

CONTENTS

<i>List of illustrations</i>	ix
<i>Contributors</i>	x
<i>Acknowledgements</i>	xvi
Defining ubiquity: Introduction to the <i>Routledge Handbook of Sport and New Media</i>	1
<i>Andrew C. Billings and Marie Hardin</i>	
PART I	
Foundations	5
1 Globalization and online audiences	7
<i>David Rowe and Brett Hutchins</i>	
2 Fanship differences between traditional and newer media	19
<i>Walter Gantz and Nicky Lewis</i>	
3 Social media, sport, and democratic discourse: A rhetorical invitation	32
<i>Michael L. Bottenvorth</i>	
4 The political economy of sports and new media	43
<i>Thomas F. Corrigan</i>	
5 Foucault and the new sport media	55
<i>Pirkko Markula</i>	
6 Soccer and social media: Sport media in the city of the instant	67
<i>Steve Redhead</i>	

7	The CyberSport Nexus <i>Andy Miah</i>	76
PART II		
Sports/media producers		87
8	The evolution from print to online platforms for sports journalism <i>Pamela C. Laucella</i>	89
9	The changing role of sports media producers <i>Paul M. Pedersen</i>	101
10	Local TV sports and the Internet <i>Brad Schultz and Mary Lou Sheffer</i>	110
11	Texting and tweeting: How social media has changed news gathering <i>Jed Novick and Rob Steen</i>	119
PART III		
The message: Shaping, marketing, branding		131
12	Sport, public relations and social media <i>Raymond Boyle and Richard Haynes</i>	133
13	New media and the changing role of sports information <i>Erin A. Whiteside</i>	143
14	Social media in the Olympic Games: Actors, management and participation <i>Emilio Fernández Peña, Natividad Ramajo, and María Arauz</i>	153
15	Sports marketing and new media <i>Stephen W. Dittmore and Shannon T. McCarthy</i>	165
16	When crisis strikes the field: The evolution of sports crisis communication research in an era of new media <i>Natalie A. Brown, Kenon A. Brown, and Joshua Dickhaus</i>	177
17	Communicating corporate social responsibility in sport organizations: Incorporating new media <i>Melanie Formentin and Kathy Babiak</i>	189
18	Social identification and social media in sports: Implications for sport brands <i>Brandi A. Watkins</i>	200

PART IV

Audiences: Fanship, consumption 211

- 19 SocialMediaSport: The fan as a (mediated) participant in spectator sports 213
Nicholas David Bowman and Gregory A. Crammer
- 20 The new game day: Fan engagement and the marriage of mediated and mobile 225
Vincent L. Benigni, Lance V. Porter, and Chris Wood
- 21 Fantasy sport: More than a game 237
Brody J. Ruhlley and Robin L. Hardin
- 22 New media and the evolution of fan–athlete interaction 247
Jimmy Sanderson and Jeffrey W. Kassing
- 23 The enjoyment and possible effects of sports violence in new (and old) media 259
Arthur A. Raney and Andrew Ellis
- 24 Eye tracking and viewer attention to sports in new media 271
R. Glenn Cummins
- 25 Children, media, and sport: The role of new media and exergames in engaging children in sport and exercise 285
Kimberly L. Bissell and Scott Morton

PART V

Identities in the digital realm 297

- 26 Sport, new media, and national identity 299
John Vincent and Edward M. Kian
- 27 Reclaiming our voices: Sportswomen and social media 311
Toni Bruce and Marie Hardin
- 28 Digital media and women’s sport: An old view on ‘new’ media? 320
Nicole M. LaVoi and Austin Stair Calhoun
- 29 Sport websites, embedded discursive action, and the gendered reproduction of sport 331
Lindsey J. Meán

Contents

30	Examining gays and lesbians in sport via traditional and new media <i>Edward M. Kian and John Vincent</i>	342
31	Communicating legitimacy, visibility, and connectivity: The functions of new media in adapted sport <i>Kurt Lindemann and James L. Cherney</i>	353
	<i>Index</i>	364