

**The Angle Through The Rings:
College Students' Perception Of The 2020 Tokyo Olympic Games**

By

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Dedication

To everyone reading around the world...

Abstract

When the World Health Organization declared COVID-19 a pandemic in March 2020, shutdowns occurred across the globe to protect human lives, including the postponement of the 2020 Tokyo Olympic Games to July 2021. Despite Japan locking down its citizens for months leading up to the opening ceremonies and members of the media calling for the Games to be cancelled, the Olympics still occurred, opening the door for various citizens around the world to give their opinions after the event concluded. This thesis examines the opinions of college students attending Middle Tennessee State University who were surveyed shortly after the 2020 Tokyo Olympic Games to gain opinions on public perception and the framing effects used by media outlets that covered the delayed Olympiad. An independent sample t-test found that students born outside of the United States of America had a higher enjoyment level than those born in the U.S.A., but the results were not statistically significant ($p > 0.05$). Although inconclusive, the data set has provided insight into opinions of the 2020 Tokyo Olympic Games, compared the similarities and differences between USA-born college students and students born outside of the country, and has provided a relevant framework for future studies to be conducted on college students and future Olympics.

Introduction

The COVID-19 pandemic forced the Tokyo 2020 Olympics to be delayed until July 2021. For this study, the Games of the 32nd Olympiad are called the “2020 Tokyo Olympics,” even though they were held in 2021. The one-year delay led media outlets to cover the planning phases of the reschedule (Brennan 2020; Reports 2020). As a result, concerns were raised on whether or not the Games should occur under normal conditions. Since media can shape public perception on various subjects (Marketing 2008; Hong 2020), it is important to capture the various perspectives of citizens surrounding the Tokyo 2020 Games within a year of their occurrence. This thesis aimed to discover the level of enjoyment that international students and U.S.A.-born students attending MTSU had in their media consumption patterns surrounding the 2020 Tokyo Olympics. Current research articles exist that interview public policy researchers (Patreze 2020), as well as Olympic coaches and athletes on their perception of the Olympics (Oblinger-Peters 2020; Parent n.d.; Peters 2015; Wylleman 2012). There are additional studies on the media coverage of the Olympic Games (Billings 2008; Billings 2018; Marketing 2008; Rose 2009; Vujović 2017), but there do not seem to be any studies focusing specifically on comparing the opinions of college students from different nations surrounding the Olympic Games. This study marks the first research project conducted specifically with college students and their perception of the Olympic Games, giving a new data set for the Olympic research field while providing a groundwork for future studies to be conducted among colleges across the globe.

Literature Review

The Olympic Games were first held in 776 BC at Athens, Greece (Crowther 2005) and revived as the “modern games” in 1896 again in Athens (Miller 2019). Media coverage of the Olympics was first documented by newspapers that informed their readers about the modern revival in the works (Mallon 1998). Radio broadcasts of the Olympic Games began shortly after its inception in 1924 (Feizabadi, Bakhtiari, Rashidzade, & Khakian 2013), followed by the first internationally-televised production of the Olympiad occurring in 1956 (Billings 2008). Broadcasting technology truly took off at the 1964 Tokyo Olympics with NASA’s partnership launching “a communications satellite” that utilized “a new compression technology application,” allowing for televised signals to be “broadcast live to an international audience, covering one-third of the globe in real time” (IOC 2020). The 21st century continued to innovate the broadcasting side of the Olympics, as the 2004 Athens Games were the first to be telecast in high-definition (Palgrave 2012), followed by NBC utilizing nbcolympics.com to livestream every Olympic event in future editions of the games (Billings 2018).

Framing theory is the guiding theory for this study, which is defined by Gamson and Modigliani (1987) as a “central organizing idea or story line that provides meaning to an unfolding strip of events” and further clarified by Entman (2004) as “selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and/or solution.” Framing theory essentially argues that “people frame experiences in order to organize and understand the world around them” (Christiansen 2021), making the Olympic Games and their media coverage vital to shaping perception of other nations. Studies have been conducted on framing theory and its effectiveness in media research, including Kahneman and Tversky’s (1984) discovered “small changes in the wording of written passages can affect the manner in which people evaluate hypothetical

scenarios” (Taylor 2005), which guides this study’s purpose of seeing how a specific media outlet’s lens can give an entirely different view of the Olympics than others may experience with engaging in another medium.

Research surrounding the Olympic Games has been conducted in various categories across the board (Billings 2018; Bissell 2015; Hong 2020; Morales 2019; Peters 2015). Studies have been conducted on public perception of the Olympics (Aleksandr 2018; Chiam n.d.; Karadakis n.d.), including the perception of public policy researchers (Patreze 2020), Olympic athletes (Nordhagen 2019; Parent n.d.; Peters 2015; Wyllleman 2012), and host country’s citizens (Aleksandr 2018; Chiam n.d.; Karadakis n.d.; Moraes Zouain 2019; Vetitnev 2018). Academic journal articles have also been written on the positive and negative economic impacts that the Olympic Games can have, including overall benefits being lower than the costs associated with the Winter Olympics (Baade 2008), regional GDP per capita increasing for the year of and year leading up to the Games (Firgo 2021), and trade and exports increasing for nations that host and/or bid to host the Olympics (Rose 2009). Various research has been conducted and news articles have been written surrounding globalization in relation to the Olympic Games, such as politicians deliberately attempting to host the Olympics to increase tourism (Short 2008), nations measuring their “power and prestige” by medals and championships (Krasnoff 2017), NBC being selective with their “prime time” Olympic events (Angelini & Billings 2010), and social media increasing overall enjoyment surrounding the Olympics (Smith & Cruikshank 2019). The studies across these various categories give context to the Olympics and their perception, including opening the door for multiple perspectives to be surveyed using the same methodology.

Media coverage of the Olympic Games

Spectators' opinions of the Olympic Games can be shaped by the media outlets that cover the Games. Billings (2008, 2018) has examined the portrayal of various topics in NBC's coverage of the Olympics such as "nationalism, gender, and ethnicity," consisting of "quantitative interviews with major producers and sports telecasters at NBC, content analyses of prime-time programs, and media surveys of viewers' attitudes." Billings' interviews found that decisions on the events that NBC covered were "largely driven by the viewership," citing that the Olympics are "the only sporting event for which more than half of the viewers are women, and therefore sports that traditionally appeal less to women, such as boxing, are always excluded from primetime coverage" (2008). The content analyses conducted by Billings drew several conclusions, including USA athletes being associated with "their concentration, courage, and commitment" instead of their foreign competitors being "portrayed as 'machine-like' entities without emotions," male athletes receiving "more overall media exposure than female athletes," and ethnic and racial stereotypes being prevalent on NBC's coverage when "it can help make a good story that can capture viewers' attention" (2008).

Studies have shown that viewer's opinions, specifically with the Olympic Games, can be shaped based on the total time of consuming media coverage. Kim Bissell surveyed 458 adults on the Olympics, finding that the amount of viewing time directly correlated to the viewer's opinion of the Games, including those that viewed more women's or men's coverage rated the sports viewed as more feminine or masculine (2015). Bissell additionally compared interviews conducted by NBC (USA Olympic Games broadcast rights holder) to those of CCTV (China Olympic Games broadcast rights holder), finding that the stories chosen were attributing the success of the athletes to values of their respective nation's culture (2015).

Additional studies have been conducted on the newsworthiness of certain Olympic athletes and gender framing through media coverage, giving perspective on how media play a role in viewers' opinions on the Olympic Games. Hong and Oh (2017) examined "US media coverage of foreign nations and their athletes during the 2012 London Olympic Games," finding that "foreign nations and their athletes were not significantly affected by any given nation's performance during the Olympics." Hong and Oh used a "digital text analyser" on a "copy of the primetime closed-captioning transcript" for their data collection, concluding that "military expenditures, linguistic proximity to the United States, and the number of sports celebrities and gold medals won often predicted a country's visibility to US media" (2017). Vujović et al. (2017) sought to prove that "male athletes are often more represented in media than female athletes, and that the articles about women are often stereotyped." Examining "narrative articles and photographs about male athletes and female athletes in sports sections" and newspapers in Serbia, Blic between July 27 and August 13 2021, Vujović et al. (2017) concluded that the London games were "significant because, for the first time in history, women were equated with men in the sports in which both genders participate."

With media framing studies being an important topic of research surrounding the Olympics, it gives a deeper explanation to why NBC is paying the International Olympic Committee a combined \$6.77 billion USD for television streaming rights to the Winter Olympic Games through 2030 and a combined \$11.98 billion USD for the same privileges to the Summer Olympic Games through 2032 in the United States (Billings 2018). One network has the ability to control the narrative surrounding the broadcast coverage of the Olympic Games in the United States, a powerful tool that is coupled with an exclusive outlet for USA-headquartered

companies to advertise their products and services to one of the largest possible audiences in the nation.

Perception of the Olympic Games

Various studies have been conducted on perception of the Olympic Games, including perception of public policy researchers (Patreze 2020), Olympic athletes (Oblinger-Peters 2020; Parent n.d.; Peters 2015; Wylleman 2012), and citizens residing in a nation that has hosted the Olympiad (Aleksandr 2018; Chiam n.d.; Karadakis n.d.; Moraes 2019; Vetitnev 2018).

Patreze (2020) found that “the Olympic Games are a prosperous moment for people who work with sports.” Conversely, Patreze found that the Rio 2016 Olympic Games involved a “lack of public policies of sport and leisure and unification and/or closing of sport departments” at the conclusion of the Olympics (Patreze 2020).

Oblinger-Peters (2020) conducted qualitative interviews with Olympic athletes and coaches during the COVID-19 pandemic delay, finding that the postponement of the Tokyo Games was “a chance for pursuing complementary interests beyond sport, improvement and recovery was a promising result, demonstrating their ability to cope with adversity.” Parent et al. (2014) surveyed athletes during the 2012 Youth Winter Olympic Games and concluded that there were “contradictions and paradoxes in the IOC official discourse compared to the athletes’ experiences and perceptions/preferences, which became counterproductive for athlete learning and development.” Peters (2015) conducted focus group interviews with athletes from the same Winter Youth Olympics, finding that the majority of the athletes interviewed saw the YOG (Youth Olympic Games) “as an important and stimulating event for young athletes, giving them the support they need to plan and carefully reflect upon their career plans.” Wylleman (2012) interviewed four athletes prior to and after the 2008 Beijing Olympics and obtained self-reported

data from during the Olympics surrounding the athletes' perception of change, concluding that their perspectives mostly occurred on a "psychological level, including an increase in self-confidence and greater identification" when recognizing they were Olympians.

Aleksandr (2018) interviewed groups of Russian citizens on their perception of the 2014 Winter Olympic Games in Sochi, in which he concluded that communities "can affect individuals' perceptions of global events on the local level and communication instruments determine effects of belonging of community members to global processes." Chiam (n.d.) surveyed local residents of Singapore on their thoughts surrounding the inaugural 2010 Youth Olympic Games, discovering that most residents "were supportive of the Games and perceived the Games to have a positive impact on the country." Karadakis (n.d.) used social exchange theory to telephone survey residents of Vancouver and Ottawa, Canada, on their perceptions of the 2010 Vancouver Olympics, which concluded that "the residents living closer to the event can experience negative impacts and, therefore, have a more negative perception" surrounding the Olympics. Four-hundred and four residents of Rio de Janeiro were surveyed by Zouain (2019) one year before the 2016 Olympic Games on their perception of the Rio Games, which found that only 54% of residents supported their government hosting the Olympiad and that "the split reveals ambiguity among residents when asked about the completion of Games." Five months prior to the 2014 Sochi Olympic Games commencing, Vetitney (2018) surveyed residents of Russia on their support of the Games being in their nation, concluding that "the major construction and other problems during the preparatory period affected the residents' perception of the Games, forming a large group of residents who were dissatisfied with the inconveniences associated with the Olympics."

Economic impact of the Olympic Games

The Olympic Games can have a positive or negative impact on the economy of the host nation. Studies have shown that the Olympic Games have mixed effects on the economy of the host nation (Baade 2008). Baade et al. (2008) conducted an analysis of the 2002 Salt Lake City Winter Olympics, specifically on “taxable sales in the counties in which Olympic events took place,” finding that the “overall gains in the hospitality industry are lower than the losses experienced by other sectors in the economy.” While Baade, Baumann, and Matheson did find “clear winners” within Salt Lake City’s hospitality industry, they expressed that, based on their conclusions, “potential Olympic hosts should exercise caution before proceeding down the slippery slope of bidding for the event” (2008). Rose and Spiegel (2009) found that host nations for the Olympiad have a major impact on trade and exports, with trade increasing “over 20% higher for host countries.” Rose and Spiegel’s findings also show that a failed bid to host the international spectacle has “a similar impact on exports,” supporting their conclusion that “Olympic effect on trade is attributable to the signal a country sends when bidding to host the games, rather than the act of actually holding a mega-event” (2009). Firgo (2021) conducted the first study surrounding “the effects of hosting Olympic Games on regional economic output beyond popular dynamics” by examining the GDP per capita of runner-up nations in the bidding process for the Olympics, both winter and summer. Firgo’s research concluded that the Summer Olympics “boosts regional GDP per capita by about 3-4 percentage points relative to the national level in the year of the event and the year before,” adding that evidence does exist for long-term economic effects that are “not statistically robust” (2021). Additionally, Firgo concluded that the Winter Olympics do not provide a positive economic effect to the nations that host it; rather, “they lead to a temporal decline in regional GDP per capita in the years around the event” (2021).

Globalization and the Olympic Games

Globalization has been heavily impacted by the Olympic Movement in positive and negative ways. John Short (2008) took a close look at the “connection between the [Summer] Games and globalization,” specifically focusing on five major elements involved with a host nation’s responsibilities: “urban makeovers, big Games/big cities, selling the Games, global stage/local city and global city imaginary.” Short (2008) found that politicians persuade their citizens to dedicate tax dollars to hosting the event, allowing for “a global staging of national and city images” and increasing the chances of tourism increasing for the country. Krasnoff (2017) remarked on the successful bid by Paris to host the 2024 Summer Games, arguing that “its bid is the latest example of how globalization and shifting political, cultural and technological dynamics are remaking international sports.” Krasnoff (2017) argues that a nation’s “power and prestige were measured by medal counts, championships and titles” in the mid-20th century, pushing political leaders to fund their respective Olympic committees to accelerate their nation’s globalization. The Olympics have experienced increased globalization in part because of the “Americanization” of NBC’s broadcast coverage over the last several decades. Angelini and Billings (2010) examined the concept with the 2008 Beijing Games by using “theories of agenda setting and framing,” finding that only five sports (gymnastics, diving, swimming, track and field, and beach volleyball) were given ninety percent of prime-time coverage (or live television time on NBC’s main network), which accounts for “more than seventy-five percent” of NBC’s Olympic revenue (Billings 2018). Angelini and Billings (2010) argue that the limited number of sports put into primetime has “set an agenda about which sports were most relevant for American to watch.” Agenda setting is not uncommon within the Olympic world, as a 2008 study concluded that the 1932 Los Angeles Olympics purposefully attempted to “expand their

scheme to Americanize the world through sport” (Marketing 2008). The study suggested that United States government officials were frustrated that the world would not join in their love of American football, baseball, nor basketball:

[They] turned once again to swimming in an effort to make their plan work. They found a powerful advertisement for Americanism in Johnny Weissmuller, the great US Olympic swimmer of the 1920s who in the 1930s migrated to Hollywood and achieved global stardom as Hollywood’s iconic Tarzan. To expand the campaign federal officials from the US Departments of State and Commerce collected copious amounts of data on foreign sporting cultures in an effort to design a marketing plan to sell American civilization through sport. The federal designs reveal new contours in the American habit of crafting patriotism through the Olympics. (Marketing 2008)

Social media have been a partial contributor to the Olympics’ increased globalization with organizers dubbing the 2012 London Games “the first social media Olympics,” in which fans and athletes took to social media to react to various events such as victories from their favorite athletes, commenting live on performances, and “making the most memorable moments their own with photos and internet memes” (Mann 2012). Smith and Cruikshank (2019) studied social media engagement in relation to sporting events, concluding that “as the level of Twitter use decreases, so too does enjoyment.”

Research Questions and Hypotheses

This thesis was primarily inspired by the following research questions:

RQ1: How have international students perceived media coverage of the 2020 Olympics?

RQ2: How have domestic (U.S.A.-based) students perceived media coverage of the 2020 Olympics?

This thesis was guided by two (2) primary hypotheses:

H1: International college students will perceive the Olympic Games as more positive than domestic college students.

H2: Female international college students will perceive the Olympic Games as more positive than female domestic students.

For H1, nationality (nation of birth) is the independent variable and rating (Likert Scale response) is the dependent variable. For H2, nationality (nation of birth) is the independent variable and rating (Likert Scale response) is the dependent variable. Both hypotheses were tested based on prior reports of differing opinions surrounding the Olympic Games, as provided in the *Rationale* section of this thesis.

Methodology

A survey was built using Qualtrics as the method of data collection for this study. The survey consisted of general demographic questions (including year of birth, nation of birth, gender, and current year in college), followed by questions related to content consumption (media used to consume the 2020 Tokyo Olympics, number of estimated hours of Olympic content consumed, and top 5 sport[s] consumed), and opinions surrounding the 2020 Tokyo Olympics. The opinion section of the survey used a 1-5 Likert Scale, which is “among the most commonly used scaling methods in social research” (Handbook 2013). Approval was obtained from Middle Tennessee State University’s (MTSU’s) Institutional Review Board (IRB), which included an approval of the Qualtrics survey and distribution method utilized. The survey was distributed via email to actively-enrolled students at Middle Tennessee State University, or 20,745 inboxes. While the survey can be distributed to other institutions and organizations, this study was conducted as a convenience sample, which has been documented as “an effective tool”

for research projects (Salkind 2010). The initial invitation was sent out on Tuesday, October 15, 2021 around 10:00 a.m. local time, as research concludes that “Tuesday is the most popular time to send survey invitations,” and “10-11 a.m. local time is the most popular time to send surveys” (QuestionPro 2019). The “Tuesday at 10 a.m.” method was utilized for the first reminder email sent on Tuesday, November 16, as well as the final reminder email distributed on Tuesday, November 30, giving a consistent distribution time to maximize responses given to the survey.

The statistical analysis software, RStudio, was used to analyze the data. For H1 and H2, an independent sample t-test was conducted. The survey’s data set was re-labeled prior to the independent sample t-test being conducted, which allowed for an easier analysis of the data in question. For H1, respondents born within the United States were labeled “USA,” with non-USA-born respondents titled “NUSA.” With H2, “FNUSA” represents female survey participants born outside of the United States, and “FUSA” meaning females born in the United States. The results from both H1’s and H2’s tests were compiled into separate histograms (Tables 1.1 and 1.2) to visually display the results and how close their respective means are. Both H1 and H2’s dependent variables come from the survey’s Likert-scale question of “On a scale of 1-5, how much did you enjoy watching the 2020 Tokyo Olympic Games? (1 being ‘Hated it,’ and 5 being ‘Loved it.’)” The p-value represented in each independent sample t-test was used to determine if the null hypothesis is true, showing if the sample size of the survey respondents is statistically significant or random and inconclusive (Glen 2021).

This study aimed to examine whether international college students will perceive the Olympic Games as more important and prestigious than college students born and raised in the United States. H1 was chosen as an issue to examine because of conflicting opinions covered during the Olympics, including one side where fans did not enjoy the start time of events

(Holleran 2021), while Olympic athletes proudly display the “five rings” during their respective Olympic runs (ESPN 2021). H2 became an area of focus due to athletes protesting IOC-required gymnastics uniforms that led to the sport’s culture “allowing for abuse and objectification of young women and girls” (Galofaro 2021) and former Olympic swimmer Naoko Imoto claiming that Japanese media “is really biased when it comes to gender” (Siemaszko, & Chin Yin Chan 2021). This thesis has brought the perspective of college students on the Olympic Games to light, highlighting the next generation of media consumers and what content is important to their various agendas. Additionally, this study has opened the door for more groups of college students to be surveyed across the nation, allowing for more controlled groups to collectively provide valuable data moving forward.

Results

Three-hundred responses were recorded between the survey launch date of October 15 to the survey closure on December 3, but the data analysis conducted examined 241 submissions due to the remaining 59 being incomplete. For the study’s second hypothesis, 6 responses were not included due to the respondents responding “other” in their gender identification. In total, 16 respondents indicated they were not born in the United States of America, accounting for an estimated 2.6% of MTSU’s international population. The total number of respondents accounted for around 1.2% of total students enrolled for the Fall 2021 semester (Middle Tennessee State University 2021).

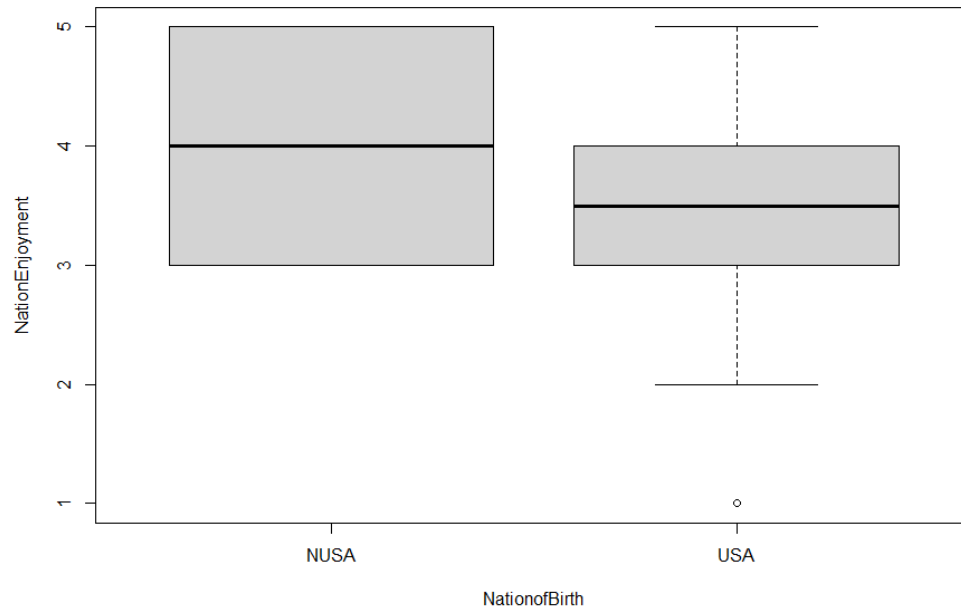


Figure 1.1: Enjoyment Of The 2020 Tokyo Olympics By USA-born and Non-USA-born Students

Figure 1.1 represents the dataset used to test H1's concept. An independent sample t-test was conducted to test H1. While the mean of respondents born outside of the United States is higher than those born within the U.S.A., the p-value (0.18) suggests that the results are statistically insignificant, meaning H1 does not have a statistically significant relationship with the given data.

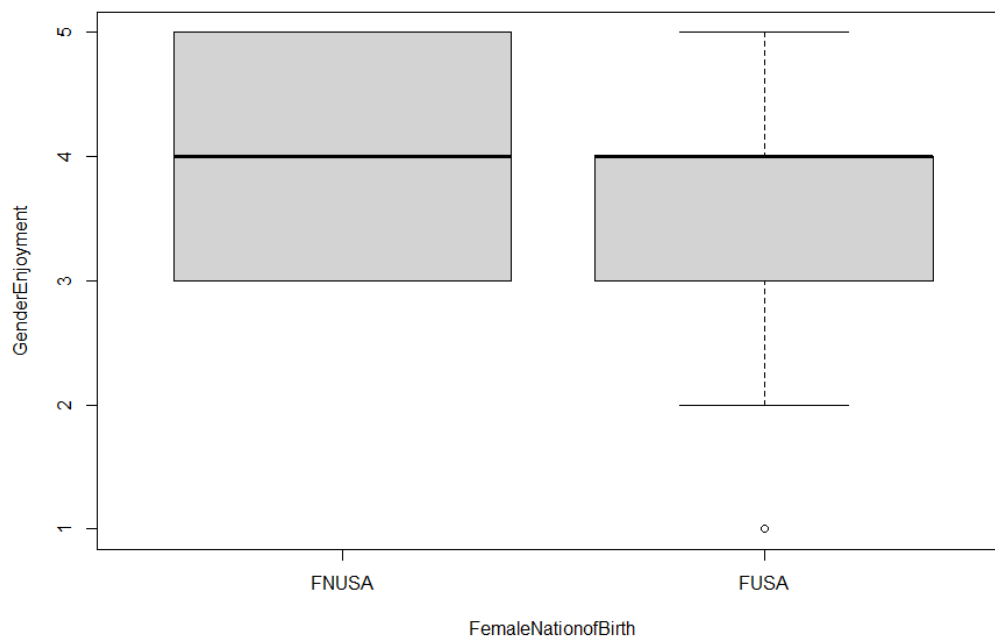


Figure 1.2: Enjoyment Of The 2020 Tokyo Olympics By Female USA-born and Female Non-USA-born Students

Figure 1.2 represents the dataset used to test H2's theory. An independent sample t-test was conducted to test H2. While the mean of respondents born outside of the United States is higher than those born within the U.S.A., the p-value (0.27) suggests that the results are statistically insignificant, meaning H1 does not have a statistically significant relationship with the given data.

Conclusion

This thesis aimed to compare opinions between college students attending Middle Tennessee State University surrounding the 2020 Tokyo Olympic Games, specifically looking to gain research data on public perception and the framing effects used by media outlets that covered the delayed Olympiad. While the study's main research question (H1) proposed that currently-enrolled students attending Middle Tennessee State University that are born outside of the United States enjoyed the 2020 Tokyo Olympics more than those born inside of the United States, this conclusion has been found to not be statistically significant. Although the p-value is above 0.05, these results do indicate that the nation a viewer is born in can have an effect on the average enjoyment level of the Olympic Games' spectators, supporting previously cited literature that displays differing opinions about the Olympics between those born in different nations (Oblinger-Peters 2020; Peters 2015; Parent 2014). This study finds a specific pattern within the convenience sample of MTSU's student body, opening the door for future research to be conducted among other student bodies across the collegiate world and, potentially, random samples in other categories of media consumers.

All research endeavors are subject to limitations, this thesis being no different. With only 2.6% of MTSU's international student population (and 1.2% of the student body) responding to the survey, the study did not collect enough respondents to become a generalizable sample, or a size that is representative of the majority of perspectives within the student body of MTSU (MTSU 2021). As mentioned in the methodology, this study was conducted solely on the MTSU student population as a convenience sample. While a larger study could have been conducted among multiple student bodies, conducting the research in a smaller sample size was more realistic given the time frame to complete this thesis. While the convenience sample method

served as “an effective tool” (Salkind 2010), future studies can benefit from using the same methodology for future editions of the Olympic Games. Using a Likert-Scale survey can offer great insight among college students and provide updated data surrounding media perception around the Olympics, especially considering this paper was completed shortly after the conclusion of the 2022 Beijing Winter Olympics.

Although statistically insignificant, this quantitative study still carries meaning to the field of Olympic media research. Greenwald (1975) examined various studies that accepted the null hypothesis within psychological research, arguing that “research traditions and customs of discrimination against accepting the null hypothesis may be very detrimental to research progress.” Greenwald’s (1975) survey results showed that researchers openly advised against publishing any results where the null hypothesis is not rejected, resulting in insignificant results being treated as afterthoughts, which can bring more harm than good in the field of research. Peterson and Umesh (2017) examined multiple articles in the realm of consumer behavior research, arguing that “significantly insignificant results have implications for the theories and methodologies employed in consumer behavior experiments, the quality of conclusions drawn from the experiments, and the credibility of the consumer behavior research discipline as a whole.” Through their examination of research journals and articles, Peterson and Umesh (2017) conclude that “significantly insignificant results in consumer behavior experiments must be publicly acknowledged and addressed. They cannot simply be ignored.” This is the case with publishing the findings of this survey, as the data set should be publicly acknowledged and addressed by researchers in the field for further research to be conducted and, if applicable, an in-depth look at the methodology implemented and instruments used to determine if any errors occurred in the entire process of the research endeavor.

The overall findings of this thesis opens the door for more research to be conducted surrounding viewer's enjoyment of the Olympic Games. With the majority of college students being the future consumers of media, it is imperative for researchers to examine their opinions and how they are engaging with media content, especially with the Olympic Movement. The Olympic Games aim to highlight the greatest athletes in the world in one international spectacle, a feat that cannot be accomplished without viewers. Without research, the IOC and its respective broadcast partners may not accurately be able to measure how their audience enjoys or dislikes their content, which can lead to viewership declines if fan-based feedback is not taken into high consideration.

The results of this survey can also be explained through the lens of framing theory, as the experience viewers had during the 2020 Tokyo Olympics can be framed to help “organize and understand the world around them” (Christiansen 2021). As listed in the results, respondents born in the United States enjoyed the Tokyo Games less than those born outside of the U.S.A., which aligns with viewers disliking the start time of Olympic events (Holleran 2021) and US Olympic athletes' negative opinions surrounding this edition of the Olympiad (Galofaro 2021; Siemaszko, & Chin Yin Chan 2021). Since “the angle through the rings” among the majority of the world's population remains a mystery, it is worth looking into more in-depth as we advance to the next editions of the international spectacle.

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Appendix A: Questionnaire

Demographics:

What is your year of birth? Please use the format YYYY in your response.

Answer: _____

Were you born in the United States of America?

Yes

No

If not, which nation were you born in?

Answer: _____

What is your gender?

Male

Female

Other

What year of college are you currently in?

Freshman / 1st year

Sophomore / 2nd year

Junior / 3rd year

Senior / 4th year

Master's Student (any year)

Doctoral Student (any year)

Content Consumption:

Where did you consume the most content for the 2020 Tokyo Olympic Games? Select all that apply.

Television (NBC, ESPN, etc.)

Social Media (Facebook, Twitter, etc.)

Video Sharing Website (YouTube, Vimeo, etc.)

Newspapers / Magazines

Other (Please specify) Answer: _____

How many hours of content that covered the 2020 Tokyo Olympic Games did you consume?

Your best guess is fine.

- 0-10 hours
- 10-20 hours
- 20-30 hours
- 30-40 hours
- 40-50 hours
- 50+ hours

Which sport(s) did you focus on the most in the 2020 Tokyo Olympic Games? Please select your top 5.

- 3x3 Basketball
- Archery
- Artistic Gymnastics
- Artistic Swimming
- Athletics
- Badminton
- Baseball
- Basketball
- Beach Volleyball
- Boxing
- Canoe Slalom
- Canoe Sprint
- Cycling BMX Freestyle
- Cycling BMX Racing
- Cycling Mountain Bike
- Cycling Road
- Cycling Track
- Diving
- Equestrian
- Fencing
- Football
- Golf
- Handball

Hockey (Field)
Judo
Karate
Marathon Swimming
Modern Pentathlon
Rhythmic Gymnastics
Rowing
Rugby
Sailing
Shooting
Skateboarding
Softball
Sport Climbing
Surfing
Swimming
Table Tennis
Taekwondo
Tennis
Trampoline Gymnastics
Triathlon
Volleyball
Water Polo
Weightlifting
Wrestling

Opinions:

On a scale of 1-5, how invested were you in the 2020 Tokyo Olympic Games when they occurred? (1 being “Not at all invested,” and 5 being “Extremely invested.”)

On a scale of 1-5, how much did you enjoy watching the 2020 Tokyo Olympic Games? (1 being “Hated it,” and 5 being “Loved it.”)

On a scale of 1-5, how much trust do you have in the media outlets that covered the 2020 Tokyo Olympic Games? (1 being “No trust at all,” and 5 being “Fully trust.”)

On a scale of 1-5, how much influence do you believe media outlets have on you and your experience with the Olympic Games? (1 being “No influence at all,” and 5 being “Completely influence my experience.”)

On a scale of 1-5, how much influence do you believe media outlets have on other consumers and their experience with the Olympic Games? (1 being “No influence at all,” and 5 being “Completely influence their experience.”)

Appendix B: MTSU IRB Approval

IRBN007 – EXEMPTION DETERMINATION NOTICE

Wednesday, October 06, 2021

Protocol Title	<i>The Angle Through the Rings: 2020 Tokyo Olympic Game Survey</i>	
Protocol ID	22-1037 2q	
Principal Investigator	Spencer Maxwell Tomsett (Student)	Faculty Advisor: Chris Bacon
Co-Investigators	NONE	
Investigator Email(s)	smt5f@mtmail.mtsu.edu ; chris.bacon@mtsu.edu	
Department/Affiliation	Journalism and Strategic Media	

Dear Investigator(s),

The above identified research proposal has been reviewed by the MTSU Institutional Review Board (IRB) through the **EXEMPT** review mechanism under 45 CFR 46.101(b)(2) within the research category

(2) Educational Tests, surveys, interviews or observations of public behavior (Qualtrics Survey). A summary of the IRB action and other particulars of this protocol are shown below:

<i>IRB Action</i>	EXEMPT from further IRB Review
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	Exempt from further continuing review but other oversight requirements apply
<i>Date of Expiration</i>	09/30/2022 <i>Date of Approval: 9/27/21</i> <i>Recent Amendment: 10/6/21</i>
<i>Sample Size</i>	ONE THOUSAND EIGHT HUNDRED (1,800)
<i>Participant Pool</i>	Healthy adults (18 or older) - MTSU Students
<i>Exceptions</i>	Online consent followed by internet-based survey using Qualtrics is permitted (Qualtrics links on file)
<i>Type of Interaction</i>	Virtual/Remote/Online Interview/survey
<i>Mandatory Restrictions</i>	<ol style="list-style-type: none"> 1. All restrictions for exemption apply. 2. The participants must be 18 years or older. 3. Mandatory ACTIVE informed consent. Identifiable information including, names, addresses, voice/video data, must not be obtained. 4. NOT approved for in-person data collection.
<i>Approved IRB Templates</i>	<i>IRB Templates:</i> Recruitment Email and Informed Consent <i>Non-MTSU Templates:</i> NONE
<i>Research Inducement</i>	NONE – Raffle for ONE (1) \$50 Amazon Gift card
<i>Comments</i>	NONE

Post-approval IRB Actions:

The following actions are done subsequent to the approval of this protocol on request by the PI or on recommendation by the IRB or by both.

Date	IRB Action(s)	IRB Comments
10/06/21	Demographics question to ask respondents for their gender is added.	Admin

Appendix C: Copyright Permission from the U.S. Olympic Committee

Dana Jozefczyk <dana.jozefczyk@usopc.org>

To: smt5f@mtmail.mtsu.edu

Cc: guiselle.torres@usopc.org; stephanie.wagner@usopc.org

Tue 1/25/2022 10:56 AM

Dear Spencer:

My name is Dana Jozefczyk and I am with the legal department at the United States Olympic & Paralympic Committee (“USOPC”). Your request to use Olympic properties was forwarded to my attention. We respectfully request that you not use the Tokyo emblem on the cover of your paper, however, if you want to include it on the inside of the paper, that would be fine.

Kind Regards;

Dana

Dana Jozefczyk | Associate General Counsel - Intellectual Property

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