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## **Gender Disparity and Invisible Attitudes towards Women and Men Athletes**

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### **Abstract:**

Sports are becoming increasingly important in Pakistani culture, with athletes from both genders taking interest with different perspectives in sports. This study aims to identify gender differences in attitudes and opinions about women and men athletes based on their socio-demographic profiles. The cross-sectional survey was carried out centered on quantitative research design, self-constructed and semi-structured questionnaire. Data was collected via Google form, from 360 participants with age range of above 18 years, selected through convenient sampling technique. Data was analyzed through SPSS analysis of Independent sample T-test and descriptive statistics. The findings showed notably different gender opinions due to biasness, when it came to the participation and opportunities of both athletes in sports. Moreover, few of the male respondents disagreed to almost all the statements that supported female athletes' participation in anyway. Female and male participants' stance showed that there is a lack of media coverage for female athletes, gender discrimination, cultural barriers and more hurdles in the journey of women athletes as compared to men athletes.

**Keywords:** Pakistani culture, sports, athletes, gender differences, media coverage, discrimination

### **INTRODUCTION**

The goal of this research was to look at the invisible/imperceptible attitude through the opinions of the general public towards both women and men athletes. Sports are becoming increasingly

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important in our Pakistani culture, with athletes from both the genders taking interest day by day. However, different people tend to have different perspectives on sports. The goal of this study was to investigate and comprehend public attitudes through their opinions towards men and women athletes due to their socio-demographic profiles.

Society anticipates that men and women should adapt, have confidence in and fulfill particular roles of gender and stereotypical thoughts that have been stereotyped. Men are expected to be masculine, athletic and self-made all around the globe, whereas women are expected to hush up, be respectful, beautiful, and nurturer. The society requires certain obedience from different genders. One particular sector where customary gender stereotypes are being assessed and broken down, are in the field of sports. If we compare our customary stereotypes regarding females with those of 21<sup>st</sup> century, women are establishing their position in the world of sports. Their clear contribution in sports portrays their ability to challenge misogynist obstacles and prohibitive ideas about female actual athletic capacity, appearance, and participation in sports. Anyhow, it is also evident that typical stereotypes related to women keep on winning (Malszecki & Cavar, 2005).

Mennesson and Clement (2003) stated that a fear of homophobia may arise if this silence persists further, and it will inhibit the participation of females; women and girls, abundantly in sport and accomplishing optimistic goals. Traditional ideologies of what it means to be a women sportsperson are being challenged by some foremost sport figures. A champion in the "World Boxing Association" from France, Myriam Lamare, dissipates the rumors that surround involvement of females in sports that are considered "painful". She stated on International Women's Day 2006, "A woman who can box is a woman who can fight at once capable of giving life and of defending it, in the true sense of the word. I am strong and feminine, vulnerable and active".

"Masculine" and "feminine" is considered a common stereotypical social constriction in the world of sports. This upsets the balance of contribution in sports of both male and females; sometimes far exceeding as an overcome-able challenge. Stigmatization of the word "effeminate" is used to describe men who hesitate or are uninvolved in sports activities, while women are usually funneled into "aesthetic" sports, which may include ice-skating and gymnastics, where society fixes these traits and perceive them as "female" when demonstrated. "Ladylike" anticipations by the norms of behavior accepted by society and modesty exclude women from participating in certain circumstances from physical activities of sports. This is because they exhibit conventional male attributes, like sports that are inevitably contact-based (e.g., grappling) and some "painful" ones e.g., kickboxing (Meier, 2015).

Negative traits are sometimes labelled in conjunction to sport-participating women and girls, such as "manly and "unfeminine". One of the beauties of sport is that it offers a platform to address the discrimination that resides within the sports community, by groups of particular women and girls. For example, multiple forms of discrimination are subjected to women and girls with disabilities. Mennesson and Clement (2003) state that a fear of homophobia may arise if this silence persists further, and it will inhibit the participation of females; women and girls, abundantly in sport and accomplishing optimistic goals. Traditional ideologies of what it means to be a women sportsperson are being challenged by some foremost sport figures. A champion in the "World Boxing Association" from France, Myriam Lamare, dissipates the rumors that surround involvement of females in sports that are considered "painful".

The portal and role of media plays an important role as media promoters have the power to form the beliefs of their audience members. By deciding the approach viewers see specific problems, stories and noticeable people; journalist have an effect on the process their audience thinks. Framing may be a process for professionals to skew concepts that the public interprets as one plan being additionally necessary or additionally acceptable than the other. One facet of journalism, wherever media framing may be a noticeable procedure is print media. It is in paper publication that there's an absence of portrayal of feminine athletes (Palmeri, 2001). Besides, in the event that a female portrayal in physical activities and sports publications is more frequent than negligible, she is considered to be in an inert or socially worthy persona (Knight & Giuliano, 2001).

Women and young females are creating progress in sports and the sports domain throughout the past few decades, and it is clear via surveying the feminine stereotypes and involvement in physical activities. This is often because of the opportunities that are being created to boost the number of females in all levels of sports. On condition that sport challenges a large number of gender stereotypes, the involvement of young females and ladies in sports encounters problems, not solely those associated with capacity, however, additionally those regarding their position in regional communities and at society, that are massive. By specifically confronting and scattering misguided judgments about females' abilities, coordinated sport projects help to lessen favoritism and expand the role endorsed to females (Cooky, C., et al., 2016).

Despite the fact numerous women sportspersons have been disheartened from partaking in men conquered sports, females have kept on breaking typecasts and social hindrances that once hindered them from taking part in "masculine" sports. Women athletes, for example, Michelle Wie, Danica Patrick, and Gina Corano have been good examples for some youthful women athletes, by demonstrating that they can also contend and prevail in men-ruled sports (Giuliano, Turner, Lundquist & Knight, 2010). By testing stereotypes face to face, it demonstrates how much females have significantly altered the way they are seen in the world of sports. We have begun to see females take part in numerous sports as the gender roles in our communities have developed.

Sports, for the most part, are viewed as one of the masculine domains. Not many females participate and that is the reason females in sports are disregarded by most shareholders in Pakistan. Every individual of the society stopped females to take part in the field of sports/games (Shah, et al., 2010). All types of people need extra-curricular activities and sports. Male prejudice is the component of Pakistani reasoned society and it has been seen over pages of history. It is amazingly noticed that the masculine domain has never disappeared from the very beginning of our society's setup (Aggarwal, et al., 2013).

Anyhow, Pakistan is additionally enhancing female's courage and authority through sports. "Pakistan Association of Women Sport's" partnership with Sport National Association sees dynamic advancement in females' support in sports. The Association additionally intends to bring issues to light about the advancement needs of Pakistan, especially those linked with females that are young in sports which were once linked with one gender. Analyzing the future, females' sports hope to turn out to be much more noticeable in our societies, in view of how gender roles are impressively not only changing in sports, but in different dimensions of life as well (Schmalz & Davison, 2006).

### **Rational of the Study**

In Pakistan sports is growing as athletes from both the genders are taking interest day by day. Many people tend to have different opinions about sports. The purpose of this study was to delve into and understand public attitudes through their opinions about women and men athletes, as not much relevant literature was found nationally, most of the literature was either outdated or international, there was a need to research on this present study. By stating that, this current research will assist to gain a better understanding about the opinions of our Pakistani public related to the men and women athletes.

The current study carried out the below objective: To explore public attitudes on the basis of their demographic profiles through their opinions about women and men athletes.

### **LITERATURE REVIEW**

The current study sought to uncover and comprehend the gender differences in hidden sentiments towards men and women athletes. Keeping in mind the coverage of media for men and women athletes, Messner, et al., (1993) founds that the gap in coverage between male and female sports acts as a model for future players to learn about masculine macho propagation. Furthermore, specialists in the area did not find this surprising, as research shows that sport is where hegemonic masculinity is most reproduced and maintained. When it comes to presenting female sports and the successes of female athletes, media organizations utilize the framing method known as "ambivalence" (Bernstein & Kian, 2013) since sports are seen as competitive and aggressive. The de-emphasis of the female athlete's athleticism is a key component of ambivalence.

Hoiness, Weathington, and Cotrell (2008) conducted a study to examine people's opinions of female sportspersons and the effects that sport type, gender, and rater athletic identity have on them. Females who competed in masculine sports were seen to be less liked than those who competed in feminine sports, according to the findings. Male participants evaluated female athletes playing in masculine sports as less reputable compared to those competing in feminine sports, whereas female participants viewed female athletes competing in masculine sports as more reputable.

According to Ross and Shinenew (2008), the phrase "throwing like a girl" adds to the perception of females as inferior to males. Many people perceive this as a lack of ability to throw accurately, implying that female athletes' skill is far lower than male competitors. As a result, girls who can throw are regarded as possessing male-like characteristics. So, even if female athletes' involvement is currently at peak, there is still a disparity in treatment between men and women, with males still wielding authority.

In line with prior research, the Clark et al. (2009) study found that males and females have different motives for watching sports. Tendencies of females directed them to look for shared experiences among friends and family members, while males looked for "the joy of the game itself." Value of social interactions while playing the game was also empathized by females. Furthermore, both genders appreciated the competition of the games, although male respondents rated competitiveness higher than female respondents. Furthermore, data revealed that "the multi-faceted experiences of the broadcast" of the Super Bowl was more valued by female viewers as compared to male viewers.

According to Janet S. Fink (2014), the 2012 London Olympic Games were dubbed the "Year of the Woman" since over 45 percent of the competitors competing were female. He investigated the quantitative and qualitative disparities between male and female sports, and how media coverage of these discrepancies twists the public's opinion of female athletics adversely. Female athletes are smashing records and demonstrating exceptional athletic aptitude, he says. Women in sports, on the other hand, are receiving less publicity in the media. Fink claims that female sportspersons receive television coverage that is just approximately 1.6 percent.

Laar, Zhang, Yu, Qi and Ashraf (2019) conducted a study with the assistance of a stratified random sampling, where colleges for women in 4 Pakistani provisional capitals urban areas were studied, utilizing a survey explicitly intended for this study. M-plus was utilized to remove the questions which had next to zero effect on women participation in sports. Independent sample t-test, one-way ANOVA then, at that point post hoc test and follow-up outcomes uncovered that those sub-measurements of the imperatives "Mass Media" and "Strict and Culture" were the main elements, mean up to 2.8 and 2.7, individually. There were significant contrasts ( $p < 0.05$ ) in requirements experienced by female understudies in all urban areas and in private and public foundations. The outcomes gave starter proof that making families aware of the advantage of sports and giving facilities to females can improve their involvement.

## **RESEARCH METHODOLOGY**

### **Research Design**

The current study was a cross-sectional survey design, conducted to explore and understand public invisible attitudes through their opinion about men and women athletes by using quantitative research design and focused on exploring public attitudes on the basis of their demographical information.

### **Hypothesis**

There is a significant gender difference regarding the preference to watch male athlete sports more than female athlete sports. There is a significant gender difference whether gender of a person matters in sports. There is a significant gender difference in marital status, whether gender of a person matters in sports. There is a significant gender difference regarding opinion towards sport world being a masculine domain. There is a significant gender difference in terms of gender affecting performance of an athlete. There is a significant gender difference regarding opinions towards media focusing on the physical appearance of female rather than her accomplishments. To identify the perception of people whether the sports world is a masculine domain. To, identify the perception of people whether gender affects the performance of an athlete.

### **Theoretical Perspective**

Researcher used two theoretical frameworks related with the research, which are stated below.

- **Theory of Social Constructionism** by Peter L. Berger and Thomas Luckman. This theory states that everything in our society is socially constructed or created which can also change as the society develops.

- **Framing Theory** by Ervin Goffman. As the name of the theory states 'frame' 'portrayal', means humans as individual tends to get influenced by some facts which are presented to them which may be biased or not real.

### Sampling

For the current study, 360 educated male and female participants were selected age 18years and above residing in Lahore. For this purpose, convenient sampling technique was implied to collect data.

### Inclusion Criteria

The inclusion criteria of the current study included educated male and educated females with the age range from 18 onwards that included both married and unmarried people.

### Exclusion Criteria

Uneducated male and uneducated females, with the ages under 18 and people who were either divorced or widowed were excluded from the current study.

### Tool/ Analysis

Self-constructed semi-structured questionnaire was used for data collection. The questionnaire was derived from the literature. The questionnaire consisted of 15 questions in which 10 were open ended and 5 were close ended, based on Likert scale, which measured the opinions of public towards women and men athletes. The data was analyzed through SPSS analysis of independent sample T-test and descriptive statistics.

### Procedure

For the current study participants were selected conveniently from male and females during global pandemic COVID-19. All questionnaires were filled online via Google form, by using different social media platforms. Confidentiality of the participants were ensured. For Pilot studying at least 10 males and 10 females were included, it was observed from the results of the pilot study that few of the statements needed to be simplified for the participants. After making few changes to refine our tool for better understanding of the topic, data collection began. For the current study the sample size was 500 and that was initially the target but due to the pandemic scenario the collection of data was compromised. By stating that, the appropriate responses were narrowed down to 360 participants.

## RESULTS

The data collected to explore and understand invisible public attitudes about women athletes and men athletes that were analyzed and discussed thoroughly as follows.

### Demographics

**Table 1** Participants Demographic characteristic (N=360)

<i>Demographic Variables</i>		<i>f</i>	<i>%</i>
<b>Gender</b>	Male	180	50%
	Female	180	50%
Age	18+		

Marital Status	Married	150	41%
	Unmarried	210	58%
Family Income	Less than 25,000	10	5%
	25,000-50,000	50	13%
	50,000-75,000	52	14%
	75,000-1,00,000	51	14%
	More than 1,00,000	189	52%
Education	O Levels/ Matric	6	1%
	A Levels/ Intermediate	62	17%
	Graduation	187	51%
	Post-Graduation/ MPhil/MS/PhD	105	29%

The demographic information of the participants demonstrated to explore and understand public opinions on the basis of their profile about women athlete and men athletes. In addition to this, the part of this study also examined the portrayal/role of media on men and women athletes according to the public. Collected data of 360 participants were quantitatively analyzed through SPSS analysis of independent sample T-test.

**Table 2** Independent sample t-test for measuring gender differences in preference to watch sports (N=360)

Variable	Male		Female		95% confidence interval of the difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>t(df)</i>	<i>P</i>	<i>LL</i>	<i>UL</i>
Preference to watch Sports	3.567	1.104	2.806	1.114	6.462(357.9)	.000	.5256	.9855

( $P=.000, P < .001$ )

The above given table showed the results of first hypothesis, “there is a significant gender difference regarding the preference to watch sports” that there is a highly significant difference between male and female participants as males ( $M=3.567, SD=1.104$ ) prefer to watch sports more than female ( $M=2.806, SD=1.114$ ) counter parts where the value of  $t=6.462$  and  $P=.000$ .

**Table 3** Independent sample t-test scores for measuring gender differences in opinion of which gender of a person matters in sports (N=360)

Variable	Male		Female		95% confidence interval of the difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>t(df)</i>	<i>P</i>	<i>LL</i>	<i>UL</i>
Gender matters in sports	2.650	1.288	2.067	1.194	4.456(355.9)	.000	.3259	.8408

( $P=.000, P < .001$ )

The above given table showed the results of second hypothesis “there is a significant gender difference in terms of whether gender of a person matters in sports” that there is a significant difference between male and female participants as males ( $M=2.650, SD=1.288$ ) agreed that gender

of a person matters in sports as compared to the female ( $M=2.067$ ,  $SD=1.194$ ) where the value of  $t=4.456$  and  $P=.000$ .

**Table 4** Independent sample t-test with respect to marital status to measure which gender of a person matters in sports (N=360)

Variable	Married		Unmarried		95% confidence interval of the difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>t(df)</i>	<i>P</i>	<i>LL</i>	<i>UL</i>
Gender matters in sports	2.413	1.248	2.319	1.293	.692(358)	.487	-.1738	.3623

( $P.000$ ,  $P < .001$ )

Results of the independent sample T-test indicated that there was a non-significant difference between married ( $M=2.413$ ,  $SD=1.248$ ) and unmarried ( $M=2.319$ ,  $SD=1.293$ ) participants regarding whether gender of a person matters in sports.

**Table 5** Independent sample t-test scores for measuring gender differences in whether sports world is a masculine domain (N=360)

Variable	Male		Female		95% confidence interval of the difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>t(df)</i>	<i>P</i>	<i>LL</i>	<i>UL</i>
Sports a masculine domain	2.978	1.138	3.039	1.351	.464(358)	.643	-.3201	-.1978

( $P.000$ ,  $P < .001$ )

The above given table showed the results of fourth hypothesis, “there is a significant difference in gender regarding sports world being a masculine domain” that there is a non-significant difference between male ( $M=2.978$ ,  $SD=1.138$ ) and female ( $M=3.039$ ,  $SD=1.351$ ) participants regarding sports world being a masculine domain.

**Table 6** Independent sample t-test scores for measuring gender differences in which gender affects the performance of an athlete (N=360)

Variable	Male		Female		95% confidence interval of the difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>t(df)</i>	<i>P</i>	<i>LL</i>	<i>UL</i>
Gender affects the performance of an athlete	3.083	1.267	2.700	1.281	2.853(358)	.005	.1191	.6475

( $P.000$ ,  $P < .001$ )

The above given table showed the results of fifth hypothesis, “there is a significant gender difference in terms of gender affecting the performance of an athlete” that there is a significant difference between male and female participants as male ( $M=3.083$ ,  $SD=1.267$ ) agreed that gender affects the performance of an athlete as compared to the females ( $M=2.700$ ,  $SD=1.281$ ) where the value of  $t=2.853$  and  $P=.005$ .



**Table 7** Independent sample t-test scores of gender differences in whether the media focuses on the physical appearance of a female athlete rather than her accomplishments (N=360)

Variable	Male		Female		95% confidence interval of the difference			
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>t(df)</i>	<i>P</i>	<i>LL</i>	<i>UL</i>
Media portrayal	3.072	1.083	3.439	1.173	-3.081(355.7)	.002	-.6007	-
					.1326			

( $P=0.000$ ,  $P < .001$ )

The above given table showed the results of sixth hypothesis “there is a significant difference in gender regarding opinions towards media focusing on the physical appearance of a female athlete rather than her accomplishments” that there is a highly significant difference between male and female participants as females ( $M=3.439$ ,  $SD=1.173$ ) agreed that media focuses on the physical appearance of a female athlete rather than her accomplishments as compared to the male ( $M=3.072$ ,  $SD=1.083$ ) participants where the value of  $t=-3.801$  and  $P=.002$ .

### Descriptive Statistics

Given below are the frequencies and percentage from two self-constructed close-ended questions.

**Table 8** Given below whether the sports world is a masculine domain

Do you think that the sports world is a masculine domain?	Frequency	Percentage
Strongly Disagree	46	12.7%
Disagree	102	28.2%
Undecided	53	14.6%
Agree	121	33.4%
Strongly Agree	38	10.5%
Total	360	100%

Above table clearly showed the combined results of both the genders. As it is clearly evident from the results of whether “the sports world is a masculine domain” most of the participants agreed as per Likert scale. While it can also be seen that there was a slight difference with the participants disagreeing to the fact that sports world is not a masculine domain.

**Table 9** Given below whether gender affects the performance of an athlete.

In your opinion does gender affect the performance of an athlete?	Frequency	Percentage
Strongly Disagree	55	15.3%
Disagree	116	32.2%
Undecided	40	11.1%
Agree	111	30.8%
Strongly Agree	38	10.6%
Total	360	100%

Above table clearly showed the combined results of both the genders. As it is clearly evident from the results of whether “gender affects the performance of an athlete” most of the participants

disagreed as per Likert scale. While it can also be seen that there is a slight difference with the participants agreeing to gender does affect the performance of an athlete.

## **DISCUSSION**

The current quantitative study explored and understood public attitudes through their opinions about male and female athletes and media portrayal of the athletes in the views of general public. The first hypothesis of the present study was that “there is a significant difference in gender regarding the preference to watch male athlete sports more than female athlete sports”. According to the findings it was revealed that male participants preferred to watch male athletes’ sports more than female athletes’ sports as compared to the female participants. The findings are also supported by literature which states that, everyone’s biasness about athletes that are females would not be positive. Vast majority prefer to watch men athlete sports since that is generally famous on TV. From youthful ages we tend to look at ball games, football match-ups or b-ball games with our family member or mother and father. Accordingly, we might foster patterns about females and their jobs or roles. Indeed, it is socially satisfactory for females to play sports, yet that thought is not given coverage by TV or on different media platforms (Eastman & Billings, 2000).

The second hypothesis of the current study was that “there is a significant gender difference in terms of whether gender of a person matters in sports”. The findings revealed that that there was a significant difference between male and female participants as males agreed that gender of a person matters in sports as compared to the female participants. Literature also supports the findings as it states that, males are typically seen as athletes, whereas girls are classed as athletes or attractive athletes, according to Knight and Giuliano (2001). This has a number of consequences for female athletes, including placement in newspapers and magazines, television coverage, and perhaps the number of supporters who will attend their games.

Another result was based on the difference of marital status and whether gender of a person matters in sports. The findings revealed that there was a non-significant difference in marital statuses regarding gender of a person matters in sports. The findings being not significant is valid since number of unmarried participants were higher than the married participants.

Present study revealed the results of fourth hypothesis that was “there is a significant difference in gender regarding sports world being a masculine domain”. The findings disclosed that there is a non-significant difference between male and female participants regarding sports world being a masculine domain. But it was observed that the mean scores of the female participants were higher than the male mean scores. Even though relevant literature that supports this finding were not found, reason might be the lack of research on this particular finding.

The fifth hypothesis of the current research was “there is a significant difference in gender in terms of gender affecting the performance of an athlete”. According to the findings it was revealed that male participants agreed that gender does affect the performance of an athlete as compared to the female participants. Literature also supports the findings; according to Ross and Shinew (2008), the phrase “throwing like a girl” adds to the perception of females as inferior to males. Many people perceive this as a lack of ability to throw accurately, implying that female athletes’ skill is far lower than male competitors. As a result, girls who can throw are regarded as possessing male-like

characteristics. So, even if female athletes' involvement is currently at peak, there is still a disparity in treatment between men and women, with males still wielding authority.

Another result of the current study for the sixth hypothesis "there is a significant difference in gender regarding opinions towards media focusing on the physical appearance of a female athlete rather than her accomplishments" was that a significant difference found between male and female participants as women agreed that media focuses on the physical appearance of a female athlete rather than her accomplishments as compared to the male participants. Supporting literature by Gottesman (1994) explains that many of the individuals in control of today's world of media and broadcast events seldom grow up with female sportspersons, and even if they did, it was just as a cheerleader, not a "masculine" activity. Things will change, she feels; because things were different for that age group while they were growing up, if a new generation of individuals were to enter these positions. Another study, by Knight and Guiliano (2001) conducted that, males are typically seen as athletes, whereas girls are classed as "attractive athletes". This has a number of consequences for female athletes, including placement in newspapers and magazines, television coverage, and perhaps the number of supporters who will be present at their sports. If a female athlete is seen as attractive, she will be presented as a sex symbol in a publication like Sports Illustrated swimsuit edition, rather than as an athlete. She will not be receiving more attention of the media because she is an athlete but rather on the perception that she is an "attractive athlete". Therefore, they are more frequently viewed by the expanding coverage as attractive individuals rather than those with admirable athletic abilities.

The seventh and eighth hypotheses revealed that mostly people perceived that the sports world is a masculine domain on the contrary the participants perceived that gender doesn't affect the performance of the athletes, the results helped in identifying the perception of people that has been changed and braked stereotypical mindset regarding female athletes.

## **CONCLUSION**

Athletes play a very vital role to promote our country nationally and internationally. The current study focused to explore public invisible attitudes through their opinions about women and men athletes. The results revealed that there is gender difference in opinion about female and male athletes. Socialization plays role in developing mind sets about gendered specific roles associated with male and female for their career, profession, education, plays, athlete and domestic roles. Due to patriarchal structure of society, males have been dominated in every domain and every profession even sports has been considered as male oriented profession. The present study identified that with the passage of time whether there is any change happened in stereotypical mindset of people with respect to their demographical information. It is highlighted that although in schools, colleges, and universities, female have started playing games at national and international level and pursuing athletes as their career, still people perceived that sports is male oriented profession it might be due to physical attributes associated with male and socio-cultural perception of patriarchal structure of society. The role of news and social-media has also influenced female participation in sports, as they portray them as a sex object. The result revealed no significant differences when gender disparity was linked with demographical information of the participants.

## Limitations

In the present study, survey was conducted via Google form, many participants did not cooperate and complete the Google form therefore the sample size was reduced from 500 to 360. Since it was not easy to find participants solely through the means of just social media.

## Recommendations

Given below are few of the recommendations; there was a huge literature gap related to the current study, it is important that more researches are conducted on Pakistani athletes or on the field of sports. Besides having majority of positive results on the present study/research, patriarchal and cultural norms are still present in our societies. For this campaigns and awareness sessions should be encouraged. For future researches, study can be more fruitful if direct interviews with professional athletes are taken to explore their opinions. The role and portrayal of Pakistani media on female athletes is not satisfactory. There should be more promotions and sponsorships that promote women athletes and even men athletes.

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