The (De)Evolution of Title IX in the Media: How Title IX has Morphed from a Symbol of Equality for Women’s Sport to a Lexicon of Sexualized Violence in U.S. Colleges

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**Methods**

Of the top ten most popular newspapers in the United States the New York Times, the Los Angeles Times, and the Washington Post all met the following requirements. Each:

- has a weekday circulation of over 500,000 copies sold
- offered the appropriate parameters on their website
- produced 150+ articles related to Title IX since 2005
- represented a different regional perspective

To validate data found in the major newspapers, media from The Chronicle of Higher Education was analyzed.

**Results**

In the last ten years, 21.5% of the articles written about Title IX were about women in sport, 23.8% were about sexual violence, and 7.6% were about both topics.

The number of articles written about Title IX vacillated most greatly from 2012 (24 articles) to 2014 (237 articles).

There was an steep increase in the number of articles written about sexual violence and Title IX on college campuses, culminating in 194 articles written in 2013.

There was a less drastic, though still significant, decline in the number of articles written exclusively about women in sport throughout that time.

**Key Findings**

88% of the articles written about sexual violence on campuses and Title IX were written from 2013 to 2015.

The largest number of articles written about Title IX were published between April and September of 2014 as a domino effect of scandalous events being discussed in the media occurred across the nation.

More has been written about Title IX and sexual violence in the last 3 years than was written about women in sport in the last decade.