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Article Title: *Sexy Versus Strong: What Girls and Women Think of Female Athletes*

Reference:

Daniels, Elizabeth A. "Sexy Versus Strong: What Girls and Women Think of Female

Athletes." *Journal of Applied Developmental Psychology*. ScienceDirect, Apr. 2012.

Web. 07 Nov. 2015.

Link:

http://www.sciencedirect.com/science/article/pii/S0193397312000020

ABSTRACT: This article uses data from a sample of 258 adolescent girls (ages 13-18) and 171 college women (ages 18-22) to study the effects of either performance-based or sexualized images of female athletes on viewers. After being shown one of the two types of images, participants were interviewed and asked to explain how they viewed the athlete in the image as well as how they viewed themselves in order to further understand the correlation between the two. Although interviews of a relatively small sample size (as compared to the population) can be problematic when seeking to generalize results, this study still offers valuable insight into the effects of media portrayals of female athletes. This study showed that sexualized images of female athletes led to less self-confidence in young girls and women as they compare themselves to the impossible standards of beauty displayed in the images as well as less admiration or respect for the female athletes. In contrast, performance-based images of female athletes led to increased levels of inspiration and confidence in the young girls and women as well as greater admiration for the female athletes.