



Sport, Racism and Social Media

Neil Farrington, Lee Hall, Daniel Kilvington, John Price, Amir Saeed

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Racist abuse may at one time have been hurled across the sports stadium or scrawled on a wall. But in today's social media world it can be published to millions, from almost anywhere, in an instant.

Sport, Racism and Social Media provides the first significant, academic account of how social media is shaping the nature of racisms in sport. Among the questions it addresses are:

- How, and why, is racism being expressed across different social media platforms and sporting contexts?
- To what extent is social media providing new platforms for traditional prejudices or actually creating new forms of racism?
- How can campaigners, authorities and individuals best challenge and counter these forms of racism?

Combining analysis of social media content with in-depth interviews with athletes, fans, campaigners and officials, and including extensive case studies of soccer, boxing, the NHL, the NBA, and cricket, the book provides important new insights on a familiar but ever changing story. It is essential reading for any student, researcher, media professional, administrator or policy-maker with an interest in sport, new media or the issue of racism in wider society.

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