



Is there a double standard in Tiktok's depiction of male and female athletes in their most enraged states?

The media's representation of women in sports tends to focus on traditional feminine values such as motherhood and appearance, while male athletes are portrayed as strong and independent individuals.



The Women's Tennis Association's founder and twelve-time grand slam champion, Billie Jean King, tweeted "When a woman is emotional, she's 'hysterical' and she's penalised for it. When a man does the same, he's 'outspoken' and there are no repercussions".

According to Women in Sport merely 4% to 10% of sports coverage is devoted to women's sports in 2018. Reduced coverage of women's sports may be a contributing factor in this.



Women's Sport Trust, 2023 revealed that the average amount of time spent watching women's sport on TV in the UK rose by 131% annually in 2022.

TikTok became the only non-Meta app to achieve 3.5 billion downloads worldwide in 2021; from the beginning of 2018, no app has had more downloads than TikTok, according to Sensor Tower 2022 statistics.



Additionally, women's sports on TV saw record-breaking viewership in the UK throughout the first four months of 2023.