

**The Preservation of Published Social Media Content in Sporting
Organisations**

by

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ABSTRACT / EXECUTIVE SUMMARY

This research project aimed to develop our understanding of what actions sporting organisations (SOs) are taking to preserve their published social media content, in order to establish what steps might be required to promote good preservation practices within the industry. A survey was distributed amongst the national and international-level sporting organisations that represent IOC approved sports in native English-speaking countries to gather information on their Social Media (SM) posting habits, any preservation practices, policies, and standards (P-PPS) — general (G-P-PPS) and SM-specific (SM-P-PPS) — they might have in place and their perceptions regarding the importance of both practices. Results showed that SM is a well used and important tool within the sporting industry (SI). However, few organisations have SM-P-PPS currently despite the prominent belief that preservation is important for the documentation of sporting history. Further, few SOs have formally assigned preservation-specific responsibilities to current employees due to limitations such as financial constraints, low-staff capacity and lack of appropriate training. Therefore, provision of industry-wide preservation training and the creation of umbrella preservation standards or policy templates would be useful to assist SOs of all organisation-levels with developing and implementing their own P-PPS.

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NB: When reference is made to preservation — this includes the entirety of the preservation process, beginning at the selection stage and including any conversion or maintenance that might need to occur throughout the records' lifecycle.

“The essence of sport is not exercise, but memory.”

— Alan Fine, 1985 (as cited in Klugman, 2015)

1. Introduction

Social Media (SM) has become a prominent tool for connection, communication, and recording or documenting events, memories, and culture. En-masse, SM-records can capture collective memory, allowing cultural identity to persist between generations and outlast the recollections of those who were present. Therefore, curating, preserving and maintaining SM-content is a necessary aspect of safeguarding our socio-cultural histories. When considering these things, we think about trends, behaviours and traditions, or social and political events that have helped shape our cultural-climate (Bartlett, 2017). I would argue that organised sport, and its associated global events, also fall under this umbrella and therefore, we should preserve the associated SM-content accordingly.

1.1 A Survey of Sporting Organisations

Existing analyses of SM in the sporting industry (SI) primarily focus on its function as a promotion and engagement tool instead of its preservation. Through distributing an online survey, I look to uncover what digital preservation practices, policies and standards (P-PPS) the SI is currently engaging in to preserve SM-content published by a sporting organisations (SOs). This study targeted a select list of national and international-level SOs governing International Olympic Committee (IOC) recognised sports across nine countries. The survey established baseline contextual-information surrounding how SOs use SM as a tool, including background on posting frequency, content criteria, and what P-PPS might be implemented. Further, I questioned SOs on their views regarding the importance of SM-content preservation within their organisation and industry; who should hold curating and preservation responsibilities; what guidance SOs might need for practice adoption; and whether their SO has plans to adopt any SM-based P-PPS (SM-P-PPS). This research contributes to discourses on SM-preservation views and practices from the unique perspective of the SI. Therefore findings will indicate how this industry-independent of information institutions, might approach or prioritise the preservation of its own SM-content, whilst also showing what steps might be required to ensure that its industry adopts and enacts the standards and behaviours required to ensure the integrity and longevity of their digitally-born content.

As the SI isn't traditionally studied regarding archiving, it is understandable that there is limited literature directly related to this area of research. However, by breaking this study into two parts — SM in sports and preserving SM-content — many relevant studies arise. These studies helped shape my understanding of what types of questions SOs need to be asked to acquire the best understanding possible of industry perceptions and practices. The majority of these questions will establish a baseline study context.

2. Literature Review

2.1 The Significance of Sport

2.1.1 Sport as a Political Tool

Sport has played a significant role in society since its inception and can be integral to the development of personal, national and global culture, history and identity. Though many studies have showed the impacts of organised-team sports on the individual and their sense of community (Taylor et al., 2015), this study considers sport in the context of the broader public at national and international-levels.

Sport has a prominent role in the development of national identity. The Cold War exemplified this, as governments¹ used sport as a tool to assert dominance and superiority over opposing nations, even if it meant adopting nefarious methods such as doping (Gleaves & Llewellyn, 2018). This sentiment continues into contemporary society with several “superpower” nations — USA, China and Russia — predominantly featured in international sporting podiums and doping scandal headlines (Altukhov & Nauright, 2018). Hence why larger, powerful, and sometimes autocratic nations fight for the honour of hosting the Olympics and other major global sporting events, to demonstrate their dominance and financial security (Dyreson, 2018; Scharpf et al., 2022). However, we must acknowledge that the IOC consider sport a human right and denounce the influence of politics on determining athlete participation as history stating that “boycotts did not achieve their political ends and served only to punish the athletes of the boycotting [National Olympic Committees (NOCs)]” (2023a).

2.1.2 Sport as Identity: National and Personal

Concepts like nationalism and national identity can be tied to sport as, regardless of a nation’s financial, cultural or political tensions, the public willingly rallies around any successful individual/team that brings success to their country². During the Cold War, the USA and USSR used the Olympics as a tool to instil patriotism in the public — to the extent that USA still views their Lake Placid 1980 Winter Olympic defeat of Soviet Russia in Ice Hockey as the “miracle on ice” and a symbolic-representation of their dominance and success in the Cold War (Dyreson, 2018). Another example of sport and national identity is the close correlation of countries with a particular sport in which they have experienced previous success. Rugby and the All Blacks have become synonymous with New Zealand, as have Canada and Ice Hockey and the USA with Baseball and American Football.

On a personal level, sport can also guide individual identity. Regardless of age, many align their identities and sense of self with their favourite sports team, whether it be Manchester United, the Memphis Grizzlies, the Dallas Cowboys or the All Blacks. It is the reason that so many professional sports leagues have almost cult-like followings, as the sense of belonging offered within fan and sporting communities is an

¹ Notably the United States of America (USA), Union of Soviet Socialist Republics (USSR) and related ‘Iron Curtain’ nations, such as Poland, East Germany, Czechoslovakia, Hungary, Romania, Bulgaria and Albania (Wikipedia, 2023)

² Although it must be acknowledged that sport cannot repair a divided nation nor act as a solution for dissent — only distract the public for a given period of time

important component of personal-identity (Fenton et al., 2021). These fan-communities develop their own cultures and norms (Klugman, 2015) and introducing SM-channels expanded their communication practices and provided new, virtual-spaces for fan interaction and expression (Fenton et al., 2021). They readily adopted these channels as another way to promote their teams and show their dedication to the world.

2.1.3 Sport as a Platform for Activism and Cultural Change

Secondary only to the skill and splendour of rigorous physical competition itself, the significance of global sport is its ability to both reflect and influence society. Sport and physical competition have always reflected the cultural and political landscapes of the nations involved. The Olympic Games are a prime example of how sport can reflect sociocultural and political perceptions and their changes. Amidst the women's suffrage movement, 22 women were permitted to compete in 5 sports at the Paris 1900 Olympics (IOC, 2021a). At Mexico 1968, Tommie Smith and John Carlos' black power salute protested societally prominent racial discrimination (IOC, 2021b), and athlete support of the Black Lives Matter movement³ was similarly actioned throughout Tokyo 2020 and Beijing 2022 (Bates & Locker, 2021; Whiting, 2021). At a greater, international-scale approximately 67 countries boycotted the Moscow 1980 Olympics to protest the 1979 Soviet invasion of Afghanistan⁴ (IOC, 2021c). And now, players are swapping their plain shoelaces, captains armbands and nail-polish for rainbow colours in a show of allyship with the LGBTQIA+ community (Keys, 2019). Because of the frequency of socio-political expression, the IOC reinstated the Olympic Truce (IOC, 2021d) to discourage aggressive political action and updated the Olympic Charter to provide strict parameters in which athletes could express activism (Rule 50.2⁵). These actions were implemented to reduce conflict and distraction from the celebration of sport itself. Further, they provide biennial guidelines for accredited teams/individuals to adhere to regarding SM and digital media publications, acknowledging the prevalence of its usage within the sporting-industry.

Many SOs also use their platforms to champion causes of equality and enact the Principles of Olympism. According to the Fundamental Principles of Olympism “the practice of sport is a human right” (Principle 4) and “the enjoyment of the rights and freedoms ... shall be secured without discrimination of any kind, such as race, colour, sex, sexual-orientation, language, religion, political or other opinion, national or social origin, property, birth or other status” (Principle 6) (IOC, 2021e). Emphasising this sentiment, whilst the IOC denounces the influence of politics on determining athlete participation at the Olympics, they have previously excluded NOC's, National Governing Bodies (NGBs) and athletes from everything Olympic-related if United Nations (UN) sanctions indicate a human rights breach that then restricts participation in sport. Examples include South Africa's Apartheid,⁶ which dictated that “only white athletes could represent the country” — as a result South Africa was banned from the Olympics from 1964-1992 and expelled from the IOC in 1970⁷ (IOC, 2023b).

³ “Black Lives Matter (BLM) is an international activist movement “dedicated to fighting racism and anti-Black violence, especially in the form of police brutality” (Britannica, 2022)

⁴ This prompted amendments to the Olympic Charter “in order to address the historic situation of political boycotts and to avoid their repetition” (IOC, 2023a)

⁵ IOC Athlete's Commission, 2022

⁶ Institutional racial segregation through policy and law

⁷ They were readmitted once all apartheid laws and restrictions were lifted

Sport as a human right has also been reflected through a woman’s right to compete. Albeit a constant and flawed journey, as the perceptions regarding the femininity of physical competition changed, so did the rules of sport and international competition. Although women first competed in the Olympics in Paris 1900, women were only permitted to compete in all disciplines in 2012 (IOC, 2021a). A never-ending conversation, this has evolved to include the parameters of gender identity and “natural hormone regulation” in what it means to be a woman.

Sport also mirrors changes to the global climate. In 2016, in acknowledgement of “the millions of forcibly displaced people around the world,” the IOC introduced a new ‘Nation’ to the Olympics — one without a government, capital or physical location as the IOC requires (IOC, 2022b). The IOC Refugee Olympic Team’s formation was an acknowledgement of the Refugee crisis, bringing it to the forefront of global consideration and thereby acting as a vessel of change beyond the sporting world.

2.2 Social Media and Sport

When official organisations curate and preserve SM-content, they are preserving something of personal, organisational or collective significance to history, society or culture. Therefore, sport’s clear significance to society and identity justifies why associated SM-content should be preserved. Although little research has been conducted on the preservation of sporting SM, studies highlighting SM’s functions as promotional and engagement tools clearly exist.

Nowadays, a SM-presence is almost a mandatory component of being a public figure/organisation — athletes and IFs included. As of 2021, 105 IFs were identified as having an active SM presence. This includes 41 Olympic Winter and Summer and 56 non-Olympic SOs collectively amassing approximately 89 million Facebook followers and 50 million Instagram followers (BCW, 2022). SM-use has become so prominent that the Olympic Charter has also grown to include SM-based rules to regulate what athletes and SOs can publish over the Games’-duration (Geurin & McNary, 2021). Regulations from governing bodies like the IOC are important to consider when setting sample population parameters, as they indicate a level of organisation and expectation absent for non-Olympic recognised SOs, changing the results regarding SM and P-PPS. However, since Geurin & McNary’s study into the Olympic Charter’s influence on SO and Athlete SM-posting behaviours was exclusive to the Rio 2016 Olympics, the results and conclusions are accordingly dated, as SM and the sociocultural landscape have progressed at an accelerating pace over the past six years. BWC (2021; 2022) have noted this growth through comparisons of their annual analyses of International Federation (IF) SM engagement and interaction levels, as sector trends clearly indicate that SM-adoption and interaction numbers have “grown immensely” from 2020-2022.

As a business tool, SM has become an integral part of how fans consume sporting content and interact with like-minded organisations and communities. SM allows each SO to interact directly with fans and help foster fan community formation and development. Further, the consistent and sometimes direct two-way engagement SM can provide thoroughly amplifies an individual’s sense of belonging to these communities (Abeza et al., 2013). Studies indicate that levels of SM-interaction — and therefore fan-base strength — positively influence engagement levels and viewership, which are vital for sponsorship attraction and national

investment (Mastromartino, 2022). As governing bodies, each SO is responsible for both the funding and development of their sport at both professional and grassroots levels, making SO's invested in these outcomes. This was perpetuated by COVID-19, as SOs were forced to find alternative methods of maintaining community engagement despite pandemic restrictions (Fenton et al., 2021). Even as domestic and international sporting competitions returned to play, restrictions forced fans to watch and support from a distance, reducing SO income via venue, ticket, merchandise and food/beverage sales⁸ and limiting the fan experience. This urged SO's to go online using SM, where users can analyse sporting moments⁹ posted on official SO accounts, watch interviews and training blogs from athletes SMs, post messages of support for their team and even keep up with a real-time Twitter commentary of a game they are unable to watch. Because of this level of public interest and interaction, IFs can launch support campaigns and promote their sport, events, charities and brands globally at the press of a button. Therefore, it is understandable SM numbers continue to grow as SO's invest more time and resources into their SM.

SM growth has affected the volume of published content, as SO's post frequently to remain relevant and spur constant public engagement. This universality and prevalence has hence removed the seasonality of sport that once restricted fan engagement abilities, thereby allowing for year-round fan connection and investment (Klugman, 2015). As a result, content is generated and published in volumes that are sometimes unmanageable for organisations with less support and/or funding. We must understand whether this is a restricting factor in a SO's SM-P-PPS implementation.

The scale of SM-content publication also introduces the concept of content selection for preservation, as studies show a potential hierarchy of publication importance. We aim to understand whether SOs prioritise certain SM-types, what determines content's level of importance and what implications those curation practices could have on the SI's overall record of SM. Milla et al.'s (2020) study into the SM coverage of the PyeongChang 2018 Winter Olympics explored the levels of fan interaction by SM-platform and content type. This showed that images and video content generated the most engagement over text-based content, which could indicate that SOs should prioritise visual SM-publications. Further, the study that found fan interactions distinguished between official marketing-related and unofficial fan/athlete-generated content, with a preference for the latter. Though this finding indicates user priority, it probably won't influence preservation choices unless the SO is preserving SM with the intention of public use or exhibition¹⁰. Further, it presents another avenue for SO questioning: preserving externally published fan/athlete SM-content. I view this as the step beyond an SO preserving organisation-generated content as harvesting third-party content is a more complex process. It includes processing large quantities of data, implementing sporting systems such as algorithms or APIs, and sorting and selecting harvested data. Ethical considerations, such as acquiring owner permission and cooperation to harvest authentic metadata and content, must also be addressed (Acker & Kreisberg, 2020).

⁸ This statement is made using the assumption that, even at grassroots level, many community sporting venues have concession stands and/or vendors

⁹ Colloquial term for a passage of sport, generally occurring in team, combative and/or ball sports

¹⁰ SM preserved content to be used in documentary footage, sport-tribute museum or as later marketing material. Its purpose extends beyond documentation.

Upon investigation, Sanderson (2011) noted live documentation of competition and events as a primary function that attracted SOs to SM-adoption — beyond its marketing potential and ability to foster relationships between fan, organisation and athlete. Klugman’s (2015) study of fan-sites and fan cultures showed that, for fans, SM can be a place of “living memory, nourishing recollections, full of dynamic and strange gestures, images, and objects”. This makes SM-documentation of events, whether fan or SO-originated, collective sporting memory. Bartlett (2017) concurred that any images, video files, and text accounts of an event already documents, albeit in fragments, crucial aspects of the event’s existence: who was there, what happened, where and when? Although Bartlett’s analysis was conducted out of a sporting context, it re-enforces the importance of these life capturing record types, making it easy to apply contextually to live-action sport and events.

The live-action component of sport is culturally important, but became a barrier with the recent Pandemic. COVID-19 has complicated sports accessibility as, from 2020 onwards, many global sporting events have been hosted without spectator/fan-presence, such as Tokyo 2020. Bucknall & Sedgman (2017) argue that SM can bypass these limitations through SOs providing play-by-play of events and live interactive content. This makes SOs responsible for providing fans with alternative interaction methods whilst SM allows them to bypass the mainstream media for direct fan communication (Sanderson, 2011; BCW, 2022). This content can be created by both SOs and fans. SM also allows fans to adopt a journalist-type role and generate content capturing events and campaigns from their perspective — one unaffected by the ulterior marketing/promotion motives found in SOs. This diversifies documentation and, so long as the curator maintains professional neutrality, captures a more balanced, wholistic view of sport/events — something something that archivists and curators should always seek. This two-way connection Ristevska-Jovanovska (2021) surmised, also suggests that SOs could access, curate and preserve fan-generated content as event documentation. This is important to consider for this study, as it is a component of fan-based content generation that several SOs have already adopted — e.g. Team GB’s Tokyo 2020 #SupportIsWhatMakesUs campaign (British Olympic Association, 2021). However, this would be a next-step consideration for many SOs, as their primary concern should be preserving content generated in-house.

While most of these studies look at SM-use and frequency of content interaction — all data relevant to an SO’s marketing department — none investigate or consider preservation. Perhaps this is because there is a perception that an online presence guarantees longevity and preservation for prosperity. Additionally, SM-preservation and the sports archiving sector (ICA, 2016) are still considered new concepts and therefore little research exists regarding them. And, although a preliminary desktop survey found limited evidence of SO’s retaining preservation functions, this doesn’t mean they do not engage with proper preservation practices. Nevertheless, this study sought to determine the validity of this hypothesis.

2.3 Preserving Social Media Content

As a prominent component of contemporary society, SM-publications and other digital-born content must be curated and preserved to the same extent as traditional content. Cannelli & Musso’s (2022) study

showed a general assumption from everyday users that, because web-published content is in the cloud¹¹, it's safe and will remain there. Arguably, the ever changing technological landscape and public perception of digital invincibility and longevity make it more crucial to actively promote the preservation and maintenance of web-based content. After all, we were told that once it's on the internet, it is out there forever. However, this isn't the case as they found service providers¹² didn't appear to adopt preservation practices either — which sees a “huge loss of relevant user-generated data” as SM-platforms “haven't been designed as long-term digital repositories”. Further, as this study does, Cannelli & Musso investigated both user SM-preservation perception *and* practice. I found this distinction important, as their results indicated a contradiction between user-belief that SM *is* important and *should* be preserved, and their lack of action. Though it is a good indicator of the average every day user, it doesn't reflect the perceptions or actions of IF's or NGBs, making it important to establish a similar baseline regarding SOs for this study. Cannelli & Musso also explored how SM is used as a memory bank — something that correlates with the journalistic function SM provides in a sporting context. They do, however, suggest that they found evidence of public and government organisations already adopting SM-P-PPS.

SM is a newer preservation area with its own challenges. Limitations include the infinite volume of SM-content available for preservation (Klugman, 2015) and a “lack of technical standards for capturing or storing [SM] content” (Vlassenroot et al., 2021). This would affect the SI since, in the mainstream sample population, Vlassenroot et al. found the few preservation standards that were named to be lacking in storage format and long-term capability. Therefore, it will be interesting to see what SI preservation standards already exist. Further, study responses might outline industry trends regarding which sports and/or countries lead regarding preservation practices. Regardless of response, this could open the door to a follow-up line of questioning regarding the establishment of said standards and whether a supervising body providing sector-wide standards would influence SO's likelihood of adopting SM-preservation practices.

Regarding an SO's perception of SM-content preservation, one has to consider the concept of justification. To an information professional, academics, public bodies or evidence-based sectors¹³, ‘preservation for preservations sake’ is justified and sometimes enforced by industry/government standards (e.g. Public Records Acts 2005). However, for organisations with limited resources, this introduces a challenge, where organisations must select content for curation and preservation. Velte's (2018) research into the ethics of SM archiving-and-preservation identified this in survey results. As an elaboration, I look to consider *who* should be responsible for these decisions: who handles collective memory and who decides what is considered collective memory? On a larger scale, Adams & Kopelman (2022) compared collections of SM-content curated by Historic England Archive (HEA) and Instagram posts tagged with #PicturingLockdown. For that study, the designated curators were qualified experts and an algorithm that does nothing beyond identifying assigned tags. This created a disparity in content quality and consistency. The findings not only indicated that human selection based on established criteria guaranteed a more cohesive selection of SM-

¹¹ “A service model in which data is transmitted and stored on remote storage systems, where it is maintained, managed, backed up and made available to users over a network -- typically, the internet.” (Chai et al., 2021)

¹² e.g. Instagram, Facebook, Snapchat, TikTok, Twitter etc.

¹³ e.g. Law and justice, medicine, accountancy, business etc.

content, but also saved space and resources regarding the quantity chosen for preservation. This re-emphasises the need for standards or industry exemplars for lesser-experienced SOs and curators to base their selections on.

The studies I reviewed regarding SM-content preservation provided more context on how to approach this study and what areas of preservation we should investigate. This influenced the survey question design as we aimed to not only to establish background information but also get a better understanding of what could be required to further SM-preservation within the SI. After all, the entire goal of preservation and implementation of ‘good practice’ is to strengthen an organisation and ensure the survival and longevity of important facets of its existence.

3. Methodology

3.1 Research Design

Despite the prominence of research on SM-use in the SI, it's currently unknown how proactive SOs are at ensuring preservation of their published SM. This research targets gaps in industry understanding through surveying SOs governing at national or international level. So, its exploratory nature requires both a qualitative and quantitative approach to harvest the most authentic snapshot of the industry's current preservation state.

Relevant data was gathered via online survey conducted using Qualtrics XM survey software and was distributed to 385 SOs globally¹⁴. Following, participants could elaborate on their responses in the initial survey through opting to participate in a follow-up interview (FU-I). I modelled my method on studies by Velte (2018) and Zach & Peri (2010), who conducted their research using a two part survey-interview approach. However, I consider the survey my primary research component. As, although semi-structured interviews would provide more in-depth, detailed responses, external components such as convenience, anonymity and time strongly influence research participation rates (Velte, 2018). Therefore, an interview alone would generate less participant engagement than an online-survey.

3.1.1 Research Objectives

The penultimate goal is to ensure the longevity of official sporting information — of which a large component is now hosted using SM. Therefore, this research is crucial to get a basic overview of current industry practices regarding SM and preservation.

For this purpose, an online survey sufficed to harvest as much data/information as possible in a manner that is convenient for globally distributed, and often time constrained, participants. We wanted a higher quantity of data to allow for trend identification, but quality remains important. Therefore, we required detail. By providing organisations the option to participate in follow-up semi-structured interviews, I also allowed for two-way dialogue and participant elaboration on survey provided responses.

3.1.2 Survey Development

I used Qualtrics XM software licensed by Victoria-University-of-Wellington and distributed the survey to 385 SOs within my sample population via a university email. I composed the survey of open and closed questions that provided a basic overview of each SO's depth of engagement regarding three areas: SM; P-PPS; and organisation perceptions regarding SM-P-PPS.

Part-1 - SM: Part 1 addresses each organisation's use of SM. Here, we aimed to understand:

1. *What* types of media are most frequently used/engaged with
2. *How* SM is used to document sport?

¹⁴ Sample population identified approximately 561 potential organisations without eliminating double-ups and inaccessible contacts

3. *How* important is this content to SO function and sport promotion?

This information will determine what types of content would be preserved and what the content's purpose is: whether it's a record of events and results, documentation of the everyday training and competition life of athletes, event and sport promotion or a place to promote multi-media sporting content such as match clips and highlight reels. It also indicates the volume of content to be preserved.

A secondary component of Part-1 is the '*who*':

4. *Who* is in charge of SM?

5. *What* qualifications/training do they have and does this help them with preservation too?

Part-2 - P-PPS: This is the extent to which the industry utilises G-P-PPS¹⁵. We aimed to understand:

1. *If* SO's engage with G-P-PPS

2. *If* they have formal P-PPS in place,

3. *Whether* specific individuals within the organisation handle preservation-practices

4. *If* any of the above P-PPS are formally or informally regarding SM,

And finally, if there are no general or SM-specific practices in place:

5. *What* are the limitations preventing the organisation from adopting/implementing P-PPS?

This gathered data helped provide an overview of the industry's preservation practices and identify potential factors limiting the organisations from implementing preservation. It also evidences whether SOs are specifically thinking about and/or enacting SM-preservation.

Part-3 - Perceptions: This involves the organisation's views on G-P-PPS and SM-specific preservation. Here, we aimed to understand:

1. *How* important do SOs think SM-preservation is to conserving sporting history?

2. *Whose* responsibility organisations believe SM-preservation is

E.g. their IFs, the SO's, Individuals, etc.

3. *Why* SO's might have these views

4. *If* the SOs believe that industry-wide preservation policies, guides, standards, and trainings would be useful and/or necessary to improve preservation within the industry

3.1.3 Survey

When constructing the survey (**Appendix A**), I intended for it to be as easy and time efficient as possible to complete in order to encourage high response levels. As most questions are contextual areas of inquiry, they don't require a high level of detail. Therefore, multiple-choice questions and interval-scale questions are sufficient, with optional areas for elaboration and information provision accompanying them. These click-to-answer question types¹⁶ constructed the majority of survey questions, as Sue & Ritter (2016) state that "it is easier to click with a mouse than type a response" and less time consuming, thereby making them more appealing to respondents. These more closed, forced-choice responses also reduce researcher

¹⁵ Generalised Preservation references the adoption/implementation of preservation practices across the organisation including, but not limited to, the preservation of Social Media also.

¹⁶ Question Types include multiple choice, rating scales (Ordinal), Likert scale, matrix, drop-down, ranking and slider questions (Sue & Ritter, 2016)

interpretation bias potential and yield more accurate responses (Lau & Kennedy, 2019; Pew Research Center, 2022). This minimises the likelihood of survey abandonment and/or non-response. For greater detail, I relied on the open-ended text-boxes provided within the survey and the optional FU-Is. Although this method mightn't elicit the level of detail in responses that I would like, as the first research in this area the primary aim is to get baseline information from which further studies can build. Therefore, I believe the most important thing is to get a wide range of responses instead of a handful of detailed ones.

3.1.4 Survey Distribution

The distribution email provided all relevant information, as well as an Information Sheet (**Appendix B**) explaining what the study was about, key dates and how data will be used. Where possible, I contacted organisations using two email addresses. This included a generalised administrative address and an individual-oriented address for a media-centric employee or someone who could redistribute the survey to the relevant individual/department (e.g., administrator, secretary, etc.). I sent SOs with two addresses individual emails containing both addresses to minimise the risk of SO response double-up. Whereas single-address organisations couldn't view the other email addresses for privacy reasons. I employed this double email method to increase the chance that a relevant individual receiving and completing the survey, as not all emails provided on company websites are verifiable or frequently checked.

3.1.5 Semi-Structured Interviews

The option to partake in a follow-up, semi-structured interview allowed participants to elaborate on answers. A superficial-level survey suffices to develop a basic overview, but the ultimate objective is deeper and could entail industry-wide standards and policy implementation.

Approximately 16% of survey respondents expressed interest in an FU-I. However, of this number, only one SO responded to attempts to organise an FU-I time, thereby greatly limiting the amount of data collected through semi-structured interviews.

After agreeing to the interview, I provided participants with an interview-specific Information and Consent form (**Appendix C**) explaining the process. I then provided an outline of the questions to be asked during the interview, so they had time to prepare responses and gather information if required. I informed them of their right to veto and/or add questions they thought appropriate to ensure their comfortability. The interview was conducted during the participant's working hours over a Microsoft Teams call. FU-I's provided greater insight into the training the professionals in charge of preservation and SM have undergone and perceptions regarding what industry-wide SM-preservation training, guidance, standards and/or policies could be introduced to better promote preservation in the sporting industry.

3.1.6 Analysis

For closed-ended survey responses¹⁷, I applied quantitative analysis to identify trends and/or outliers within responses across the industry. Option selection frequency provided an indication of averages for

¹⁷ Primarily comprising survey components Part 1 & 2

interval-scale and multi-choice questions, whereas text-mining methods, such as keyword extraction, were applied to identify common themes in textual responses. These methods allowed for data clustering and visual demonstration of the results (Kobayashi et al., 2017; Onan et al., 2016). Although the study is confidential, I also analysed identifying information¹⁸ data to determine any trends regarding sport or nation.

Open-ended survey and interview questions required conventional qualitative analysis methods, involving establishing codes from common themes within answers. Since there is little research specific to the sporting industry, there aren't any pre-existing categories to analyse results for (Hsieh & Shannon, 2005). Therefore, I based my code-developing process on recommendations made by Zhang & Wildemuth (2009): “prepare the data, define the unit of analysis, develop categories and a coding-scheme, test coding-scheme, code all the text, assess coding consistency, draw conclusions from the coded data, and report methods and findings” (Velte, 2018). This process was made easier by the limited number of interviews available to analyse and compare.

3.2 Hypothesis

I don't believe that SM-P-PPS will be prevalent throughout the SI — and if they are they will primarily be present in larger IFs and conducted informally. These assumptions are rooted in my sporting-experiences at the regional, domestic and national representative levels, regarding the financial resources, industry guidance, training and expertise available to them. Therefore, I don't expect organisations to have SM-specific P-PPS in place as I don't expect that many have many formal G-P-PPS in place either. Hence why I inquire about G-P-PPS which could encompass other, non-SM-related, materials. As, although it does not provide information on our primary research question, it provides background regarding an SO's experience in preservation practices.

Meeting this hypothesis won't mean a failed study, as the survey's purpose is establishing the context behind each organisation's SM-use and preservation practices. This allows us to establish a baseline¹⁹ for the industry by identifying consistencies and drawing conclusions regarding what protocols or standards we could introduce to encourage SM-preservation.

By understanding how each organisation uses SM, I can establish its prominence. Although research shows that SM plays a large role in most IFs, there is the chance that some sports or NGBs don't actively use these platforms, eliminating their need for SM-content preservation. Similarly, organisations could view their SM-publications as unimportant in the greater sporting/organisational scheme and therefore view SM-preservation as superfluous. The same logic applies to establishing organisation preservation-practices. An organisation mightn't have the relevant SM-preservation practices in place because they do not have *any* preservation practices in place at all. Therefore, by establishing context, I am validating all responses because we will understand what has influenced their choices to this point.

¹⁸ SO's sport and/or nation

¹⁹ Basic understanding of recurring practices within the industry to gauge what might be 'normal'

3.3 Sample Population

3.3.1 Criteria

The SOs sampled are the official governing bodies for the 40 IOC recognised sports²⁰ (IOC, 2022b) across nine English speaking nations. These nations are the members of the IOC with English specified as their first language. This includes: New Zealand, Australia, Canada, the United States of America, the Republic of Ireland and Great Britain (GB), which contains England, Scotland, Wales and Northern Ireland.

I believe that sport is an important component in all lives regardless of age, race, or level of physical/mental ability and it deserves to be documented across all environments. However, there were several factors to consider when setting population sampling parameters: National language, financial position, contact accessibility, organisational double-ups and personal conflicts.

National language: The nations sampled are those listed with English as their first language. As it is my native language, I would conduct the survey and interviews in English. I thought it was important that all participants clearly understand the language used in order to receive the most authentic responses possible. This minimises the risk of miscommunication, however cultural differences in language have to be considered when analysing the responses.

Financial position: As previously specified, I believe that an SO's financial position will determine their likelihood of having SM-P-PPS in place. As an organisation with more resources is in a better position to hire SM-specialists and access experienced information-professionals to help develop, adopt and train employees in proper P-PPS.

I chose to only target SOs governing at the international and national level, as these are the organisations more likely to be better funded than those at domestic and regional levels. Similarly, this is why I excluded Para-SOs from the sample population as, like with domestic/regional organisations, their lack of financial support and resources limits their capacity to focus on 'surplus' practices like SM-preservation. This is also why I targeted as many sports as possible. Even amongst IFs, there are large levels of disparity regarding each organisation's financial positioning. As the larger federations governing globally popular sports, such as FIFA²¹, on average have a higher annual revenue than the federations of smaller niche sports like ICF²² (Perelman, 2020).

Contact accessibility: As I harvested all SO contact information using public channels such as organisation websites, there are limitations to my ability to access the appropriate individuals for each organisation. For example, several NGBs do not have websites, or these websites don't contain appropriate contact information. While some organisations contain staff directories, others only provided a general contact email (i.e. info@organisation.com) from which we cannot guarantee the appropriate individual will access the initial contact email.

Double ups: For most sports and nations, this was not an issue as they are independent bodies unrelated to other countries/sports, however, there were several organisations that acted as an umbrella for

²⁰ As of 1 October 2022

²¹ Fédération Internationale de Football Association

²² International Canoe Federation

their sporting category. This means that the number of organisations contacted for each sport/nation varied. For example, the sports of diving, artistic swimming and swimming are all governed by World Aquatics,²³ as they are all aquatic sports. However, like World Aquatics, some countries have a single NGB overseeing all aquatic sports, whereas others have independent organisations for each respective sport.

Similarly, the IOC considers England, Scotland, Wales and Northern Ireland as the single state of GB, despite being independent nations within the United Kingdom. Therefore, athletes will represent either GB or their birth country depending on the event they compete in (e.g. a World Cup vs the Olympics). Therefore, some larger sports have independent national organisations as well as or instead of the greater overseeing GB body. Further, although the Republic of Ireland and Northern Ireland are separate nations they are a single island and sometime compete as a United Ireland in team sports, such as field hockey and rugby. Therefore, some Northern Irish organisations are omitted from the GB umbrella.

A list of organisations contacted is available in **Appendix D**.

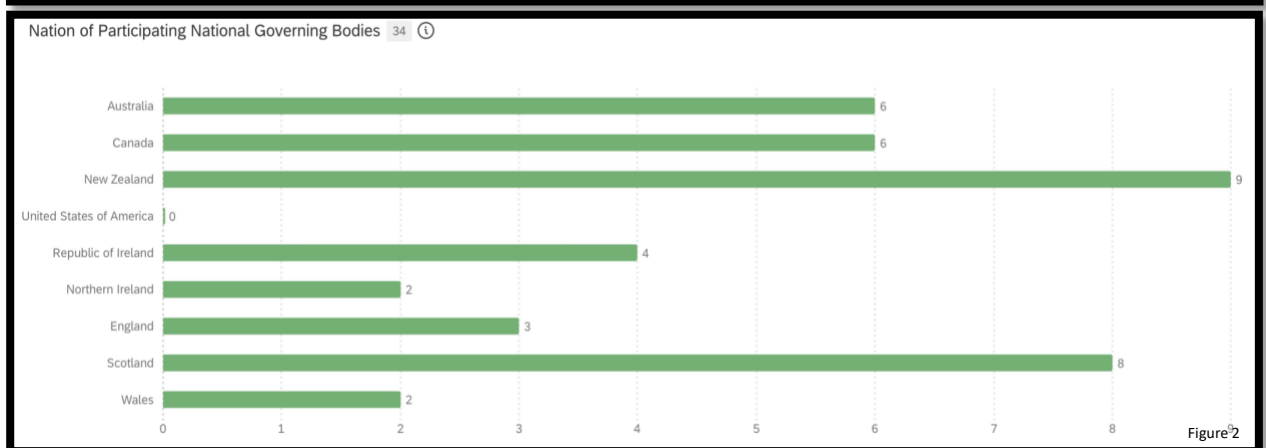
3.3.2 Personal Conflicts

I am a high-performance athlete and therefore have personal involvement in this industry. Although I compete at both the national and international-level, I have chosen only to omit the NGB of my sport. This is as I come from a small population country and have many personal connections to people within this organisation. Therefore, I cannot guarantee that they would complete the survey without bias or influence. So, for the sake of authenticity, I have excluded Hockey New Zealand from the sample population.

3.3.3 Respondent Sample Size

When distributing the survey, I knew there was the potential for low response numbers due to uncontrollable factors like employee availability, organisation demand, insufficient contact information, etc.

Overall, 38 responses were collected from 4-IFs and 34 NGBs (**Figure 1**) across 8 nations (**Figure 2**) and 26 sports (**Figure 3**).



²³ Formally known as FINA (*Fédération Internationale de Natation*)

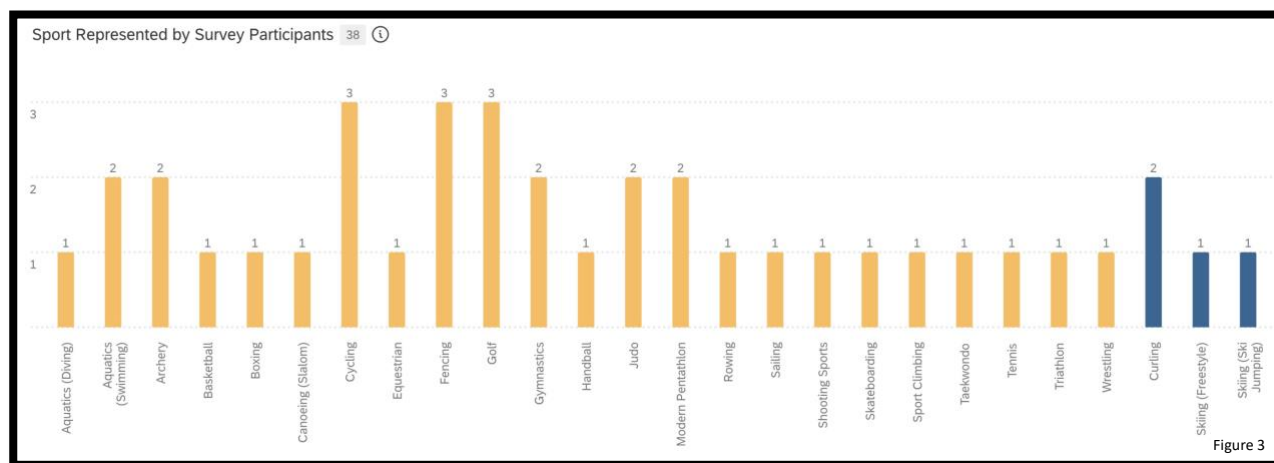


Figure 3

3.4 Ethical Considerations

3.4.1 Participant Consent

I required several levels of consent for survey participation, including a digital-signature acknowledging participants have read, understood and agree to the Information Sheet (**Appendix B**) and the Terms of Participation (**Appendix A**²⁴). Participants couldn't progress through the survey without completing this step.

Follow-up-interviews required extra consent-providing steps, allowing proper participation consideration. These included selecting 'Yes' when asked about participation interest, providing representative contact details for interview scheduling, scheduling the interview itself, signing an interview consent form before beginning the interview (**Appendix C**), and ultimately turning up for and completing the interview. Upon providing permission to record and transcribe, I required verbal consent on the recording.

Participants were also frequently reminded of their right to withdraw from the study.

3.4.2 Confidentiality

For data-sharing and/or publication, all SO responses will be confidential and identifying information²⁵ redacted. I requested that SOs specify their representing sport and nation at the beginning of the surveys for response tracking purposes — however a 'Prefer not to say' option was available for those who wish to remain anonymous. Knowing this information allowed me to identify any trends regarding SM or preservation practices. This information will only be available to immediate researchers²⁶.

²⁴ Available on Survey page 1-2

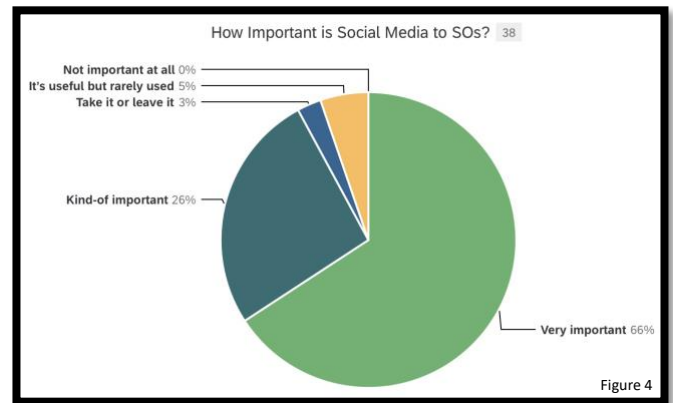
²⁵ Governing organisation's sport and/or nation

²⁶ Myself (Madeleine Williamson) and Supervisor (Chern Li Liew)

4. Findings

4.1 Perceived Importance of Social Media

Because of the SO's prevalent SM-use one can assume that SM plays an important role in the SI. The survey confirmed this, most organisations believe SM is 'Very Important' to their organisation's functioning. Approximately 92% of organisations reported a positive perception²⁷ of SM's usefulness, with 5% of remaining SO's also acknowledging SM's importance to the SI despite its limited role within their own organisation.

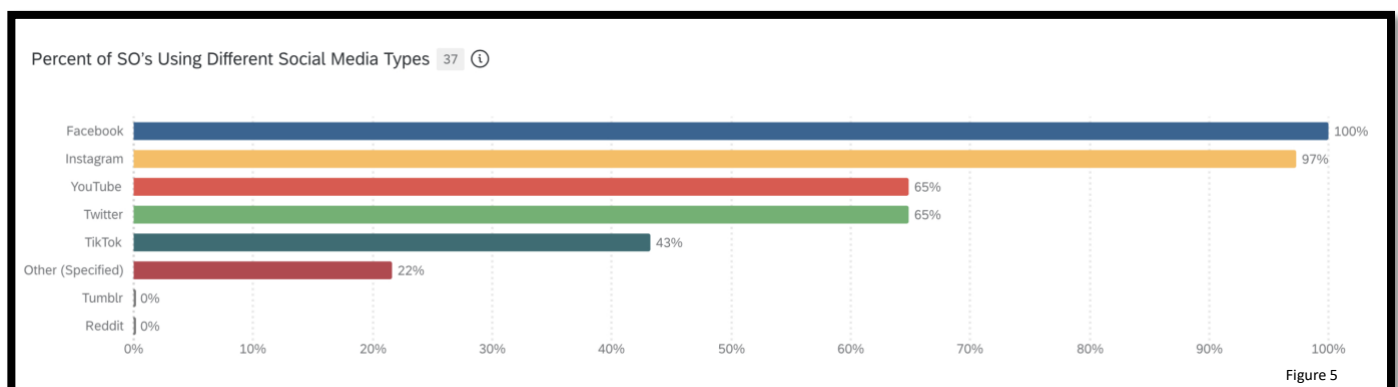


4.2 Social Media Use

From the Survey we can better understand SM's importance to SO's and identify the content, formats and frequency of SM-published content that we would be asking organisations to preserve.

4.2.1 Social Media Platforms

100% of responding SOs reported having public SM accounts on 2+ platforms, regardless of their organisation-level. **Figure 4** shows that the primary platforms used are Facebook (100%) and Instagram (97%), whilst YouTube and Twitter are the 3rd most used platform (65%). These platform types align with data gathered regarding publication formats. Despite its public popularity, less than half of the SO's possessed and actively used TikTok accounts. Although this could be because of the platform's newness, interviewees indicated the platform requires a higher level of commitment to content creation and publication to be effective, which requires time and resources their SOs don't have.



²⁷ Responses registered as 'Kind-of-Important' or 'Very Important'

4.2.2 Social Media Content

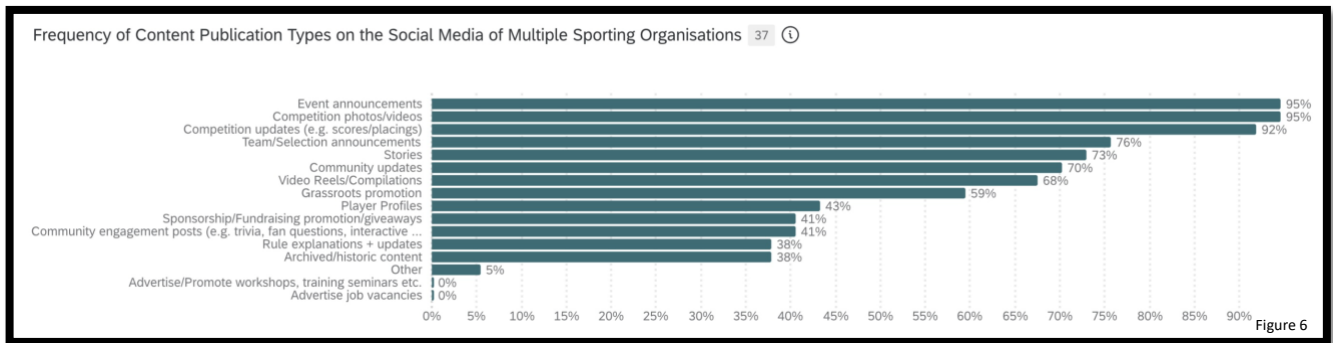


Figure 6

By identifying trends in published content, results revealed SO's purposes for SM-use. Over 90% of SO's registered as publishing content specifically relating to ongoing or upcoming sporting events and/or competition: Event Announcements, Competition Updates and Competition Photos/Videos. This could include team lineups for each game of a tournament, videos of a previous day's performance and summaries of each day's results/standings. Other prominent content types include Photo/Video Compilations of past content, Team/Selection Announcements, and more grassroots²⁸ content, like Community Updates, the promotion of sport at an amateur-level, and temporary media (e.g. Stories). However, multiple SOs expressed that they would exclude stories from preservation due to their situational context and intended temporary nature.

4.2.3 Social Media Publication Frequency

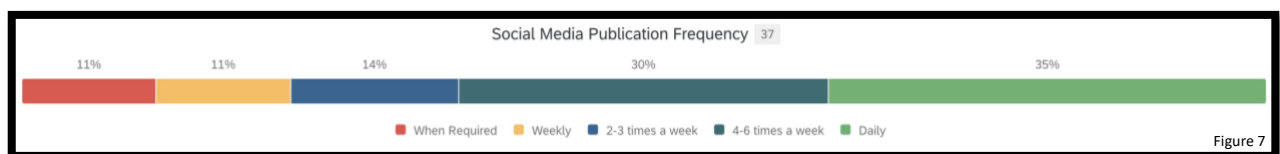


Figure 7

Results show that for effective SM management, high publication volumes were important, with a significant 79% of SOs aiming to publish SM-content multiple times a week (2-7 times). Of this number, 35% posted daily, speaking to the fast-paced nature of SM. Even SOs with lower publication numbers still aimed to publish once a week (11%) or 2-3 times weekly (14%). Even so, 11% of the remaining minority aimed to publish weekly. This indicates that, when actioning SM-preservation, SOs will be required to sift through large volumes of published SM-content.

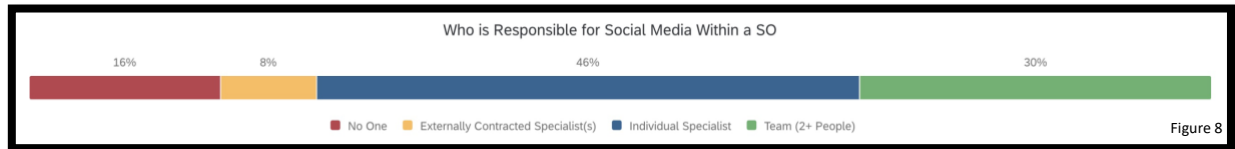
4.2.4 Social Media Formats

As the function of these SM-platforms suggested, a large percentage of SO's surveyed recorded content publication formats that required less time and viewer attention capacity, thus making it more appealing to the larger SM-user market. Therefore, short-form formats were more popular, including photos (100%), videos (95%) and/or 'short text of 1-4 sentences' (95%) such as a tweet. Conversely, only 65% published 'long text' such as blog posts or articles with any frequency. Although I didn't ask SO's to specify the average length of their videos, based on these findings, it would be safe to assume that most published videos would be of a shorter length as the approximated estimate of consumer attention span is 8.25 seconds

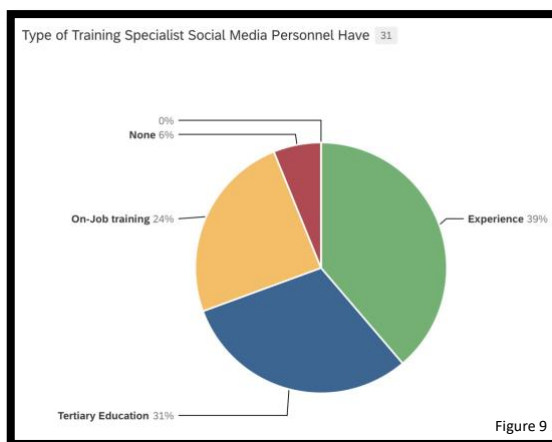
²⁸ Grassroots refers to sport at the amateur and community levels, excluding high-performance training/competition

As the predominant SM-platforms used are photo and video sharing networks — Facebook and Instagram — there is a high prominence video and photo format in SM-publications. Therefore, any standards or preservation guidelines developed should primarily focus on these format types. These are also the record types that will contain the most metadata and need to track any manipulation occurs during content creation (e.g. filters applied, edits made, videos spliced etc.)

4.2.5 Social Media Personnel and Their Qualifications



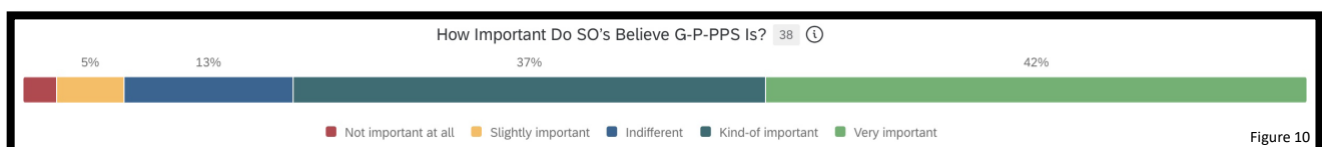
With SM's proven prevalence in the SI, I had assumed that most organisations would have a SM specialist. The lack of SM specialists in 16% of the recorded SOs could signify a lack of financial capacity to hire one — especially as the SOs without specialists were classified at the NGB-level. For those organisations that had SM-personnel, 'Individual Specialists' were the most commonly employed. Overall, 28 SO's (76%) either had an individual or team on-staff with allocated responsibility for SM-content production and publication, with an extra three SO's externally contracting relevant staff. Whether this responsibility fell within a 'Digital', 'Communications' and/or 'Marketing' job-description or to a designated SM specialist, 84% of surveyed organisations had *someone* responsible for SM.



Although these individuals' qualifications were varied, 'Previous Experience' and 'Tertiary Education' were the most frequent training types. This could indicate the average ages of the specialists — as SM is a newer platform and therefore only recently available in tertiary courses (e.g. Communications degrees). Whereas 'Previous Experience' and 'On-Job Training' could indicate a situation where employees had to adopt the responsibility of SM in a role they were already in or

separately qualified for. What is encouraging is that 24% recorded 'On-Job Training', which reinforces that SOs consider SM important as they are devoting resources to ensure high-quality content production.

4.3 Sporting Organisation Views on Generalised Preservation's Importance



Perceptions surrounding preservation's importance were overwhelmingly positive, with 79% of SO's viewing preservation as 'Kind of Important' to 'Very Important'. However, unlike perceptions regarding SM-

use, there are negative views present and prominent levels of indifference — suggesting that preservation isn't a consistently promoted component of the SI.

4.4 Sporting Organisation Views on Social Media Preservation's Importance

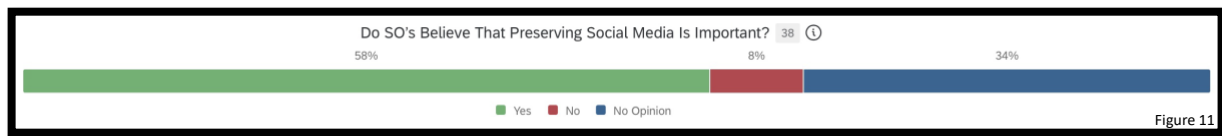


Figure 11

Opinions on SM-preservation vary. Whilst a firm majority of SO's (58%) agree that SM-preservation is important, approximately 34% are indifferent and 8% disagree. When analysing perception trends regarding sport and organisation-level, there is evidence that even within the same sport and nation, perceptions vary. However, the highest indifference levels exist within GB/GB adjacent nations (England, Scotland, Wales, Northern Ireland and the Republic of Ireland) excluding 5/8 of Scottish organisations. This suggests a level of ambivalence towards SM's importance as a record of an SO. Therefore, to promote SM-preservation within the industry, the overarching NGBs of these countries²⁹ should target to alter perceptions of importance.

4.5 Preservation Responsibility

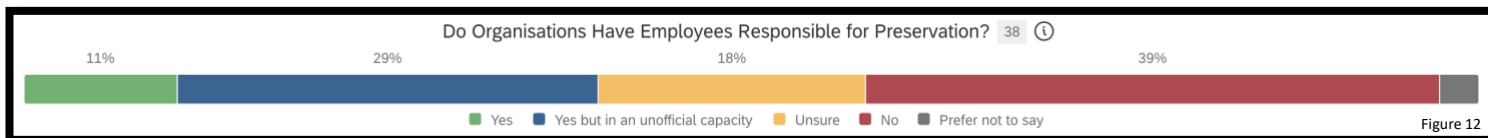


Figure 12

4.5.1 Preservation Responsibility and Personnel

As with SM, whether an SO has personnel with preservation-focused responsibilities (PP) is an indicator of their level of investment in preservation itself. Whilst 39% didn't have anyone, 40% had someone in either official or unofficial capacity³⁰. However, there is a prevalence of respondents unsure of their organisation's PP status. This showed that preservation and related practices aren't a widespread area of understanding within their SOs.

SO's most commonly tasked preservation responsibilities to someone with a variation of the 'Digital Communications' and 'Marketing Manager' titles. And, though the named emphasis on SM-responsible roles could result from the survey's SM-centric purpose, 58% of responding SO's recorded allocating preservation responsibilities to the same person responsible for their SM-media content generation and publication. Therefore, there appears to be a focus on preserving media content as seen which employee is allocated preservation responsibilities. A further 25% of PP had more generalised titles, like 'Secretary' and 'General Manager', and several SO reported dividing responsibility across multiple roles, each with a different area of preservation focus (e.g. media, financial, administrative).

²⁹ E.g. Sport England, Sport Wales/Chwaraeon Cymru, Sport Northern Ireland, Sport Scotland

³⁰ Unofficial Capacity — Preservation responsibilities aren't specified within the original job description

Further, when comparing perceptions with employee status (**Figure 13**) perception doesn't necessarily align with practice, as 30% of SO's with positive perceptions didn't have PP. Therefore, we cannot conclude that if an organisation views preservation as important they will have preservation support in place. However, we can assume that a lack of perceived importance will, most likely, mean that there are no preservation efforts in place. When asked if their organisation should hire or assign preservation responsibilities, SOs without PPs gave inconsistent responses, unveiling no dominant opinions within the SI.

Perceived Level of Importance	Prefer not to say	Yes	Yes (Unofficial)	No	Unsure
Very Important	0	3	5	4	4
Kind-of Important	1	1	6	5	1
Indifferent	0	0	0	4	1
Slightly Important	0	0	0	1	1
Not Important at All	0	0	0	1	0
Employee Status Totals	1	4	11	15	7

Figure 13

4.5.2 Opinions on Responsibility

I concluded that, despite the limited data gathered, there wasn't a singular opinion regarding allocating preservation responsibilities within the SI. Several organisations expressed their belief that it is important to preserve our histories, but took no actions themselves to preserve said history through policy or resource allocation. This suggests that either they believe the responsibility lies elsewhere or they don't know where to start, and supports the idea that a standardised P-PPS would be a useful industry-wide tool, to guide overwhelmed SOs towards good practices.

Another expressed perception was that responsibility varies depending on the organisation-level and resource capability. Since many NGBs are smaller and don't possess the capacity to lead their own preservation efforts, responsibility should be collaborative. However, responsibility for ensuring if an SO has the capacity for preservation might better lie with the bigger federations — whether an IF or the head NGB (e.g. Sport Scotland). Therefore, the larger 'high-performance' SO's should coordinate and spearhead these efforts, as they have a better ability to handle the requirements than those primarily at grassroots-level.

4.6 Preservation Practices, Policies and Standards

4.6.1 Generalised P-PPS Prominence

61% of responding SO's had no formal P-PPS in place and 3% did not disclose, leaving 37% with G-P-PPS implemented (**Figure 14**). Further, there does not appear to be much of a correlation between an SO's views and practices. 53% of SO's that had positive views of SM-preservation importance had no existing G-P-PPS.

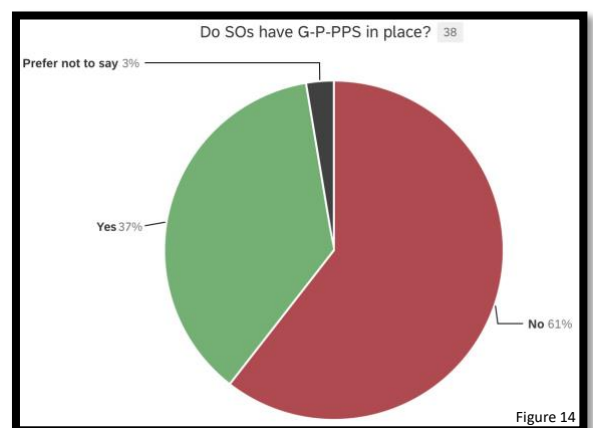


Figure 14

4.6.2 Social Media References in P-PPS

Of the 37% of SOs with G-P-PPS, 57% contained specific references to SM and its preservation (**Figure 15**). This is a higher percentage than expected. However, this remains only 21% of the total surveyed group. As expected, when compared to SO PP status, we can see that having formal P-PPS in place is a good indicator of presence.

Perceived Level of Importance	Prefer not to say	Yes	No	Perceived Level Totals
Very Important	0	8	8	16
Kind-of Important	1	5	8	14
Indifferent	0	1	4	5
Slightly Important	0	0	2	2
Not Important at All	0	0	1	1
P-PPS Implementation Totals	1	14	23	38

Figure 15

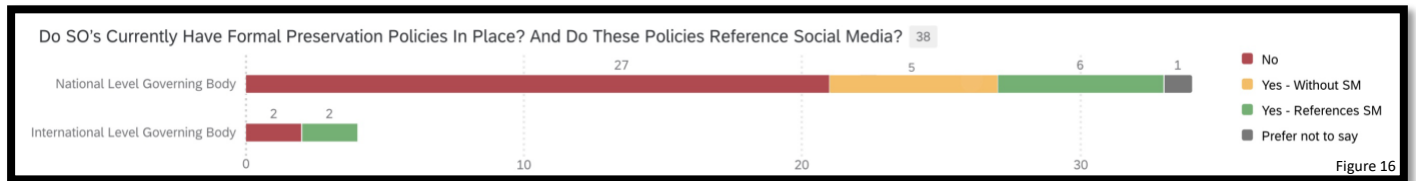


Figure 16

4.6.3 Limitations to Preservation Implementation in Sporting Organisations

Explanations why several SOs did not have PPs or P-PPS in place revealed several common reasons:

1) Financial constraints, 2) Organisation capacity for staff, and 3) Current lack of content or need. These limiting factors align with my hypothesis regarding the impact of resources on preservation implementation.

5. Discussion

5.1 Perceived Importance of Social Media

The investigation results provide insight into:

- 1) SM-use and management within the SI
- 2) SO opinions on both G-P-PPS and SM P-PPS' importance
- 3) Current G-P-PPS and SM-P-PPS implementation prevalence
- 4) SO's perceived willingness/ability to adopt proper G-P-PPS and SM-P-PPS

From this, we can understand whether implementing standardised P-PPS across the SI would be beneficial to promoting SM-preservation and therefore the industry's history.

5.2 Social Media Within the Sporting Industry

By surveying SO's use and management of SM, plus the different content types frequently published, we can understand the types and quantities of content that an SO would need to preserve. This provides a gauge of resources required and what guidelines/instructions/trainings might be useful to offer SOs in order to strengthen G-P-PPS and SM-P-PPS throughout the industry.

5.2.1 Social Media Use

SM's capabilities of reaching large audiences through a single publication prove invaluable to SO's, as shown by its prevalent industry-wide use. The results of this survey affirm data evidenced in studies by Milla et al. (2020) and BCW (2021; 2022) regarding SM's usefulness as a promotional tool. This also emphasises the importance of its preservation as a vital component of documenting sporting operation. Unsurprisingly, the traditional photo/video sharing platforms of Facebook and Instagram proved the most popular amongst surveyed SOs. BCW's SM rankings (2021; 2022) concurs with these findings, recording high levels of posting and fan-interaction across both Olympic and Non-Olympic IFs — however, it is important to note that this study considers only international-level SOs. BCW did however note that, despite being the most used platform, Facebook's fan-engagement rates have plateaued, whereas TikTok and Instagram engagement rates remain fast growing. My survey identified photo and video content as the most common publication formats, which was logically consistent with Milla et al. (2020) who found these were the content types audiences predominantly interacted with. Therefore, when educating or developing resources to standardise or guide SO's preservation efforts, we should consider specifics regarding these formats. To preserve visual SM-content, SO's need to understand: what tailored actions are required to ensure its preservation and maintenance; how to identify important format and/or platform specific metadata; and how to create, record, and track audio/visual manipulations and modifications (e.g. applying filters, adding soundtrack etc.) This information isn't easily available to the untrained employee and therefore could be overlooked, resulting in incomplete and/or corrupt records.

SO-content publication frequency varied throughout the different sports but despite Milla et al.'s identification of the seasonality of interaction and engagement with sport content (higher levels in near build-up and during season/competition) only 14% of SO's complied with this pattern of only posting during season/competition. Instead, 49% published content year-round. This is because of the audience engagement levels required to maintain relevance on SM. As BCW's 2022 report evidenced, IFs with top performing SM accounts would post multiple times daily to maintain interaction levels. Hence why, regardless of their upload schedule, during an SO's posting period, 65% post 4+ times weekly with the majority posting daily. However, I did not provide the option for multiple (2+ times) daily to see if my findings concurred with BCWs. Another justification provided surrounding daily posting was it's needed "just to keep up with everything that's going on" and missing several consecutive days on a posting schedule resets all levels of interaction built. Findings show that high volumes of SM-content will be available to preserve. However, not all SOs, especially NGBs, have the capacity to preserve and maintain all published content — especially visual-media content that occupies more time and space due to metadata quantity and file size. Therefore, I recommend selection criteria to identify what content is important to preserve because of historic significance, sentimentality and/or potential reusability. Some SOs stated their application of criteria to select content for preservation focusing on reusability, choosing to exclude Stories and content requiring specific context (e.g., TikTok trends, memes etc).

Further research could include conducting case-studies of SOs at different organisation-levels to assess the exact volume and content types published across each platform to clarify what would be available for preservation. Also, survey opinions regarding the function and importance of various posts which could help develop criteria for prioritising content preservation.

5.2.2 Social Media Management

The personnel to which each SO assigns SM-responsibility and how they are trained are good indicators of the level of investment SOs are willing to make for efficient and accurate results. Since SM is an important tool, it's understandable that most SOs employ individuals/teams tasked with SM-publication and management. When surveying their qualifications, I found there was a close distribution of tertiary education and previous experience. This could reflect the skew in age and experience across SM-employees, as older individuals wouldn't have had access to tertiary-based SM training because of its newness. The high prevalence of tertiary education is important to note, as it provides an opportunity to introduce the concept and practices of SM-preservation earlier in an SM-practitioner's career. For degrees, such as Communications, educating SM-trained individuals on P-PPS and the preservation process would be valuable to raise the baseline standard across many industries. Another prominent qualification method was 'On-Job training', which is significant as it indicates another level of investment into SM within SOs. If SOs offer further training themselves, then there is a likelihood they would sign-up for industry offered training on SM-preservation to further develop employees — thereby introducing another method of educating SOs.

A way to further research a SM-professional's preservation education is to analyse the hiring criteria of SM-professionals and see if the prevalence of a tertiary education requirement indicates which education

method would be more worthwhile. However, I believe that encouraging universities to offer preservation-theory within their SM-relevant degrees is the best course of preemptive education intervention.

5.3 Perceptions on Generalised Preservation and Social Media Preservation

5.3.1 Perceptions

Opinions surrounding the importance of preservation are positive across the SI. However, SO's consider G-P-PPS more important than SM-P-PPS. This is understandable as G-P-PPS refers to *all* documents and records across the organisation, not just those concerning SM. However, a significantly high quantity of SO's still consider SM-P-PPS important (58%) or express no opinion at all (34%) showing there is a possibility of promoting SM preservation within the SI, converting these views from indifferent to positive. Perhaps this is the opening needed to increase the consistency of P-PPS across the SI. Survey trends also indicated that areas with high-levels of indifference, such as GB and GB-adjacent territories, might require more targeting.

Understanding the reasoning behind these opinions helps to understand what areas SO's would be interested in targeting for development. These would be areas to highlight when developing training programmes, educational materials, standards, or templates. Instead of requesting reasoning within the survey, I had identified it as an area of inquiry for the FU-I. However, as interviews garnered low response levels, I regret this decision. Still, I gained a broad understanding through compiling responses from other related questions. Whilst most reasoning aligned with my own — preservation of history, demonstration of development and evidencing success — an interviewee provided a reason I hadn't considered. This was evidencing how they had appropriated externally-provided funds. Many SOs are supported by sponsors, investors and government funding and these funders require a level of evidence to ensure donations and grants are being spent productively. By recording the successes, workshop promotions and sponsor shout-outs posted on SM, SO's can provide evidence of fund appropriations to their stakeholders. It also provides a good level of evidence to show how closely SOs followed business, marketing or communication strategy plans.

5.3.2 Preservation Personnel

Another way to gauge an organisation's prioritisation of preservation is through looking at the personnel assigned responsibility. Only a minority of 4 SO's retained employees with formal record-preservation-responsibilities. Something of note was that, converse to my hypothesis that IF's would be the organisations to have preservation-tasked employees due to higher resource levels, all the SO's with formal employees were NGB's of lesser funded sports.

Most SO's that viewed G-P-PPS as 'Very Important' or 'Kind of Important' had employees unofficially tasked with preservation responsibilities, supporting the idea that SO's *do* view preservation as important but don't necessarily have the resources to adopt proper personnel and practices formally. Which indicates the potential of a willingness to adopt industry-wide P-PPS and up-skill employees in preservation practices, should those resources be provided.

5.4 Preservation Practice, Policy and Standard Implementation

5.4.1 Generalised Preservation Prevalence

As hypothesised, the majority of SO's didn't have any form of G-P-PPS in place. The emphasis here could be on the concept of 'formal' as there might be more organisations with informal G-P-PPS in place. Although I didn't include 'formal' in question phrasing, there are questions immediately before and after the relevant question that specifies 'formal' G-P-PPS and responsibility. Therefore, SO's might only consider company-wide implemented policies and not the personal standards and practices of employees with preservation responsibilities. A notable correlation between perception and G-P-PPS implementation was that SO's with negative preservation perception (i.e. thinking it is unnecessary) are almost certainly not going to have P-PPS in place. Whereas the indifferent could, but are unlikely to, because of the convenience of omission bias³¹.

5.4.2 Social Media Preservation Prevalence

As expected, due to its specificity, SM-P-PPS implementation is less-prominent with only 37% of SO's reporting that their P-PPS made any reference(s) to SM. It is important to acknowledge that the phrasing of this survey question (*'Do any of these policies specifically pertain to Social Media or digitally generated multimedia content?'*) only requires existing P-PPS to make reference to preserving SM or similar content, and not to be a separate policy or standard. This distinction is important as it shows SO consideration of SM-preservation rather than a focus on it. Future investigation should attempt to discover how deeply they reference SM: whether as a prioritised and distinct entity or just a passing mention/reference. This would give us a clearer understanding of how prevalent SM-P-PPS actually is. Further, if we were to draft standardised industry-wide SM-preservation policies, guides, standards, or templates we should examine existing SM-P-PPS to establish what SO's already engaging in these behaviours are doing. Not only would it demonstrate what each different organisation-level is capable of, but it would also highlight any gaps in existing knowledge and practices which could guide future standards or preservation-training criteria.

5.5 Willingness and Ability to Adopt

5.5.1 Willingness to Adopt Preservation Practices, Policies and Standards

I believe there is a willingness to adopt formal P-PPS, including those pertaining to SM. Based on the perspectives provided, the SI is open to preservation and values its contribution to an SO's functioning and documentation of a history. There is widespread adoption and use of SM throughout the industry, thereby making SM-preservation a relevant topic for all SO's. So then, why do so few organisations have the appropriate P-PPS or PP in place? For the majority, it isn't because they are unwilling. When questioned whether they would consider hiring/assigning a preservation-responsible employee, 33% of PP-less SO's

³¹ Omission Bias: The notion that doing nothing is easier than doing something

specified that if they were in a viable position to do so, they would. Meanwhile, a further 27% expressed an interest in partial execution by assigning responsibilities to an existing position or only focusing on generalised preservation responsibilities. When considered alongside the positive opinions of all preservation, this affirms the SO's willingness to adopt the appropriate P-PPS if given the opportunity, support and/or appropriate circumstances. Organisations also expressed that having an umbrella standard across the industry (i.e not tailored to a particular sport) would prove useful as it would act as the central point of reference from which multiple varying systems could develop.

5.5.2 Limitations

Perhaps most importantly, when trying to implement standards and behaviours into an industry, it is important to consider what factors might prevent or limit the extent to which an organisation can adopt practices. Within the study's context, this is the presence, or lack of, SM or preservation-specific personnel and/or P-PPS. This is where the unresponsive nature of the surveyed audience might limit this study. Although valid responses were provided, the majority of in-depth information was to be gleaned through the FU-I — but only one participant ultimately committed to participating.

As hypothesised, a large proportion of SO's acknowledge financial constraints as their primary limiting factor. Simply put, money makes the world go round. If any business wants to function, they need sufficient capital invested in their organisation to hire and pay the appropriate staff to achieve performance targets. When appropriating funds, SO's have to prioritise areas of investment to determine what is required to meet these targets — be it high-performance success, grassroots prosperity or legacy assurance.

Similarly, another factor limiting preservation-focused employment or resource, is the SO's capacity for more staff. We can consider this in tandem with financial position and combine it with a third reason, which is the lack of content or need. Specifically for NGB's, a SO's staffing capacity is comparable to their participation numbers. So, SO's with larger community bases — e.g. Football, Field Hockey, Tennis, Snowboarding, etc. — would require more staff and therefore have the capacity for more specific roles, such as a general preservation or SM specialist. Whereas smaller or newer NGBs — e.g. DanceSport, Shooting, Skateboarding, Luge etc. — would have to invest in more generalised employee roles to generate the best return for the least investment.

Another identified limitation is indifference, ignorance and/or uncertainty. Ignorance and uncertainty are the simplest to address — through providing SO's with the appropriate information and offering training opportunities to broaden their understanding and capacity for preservation. Amongst PP-less organisations there was some expression of contentment with leaving SM content preservation to the publication platforms, such as Instagram, Facebook and TikTok themselves. And whilst this might be sufficient at present, it is important to consider the what if's regarding their security. Data is an invaluable currency and available in surplus through SM and the current fears regarding cybersecurity has made some nations skittish about citizens using these SM-platforms if they are owned by foreign leadership. The recent US Senate attempts to implement legislature banning TikTok shows the insufficiency of platform-preservation, as actions to ban the platform theoretically would have put unprepared content creators at risk of losing their saved content with no legal retrievability because of geolocation (Ede-Osifo & Collier, 2023). Arguably, less than 50% of SO's

registered as using a newer platform like TikTok, however, there is always the risk that more prevalent platforms like Facebook and Instagram could be sold to overseas corporations, resulting in similar political pushback. However, SO content-preservation would eliminate this threat all together and ensure each record remains reference-able and reusable in the future. Although my survey was going on during the TikTok-ban saga, I cannot guarantee that all organisations were aware of or understood the potential implications of an SM platform ban. It would be interesting to provide SO's with information regarding ban implications and see if that alters perspective.

5.6. Next Steps

There is a significant lack of research regarding preservation practices within the SI, let alone the preservation of SM. Although this research acts as a good first step at broadening our understanding of the SI's current SM-P-PPS and G-P-PPS state, it is limited in its scope and doesn't properly address the nuances of industry-specific P-PPS or the reasoning behind P-PPS adoption/non-adoption. For these reasons, both SI-related SM-P-PPS *and* G-P-PPS require further investigation to deepen our comprehension of the industry's specific preservation requirements and effectively increase preservation efforts throughout SO's.

For future research, I believe that uncovering what factors might impede preservation within SO's should be prioritised, as it will allow us to understand what practical resources could be provided to promote good practice. By knowing exactly what SO's need, larger governing bodies like the IOC, IF's (FIFA, FIH, WA, etc.) or overseeing NGB's (Sport Scotland, High Performance Sport NZ, Australian Sports Commission, etc.) can tailor promotion efforts by directly addressing limiting factors, be they financial, training or policy-related. Further, uncovering the scope of limitations could better encourage governing SO's to implement industry-wide standards or develop policy templates for SOs without the required resources or knowledge to adopt.

I believe that future research and P-PPS implementation efforts need to be spearheaded or supported by SO's with industry influence, such as IF's, the IOC and/or the NOC's, to encourage more results as supervising organisations like these are effective in requesting NGB-level SO cooperation. Further, as a leading investor in Olympic-sports³², the IOC also possess the financial resources to help fund the development of these industry-wide P-PPS' and can use their position as a funder to identify and promote SM-preservation as a crucial component to preserving sports-history — something that closely aligns with their organisational-values. Another organisation whose contributions to further research, training opportunities and/or P-PPS template development is the International Council of Archives section on Sports Archives (ICA-SPO). Although archiving and preservation aren't the same thing, this subcommittee is dedicated to sporting history preservation and hence would have a vested interest in bettering the preservation practices of SO's of all organisation-levels. It would be my recommendation any actions taken to develop industry-wide

³² Approximately 90% of the revenues generated by the Olympic Games goes “straight back into sport and athlete development” through investment into NOCs, IFs, athlete scholarships, sport/Olympic related research, etc. (IOC, 2022c)

guides or templates should occur under collaboration with the ICA-SPO. This is the most qualified organisation to advise on effective P-PPS and detail the steps required for effective implementation.

However, conducting more targeted research focusing on P-PPS within a single national or sporting context, would also provide IFs, NOCs, and NGBs the opportunity to lead their own efforts without waiting for larger overseeing SOs, like the IOC, to address preservation. It would also allow for any future P-PPS templates/guidelines to be more tailored to the sport/nation conducting the research.

Overall, I conclude that whilst I was encouraged by SO's perceptions of preservation's importance and the unexpected prominence of G-P-PPS and SM-P-PPS already in place; the SI has a large capacity for improvement — the majority of which could be addressed through larger SOs providing relevant guidance and training. And, if we wish to preserve our sporting histories effectively for future generations, the first step is to research what the industry needs to enact preservation. And I hope this study is the push that gets the proverbial ball rolling.

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7. Appendices

7.1 Appendix A: Online Survey



Terms of Participation and Consent

Terms of Participation and Consent

Thank you for your interest in this project.

The following terms contain information regarding consent, confidentiality, organisational representation, and withdrawal.

Please read these terms fully before deciding whether you would like to proceed with this survey.

By participating I am confirming:

- I have the consent of my organisation to participate in this study on their behalf
 - I have read the Information Sheet provided, and I understand the research I will participate in.
 - My questions have been answered to my satisfaction and I understand I can ask questions at any time
 - All responses are voluntary and made on behalf of my organisation
 - I accept responsibility for the answers provided and certify that they are the most accurate and truthful representation of my organisation's current state.
-

I understand that:

- The responses provided will contribute to the overall finding of this study and consent to their use (in a generalised/collective format) in published works
- Any identifying information requested in this study is requested to identify trends within the sporting industry regarding social media and/or preservation practices
- All responses provided in surveys, transcripts, correspondence and/or observation notes will be viewed as confidential and any identifying information will be redacted to protect participant privacy

- Any survey responses, transcripts, correspondence and/or observation notes will be securely stored and only accessible to the researcher [Madeleine Williamson] and their supervisor [Chern Li Liew] and will not be shared with Third Party groups or persons
- All data (survey/researcher notes/interview transcripts/summaries/recordings) will be kept secure and destroyed on 29/05/2028
- Should I wish to withdraw from this study, I can do so at any point before 06/04/2023 — at which point the data analysis process will have begun
- Upon withdrawal, I am not obligated to explain my decision to withdraw

If, upon reading and considering the terms of participation outlined above, you would still like to participate in the survey, please enter the name of your Organisation

Digital Signature:

Organisation Questions

What is your Organisation's official title?

Is your Organisation a national or international level governing body

National Level Governing Body

International Level Governing Body

What nation does your Organisation represent?

Australia

Northern Ireland

Canada

England

New Zealand

Scotland

United States of America

Wales

Republic of Ireland

What sport does your Organisation represent?

0 Items ...

Does your Organisation affiliate with and/or engage/consult/incorporate any indigenous communities or indigenous knowledge systems when it comes to determining organisation policies, practices, standards and/or values?

Yes

No

Please specify which indigenous community your Organisation is affiliated with

Social Media Questions

How important is Social Media to your Organisation?

- 1. Not important at all
 - 2. It's useful but rarely used
 - 3. Take it or leave it
 - 4. Kind-of important
 - 5. Very important
-

Does your Organisation have Social Media accounts?

Yes (Public)

Yes (Both Public + Private)

Yes (Private)

No

Which Social Media platforms does your Organisation publish content on?

Facebook

Reddit

Twitter

YouTube

Instagram

TikTok

Tumblr

Other (Specified)

Does your Organisation have a dedicated Social Media individual/Team?

Yes (Individual)

Yes (Externally Contracted)

Yes (2+ people)

No

Does your Social Media person/team's role have a job title?

Yes

No

Please specify their job title:

What experience and/or training do these individuals have?

No

On-Job training

Experience

Prefer not to answer

Tertiary Education

Does your Organisation have a Social Media publication/upload schedule?

Yes – All year round

Only during competition season

Only during events

Intended but not always followed

Never

How frequently does your Organisation publish content on any Social Media channel?

Never Event Dependent When Required Yearly Monthly Fortnightly Weekly 4-6 times a week 2-3 times a week Daily

Select all media formats your Organisation publishes on Social Media

- | | |
|--------------------------------|--|
| <input type="checkbox"/> Video | <input type="checkbox"/> Long text (e.g. Articles, Blog posts, etc.) |
| <input type="checkbox"/> Photo | <input type="checkbox"/> Short text (1-4 sentences) (e.g. Tweets) |
| <input type="checkbox"/> Other | |
-

Select the types of content your Organisation most frequently publishes on Social Media

- | | |
|---|--|
| <input type="checkbox"/> Player Profiles | <input type="checkbox"/> Sponsorship/Fundraising promotion/giveaways |
| <input type="checkbox"/> Video Reels/Compilations | <input type="checkbox"/> Grassroots promotion |
| <input type="checkbox"/> Team/Selection announcements | <input type="checkbox"/> Rule explanations + updates |
| <input type="checkbox"/> Community updates | <input type="checkbox"/> Archived/historic content |
| <input type="checkbox"/> Competition photos/videos | <input type="checkbox"/> Advertise job vacancies |
| <input type="checkbox"/> Competition updates (e.g. scores/placings) | <input type="checkbox"/> Advertise/Promote workshops, training seminars etc. |
| <input type="checkbox"/> Event announcements | <input type="checkbox"/> Stories |
| <input type="checkbox"/> Community engagement posts (e.g. trivia, fan questions, interactive posts) | <input type="checkbox"/> Other |
-

Please specify:

Does your Organisation believe that it is worth preserving the Social Media content it publishes?

- Yes No No Opinion
-

Do you currently have any formal practices in place for preserving Social Media content?

Yes

No

Preservation Questions

How important is the preservation of physical and digital documents, records and other content to your Organisation, at all levels?

- 1. Not important at all
 - 2. Slightly important
 - 3. Indifferent
 - 4. Kind-of important
 - 5. Very important
-

Does your Organisation have any official policies or practices in place regarding the preservation of documents, records, and content, including social media content (at any level)?

- Yes and can / will attach files
 - Yes but prefer not to share files
 - No
 - Prefer not to say
-

If 'Yes' please attach a digital copy of these policies below:

Do any of these policies specifically pertain to Social Media or digitally generated multimedia content?

- Yes and can / will attach files
 - Yes but prefer not to share files
 - No
 - Prefer not to say
-

If 'Yes' please attach a digital copy of the relevant policies below:

Do any employee roles within the organisation have the formal responsibility of ensuring the preservation of documents, records and digital content?

- Yes Unsure
 Yes but in an unofficial capacity Prefer not to say
 No

Please list the role title and responsibilities:

Do you believe that the organisation should hire or assign an individual/team to oversee preservation? Why?

Follow-Up Interview

Would you be interested in participating in a follow-up interview to discuss your answers in more depth?

- Yes No

Please provide your contact details below so we can arrange a time

Name

Email address

Phone Number (Optional)

Work Role

Do you consent to being contacted by the Researcher if they have any questions regarding your responses provided?

Yes

No

Would you be interested in receiving a copy of this study's findings once the project is complete?

Yes - please send it to the same email as this survey

Yes - please send to a new email address

No

Please provide preferred email address below:

Thank you so much for deciding to further participate in this study.

Your contribution to the research is greatly appreciated. I will be in touch shortly via email to organise your follow-up interview time.



The Preservation of Published Social Media Content in Sporting Organisations

INFORMATION SHEET FOR ORGANISATIONS

Hello

Thank you for your interest in this project. Please read this information before deciding whether or not your organisation will take part. If you decide to participate, thank you. If you decide not to take part, thank you for considering my request.

Ko wai ahau / Who am I?

My name is Madeleine Williamson and I am a Masters student in the Master of Information Studies programme at Te Herenga Waka—Victoria University of Wellington. This research project is work towards a research report on the preservation of social media content within the sporting industry.

He aha te whāinga mō tēnei rangahau / What is the aim of the project?

This project aims to develop our understanding of what actions sporting organisations are currently taking in order to preserve and/or curate content published on their social medias.

Your organisation's participation will support this research by contributing valuable data on industry perceptions regarding the preservation of social media and what preservation practices, standards and policies might already be implemented in a generalised sense. Using this data, we will be able to understand where we can build-on or develop proper preservation standards and policies to ensure the preservation of social media — and our sporting history — across the sporting industry. This research has been approved by the Te Herenga Waka—Victoria University of Wellington Human Ethics Committee [Application 0000030741].

Ka pēhea tō āwhina mai / How can you help?

If you agree to take part, I will survey the employee(s) your organisation chooses to assign/believe are qualified to discuss the topics covered within this research. I will ask them questions about the social media and preservation practices within the Organisation, as well as the Organisation/Industry's perceptions regarding the importance of general record preservation, and specifically the preservation of Organisation-published social media content. Further, they will be encouraged to express views on what standards, protocols and/or training should be implemented for Organisation/Industry-wide adoption of proper preservation practices.

The surveys will take up to 20 minutes. The surveys will take place online at a time of the employee/organisation's choosing. Each individual participant will be asked to provide consent before their involvement in the research — this consent will be on behalf of the Organisation they represent.

The surveys will be confidential, meaning that I, 'the Researcher', will know who participated, but the identities of the participants will be protected. At the conclusion of the survey, the participants will be given the option to participate in further discourse and elaborate on their responses through a follow-up interview. Each individual participant will be asked to provide consent before their involvement in the research by providing their contact details at the end. The interviews will take place via video call and can be completed during work time, with the Organisation's permission. With the permission of the participant, I will audio record the interview and write it up later. As with the survey, interviews will be confidential, meaning that I/the research team will know who participated, but the identities of the participants will be protected.

Ka ahatia ngā kōrero ka tukuna mai / What will happen to the information the participants give?

Participation in this research is confidential. This means that the researcher named below will be aware of the identity of your organisation but your organisation will not be revealed in any reports, presentations, or public documentation. Further, any notable trends regarding identifying information, such as the sport and/or nation the Organisations represent will be presented in a generalised manner, limiting the potential for identification.

Only my supervisor and I will have access to survey data and read the notes or transcript of the interview. The survey data and any interview transcripts, summaries and recordings, will be kept securely and destroyed on 29/05/2028.

He aha ngā hua o te rangahau / What will the project produce?

The information from my research will be used in my Masters report, with the potential for future academic publications and conferences. It is important to note that no identifying information will be used in the final report and any references will be made in a generalised manner. This is as all data will be de-identified and aggregated prior to reporting and manuscript preparation.

I will also provide your organisation with a report summarising the results of the research.

Ki te whakaae mai koe, he aha ō mōtika hei kaitautoko i tēnei rangahau / If you accept this invitation, what are the rights of your organisation?

You do not have to accept this invitation if you don't want to. If you do decide that your organisation will participate, you have the right to:

- ask any questions about the study at any time;
- withdraw your organisation's participation from the study before 06/04/2023
- be able to read a report of this research.

Mehemea ngā pātai, he raruraru rānei, me whakapā ki a wai / If you have any questions or problems, who can you contact?

If you have any questions, either now or in the future, please feel free to contact me:

Student:

Name: Madeleine Williamson

University email address:

williamade@myvuw.ac.nz

Supervisor:

Name: Chern Li Liew

Role: Associate Professor

School: School of Information Management

Phone: +6444635213

ChernLi.Liew@vuw.ac.nz

He kōrero whakamārama mō HEC / Human Ethics Committee information

If you have any concerns about the ethical conduct of the research you may contact the Te Herenga Waka—Victoria University of Wellington HEC Convenor, Associate Professor Rhonda Shaw, by emailing hec@vuw.ac.nz.



The Preservation of Published Social Media Content in Sporting Organisations

CONSENT TO INTERVIEW

This consent form will be held for a minimum of five years from the signature date.

Researcher: Madeleine Williamson, School of Information Management, *Te Herenga Waka*—Victoria University of Wellington.

- I have read the Information Sheet and the project has been explained to me. My questions have been answered to my satisfaction. I understand that I can ask further questions at any time.
- I agree to take part in an audio recorded interview.

I understand that:

- I may withdraw from this study at any point before 06/04/2023, and any information that I have provided will be returned to me or destroyed.
- The identifiable information will be redacted upon the interview's completion and all data containing identifiable information will be destroyed on 29/05/2025
- Any information I provide will be kept confidential to the researcher and the supervisor
- The findings may be used for a Masters research report with the potential for future academic publications and conference presentations.
- The interview notes and recordings will be kept confidential to the researcher and the supervisor
- Organisational consent has been provided and the organisation will/will not be named in any of the reports
- My name will not be used in reports and utmost care will be taken not to disclose any information that would identify me.

Further:

- I would like a copy of the transcript from my interview: Yes No
- I would like a summary of my interview: Yes No
- I would like to receive a copy of the final report and have added my email address below. Yes No

Signature of participant: _____

Name of participant: _____

Date: _____

Contact details: _____

7.4 Appendix D: List of Sporting Organisations

Sports	International	Canada	United States	Great Britain	England	Scotland	Wales	Northern Ireland	Ireland	Australia	New Zealand
Olympic Committee	International Olympic Committee (IOC)	Canadian Olympic Committee (COC)	United States Olympic & Paralympic Committee (USOPC/Team USA)	British Olympic Association (BOA)					Olympic Federation of Ireland (OFI)	Australian Olympic Committee Inc. (AOC)	New Zealand Olympic Committee Inc. (NZOC)
Aquatics (Artistic Swimming)	World Aquatics (FINA)	Canada Artistic Swimming	USA Artistic Swimming	British Swimming	Swim England	Scottish Swimming	Swim Wales Noffo Cymru		Swim Ireland	Artistic Swimming Australia	Artistic Swimming New Zealand
Aquatics (Diving)	World Aquatics (FINA)	Diving Plongeon Canada	USA Diving	British Swimming	Swim England	Scottish Swimming	Swim Wales Noffo Cymru		Swim Ireland	Diving Australia	Diving New Zealand
Aquatics (Swimming)	World Aquatics (FINA)	Swimming Canada	USA Swimming	British Swimming	Swim England	Scottish Swimming	Swim Wales Noffo Cymru		Swim Ireland	Swimming Australia	Swimming New Zealand
Archery	World Archery (WAF)	Archery Canada	USA Archery	Archery GB	England Archery Federation	Scottish Archery Association		Northern Ireland Archery Society	Archery Ireland	Archery Australia	Archery New Zealand
Athletics	World Athletics (IA)	Athletics Canada	USA Track & Field	United Kingdom Athletics	England Athletics	Scottish Athletics	Welsh Athletics	Athletics Northern Ireland	Athletics Ireland	Athletics Australia	Athletics New Zealand
Badminton	Badminton World Federation (BWF)	Badminton Canada	USA Badminton	Badminton GB	Badminton England	Badminton Scotland	Badminton Wales		Badminton Ireland	Badminton Australia	Badminton New Zealand
Basketball	International Basketball Federation (FIBA)	Canada Basketball	USA Basketball	British Basketball	Basketball England	Basketball Scotland	Basketball Wales	Basketball Northern Ireland	Basketball Ireland	Basketball Australia	Basketball New Zealand
Biathlon	International Biathlon Union (IBU)	Biathlon Canada	USA Biathlon	British Biathlon					Snowsports Association of Ireland	Biathlon Australia	Biathlon New Zealand
Bobsleigh / Skeleton	International Bobsleigh and Skeleton Federation (IBSF)	Bobsleigh Canada Skeleton	USA Bobsled/Skeleton	British Bobsleigh & Skeleton					Irish Bobsleigh & Skeleton Federation	Bobsleigh and Skeleton Australia	New Zealand Bobsleigh and Skeleton Association
Boxing	International Boxing Association (IBA)	Boxing Canada	USA Boxing	GB Boxing	England Boxing	Boxing Scotland			Irish Athletic Boxing Association	Australian National Boxing Federation	Boxing New Zealand
Canoeing (Racing)	International Canoe Federation (ICF)	Canoe Kayak Canada	American Canoe Association	British Canoeing		Scottish Canoe Association Comanche Curach na h-Alba	Canoe Wales Camw Cymru	The Canoe Association of Northern Ireland	Canoeing Ireland	Paddle Australia	Canoe Racing New Zealand
Canoeing (Slalom)	International Canoe Federation (ICF)	Canoe Kayak Canada	American Canoe Association	British Canoeing		Scottish Canoe Association Comanche Curach na h-Alba	Canoe Wales Camw Cymru	The Canoe Association of Northern Ireland	Canoeing Ireland	Paddle Australia	Canoe Slalom New Zealand
Curling	World Curling Federation (WCF)	Curling Canada	USA Curling	British Curling	English Curling Association	Scottish Curling	Welsh Curling Association Cymdeithas Cwrtio Cymru		Irish Curling Association	Australia Curling Federation	New Zealand Curling Association
Cycling	Union Cycliste Internationale (UCI)	Cycling Canada	USA Cycling	British Cycling		Scottish Cycling	Welsh Cycling Beicio Cymru		Cycling Ireland	Cycling Australia	Cycling New Zealand
DanceSport	World DanceSport Federation (WDSF)	DanceSport Canada	USA Dancesport	British Dancesport	DanceSport England	DanceSport Scotland			DanceSport Ireland	DanceSport Australia	New Zealand DanceSport Association
Equestrianism	International Equestrian Federation (FEI)	Equestrian Canada Équestre	USA Equestrian	British Equestrian		Horse Scotland			Horse Sport Ireland	Equestrian Australia	Equestrian Sports New Zealand
Fencing	International Fencing Federation (FIE)	Canadian Fencing Federation	USA Fencing	British Fencing	England Fencing	Scottish Fencing		Northern Ireland Fencing	Fencing Ireland	Australian Fencing Federation	Fencing New Zealand
Field Hockey	International Hockey Federation (FIH)	Field Hockey Canada	USA Field Hockey	Great Britain Hockey	England Hockey	Scottish Hockey	Hockey Wales Hoci Cymru		Hockey Ireland	Hockey Australia	Hockey New Zealand
Football / Soccer	Fédération Internationale de Football Association (FIFA)	Canada Soccer	USA Soccer	The Football Association		Scottish FA	Football Association of Wales		Football Association of Ireland	Football Australia	New Zealand Football
Golf	International Golf Federation (IGF)	Golf Canada	USA Golf Federation	The R&A	England Golf	Scottish Golf	Wales Golf Gofff Cymru		Golf Ireland	Golf Australia	Golf New Zealand
Gymnastics	International Gymnastics Federation (FIG)	Gymnastics Canada	USA Gymnastics	British Gymnastics		Scottish Gymnastics	Welsh Gymnastics	Gymnastics Northern Ireland	Gymnastics Ireland	Gymnastics Australia	Gymnastics New Zealand
Handball	International Handball Federation (IHF)	Handball Canada	USA Team Handball	British Handball	England Handball	Scottish Handball			Ireland Olympic Handball Association	Australia Handball Federation	New Zealand Handball Federation
Ice Hockey	International Ice Hockey Federation (IIHF)	Hockey Canada	USA Hockey	Ice Hockey UK	English Ice Hockey Association	Scottish Ice Hockey			Irish Ice Hockey Association	Ice Hockey Australia	New Zealand Ice Hockey Federation
Ice Skating (Figure Skating)	International Skating Union (ISU)	Skate Canada	U.S. Figure Skating	British Ice Skating				Skate Northern Ireland	Ice Skating Association of Ireland	Ice Skating Australia	New Zealand Ice Figure Skating Association
Ice Skating (Speed Skating)	International Skating Union (ISU)	Skate Canada	U.S. Speedskating	British Ice Skating				Skate Northern Ireland	Ice Skating Association of Ireland	Ice Skating Australia	Ice Speed Skating New Zealand
Judo	International Judo Federation (IJF)	Judo Canada	USA Judo	British Judo Association		Judo Scotland	Welsh Judo Association Cymdeithas Judo Cymru	Northern Ireland Judo	Irish Judo Association	Judo Australia	New Zealand Judo Federation
Luge	International Luge Federation (FIL)	Luge Canada	USA Luge	Great Britain Luge Association					Irish Luge Federation	Luge Australia	Luge New Zealand
Modern Pentathlon	International Modern Pentathlon Union (UIPM)	Pentathlon Canada	USA Pentathlon	Pentathlon GB		Scottish Pentathlon			Pentathlon Ireland	Modern Pentathlon Australia	Modern Pentathlon New Zealand
Rowing	World Rowing (ISA)	Rowing Canada Aviron	USA Rowing	British Rowing		Scottish Rowing	Welsh Rowing Rhwyfio Cymru		Rowing Ireland	Rowing Australia	Rowing New Zealand
Rugby Union	World Rugby (WR)	Rugby Canada	USA Rugby		English Rugby Football Union	Scottish Rugby	Welsh Rugby Union Cymru A Rhanbarthau		Irish Rugby Football Union	Australian Rugby Union	New Zealand Rugby
Sailing	World Sailing (WS)	Sail Canada	USA Sailing	Royal Yachting Association		RYA Scotland	RYA Cymru Wales	RYA Northern Ireland	Irish Sailing	Australian Sailing	Yachting New Zealand
Shooting Sports	International Shooting Sports Federation (ISSF)	Shooting Federation of Canada	USA Shooting	British Shooting	English Target Shooting Federation	Scottish Target Shooting	Welsh Target Shooting Federation		Target Shooting Ireland / Irish Clay Target Shooting Association	Shooting Australia	New Zealand Shooting Federation
Skateboarding	World Skate (WSK)	Canada Skateboard	USA Skateboarding	Skateboard GB		Skateboard Scotland			Irish Roller Sports Association	Skate Australia	New Zealand Federation of Roller Sports
Ski Mountaineering	International Ski Mountaineering Federation (FISM)	SMC Canada	USA Ski Mountaineering Association	The British Mountaineering Council					Snowsports Association of Ireland	Snow Australia	Snow Sports New Zealand
Skiing / Snowboarding	International Ski Federation (FIS)		U.S. Ski & Snowboard	GB Snowsport	Snowsport England	Snowsport Scotland	Snowsport Cymru Wales		Snowsports Association of Ireland	Snow Australia	Snow Sports New Zealand
Skiing (Alpine)	International Ski Federation (FIS)	Alpine Canada	U.S. Ski & Snowboard	GB Snowsport	Snowsport England	Snowsport Scotland	Snowsport Cymru Wales		Snowsports Association of Ireland	Snow Australia	Snow Sports New Zealand
Skiing (Cross Country)	International Ski Federation (FIS)	Nordic Canada	U.S. Ski & Snowboard	GB Snowsport	Snowsport England	Snowsport Scotland	Snowsport Cymru Wales		Snowsports Association of Ireland	Snow Australia	Snow Sports New Zealand
Skiing (Freestyle)	International Ski Federation (FIS)	Freestyle Canada	U.S. Ski & Snowboard	GB Snowsport	Snowsport England	Snowsport Scotland	Snowsport Cymru Wales		Snowsports Association of Ireland	Snow Australia	Snow Sports New Zealand
Skiing (Nordic Combined)	International Ski Federation (FIS)	Nordic Combined Ski Canada	U.S. Ski & Snowboard	GB Snowsport	Snowsport England	Snowsport Scotland	Snowsport Cymru Wales		Snowsports Association of Ireland	Snow Australia	Snow Sports New Zealand
Skiing (Ski Jumping)	International Ski Federation (FIS)	Ski Jumping Canada	U.S. Ski & Snowboard	GB Snowsport	Snowsport England	Snowsport Scotland	Snowsport Cymru Wales		Snowsports Association of Ireland	Snow Australia	Snow Sports New Zealand
Snowboarding	International Ski Federation (FIS)	Canada Snowboard	U.S. Ski & Snowboard	GB Snowsport	Snowsport England	Snowsport Scotland	Snowsport Cymru Wales		Snowsports Association of Ireland	Snow Australia	Snow Sports New Zealand
Sport Climbing	International Federation of Sports Climbing (IFSC)	Climbing Escalade Canada	USA Climbing	BMC (GB Climbing)		Mountaineering Scotland			Mountaineering Ireland	Sport Climbing Australia	Climbing New Zealand
Surfing	International Surfing Association (ISA)	Surf Canada	USOPC (US Surfing Overseer)		Surfing England	The Scottish Surfing Federation	Welsh Surfing Federation		Irish Surfing	Surfing Australia	Surfing New Zealand
Table Tennis	International Table Tennis Association (ITTF)	Table Tennis Canada	USA Table Tennis		Table Tennis England	Table Tennis Scotland	Table Tennis Wales		Table Tennis Ireland	Table Tennis Australia	Table Tennis New Zealand
Taekwondo	World Taekwondo (WT)	Taekwondo Canada	USA Taekwondo	British Taekwondo		Scottish Council of Taekwondo		Taekwondo Association of NI	Irish Taekwondo Union	Australian Taekwondo	Taekwondo New Zealand
Tennis	International Tennis Federation (ITF)	Tennis Canada	USA Tennis Association	Lawn Tennis Association		Tennis Scotland	Tennis Wales Tennis Cymru		Tennis Ireland	Tennis Australia	Tennis New Zealand
Triathlon	World Triathlon (TR)	Triathlon Canada	USA Triathlon	British Triathlon	Triathlon England	Triathlon Scotland	Welsh Triathlon Triathlon Cymru		Triathlon Ireland	Triathlon Australia	Triathlon New Zealand
Volleyball / Beach Volleyball	International Volleyball Federation (FIVB)	Volleyball Canada	USA Volleyball	British Volleyball	Volleyball England	Scottish Volleyball	Volleyball Wales Pêl-Foil Cymru	Northern Ireland Volleyball	Volleyball Association of Ireland	Volleyball Australia	Volleyball New Zealand
Weightlifting	International Weightlifting Federation (IWF)	Weightlifting Canada Haltérophilie	USA Weightlifting	British Weightlifting	England Weightlifting	Weightlifting Scotland	Weightlifting Wales Codi Pysiau Cymru		Weightlifting Ireland	Australia Weightlifting Federation	Olympic Weightlifting New Zealand
Wrestling	United World Wrestling (UWW)	Wrestling Canada Lutte	USA Wrestling	British Wrestling		Scottish Wrestling	Welsh Wrestling Association	Northern Ireland Wrestling	Irish Amateur Wrestling Association	Wrestling Australia	New Zealand Olympic Wrestling Union

No governing body
Under GB organisation
Under Republic of Ireland organisation
Organisation previously listed

Name: Madeleine Williamson

Course: INFO580: Research Project

Word Count: 10,420