

Running head: DOES SOCIAL MEDIA EFFECT SPORTS?

Does Social Media Effect Sports

Frank Wilson-Woods

Submitted to the School of Liberal Studies and Continuing Education
in partial fulfillment of the requirements
for the degree of Bachelor of Arts in Liberal Studies

Purchase College
State University of New York

May 2019

Instructor: Ursula Heinrich



Does Social Media Effect Sports?

Frank Wilson

Senior Capstone

May, 14, 2019

SUNY Purchase College

Does Social Media

Overview

The purpose of this project is to determine if social media changes /affect sports.

Research is done to convey much the NCAA rules, regulations, and compliance to colligate sports.

Goals

1. To determine if social media and affecting sports and if so then how?
2. Examine how social media is changing sports if applicable
3. Indicate social media policies for student-athletes
4. Explore the different viewpoints on social media and colligate sports.
5. Interpret fans and what effect they have on social media and sports

Introduction:

Social media has surfaced on every entertainment platform in the U.S., including colligate sports. Social media has provided new ways for students, athletes, fans, and coaches to share information and communicate with other schools. From the creation of Facebook in 2004 and Twitter in 2006 increased levels of interaction between stakeholders and fans. Coaches can use social media to impress recruits, promote athletic programs, and connect with fans. Social media is creating more unity towards player's athletes and other schools instantaneously while bringing more entertainment to individuals around the world. Alongside the positive features social media has to offer there also comes a handful of negative criticism and ethical concerns.

Does Social Media

Social Media Policies for Student-athletes

Around August thousands, of student-athletes head back to school and practice to NCAA compliance. Their compliance with the NCAA, with their school, and with their team's social media policy. Nearly two decades ago, the University athletics caught up quickly since social media first came about (Robertson, 2016). The effects social media has on sports are both positive and negative and also instantaneous.

Social media among college sports struggled to find an identity and acceptance in more significant parts of the industry. A variety of colligate athletic departments hired external monitoring companies to police their athlete's social media posts. Boise states coach Chris Peterson alongside Florida states coach Jimbo Fisher banned their players from using Twitter, which raised ethical questions pertaining towards free speech (Robertson, 2016). The scholarly research surrounding social media policies among college athletics showed that the primary focus was based on weighted risks and content restriction instead of interactional context for student-athletes and use or education.

Outright band of social media on college athletes

Some administrators want to impose an outright ban on social media for all college student-athletes. Every year student-athletes are embarrassing college athletic programs by violating certain aspects of the NCAA. In December of 2017, Liangelo Ball created headlines after shoplifting in China, which lead to the involvement of president Trump (Perez, 2017). Liangelo Ball alongside his teammates Cody Riley and Jalen Hill was shoplifting in China and was detained for three days. Trump intervened and was able to get them back to the U.S, which lead to the suspension of Liangelo Ball from the UCLA men's basketball program (Perez, 2017). This news was made available by A.j Perez and was published by USA Today. College athletic directors and departments have worked continuously to keep all social media out of college athletics. The southern conference

Does Social Media

in 2009, attempted to get rid of all social media in their athletic events. During the early days of social media, the NCAA tried to ban bloggers (blog publishing service) of the press box of a tournament baseball game.

First Amendment - Legal Cases

Social media at big institutions never been anything easy to deal with as a construct. Social all over the country have numerous problems and issues with social media. Universities want an outright ban on social media but can't because of this direct the issues in the first amendment. Social media policies were forced at Northwestern after the Illinois Governor signed legislation making it unlawful for higher education institutions to require a student's social media login information (Robertson, 2016).

Legal issues involving social media incidents are unavoidable, and laws to protect college athletes have always been an ongoing procedure (Epstein, 2013). According to a law review article by Epstein, courts have not found ways to ensure the safety for student-athletes or a clear standard for athletic programs and universities pertaining to positive and negative social media monitoring and banning.

Institutions implementing policies that are rational while alternatively pertaining to education would be the best way to prevent liability and negligence. Law reviews focused on institutions choices to implement social media policies and the impacts they would have on student constitutional rights. (Wheldon, 2013). Investigated the NCAA enforcing motorization in universities with student-athletes and their social media accounts, which lead to further legal complications. In conclusion, concerns were raised in the finding of speech, privacy rights, tort liability, and student safety.

Does Social Media

Punishments / Consequences

Not being aware of policies or violating specific rules and regulations may lead to severe punishment. Suspension, written reprimands, or even a dismissal from the team and university are some of the consequences that come from the misuse of social media. Recruits have been dealt with the short end of the stick when it pertains to social media. College coaches tend to monitor the use of social media for their incoming recruits because they understand the severity of mishandling social media.

On Jan.20th, 2012, an article was published that a 4-star recruit from Don Bosco Prep high school in New Jersey misused social media, which caused scholarship offers to be revoked and expulsion put in place. His coach Greg Toal warned him multiple times of the consequences to come if he doesn't use social media responsibly. (Abruzzese, 2012) His social media account was deleted, and he had to choose another college to go to besides Michigan because it was reported that they stopped recruiting him.

Social Media and Fans

Collegiate athletic departments often capitalize on their popular sports team to sell merchandise for profit. Usually, there are media marketing experts on the staff of D1 programs (Clavio, 2013) When athletes show off their team merchandise on social media the probability that the sales of those items will substantially increase are facts

And whether they like it or not, coaches using social media generate a big following for their teams. Some coaches handle their social media accounts themselves while others hand off the task to staff to post and tweet online.

Does Social Media

The use of social media from summer coaches are now indeed very vital. New rules have been put into place by the NCAA, allowing college coach to like posts and retweet athletes that are being recruited (Clavio, 2013). This is very interesting because we don't know the boundaries of social media policies during recruitment. Recruits may equate social media likes with how much a team is interested in them. A great college coach can't just be just a coach any more different strategies and ideas for recruiting must be used in the recruiting process. A college team future success can honestly depend on the recruiting tactics of the head coach.

Advantages of college athletes and social media

Coaches can use social media for the fan base and gain a competitive advantage. Some coaches take responsibility and control social media themselves or use social media experts to handle their team's social media accounts.

Social media may have harsh consequences if misused but also has its positive side if used correctly. Social media allows student-athletes to connect with friends, family, fans, and teammates (Clavio, 2011). For the top athletes with a large following on social media, interacting with their fans allows them to promote their brands and harness the power of being famous. For example, these top recruited athletes often have blue checks near their names on social media like Twitter and Instagram. Having and managing thousands of followers and loyal fans when they complete their NCAA eligibility gives them the ultimate advantage when they move into their professional careers.

Alumni and college sports

Fans and alumni occasionally lean toward their favorite team's bandwagon. Most fans use platforms to express support for their alma mater or local heroes and to follow their team's performances.

Does Social Media

During games, Alumni usually highlight their new or old retro jersey's showing their full support at events.

Every year college programs have Students Vs. Alumni games in order to raise money for charitable events. They also have an alumni day where the previous student shows up to their old schools and participate in various activities.

Negativity online

When aimed at young student-athletes, negativity online has increased steadily. There was a video displayed online containing a fake public service announcement for grown men and women hollering at athletes participating in the NCAA March Madness tournament. Although the video was a funny video imitated to be a parody, we can conclude that we have witnessed or even been the guy to yell at the TV because a game did not particularly end the way we wanted to. Fans in this day and age don't have any barriers which are very concerning for student-athletes. Student-athletes are subjected to negativity at any point in time, no matter the situation.

Last year, after having a bad colligate season, the University of New Mexico basketball star Cullen Neal changed his phone number removed his social media accounts after his father and UNM head coach, Craig Neal, said Cullen had received death threats (Robertson, 2016). Cullen was the Lobos leading scorer as a first-year student but no longer had the desire to play sports at that institution. He eventually decided to transfer to Ole Miss.

Protection for student-athletes

The coping mechanisms that colligate athletes use to deal with negativity directed at them on social media have researchers conducting individualized studies. But despite all the reports and evident

Does Social Media

negativity plaguing student-athletes online, institutions have been very ineffective to protect athlete privacy and peace of mind.

Studies have shown that interactions on twitter make student-athletes susceptible to harsh criticism and can be very provocative. Students are forbidden to engage in a particular behavior. Studies advocated that athletic departments are incredibly proactive in assisting college athletes who use social media (Sanderson, 2011).

Safety for college athletics

The NCAA has no rules restricting the use of social media for any staff or athletic department. Fans tend to use social media to abuse student-athletes, and no policies have been put into place to monitor social media usage toward others. The NCAA can always profit from student-athletes, and colleges use social media, which explains why there are no restrictions on social media use. institutions were founded to keep college athletes safe, but there is an apparent conflict of interest when students no longer feel safe at their institutions.

Conclusion

To conclude my research, social media has various effects on collegiate sports. They affect everything sports related to fan interaction, marketing, merchandise, legality, interaction on social media between schools, according to NCAA compliance. Although social media can be very positive and impactful to collegiate athletes, they also can be extremely harsh and put student-athletes in a vulnerable position. Social media allows fans and others to ridicule and harass players with no consequences. In my opinion, certain policies should be put into effect to protect student-athletes

Does Social Media

from the potential dangers that come with social media because universities main goal is to ensure their students' safety.

Reference Page

- Sanderson, J. (2011). To Tweet or Not to Tweet: Exploring Division I Athletic Departments' Social-Media Policies. *International Journal of Sport Communication*, 4(4), 492-513. doi:10.1123/ijsc.4.4.492
- Sanderson, J. (2015). *Social Media and Sport Communication*. Routledge Handbook of Sport Communication, 50-73. doi:10.4324/9780203123485.ch6
- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. *Sport Management Review*, 18(2), 166-181. doi:10.1016/j.smr.2014.11.001
- Browning, B., & Sanderson, J. (2012). The Positives and Negatives of Twitter: Exploring How Student-Athletes Use Twitter and Respond to Critical Tweets. *International Journal of Sport Communication*, 5(4), 503-521. doi:10.1123/ijsc.5.4.503
- Pieper, L. P. (2013). *It's a Whole New Ball-Game: How Social Media Is Changing Sports* By Jimmy Sanderson. Published in 2011 by Hampton Press (121 pages) US\$16.95. *Journal of Sport Management*, 27(3), 261-262. doi:10.1123/jsm.27.3.261
- Recruit Yuri Wright expelled for Tweets. (2012, January 20). Retrieved from http://www.espn.com/college-sports/recruiting/football/story/_/id/7484495/yuri-wright-twitter-posts-cost-college-scholarship
- Clavio, G. (2011). Social Media and the College Football Audience. *Journal of Issues in Intercollegiate Athletics*, 309-325. doi:10.4324/9780203123485.ch26
- Clavio, G., & Walsh, P. (2013). Dimensions of Social Media Utilization Among College Sport Fans. *Communication & Sport*, 2(3), 261-281. doi:10.1177/2167479513480355
- Perez, A. (2017, December 04). LaVar Ball pulls son LiAngelo Ball out of UCLA. Retrieved from <https://www.usatoday.com/story/sports/ncaab/2017/12/04/reports-lavar-ball-pulls-son-liangelo-ball-out-ucla/920665001/>