



HOW THE NEWS MEDIA USED THE 2019 IAAF WORLD OUTDOOR TRACK AND FIELD CHAMPIONSHIPS TO FRAME QATAR AND EVALUATE ITS PERFORMANCE AS A HOST NATION

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Introduction

For decades, international sport has given countries a way to announce themselves on the world's stage.¹ Qatar is currently attempting this method, which in recent years, has been unsuccessful in translating the host nation's preferred narrative.² **Media framing theory** states that the media determines the issues that are important to the public.³ It also states that the language used to discuss a particular topic can influence public opinion.⁴

Research Questions

RQ1: What were the most common themes about Qatar as its role as a host nation?

RQ2: How were these themes reflected in the framing of Qatar as a sports nation?

RQ3: Were the themes a primary or secondary focus of the article?

RQ4: Did journalists mention the 2022 FIFA World Cup?

Method

Qualitative content analysis of 257 articles from three U.S. publications, three British publications and two newswire outlets that were credentialed, written media at the 2019 IAAF World Outdoor Track and Field Championships

Results

Approximately **40.00%** of the articles included themes about Qatar as a host nation. The most frequent themes were **heat** and **attendance**.



Picture: Robert Ghement/EPA, via Shutterstock

Of these articles, **75.73%** were framed **negatively or very negatively** with frames of **poor event management** and **Qatar as an inadequate host destination** occurring the most frequently. Framing occurred the most frequently as a **secondary focus**, and journalists did **not** frequently mention the 2022 FIFA World Cup.

Conclusions

The 2019 IAAF World Outdoor Track and Field Championships made Qatar look like a bad host nation. This has some potential implications:

- Can international sport be successful? If so, how?
- Qatar may not be impacted long-term, but the world championships serves as a warning.
- World Cup 2022
- Oregon 2022

Significant Relationships

Table 1

The Relationship between the Article Date and Presence of Themes

Presence of Themes	Total	Article Date		
		Before	During	After
Present	103	7	81	15
Not Present	154	35	118	1
Total	257	42	199	16

Note: This relationship was found to be statistically significant with $p < 0.00001$

Table 2

The Relationship between the Type of Article and the Presence of Themes

Presence of Themes	Total	Type of Article				
		Preview	Issue-Based	Results-based	Profile	Postmortem
Yes	103	7	37	42	1	16
No	154	21	32	76	20	5
Total	257	28	69	118	21	21

Note: $p < 0.00001$

Table 3

The Relationship between the Media Outlet and the Overall Article Framing

Overall Article Framing	Media Outlet		
	United States	Great Britain	Newswire
Very Positive	0	0	1
Positive	0	1	7
Neutral	0	5	11
Negative	1	21	32
Very Negative	7	16	1
Total	103	43	52

Note: The relationship between these variables was found to be very significant. $p = 0.00072$.

References

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