

Should College Athletes Receive Compensation?  
A Synthesis of the Research Literature

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Abdoulaye Sow

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THE COLLEGE AT BROCKPORT  
STATE UNIVERSITY OF NEW YORK  
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Department of Kinesiology, Sport Studies, and Physical Education

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Read and Approved by: Melanie Perreault  
Melanie Perreault, Ph.D.

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*Cathy Houston-Wilson*

8/19/19

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Dr. Cathy Houston-Wilson  
Chairperson, Department of Kinesiology, Sport Studies, and Physical Education

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## **Abstract**

The purpose of this synthesis is to examine the ethical considerations of providing compensation for collegiate athletes. There are several peer-reviewed articles that examine all aspects of this argument. This argument is not clear-cut with a definitive answer, but a deep look into what society deems ethical in comparison to the current system of the NCAA can be very useful for the future success of the organization. Some of the areas I will examine include: how much money is being generated by college athletics; what role does amateurism play in this debate; and what role race plays in this debate. Reviewing the literature will provide information and conclusions that will better allow examination of the ethical considerations of providing compensation for athletes.

## Chapter 1: Introduction

The National Collegiate Athletic Association (NCAA) was formed in 1906. During the organization's founding they were formed as the Intercollegiate Athletic Association and didn't take their current name until 1910. When formed in 1906 their responsibilities were to draw up competition and eligibility rules for gridiron football, because football was in danger of being terminated due to how dangerous of a sport it was perceived to be. Today, the NCAA functions as a general legislative and administrative authority for men and women's intercollegiate athletics and has grown to be a multi-million dollar organization. Every year the NCAA conducts nearly 90 national championships in 24 sports, while supervising both regional and national intercollegiate athletic contests (Treadway, 2013).

At the NCAA's founding the idea of amateurism was seen as being paramount for the organization. The NCAA requires all student-athletes to be amateurs in their respective sports. The clear differences between a student-athlete and professional are professionals are able to be paid for playing in athletic contest, sign with an agent or professional organization, or use their athletic skills for pay in any form. The biggest similarity in the NCAA from its origin to today is the importance they still place on amateurism. Just this past year the NCAA appeared in court to defend their amateurism rules against plaintiffs who believed capping compensation at the value of a scholarship violated federal antitrust law (Russo, 2018). The NCAA doubled down on what it has always believed from its origin; that altering amateurism rules would lead to pay-for-play

which would damage college sports as a whole and harm academic integration of athletes.

However, a lot has changed since the founding of the NCAA, especially its growth into a multi-million dollar organization. For example, a recent college basketball game between rivals Duke University and the University of North Carolina brought out celebrities such as Spike Lee, Todd Gurley, and former president Barack Obama; not to mention the sky-high ticket prices that were being compared to those of the Super Bowl. In 2018 the most expensive ticket to the historic UNC vs. Duke rivalry game sold for \$5,400 and in 2019 that number is almost doubled at \$10,652 (Schwartz, 2019). This game puts in perspective how big of an organization the NCAA has grown to become in today's society. Just during the 2016-2017 school year the NCAA brought in one billion dollars of revenue, most of which was generated during March Madness from the Division 1 men's basketball tournament (Cameron, 2019). Every March people around the country are glued to their laptops, phones, and TV's all day to watch the basketball tournament the NCAA puts together. Universities, coaches, athletic directors, TV networks, retail stores, stadium venues, and many more have all reaped the benefits of the NCAA becoming what it is today. For example, in 2018 there were at least 24 college football coaches making \$4 million or more (Johnson, 2018).

Yet while growing to be the multi-million dollar organization it is today, everybody has profited except the student-athletes who are the heart of the organization because of the amateurism rule. The NCAA has historically taken the position that the "amateurism" rule is necessary for the success and popularity of college athletics.

However without student-athletes the NCAA would not exist, which raises the question on why student-athletes do not receive the same treatment. This disconnect has stirred a lot of controversy lately on whether or not the NCAA should pay its college athletes.

The growing controversy of whether or not student-athletes should be compensated has had a very negative effect on the NCAA. The need for student-athletes to maintain their amateurism title has resulted in universities and coaches going behind the NCAA's back to convince players to attend their programs. In addition, shoe companies who are trying to convince players on the AAU circuit to attend schools they sponsor become involved. This has led to coaches being fired, facing jail time, and much more. For example, the FBI stepped in this past season to investigate the ongoing corruption in college basketball at Arizona University. They found recordings alleging a coach paying a recruit \$10,000 a month to play for their university (Norlander, 2019). After a deeper investigation the assistant men's basketball coach was sentenced to three months in prison and two year of supervised release. Situations like these originate from the simple fact that universities are not allowed to pay their athletes, when most see it as more than justifiable. The NCAA has also lost the interest of a lot of top high school prospects who are now choosing to take other routes because of this controversy, such as going overseas, going to the g-league, or just choosing not to attend college at all. One of the first elite high school prospects to start this was Darius Bazley who originally committed to Syracuse University, but would later default and enter the NBA G league (Charania, 2018). Darius would later decide to not enter the G-league draft to instead train for the NBA. His bold decision has started a trend. In May 2019 R.J. Hampton, who is according to ESPN, the 5<sup>th</sup> ranked high school prospect in the class of 2019 chose to

pass on college and instead spend a year playing pro basketball in an Australian League (Wolken, 2019).

### **Statement of Problem**

The purpose of this synthesis is to examine the ethical considerations of providing compensation for college athletes. This is important because a closer look into the ethical considerations of providing compensation for college athletes can be a huge step forward into solving the “pay for play” problem the NCAA currently has and will continue to have, if it is not solved soon.

### **Operational Definitions**

*Ethical*- involving or expressing moral approval or disapproval (Merriam-Webster’s dictionary, 1828)

*Amateurism*- the practicing of an activity, especially a sport, on an unpaid rather than a professional basis (Mckean, 1995)

### **Scope of Synthesis**

The purpose of this synthesis is to examine the ethical considerations of providing compensation for collegiate athletes. This will include looking at both sides of the debate, including philosophical discussions as well as perspectives from stakeholders such as athletes and coaches. However it will not examine proposed systems or practical implications.

## **Chapter 2: Methods**

### **Search Procedure**

The various studies used for this synthesis were located from the Sport Discus database from the College at Brockport Drake Library. The library database was the main source of research however other search engines, such as Google Scholar, that provided scholarly articles were also used. To help narrow down the selection process, keywords and phrases were used in the search terms. The phrases, “College athletics revenue”, “Amateurism + college athletics”, “Race + college athletics”, and “Should college athletes be paid to play” were used to search and select articles for this synthesis. The phrase “College athletics revenue” produced 454 search results. The phrase “Amateurism + college athletics” produced 183 search results. The phrase “Race + college athletics” produced 693 search results. The phrase “Should college athletes be paid to play” produced 15,401 search results.

### **Inclusion Criteria**

In order for an article to be used in the review of literature, it had to meet specific criteria. First the criteria for inclusion in this synthesis required all articles to be peer-reviewed articles. Second, the characteristics of the articles in the critical mass included each article having to focus on one or more ethical consideration related to paying collegiate athletes. The final number of articles included in the critical mass after applying the inclusion criteria to the articles was 10.

## **Data Analysis**

After retrieving my articles I took the main points from each article and organized them in an article grid (see Appendix A) that consists of the purpose, analysis, and the findings of each article. After comparing and contrasting the findings, I found themes within the literature and they fall within one of the three areas as follows; amateurism, money, and race.

### **Chapter 3: Results**

Specifically this section will cover the following topics of what role does amateurism play in this debate, what role does race play in this debate, and how much money is being generated by college athletics. During the exhaustive literature search I came across numerous articles, however all of them were not included in the critical mass because they did not meet the inclusion criteria. The results are based on the critical mass of 10 articles.

#### **Amateurism**

In order for any student-athlete to be apart of the NCAA and eligible to compete they must first receive an amateurism certification. Amateurism provisions where put into place by the NCAA to help them better control its member institutions. The NCAA is catching a lot of heat recently for their pay-for-play dilemma and in result their amateurism provisions are receiving a lot of attention. The reviews on whether or not amateurism is exploiting college athletes vary. The common thought is that schools are exploiting student-athletes because they profit millions of dollars from their play while the student-athletes receive no more than an athletic scholarship.

Owens (2010) believes student-athletes still choose the NCAA, even with prior knowledge, because it is the best place for them to develop and market their skills. For an elite high school basketball player with dreams of one day playing in the NBA, the NCAA seems like the best route for most. Therefore most choose to deal with the policies in place because they believe it will pay off in the long run. In his article

Owen (2010) discusses scenarios like such and how the NCAA actually provides less abstract forms of deferred compensation. For certain unique athletes, it is known in high school and sometimes even earlier that they have almost certain professional potential. For this rare bunch NCAA regulations allow insurance policies against career-ending injuries (Owens, 2010). A great example of this happened in 2018 during the college basketball season. Projected #1 draft pick, Zion Williamson, hurt his knee in what seemed to be a very serious injury that kept him out of several consecutive regular season games. What most people don't know is that Zion had an insurance policy in place that protected him if he was selected past the 16<sup>th</sup> pick in the draft due to injury and could collect \$8 million (Perez, 2019). Owens (2010) believes that the good the NCAA amateurism policy brings far outweighs the bad.

Geerie (2018) examines amateurism similarly to how Owens (2010) feels about the subject. Geerie (2018) believes for the most part the intentions of the NCAA are good. However where he differentiates is that he believes the NCAA is interfering with the rights of the student-athletes, more particularly their ability to use their name, image, and likeliness to their advantage.

Miller (2011) and Porto (2016) both examine the growth of the NCAA from its origin to now. Miller (2011) examines the NCAA as a whole while Porto (2016) is more specific taking a look into how amateurism has evolved. Miller (2011) states how the NCAA has come from student-organized competitions to a sports entertainment enterprise. He like many believes the amateurism rule is very hypocritical for today's NCAA. Initially amateurism seemed like a great idea,

however by the 1990s when coaches started to receive million-dollar salaries, constant expansion and upgraded athletic facilities, and increasing revenue amateurism should have been re-evaluated. Miller (2011) believes that amateurism provisions and the current model of the NCAA are ethically questionable and that to move towards compensated student-athletes we need to re-define amateurism. Porto (2016) believes amateurism is not paramount for the NCAA and that the popularity of college sports is not due to amateurism but instead other factors such as conference rivals and school spirit.

## **Money**

Many feel if the NCAA is reaping all of these benefits and all of this money then the least they can do is take care of the players who are the heart of the NCAA. In the past it was seen as, the players athletic scholarships was enough because they were getting access to a free education. However as time has passed and the NCAA has grown into making millions and even billions of dollars, this narrative has changed. Money is root in the idea that the NCAA is exploiting the athletes because everyone from presidents to coaches are receiving benefits other than the athletes.

Like any business in the world, the goal is to make money and the NCAA is no different. They are constantly looking for ways to better their organization and bring in more money. One way they increase revenue is through brand equity of star players in their respective sports. Gladden, Mime and Sutton (1998) took a look into brand equity in a sport setting in their article. It is no secret that having a star player brings you more attention, which in result brings in more fans and more money. They

double down on this theory by discussing how star players increase merchandise sales and ticket sales. Majority of the revenue the NCAA brings in every year is from their annual division 1 men's basketball March Madness tournament where players are being branded non-stop. Society is constantly seeing commercials, social media posts, and much more branding of the players to help generate more buzz behind the tournament, which in results brings in more money. Senne (2016) in his article also took an in-depth look into NCAA revenue generation and distribution by examining March Madness. In the 2008-2009 season 90% of the NCAA's budget was generated by their 11 year \$6.2 billion dollar TV contract with CBS (Senne, 2016). Given the large amount of revenue generated from promoting star players it seems ethically fair to compensate the athletes for their hard work.

Greenberg (2008) also looked into the growth of the business side of college athletic programs, but instead focused on how coaches have benefitted because of this. He clearly states how the NCAA has transformed into more of a business with athletic directors overseeing and conducting multi-million dollar deals (Greenberg, 2008). The article shows how athletic programs are growing at a rapid pace with some bringing in more than \$20 million in a year and others more than \$30 million. With the business of the NCAA growing and in result athletic programs, coaches have benefitted tremendously with some making over \$4 million a year. Similar to the previous article this then questions how is it ethically fair for everyone else to reap the benefits of the hard work student-athletes put in.

## **Race**

It is very clear-cut that the two sports that dominate college athletics are football and basketball and they are both dominated by predominately players of color. Coincidentally these are the two sports with the most restrictions of playing professionally. The NBA requires players to be one year removed out of high school before you are eligible for the draft and the NFL requires players to be three years removed out of high school before being eligible. However when we compare these standards to other professional leagues there is a clear difference. In the MLB and NHL players can be drafted right out of high school, while in golf and tennis players can turn professional before they even graduate high school. With these restrictions in place many basketball and football players feel forced to take the route of the NCAA where they cannot be compensated for the talents. This then arises the question, why do the two sports with predominately people of color have the most restrictions in place? The people in positions of power such as athletic directors, chancellors, and school presidents is not a very diverse group and when it comes to making changes they have the most say.

To examine what role race plays in the debate I used two articles. Each article in their own unique way measured race and whether or not it plays a factor in this debate. Druckman, Howart, and Rodheim (2016) examined what people view college sports and an athletic scholarship as. After conducting their research they came to the conclusion that African Americans and Non-African Americans view the two in completely different ways. Non-African Americans view college sports more as a consumption product for their enjoyment with little care to whether or not athletes

receive anything more than an athletic scholarship. Actually they are more prone to less support any reforms that could alter college sports as it is, such as compensating student-athletes. On the other hand African-Americans place an importance on scholarships because for most if it weren't for the scholarships they would not be able to attend college. However even with this importance African-Americans still feel that athletic scholarships should have more enhanced benefits to ensure greater educational opportunities.

Wallsten, Nteta, McCarthy and Tarsi (2017) examine whether racial resentment measures anti-black prejudice or ideological conservatism and to examine they used racial resentments role in shaping white opinion on pay for play in college athletics. In a survey conducted they found African Americans are more than twice as likely to express higher support than Whites for paying college athletes. The next step was to find out whether this huge difference is because of ideological conservatism or anti-black prejudice. Unlike Druckman, Howart, and Rodheim (2016) the results in this article showed that racial resentment does not measure ideological conservatism as much as it does anti-black prejudice. The results concluded that prejudice against African Americans has a direct correlation with how Non-African Americans feel about compensation for college athletes. In most ethical standards, not wanting to compensate college athletes because of a prejudice against a race is not ethically correct. Based on these results it is clear that race does play a part in whether or not college athletes should be compensated.

## **Summary of Results**

The idea of “amateurism” has produced a lot of mixed emotions. While some believe that amateurism is in fact exploiting our college athletes, others believe that amateurism is fine and needed for the NCAA. The NCAA is growing as an organization and business everyday with most of their revenue coming from their two biggest sports men’s basketball and football, however everyone is benefitting except the athletes. There is a clear disconnect with race in regards to this topic. African Americans support the idea of providing compensation for collegiate athletes at a much higher rate than others and many believe this is because of anti-black prejudice. Moving forward, this information will be used to consider the ethical considerations of providing compensation for college athletes.

## Chapter 4: Discussion

When it comes to the ethical considerations of providing compensation for college athletes, there is no clear-cut right or wrong answer. Several articles believed that the NCAA is exploiting its athletes because of the importance they hold to the organization in comparison to what they receive in return. However there were articles that believe the NCAA is no different than any business and the student-athletes are aware of these conditions prior but still choose to participate in the NCAA. Consistently there was a disconnect between races on whether or not college athletes should be compensated. Specifically African Americans were more for it while Non-African Americans were more against the idea. African-Americans view a scholarship as a means to equal educational opportunity, however they believe that is not occurring and the addition of compensation could fix that. Non-African Americans view the NCAA and its athletes more as a product that is in very good standing. More along the lines of why fix something if it is not broke (Druckman, Howart & Rodheim, 2016).

Moving forward this information can be very useful for college coaches and athletic administrators. Like mentioned earlier, coaches and universities are losing out on very good athletes due to the pay for play dilemma. However with more information on the ethical considerations of compensating college athletes, administrators can present a much more solid argument on why college athletes should be compensated. Many may think why should coaches or administrators want to share the wealth when they are doing just fine. In simple lenses this seems to be true, however with universities missing out on star players they are actually hurting themselves more in the end. Take Lamelo Ball for

example who recently chose to forgo his NCAA eligibility and join the Illawarra Hawks of the Australian National Basketball League (Givony, 2019). In the short term her or she may think their university is saving money from not having to pay athletes, however he or she is actually losing money in the long run missing out on players like Lamelo Ball. Lamelo Ball the number 21 prospect in the ESPN 100 class of 2019 was sure to bring so much attention and money to whatever university he would have chosen to attend if he chose the NCAA route (Givony, 2019).

On the coaching side, her or she wants to put the best product on the field or gym every year in order to compete at the highest level possible. To do this he or she needs the best athletes available and if large sums of those athletes are choosing to forgo the NCAA and take other routes then this hurt coaches in the end also. Another dilemma that this information can help coaches with are the athletes spending as little time possible in college to then go professional. Many elite athletes go to college for the required time and then go professional because of the obvious pay difference. In the past 10 NBA drafts there has been 55 one-and-done players selected in the top 14 picks (Dodson, 2017). However if this information were to ever lead to athletes being compensated then coaches have a much better argument to keeping athletes in school longer.

Also as an athletic administrator you are in a position of power and should want the best for your student-athletes. Exploitation of these student-athletes is an clear ethical issue and as a leader, administrators should want to put policies in place to alleviate this. One policy that can be worked towards to help stop the exploitation of student athletes is allowing them to be paid for their name and likeness like any other human being. The

racial issues involved in this debate are more difficult to resolve because everybody is entitled to their own opinion. However there is no place for racism anywhere in this world and moving forward this should be emphasized. It starts with people in power holding their fellow peers accountable for their actions. If an athletic director is voting on a policy a certain way because of his personal racial upbringing then he or she needs to be held accountable for their ethically wrong actions.

### **Limitations**

The studies included in my critical mass don't have many limitations associated with them however one limitation comes from the articles that use surveys. A weakness in this is the honesty in self-report data can vary, but there is the assumption that participants are being honest. Another limitation derives from the content of the articles in regards to whether or not race place a factor in this debate. There are a lot of outside factors that can play a huge part in someone's upbringing and overall morals regarding race that cant ethically be measured.

### **Future Research**

After extensive research of this topic, a few recommendations for future research came to mind. One recommendation would be to further research reasons why student-athletes choose to take another route other than the NCAA if they are aware of the problematic rules in place. Another recommendation for future research would be to look into what are coach's opinions on this subject. Division 1 coaches are receiving million dollar salaries not only because of how hard they work, but their players so it would be interesting to hear how they feel about player compensation.

## Conclusions

While many believe the NCAA is exploiting its student-athletes, it is not as simple as it seems. Many people see the millions of dollars the NCAA receives and the benefits that programs and coaches reap from the hard work of these student-athletes as exploiting them. However many student-athletes receive full scholarships to further their education and get to showcase their talents on one of the worlds biggest stages. Also, student-athletes do not get to the NCAA and are all of a sudden surprised because they are completely aware of the provisions prior and still choose to make the decision (Owens, 2010). Another conclusion found was that African Americans are more in favor of providing compensation for college athletes than other races (Wallsten, Nteta & Tarsi, 2017). Lastly, the NCAA is a huge organization that yearly brings in millions and sometimes billions of dollars. Majority of this money is generated from men's football and basketball during their post season tournament and playoffs (Senne, 2016). Money comes in from various areas such as TV deals, sponsorships, and more all because people want to see the student-athletes. These conclusions can be very beneficial for the NCAA moving forward to fix their pay-for-play dilemma. They are losing a lot of elite high school athletes, who are choosing to take other routes because of this problem, which in the end is hurting their business.

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### Appendix A: Article Grid

Author	Title	Source	Purpose	Analysis	Findings
James N. Druckman, Adam J. Howart & Andrew Rodheim (2015)	The influence of race on attitudes about college athletes	Sport in Society	The purpose of this article is to examine the divided racial lines of the question; whether college student-athletes should be paid or allowed to unionize.	-Non-African Americans seem to view college sports as a consumption product to enjoy -African Americans view athletic scholarships as a form of affirmative action that, with enhanced benefits, can ensure greater educational opportunities.	The more non African Americans value the product of college sports the less they support reforms that could alter it.
Wes Gerrie (2018)	More than just a game: how colleges and the NCAA are violating their student-athletes right of publicity	Texas Review of Entertainment & Sports Law	The purpose of this article is to examine the NCAA restraining athlete's ability to be compensated for use of their skill, name, image, and likeness and how it is interfering with their rights.	- The NCAA, conferences, colleges, and staff members all benefit from college sports enterprise, however the student-athletes who make the system worthwhile do not  - "The average student-athlete spend 43.3 hours per week on athletics"  - "Roughly 70% of NCAA athletes report spending as much time in the off-season working on sports-related activities as they do during the season"	-It is profoundly immoral for the NCAA to impose barriers to athlete compensation for his or her own identity and likeness - Nothing evil or sinister occurring within the NCAA, players are not mistreated any more than are other employees of billion-dollar enterprises - For the most part, the intentions of the NCAA are good

James M. Gladden, George R. Mime, William A. Sutton (1998)	A conceptual framework for assessing brand equity in division 1 college athletics	Journal of Sport Management	The purpose of this article was to assess brand equity in a sports setting.	-Conceptualizing brand equity as consisting of perceived quality, brand awareness, brand association, and brand loyalty is appropriate for the sport context due to the highly intangible nature of the business - The presence of a star player impacts the long-term brand equity of a college team	-Understanding brand equity should help the sport manager to realize a multitude of positive benefits
Martin Greenberg (2008)	College Athletics- Chasing the Big Bucks	For the Record	The purpose of this article is to examine the growth in college athletic programs and the benefits coaches are receiving because of this.	- "The <i>Chronicle</i> survey found that last year 27 athletic programs raised more than \$20 million each, and 10 programs brought in more than \$30 million each"  - College sports have become a big business. Athletic directors are overseeing multi-million dollar licensing deals, integrated scholarships, apparel scholarships, and huge TV contracts	- To attain top college coaches, colleges are offering obscene amounts of money. Most of the money for these salaries are coming from, "lucrative television and apparel contracts and multi-media and marketing right deals for entire athletic programs or entire campuses."
Anthony W. Miller (2011)	NCAA Division 1 athletics:	The Sport Journal	The purpose was to discuss if student-athletes	-NCAA has evolved into what has been described as an	-Before paying student athletes the NCAA must

	amateurism and exploitation		should receive compensation beyond their scholarships and if the NCAA as well as its member institutions are exploiting their student-athletes.	<p>“sports entertainment enterprise”</p> <ul style="list-style-type: none"> <li>-NCAA has grown into a multi-billion dollar industry</li> <li>- Many schools annual revenue reach above \$260 million</li> <li>- NCAA distributes over \$500 million to its member schools. Majority of the money is from revenue generated by men’s football and basketball (March Madness and Footballs Bowl Championship Series)</li> </ul>	<p>first re-define amateurism, decide whom to pay, and determine what is fair compensation</p> <ul style="list-style-type: none"> <li>- “The current model for compensating college athletes is ethically questionable at best.”</li> </ul>
Samuel L. Owens (2010)	A public interest perspective on college sports amateurism: Reframing the exploitation of NCAA College Athletes	For the Record	The purpose of this article was to analyze how college sport-revenue streams are distributed throughout the university community to increase access to high quality education.	<ul style="list-style-type: none"> <li>- Student-Athletes have prior knowledge of how the NCAA operates and they still choose to participate</li> <li>- While the NCAA doesn’t pay there players they do offer less abstract forms of deferred compensation</li> <li>- Athletes with certain professional potential can obtain insurance policies against career-ending injuries</li> </ul>	- The public good created through an NCAA amateurism scheme far outweighs any modicum of disenfranchisement faced by student-athletes as a class.

				- The Student-Athlete Opportunity Fund (SAOF) provides a form of deferred compensation for current and former student athletes alike.	
Brian Porto (2016)	Neither employees nor indentured servants: a new amateurism for a new millennium in college sports	Marquette Sports Law Review	The purpose of this article was to discuss how the meaning of amateurism has evolved since the NCAA's origin.	<p>-Amateurism is the cornerstone of its philosophy of athletic governance according to the NCAA</p> <p>-By the 1990s when coaches started to receive million dollar salaries and there was constant expansion and upgrading of athletic facilities, amateurism had come to seem outdated</p> <p>-Amateurism is seen as being inefficient, reactionary, and thoroughly tainted by elitism and hypocrisy</p> <p>-Amateurism rules are not key to the popularity of college sports but instead loyalty to an alma mater, instate and conference rivals, and school spirit.</p>	<p>-Amateurism has evolved over time and no longer fits the definition it had at the NCAA's founding</p> <p>- Modern amateurism should account for the commercial success of the enterprise and the economically disadvantaged circumstances from which many college athletes come</p> <p>- "The NCAA's insistence on amateurism for athletes, while coaches and administrators reap the college sports industry's bountiful harvest has left amateurism a cynical hoax"</p>

Author	Title	Source	Purpose	Analysis	Findings
Raymond G. Schneider (2001)	College students' perceptions on the payment of intercollegiate student-athletes	College Student Journal	The purpose was to determine the perceptions of college students on the issue of paying intercollegiate student-athletes	<p>-They used a questionnaire to examine perceptions of direct cash payments to intercollegiate student-athletes</p> <p>- Population for the study was college students from a premier Division 1 athletics conference</p> <p>- Questionnaire consisted of two sections: Section 1- four forced choice questions regarding paying student athletes</p> <p>Section 2- included respondents demographic and socioeconomics of paying for college.</p>	-54% of all respondents believed student-athletes should be paid for intercollege athletics participation.
Joshua Senne (2016)	A review of the NCAA's business model, amateurism, and paying the players	Sport Journal	The purpose of this article was to present an overview of the NCAA as a governing body. The overview consist of 5 topics (a) NCAA as an organization (b) NCAA revenue generation and distribution (c) amateurism (d) policy formation and adoption (e) key issues with pay-for-play	- The primary asset of the NCAA is the Division I men's basketball tournament, with a budget of \$661 million in the 2008-2009 season, and nearly 90% of this was generated by the NCAA's previous 11-year, \$6.2 billion-dollar contract with CBS to broadcast what has become widely known as "March Madness"	There are a few dilemmas present with the NCAA and the exploitation of their student-athletes however the NCAA also provides a situation for student-athletes to participate in a higher level of sports while also receiving an education.

				<p>-</p> <p>The NCAA distributes the majority of its revenues to the members of Division I through various mechanisms, with these distributions totaling \$387.2 million of the NCAA's expenses in 2008-2009</p> <p>-For the NCAA, institutions are capable of making profits from participating in the NCAA, but this is mostly if they are a winning team in the Division I area because this is where a lot of the revenue distribution is concerned. Also, institutions can make money by getting money from students through fees, athletic shops, and gate sales.</p>	
Kevin Wallsten, Tatishe M. Nteta, Lauren A. McCarthy and Melinda R. Tarsi (2017)	Prejudice or principled conservatism? Racial resentment and white opinion toward paying college athletes	Political Research Quarterly	The purpose of this article is to figure out, "does racial resentment measure antiblack effect or ideological conservatism?"	"Viewing racial resentment as a measure of antiblack affect leads us to expect that increases in racial resentment will lead those primed to think about African Americans to greater opposition	"In every survey to date, African Americans have expressed higher levels of support than whites for paying college athletes. Our data from the 2014 CCES, for example, found that African

				to paying college athletes.”	Americans (53%) were more than twice as likely to favor paying college athletes than whites (22%).”
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