



The Association Between Sports Patriotism and Gender, Race, and Age in America

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Introduction

- *Sports Patriotism* is a feeling of pride in a country resulting from the country's performance in sports.
- Studies have shown that viewing more international sports media is associated with increased feelings of patriotism and nationalism (Billings et al., 2015; Billings et al., 2019)
- Research has found that there is greater racial representation and response in national sports (Dyreson, 2005; Stanton & Johnson, 2012), and that younger age groups are more likely to demonstrate sports patriotism (Meier & Mutz, 2016, Gilal et al., 2020).
- However, gender has been used positively and negatively to commentate international sports media (McCree, 2011; Mishra, 2014).
- Levels of sports patriotism may reflect group representation in sports media.

Research Questions

- Is there agreement with the influence of sports patriotism for each gender, after controlling for race and age?
- Is there an association between sports patriotism and gender, after controlling for race and age?

Methods

Sample

- Respondents (n=1271) were drawn from the 2014 General Social Survey (GSS), a nationally representative sample of English-speaking, non-institutionalized adults in America.

Measures

- Sports patriotism was measured by response to the statement "When my country does well in international sports, it makes me proud to be an American." rated on five-point scale from 1 (Strongly disagree) to 5 (Strongly agree) or 6 "Can't choose" coded dichotomously in terms of agreement or non-agreement.
- For race, response options were "White," "Black," and "Other" coded dichotomously in terms of White or non-White.
- Gender was coded male or female.
- Age was categorized into four even levels, with age groups 18-34, 35-49, 50-62, 63-99 coded 1-4.

Results

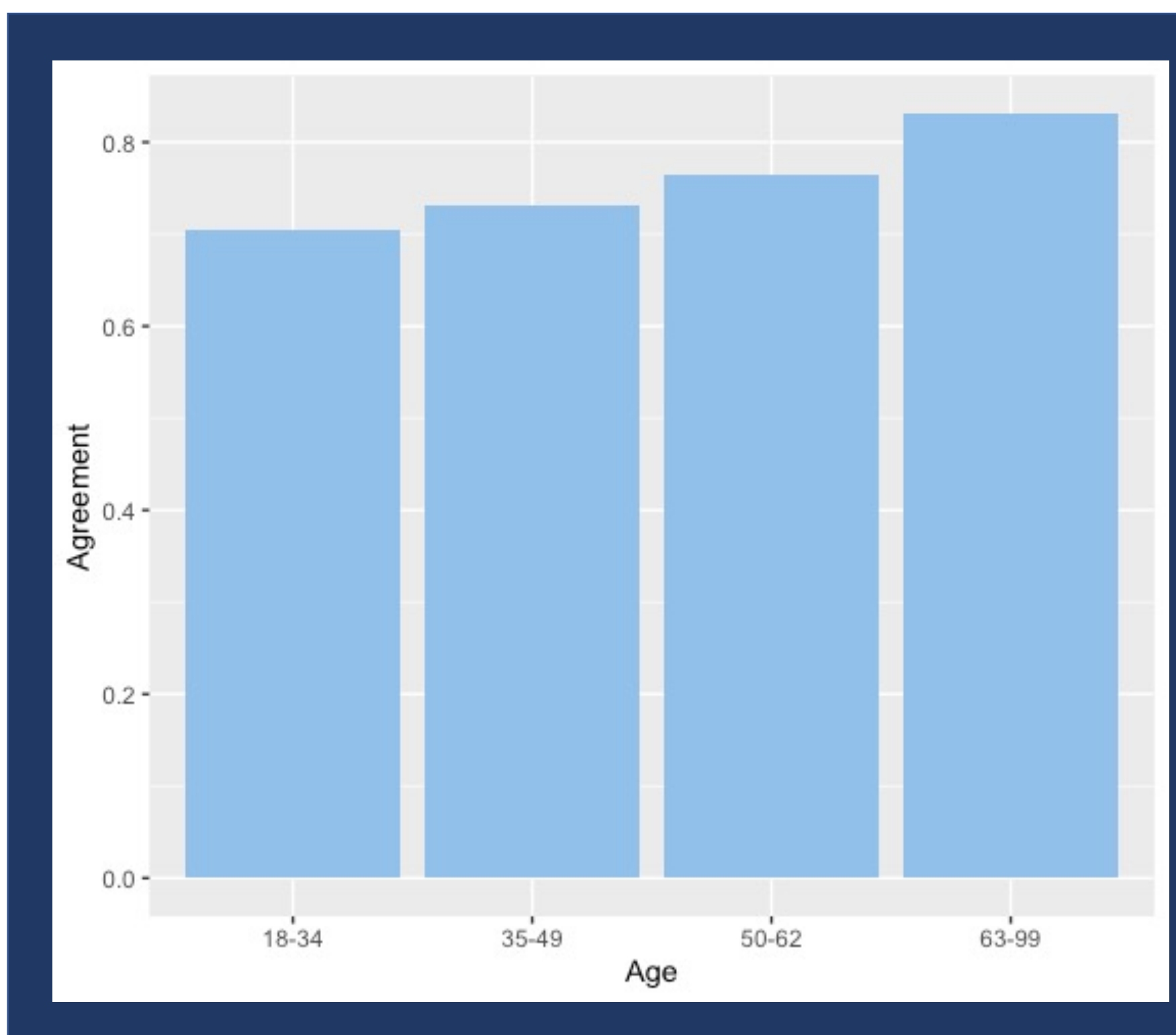
Univariate

- 45.0% of respondents were male.
- 74.5% of respondents were white.
- 75.6% of respondents had agreement with the sports patriotism statement.

Bivariate

- A Chi Square test showed that **gender** was not significantly associated with **level of sports patriotism** ($X^2 = 0.255$, $p = .6139$).
- A Chi Square test showed that **race** was not significantly associated with **level of sports patriotism** ($X = 1.146$, $p = .2843$)

Figure 1. Average Sports Patriotism Agreement Based on Age

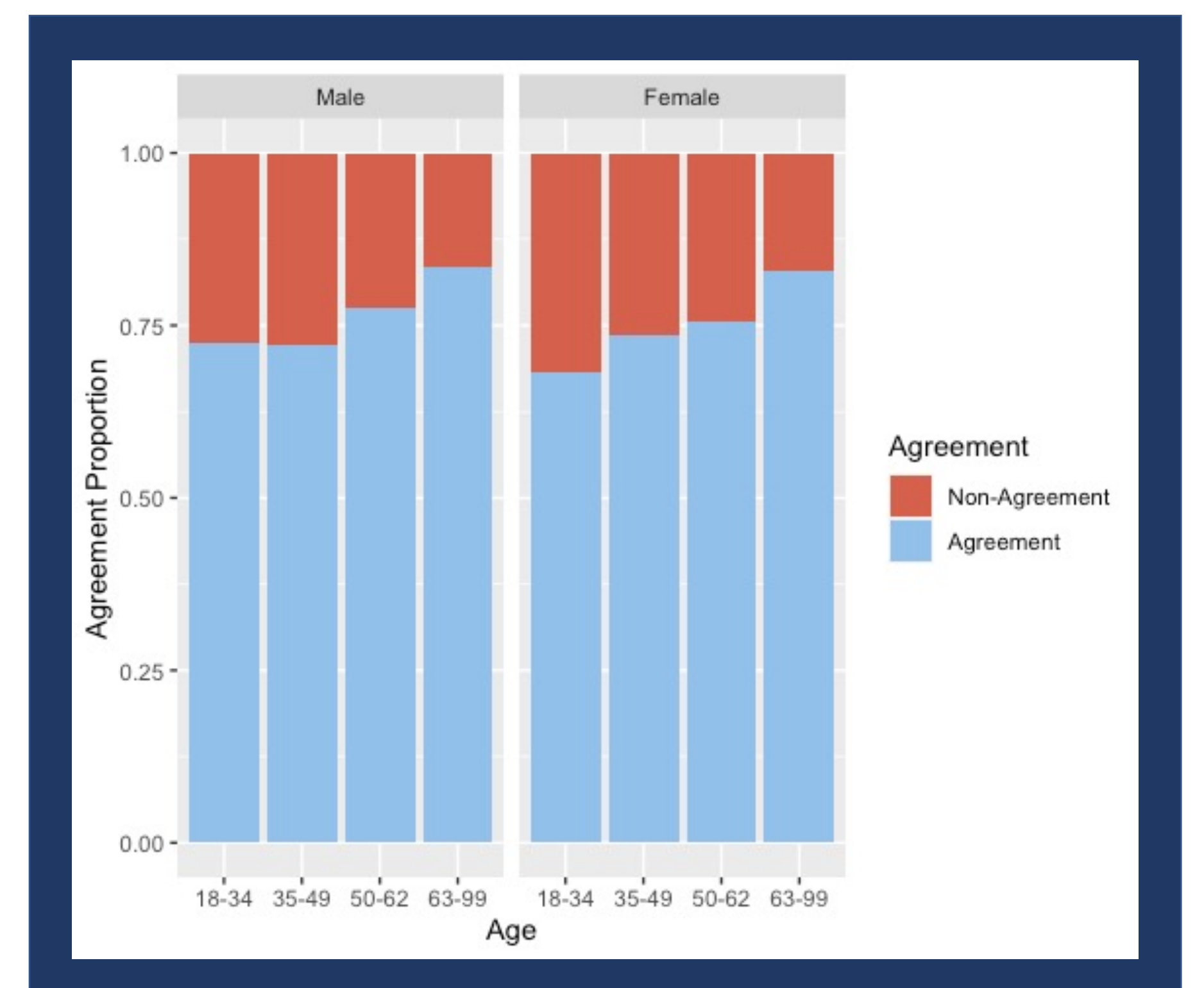


- Figure 1 shows that as the age group increases, a higher proportion of respondents agreed with the sports patriotism statement.
- A Chi Square test showed that **age** was significantly associated with **level of sports patriotism** ($X^2 = 14.964$, $p = .00185$).
- Post hoc tests showed that for the 2014 GSS sample, there was a significant difference between the **18-34 age group and the 62+ age group**, as well as a significant difference between the **35-49 age group and the 62+ age group**.

Multivariate

- Figure 2 shows both male and female respondents have visually similar proportions of agreement for each age group, with older age groups having higher average agreement.
- A multiple logistic regression between age, gender and race gave the results that after controlling for race and gender, **age is independently associated with sports patriotism between the 18-34 and 63-99 age groups** (OR = 2.18, p -value=0.0001).

Figure 2. Average Sports Patriotism across Gender and Age



Discussion

- Gender and race may not have an effect on sports patriotism agreement.
- Regardless of gender and race, age may have an effect on sports patriotism agreement.
- This data suggests that national sports media has engaging representation across gender and race, but does not capture all age groups.
- Sports media and youth sports organizations may use this information to determine which demographics to target in advertising campaigns, outreach events, and partnerships.
- This data set was limited in specificity of the sample, so further research is needed to determine if there are differences between individual sports and sporting events.