting Dispersed Communities Through the Global Game”

Jeffrey Kassing, Arizona State University (USA)
Sangmi Lee, Arizona State University (USA)

PANEL B

Intersections of Sports
Communication & History

CHAIR

Valerio Della Sala
Universitat Autònoma de Barcelona

ROOM

SCOTCH

“Game On: A Hundred-Year History of Sports Media”

David Bockino, Elon University (USA)

“Friends or Foes?: Assessing the French-American Relations Through the French Media Coverage of the 1984, 1996 and 2002 Olympic Opening Ceremonies”

Yann Descamps, Université de Franche-Comté (FRA)

“The Sports Community and the Sports Press in a German ‘Sports City’ in the 1920s”

Natalia Camps Y Wilant, Independent Scholar (GER)

“Representations of Nature and the Anthropocene in Summer Olympic Ceremonies – From Atlanta 1996 to Rio 2016”

Daniel Malanski, University College Dublin (IRL)

“An Historical Review and Assessment of Summer Olympics Sponsorships: 1996-2020”

James Pokrywczynski, Marquette University (USA)

PANEL C

Sports Media Industry Experiences

CHAIR

Yang Zesheng
Universitat Autònoma de Barcelona

ROOM

METROPOL

“What Do Sports Journalists Think About Their Role in Reproducing Discourses About Race/Ethnicity?”

Carmen Longas Luque, Erasmus University-Rotterdam (NED)

“Still Allies?: How Sport Journalists Experience Their Relation with PR”

Inga Oelrichs, German Sport University (GER)

“Overcoming Gender Suppression from Male-Dominated Journalism Space: Experiences of Ghanaian Female Sport Journalists”

Ernest Yeboah Acheampong, University of Education, Winneba (GHA)

Victoria Sarfo Konadu, University of Education, Winneba (GHA)

Ralph Frimpong, University of Education, Winneba (GHA)

“Defending the Indefensible?: Deshaun Watson, In-House Reporting, and the Shifting Loyalties of Sports Journalism”

Sean R. Sadri, University of Alabama (USA)

Nicholas Buzzelli, High Point University (USA)

Andrew C. Billings, University of Alabama (USA)

“The Essence of the Experience of Being a Social Media Employee of a U Sports Member Institution’s Athletics Department: A Qualitative Study”

Angela Pratt, Bishop’s University (CAN)

Katia Perin, University of Ottawa (CAN)

16:30-17:45

FRIDAY, MARCH 10

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SATURDAY, MARCH 11

7:30-8:45

ROOM
SCOTCH



IACS Executive Board Meeting

9:00-10:15

PANEL A

Sport, Social Media, and
Societal Influence

CHAIR

Emily Dirks
University of Alabama

ROOM

CRILLON ROBERT



“Insta-Anger?: Federations’ Social Media Posts During World Cup 2022”

Matthew Zimmerman, Mississippi State University (USA)

Lauren Burch, Loughborough University London (UK)

Edward Kian, Oklahoma State University (USA)

Galen Clavio, Indiana University (USA)

“Social Media Narratives of Deshaun Watson’s Sexual Harassment Scandal in the Aftermath of #MeToo”

Lauren Anderson, Emerson College (USA)

“Athletes’ Self-Presentation as Parents: An Analysis of Instagram Profiles”

Brittani Sahn, Rollins College (USA)

Tanja Vierrether, Rollins College (USA)

“Can Female Sport Journalists Be Influencers?: The Case of Greece”

Eleni Tsalkatidou, National and Kapodistrian University of Athens (GRE)

PANEL B

American Soccer Perspectives

CHAIR

Joshua Jackson
University of Alabama

ROOM

SCOTCH



“From the Forest to the Heartland: Analyzing MLS and NWSL Kits”

James Bingaman, University of Delaware (USA)

“Performatively Conforming?: Consuming and Performing Soccer Fandom in American Bars”

Chris Stone, University of Nottingham (UK)
Clay Gransden, Liverpool John Moores University (UK)

“What’s in the Game?: EA SPORTS FIFA and the Growth of Soccer Fandom Among Americans”

Johnathan Anderson, Indiana University (USA)

“The ‘Karen’ of Women’s Soccer: An Analysis of Carli Lloyd’s Mediated Neoliberal & Postracial Discourse”

Emily Ryalls, California Polytechnic State University (USA)
Megan Lambertz-Berndt, California Polytechnic State University (USA)

PANEL C

Mental Health in Sport

CHAIR

Jihoon Kim
University of Alabama

ROOM

METROPOL



“Media Framing of Athlete Suicide: An Examination of Problems, Causes, Moral Evaluations and Treatment Recommendations”

Scott Parrott, University of Alabama (USA)

“Naomi Osaka and the Cultural Politics of Athlete Labor in Post Pandemic Sports”

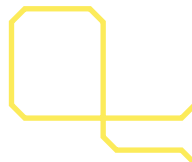
Jennifer McClearen, University of Texas-Austin (USA)

“COVID, NIL and Mental Health: How Collegiate Student Athletes Juggle Increased Pressures and Stressors”

Katherine Lavelle, University of Wisconsin-LaCrosse (USA)
Jason Stamm, University of Nebraska-Lincoln (USA)

“Black Women Athletes’ Mental Health and Discourses of ‘Ungratefulness’”

Daniel Grano, University of North Carolina-Charlotte (USA)
Shanice Jones Cameron, University of North Carolina-Charlotte (USA)



9:00-10:15

10:30-11:45

PANEL A

A Blessing or a Curse? Sport Management, Professional Education, and the Trajectory of Communication and Sport Inquiry

MODERATOR

Andrew C. Billings
University of Alabama

ROOM

CRILLON ROBERT

Panelists:

Lawrence A. Wenner, Loyola Marymount University (USA)
Marie Hardin, Pennsylvania State University (USA)
Michael L. Butterworth, University of Texas-Austin (USA)
Evan Frederick, University of Louisville (USA)
Ann Pegoraro, University of Guelph (CAN)
Xavier Ramon, Pompeu Fabra University (ESP)
Simon Licen, Washington State University (USA)

PANEL B

Race and Ethnicity in Sport

CHAIR

Sean Sadri
University of Alabama

ROOM

SCOTCH

“The Effects of Social Media Use Patterns on Cultural and Athletic Identity on Black Female Collegiate Athletes’ Body Image Dissatisfaction”

Shelbretta Ball, University of South Carolina (USA)

“Reconciliation and Recoil: A Decolonial Analysis of Indigenous Sport Mascotting in the Edmonton E*kinos Case”

Jason Edward Black, University of North Carolina-Charlotte (USA)

“Constructing ‘The City Too Busy to Hate’: Race, Power, and Sport in Atlanta Journalism”

Adrienne Grubic, University of Texas-Austin (USA)

“The Role of Gender in Evaluating Athletes’ Positions on Social Justice Initiatives”

Kenon Brown, University of Alabama (USA)
Joshua Jackson, University of Alabama (USA)
Mackenzie Quick, University of Alabama (USA)
Ray Harrison, Jefferson State Community College (USA)

PANEL C

Persuasive Effects in Sports
Communication

CHAIR

John Vincent
University of Alabama

ROOM

METROPOL

“The Netflix Effect in College Sports: How Last Chance U Affects Enrollment”

Jan Boehmer, The Partnership [GER]

“Emotional Response of Sports Fans on Controversial Issues: Applying Affective Disposition Theory in Crisis Communications”

Chang Wan Woo, James Madison University [USA]
B. Rae Perryman, James Madison University [USA]
Matt Brigham, James Madison University [USA]
Yufan Sunny Qin, James Madison University [USA]

“Reading Stadia Rhetorically: Near-Successes and Successes”

Theodore Sheckels, Randolph-Macon College [USA]
Carl Hyden, Morgan State University [USA]

“The Indirect Effect of Coach Confirmation Through Emotional Intelligence on Student-Athletes’ Sport Motivation”

Hyunjung Kim, Korea National Sport University [KOR]

“Performance Expectancy of Officiating Technology (PEOT) Scale Validation and Its Impact on Sport Consumer Behavior”

Jihoon Kim, University of Alabama [USA]
Jin Woo Ahn, Utah Tech University [USA]
Yong Jae Ko, University of Florida [USA]
Wonseok Jang, Sungkyunkwan University [KOR]

12:00-13:15

PANEL A

Fans, Fandom, and & Fanship

CHAIR

Emily Dirks
University of Alabama

ROOM

CRILLON ROBERT

“Second Screen Behavior and Identification: A Comparison Between Local and Distant Fans”

Mahdi Latififard, Tarbiat Modares University [IRN]
Geoff Dickson, LaTrobe University [AUS]
Petros Parganas, Nuremberg University [GER]
Amin Yadegari, Shahia Beheshti University [IRN]

“Feminist Consciousness, Team Identification and Sports Media Use: An Intersectional Study of WNBA Fans”

Stephen Warren, Northeastern University [USA]
Carol Liebler, Syracuse University [USA]

“Unpacking the Women’s Sport Fan Experience: A Customer Journey Analysis”

Caitlin Poxon, Toronto Metropolitan University [CAN]
Katie Lebel, University of Guelph [CAN]

“Do Fans Have to Choose between Formula 1 and Sustainability?”

Yara Acaf, University of Texas-Austin [USA]
Lucy Atkinson, University of Texas-Austin [USA]
Natalie Brown-Devlin, University of Texas-Austin [USA]

PANEL B

Sport, Politics, and Social Change

CHAIR

Joshua Jackson
University of Alabama

ROOM

SCOTCH

“Stick to Sports? An Exploratory Study of Golf Journalists’ Tweets Concerning the LIV Golf Invitational”

Aman Misra, University of Tennessee (USA)
Guy Harrison, University of Tennessee (USA)

“Speak Up and Dribble: Social Normative Responses to Athletes Thrust into Political Debates”

Scott Parrott, University of Alabama (USA)

“‘Shut Up and Dribble’: Fox Sports 1, Intra-racial Tension, and ‘Sticking to Sports’ in the Age of Trump”

Taylor Henry, Seton Hall University (USA)

“How Do Collegiate Athletes Utilize Their Media Platforms for Systemic Social Change?”

Yannick Kluch, Virginia Commonwealth University (USA)
Letisha Engracia Cardoso Brown, University of Cincinnati (USA)
Tomika Ferguson, Virginia Commonwealth University (USA)
Nina Siegfried, University of Louisville (USA)
Meg Hancock, University of Louisville (USA)
Evan Frederick, University of Louisville (USA)

PANEL C

New Avenues in Sports Journalism

CHAIR

Michael Bruce
University of Alabama

ROOM

METROPOL

“Inside a Sports Journalism Innovation Hub: An Ethnographic Study of L’Équipe Explore’s Creative Practices and Strategies”

Xavier Ramon, Pompeu Fabra University (ESP)
José Luis Rojas-Torrijos, University of Seville (ESP)
Christopher Tulloch, Pompeu Fabra University (ESP)

“‘The Independent’: Journalism Ethics, Reporter Routines, and the Depiction of Trent Crimm in Ted Lasso”

Brian Moritz, St. Bonaventure University (USA)

“The ‘Redbullization’ of Sports – Implications for Media Sports and Sports Journalism”

Joerg-Uwe Nieland, Klagenfurt University (AUT)
Daniela Schaaf, German Sport University (GER)

“Women Sports Journalists and Sports News Representations”

Meistra Budiasa, Bung Karno University (IDN)
Francisco C. Buitrago, University Foundation Los Libertadores (COL)

13:15-15:00

Lunch Break (on your own)

15:00-16:15

PANEL A

Examining the Intersection of
Sport, Social Media, and Crisis
Communication

CHAIR

Guillermo Sanahuja Peris
Univ. de Castellón

ROOM

CRILLON ROBERT

Panelists:

Evan Frederick, University of Louisville (USA)
Ann Pegoraro, University of Guelph (CAN)
Lauren Smith, Indiana University (USA)
Yannick Kluch, Virginia Commonwealth University (USA)

PANEL B

Media Content & Influence

CHAIR

Valerio Della Sala
Universitat Autònoma de Barcelona

ROOM

SCOTCH

“Framing the 2022 Commonwealth Games in African Media”

Kelsey Slater, North Dakota State University (USA)

“Australian Punters in U.S. Media: The Effects of Textual and Visual Framing”

James Bingaman, University of Delaware (USA)

**“Viewpoints on the Mediatization of Racism and Sexism
in Quebec’s Hockey Media Landscape”**

Bachir Sirois-Moumni, University of Quebec and University of Ottawa (CAN)
Marilou St-Pierre, Laval University (CAN)

“SportsCenter’s Top 10 Still Dunks on the NHL”

Molly Yanity, Quinnipiac University (USA)
Jeremy Saks, Old Dominion University (USA)

PANEL C
Case Studies in Sports Communication

CHAIR
Kristina Rumenova
Universitat Autònoma de Barcelona

ROOM
METROPOL

“Non-Verified Sports Reporting: The Case Study of False Information Spread on Kylian Mbappé’s Signing for Real Madrid in Spanish News Outlets”

José Luis Rojas-Torrijos, University of Seville (ESP)
Marcel Mauri de Los Ríos, Pompeu Fabra University (ESP)

“Locating the Mediating Body in Sport and Physical Culture”

Estee Fresco, York University (CAN)

“The Sports Media Lab: Undergraduate Research as a High-Impact Educational Practice”

David Bockino, Elon University (USA)
Michael Brown, Elon University (USA)

“Parasocial Interaction and Engagement During Mediated Mass-Participation Sport Events: A Peloton Case Study”

Anneliese Bolland, University of Alabama (USA)
Kimberly Bissell, University of Alabama (USA)
Emily Dirks, University of Alabama (USA)

“Content Creation and Brand Coaches: The Case of NCAA Athletic Department Employees”

Benjamin Burroughs, University of Nevada-Las Vegas (USA)
Miles Romney, Brigham Young University (USA)
Rich Johnson, Arizona State University (USA)

16:30-17:45

PANEL A
International Soccer Perspectives

CHAIR
Xavier Ramon
Universitat Autònoma de Barcelona

ROOM
CRILLON ROBERT

“Racialization and Whiteness in Football Media Production Processes: Findings from a Recent Case Study and Avenues for Future Research”

Jacco van Sterkenburg, Erasmus University-Rotterdam (NED)
Irene Blum, Copenhagen Business School (DEN)
Mariana Fried, Erasmus University-Rotterdam (NED)

“More than One Screen: Exploring Multi-Screen Viewing for Chinese Audiences of UEFA Euro 2020”

Zesheng Yang, Universitat Autònoma de Barcelona (ESP)

“Losing Home: The Bolivian Diaspora in the Rise and Fall of the First Supporters Group in Major League Soccer”

Stephen Andon, Montclair State University (USA)

“Football as Coverup: Examining the Rhetorical Dynamics of ‘Sportswashing’ in the 2022 World Cup”

Tyler Welsh, Stephen F. Austin State University (USA)
Joe Faina, Los Angeles Valley College (USA)

PANEL A CONTINUED

International Soccer Perspectives



“YouCommenting? Fans Comments on Soccer Federations’ YouTube channels in World Cup 2022”

Kelsey Slater, North Dakota State University (USA)

Matthew Zimmerman, Mississippi State University (USA)

Lauren Burch, Loughborough University London (UK)

PANEL B

Strategic Sports Communication



“Communicative Challenges and Strategies of Austrian and German Grassroot Sports Clubs in the Third Year of the Covid-19 Pandemic”

Philip Sinner, University of Bremen (GER)

Jörg-Uwe Nieland, University of Klagenfurt (AUT)

Daniel Nölleke, German Sport University-Cologne (GER)

Christiana Schallhorn, Johannes Gutenberg University-Mainz (GER)

Christof Seeger, Stuttgart Media University (GER)

CHAIR

Àngela Stanescu

Universitat Autònoma de Barcelona

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SCOTCH

“The Strategic Communications and the Dallas Mavericks: Is Mark Cuban and Crypto Pump a Dumper or a Genius?”

Jibril Latif, Gulf University for Science and Technology (KWT)

“Sponsorship on Twitter at the Tokyo 2020 Olympic Games: Leverage Strategies and Content Typology”

Guillermo Sanahuja Peris, University de Castellón (ESP)

“An Investigation of the Strategy of Content Generation of the Official Account of the Tokyo 2020 Olympic Games on Twitter”

Mahdi Latififard, Tarbiat Modares University (IRN)

Marjan Saffari, Tarbiat Modares University (IRN)

Rasool Norouzi Seyed Hosseini, Tarbiat Modares University (IRN)

Mohammad Bahrani, Allameh Tabataba'i University (IRN)

“Constrained Flow: Advertising the IPL in England”

Kathryn Hartzell, University of Texas-Austin (USA)

PANEL C

Insights from Singular Athlete Studies



“‘The Best Part of The Day’: Cody Miller’s Microcelebrity & Professional Swimming Beyond the Pool”

Matthew Hodler, University of Rhode Island (USA)

“‘Not the Kobe I Know...’: The Cultural Preservation of Kobe Bryant’s Innocence”

Scarlett Hester, Ball State University (USA)

“It Takes the Heart of a Champion: Fantasy Theme Analysis of Localized Sport-Military Discourses in Remembrances of Max Soviak”

Raymond Schuck, Bowling Green State University-Firelands (USA)

“Postmortal Media Image of Ice Hockey Star Pavol Demitra: Tragic Hero, Role Model, but Also a Symbolic Token Used for Increasing the Audience Attention”

Peter Mikula, Constantine the Philosopher University in Nitra (SVK)

Alice Nemcova Tejkalova, Charles University (CZE)

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Yang Zesheng

Universitat Autònoma de Barcelona

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