

*Lack of Attention for Female Sports Compared to Male Sports*

Presenters Morgan Goree, Elberta McCarthy, Jazmine Santiago, and Alexandra Taylor; Sport Management majors

Mentored by Dr. Young Ik Suh

The debate pertaining to the lack of attention of female sports compared to male sports has become a large, important topic of discussion within the past few years. Many sports only consist of professional leagues for men and very few sports have a professional league for women. The purpose of this study is to investigate why male sports receive more attention than female sports do. The mission of this experiment is to identify the factors that influence the media coverage between male and female sports. The researchers will develop an anonymous survey/poll for sports fans at the University of West Georgia gathering their opinions on male sports compared to female sports. The findings and results that we retain will allow us to establish a better understanding as to why male sports receive more attention and interest than female sports.