

Research

Program and Leadership Opportunities

The Women's Sports Foundation has been a national leader in conducting and executing public service research projects on the impact of participation in sports and physical activity on girls and women. In the past year, research leadership has been earmarked as a Foundation priority. As a result, we have begun executing a comprehensive agenda of signature research projects (see reports in progress, below). This research will anchor the Foundation's public messaging and public policy initiatives and generate millions of media impressions to help begin public discourse on topics of vital importance to the health and well-being of girls and women nationwide.

Impact

Our research:

- Fills a critical information void and serves as a launching pad for Foundation initiatives.
- Acts as a catalyst to increase public support and increase girls' physical activity participation
- Raises the profile of the Women's Sports Foundation as a resource for expertise and information.

The Challenges Being Addressed

Currently, no other data accurately tracks the number of girls participating in sports and physical activity.

There is no centralized repository of data or research that systematically collects information on the sports and physical activity participation rates of girls or boys.

Reports in Progress Include:

Expanding the Boundaries of Sport Media Research: An Exploration of Consumer Responses to Representations of Women's Sports

A critical analysis of advertising using female athletes. Future studies will include an analysis of comparative print and electronic media coverage in men's and women's sports and track the presence of females in sports journalism and media decision-making positions.

Pay Equity Report

Comparative analysis of salaries and purses of professional male and female athletes, coaches and administrators

Signature research studies require resources of \$250,000 and more to deliver quality empirical data to the public. Associated



Through research efforts, the Women's Sports Foundation aims to educate the public and foster growing support for girls' and women's participation in sports and physical activity.

costs include research staff, Women's Sports Foundation staff, data collection, publications, public relations and administration costs.

For more information about our research Initiative, contact Marjorie A. Snyder, Ph.D., Chief Program and Planning Officer.

Latest Research

Go Out and Play: Youth Sports in America

Women's Sports Foundation proprietary biennial report on the participation of girls and boys in sports and physical activities

Who's Playing College Sports? Money, Race and Gender

The second part of our study on the trends in intercollegiate participation and the factors that influence these trends

Published Reports

All reports listed below are continually available through the Information Referral Service and www.WomensSportsFoundation.org unless otherwise noted.

Who's Playing College Sports? Trends in Participation (2007)

Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage (2006)

Women's Sports Foundation Report: The Status of Health and Physical Activity in Chicago Hispanic Girls (2005) Available in English or Spanish

Women's Sports Foundation Report: The Status of Female Youth Health and Physical Activity in the Chicago Metropolitan Area (2005)

Women's Sports Foundation Report: The Status of Female Youth Health and Physical Activity in the Atlanta Metropolitan Area (2004)

Her Life Depends on It: Sport, Physical Activity and the Health and Well-Being of American Girls (2004) Full report available via Web only

Women's Sports Foundation Report: Title IX and Race in Intercollegiate Sport (2003)

Women's Sports Foundation Report: Health Risks and the Teen Athlete (2000)

Women's Sports Foundation Report: Addressing the Needs of Professional and Amateur Athletes (1999)

Sport and Teen Pregnancy Report (1998)

The Women's Sports Foundation Gender Equity Report Card (1997)

Out of the Picture: Gender Bias & Children's Perceptions of the Proposed Pictograms for the 1996 Olympic Games (1995)
Available via Web only

Miller Lite Report on Sports & Fitness in the Lives of Working Women. (1993) Available via Web only

Women's Sports Foundation Report: Minorities in Sports (1989)
Available via Web only

Wilson Report: Moms, Dads, Daughters and Sports (1988)
Available via Web only