

## Summer Undergraduate Research Programme 2021

Project Number & Title:	<p>Project 7</p> <p>Sport, Racism and Social Media in Irish soccer: <i>An assessment of how Irish clubs are coping with this growing phenomena?</i></p>
Project Details	<p>Social media is changing the way we interact in all aspects of sport. At one level, the instantaneous, interactive and anonymous nature of social media platforms such as facebook, Instagram etc makes it a perfect mechanism for fans and clubs / players to interact. From a marketing perspective, social media offers clubs and fans huge opportunities, however it also presents challenges. The ease at which fans can interact and voice their outrage towards players via online has led to a rise in racist content and abuse via social media platforms.</p> <p>In terms of Irish soccer, a number of high profile cases have brought the issue of racism, sports and social media center stage. Recent examples include the cases of Tyreik Wright, James McClean and Shane Duffy.</p> <p>This research project seeks to examine the extent of racial abuse on social media platforms in Irish soccer. Specifically, to assess to <i>what extent the problem exists, if Irish soccer clubs are aware of the problem and how clubs are currently dealing with this issue.</i></p> <p>The project will focus on three key questions:</p> <ul style="list-style-type: none"> <li>• Is there evidence of racist content on social media platforms in Irish soccer – specifically looking at Dundalk FC and Shamrock Rovers?</li> </ul>

	<ul style="list-style-type: none"> <li>• How are these clubs responding to this?</li> <li>• How is the leading governing body the FAI responding to this abuse?</li> </ul>
Profile of Candidate	The ideal research candidate would hold a 2.1 or above degree in a business/sports related area and have a strong understanding and knowledge of social media platforms. Ideally a final year student.
Project Supervisors	Dr Kate Johnston, Mr. John Sisk and Mr. Kevin McParland  All enquiries to <a href="mailto:kate.johnston@dkit.ie">kate.johnston@dkit.ie</a>
Duration	6 weeks
Number of Positions Available	1
Amount Awarded (per candidate)	Weekly stipend of €150 (tax free)
How to Apply	<p>Each applicant should submit the following documents by email to <a href="mailto:mary.matthews@dkit.ie">mary.matthews@dkit.ie</a>:</p> <ul style="list-style-type: none"> <li>• CV including academic transcripts</li> <li>• A 300 word statement as to why you are a suitable candidate for this project.</li> </ul> <p>Please state clearly in the subject line of your covering email the abstract title and project reference number.</p> <p><i>An applicant may apply for more than one programme, but each application must be made separately.</i></p>

