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Bibliography

Agha, Nola, and David Berri. Demand for basketball: A comparison of the WNBA and NBA, February 2023. https://www.researchgate.net/publication/368158087_Demand_for_basketball_A_comparison_of_the_WNBA_and_NBA.

This article provides an in-depth comparative analysis of demand for live game attendance between the Women's National Basketball Association (WNBA) and the National Basketball Association (NBA). The study contextualizes the struggles of new leagues in sports, drawing parallels with startup businesses that face high failure rates due to factors like low brand awareness and customer base. Historical examples of failed men's and women's sports leagues underscore these challenges, highlighting the need for significant financial investment for new leagues to succeed. The authors argue that comparing the WNBA to the NBA in the same calendar year is flawed due to their different stages in the organizational life cycle. While the NBA is in its maturity phase, the WNBA is still in its introduction or startup phase. They propose that a more appropriate comparison is between the leagues at equivalent points in their life cycles. Through this approach, they find that the demand characteristics differ significantly not only between the WNBA and the current NBA but also between the NBA in its early years and its current state. The study is relevant to our project on the WNBA as it highlights the fact that the WNBA is in its early stage of development compared to the NBA and indicates the uniqueness of the WNBA. By comparing the demand characteristics of the WNBA and NBA at similar stages in their organizational life cycles, the study underscores the importance of contextualizing the performance and growth of the WNBA. It demonstrates that comparing the WNBA's current metrics directly with the mature NBA is inappropriate due to the different life cycle stages. Instead, it suggests that a more accurate comparison involves looking at the NBA when it was in a similar stage as the WNBA today.

Aronson, J., J.K. Bosson, A. Chalabaev, A. Chen, A.J.C. Cuddy, A. Follenfant, R.B. McIntyre, et al. "The Influence of Sex Stereotypes and Gender Roles on Participation and Performance in Sport and Exercise: Review and Future Directions." *Psychology of Sport and Exercise*, October 16, 2012. https://www.sciencedirect.com/science/article/pii/S146902921200115X?casa_token=k58gcQXwj9wAAAAA%3AgMqh9n-H3AD3R7HymcBkFxF6PGiTNQsc4FQQUAQmOdk2chkyiUrYvMjykAqFE1G8XJVMDWyCOQ.

The reading examines the role of sex stereotypes and gender roles in the observed differences in sport and exercise participation between men and women, emphasizing their relevance in sport psychology. The author argues that social beliefs significantly influence individuals' self-perceptions of competence and the value they attribute to sports, which in turn predicts their level of participation. This work is relevant to my research on the WNBA as it discusses how

gender stereotypes and roles impact the participation and perception of athletes in sports. It provides a psychological perspective on the factors that may influence the development and popularity of women's sports leagues like the WNBA. Compared to other readings that might focus on structural or financial aspects, this work highlights the social and psychological barriers women face in sports. My critique of this work is that while it effectively outlines the impact of stereotypes, it could benefit from providing more empirical data or case studies specific to professional leagues like the WNBA to strengthen its argument.

Cronin, Margaret. 2011. Review of *Filling the Stands: Factors Determining NBA and WNBA Attendance*. Edited by Vladamir Kontorovich. Brynmawr, no. 1 (April): 1–40.
<https://scholarship.tricolib.brynmawr.edu/server/api/core/bitstreams/1778d716-850a-41ef-a08e-15c23c636ab0/content>.

This article examines the various elements that influence game attendance in both the NBA and WNBA. Cronin analyzes a range of factors including team performance, star players, ticket pricing, and marketing strategies, comparing their impact on attendance across the two leagues. Cronin argues that while there are universal factors that affect attendance for both the NBA and WNBA, there are distinct differences rooted in the leagues' historical development, market positioning, and audience demographics. For the NBA, factors such as team success, presence of star players, and competitive intensity are more influential. In contrast, the WNBA's attendance is more significantly driven by effective marketing campaigns, community engagement, and social and cultural relevance of the league. This study adds to our research question on WNBA sports attendance by providing a comprehensive review of the determinants specific to the NBA and WNBA. It highlights the importance of tailored strategies for different leagues, emphasizing that a “one-size-fits-all approach” is ineffective. Cronin’s findings support the notion that understanding the unique aspects of women's professional sports is crucial for developing successful attendance-boosting strategies. Compared to other studies, Cronin's article offers a broader review of factors rather than focusing on a single determinant. While many studies might concentrate on economic factors or star player effects, Cronin provides a holistic view that includes social and cultural influences. This contrasts with works that often neglect the nuanced differences between men's and women's sports leagues, instead of applying general findings from men's leagues to women's leagues without adjustment. A critique of Cronin’s work is that it might not delve deeply enough into the economic aspects of attendance, such as detailed financial analyses of ticket pricing strategies or the economic impact of game day promotions. Additionally, while the article acknowledges the role of social and cultural relevance, it could further explore how shifting societal attitudes towards gender equality in sports might affect long-term attendance trends. Another area that could be expanded is the impact of media coverage and digital engagement on attendance, especially in the context of the growing importance of online platforms.

Duru, N. Jeremi. "Hoop Dreams Deferred: The WNBA, the NBA, and the Long-Standing Gender Inequity at the Game's Highest Level." *Utah Law Review* (3): 559–603, 2015. <https://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=109213162&site=ehost-live>.

In "Hoop Dreams Deferred," Duru examines the relationship between the NBA and the WNBA and the disparities that exist between them. The introduction recounts the stories of famed WNBA stars who, in their collegiate years as basketball players, were denied the opportunity to play after their freshman year. Duru explains that female collegiate basketball players are not eligible to enter the WNBA until *after* their senior year, despite the fact that these players' fellow male classmates were allowed to enter the draft for the NBA as rising sophomores. In Part II, following the introduction, Duru looks at age eligibility rules in American professional sports, focusing in particular on the inequity in age eligibility rules between the NBA and the WNBA. Part III highlights the "impact of the inequitable age eligibility thresholds" (Duru 562) in the context of risk of injury and lost compensation for female basketball players. Part IV argues that commonly asserted justifications for the WNBA's age eligibility rule, such as WNBA players needing to be "scholars and role models" (Duru 562), do not justify the WNBA's rule being more stringent than the NBA's rule. Part V declares the NBA, being the WNBA's parent company, to be responsible for the aforementioned inequity and its effects. Part VI and VII utilize Title VII of the Civil Rights Act of 1964 to argue that the NBA may be liable for a Title VII violation due to the inequity between the WNBA and the NBA's age eligibility rules. "Hoop Dream Deferred" relates to our project about the WNBA by asking questions about the disparity in opportunities between the WNBA and the NBA. By examining differences between the two, we can address questions about gender roles in professional sports and the disproportionate opportunities offered between males and females. Duru provides extensive historical backgrounds and present-day context to strengthen their arguments regarding inequity between the leagues. For example, in Part III, Duru outlines the physical and financial loss that emerge as a result of WNBA's age eligibility rule. Duru gives an example of an NBA draft pick, Nerlens Noel, a freshman who suffered an injury while on his collegiate team. Noel ended up with a lower draft position and a smaller salary, but was still able to enter the NBA and pursue rehabilitation without risking further injury while playing at a collegiate level. For potential WNBA players, they do not have the same luxury and are put at a higher risk of injury due to the age eligibility rule. WNBA prospects must continue playing until their senior year to even be considered for a draft. During this time, a prospect may suffer sustained injuries that threaten their future as a professional athlete.

Feinberg, Doug. "WNBA Players' Union Head Concerned League Is Being Undervalued in New Media Deal." *The Washington Times*, July 18, 2024. <https://www.washingtontimes.com/news/2024/jul/18/wnba-players-union-head-concerned-league-is-being-/>.

This article covers the financial side of the WNBA, specifically, how much it is valued along with media deals that are essential for its long term success. It aims to argue that the WNBA is

not properly valued by the NBA and lists multiple reasons such as its recent success and popularity to back up this point. Further, the author uses evidence such as the current valuation of the WNBA along with salaries from the top players in the WNBA and number 1 picks. This resource is valuable to us because it allows us to see how the WNBA is perceived from a monetary standpoint. It is clear from this article that a valuation of 200 million and a top salary of 242,000 is not acceptable for the amount of attention and potential that the WNBA has. With this, we are able to form an argument of how the WNBA is treated unfairly as a whole along with its players. We can do this in hopes of using solid numerical evidence to counter any arguments while making arguments of our own.

Grundy, Pamela; Shackelford, Susan. *Shattering the Glass: The Remarkable History of Women's Basketball*.

Grundy & Shackelford detail the rich history of women's basketball. They chronicle both its milestones and complications, comparing its story to a basketball game – a “collection of shifting strategies and challenges, hot shooting streaks and scoreless slumps” (Grundy et al). The book mentions Senda Brenson in its first chapter, who would be the “leading advocate” for basketball in women's schools across the nation in 1892 (Grundy et al). With painstaking detail, the book narrates the events that would follow as basketball grew in popularity, later describing the events surrounding Title IX and leagues like the WBL and WNBA. Overall, this source is helpful as it is extremely precise in its retelling of the history of women's basketball.

Johnson, Lauren M, and Hannah H Bo. “Exploring Consumer Demand in Women's Professional Basketball.” *Journal of Marketing Development and Competitiveness* 17 (3), 2023. <https://doi.org/10.33423/jmdc.v17i3.6502>.

Johnson and Bo analyze WNBA marketing and consumption trends. In the introduction, Johnson and Bo discuss the societal impact of the league, the uniqueness of the WNBA, and propose their research question: “What features of attending live professional sports events influence WNBA consumption?” (53). In their literature review, Johnson and Bo seek to define consumer demand through the use of sources, describing it as “consumer expectations towards the central attributes and qualities of [a] core product” (53). Johnson and Bo study consumer demand for factors such as star athletes, competition, convenience, stadium quality, etc. They also examine the experience of being a WNBA fan, discussing digital collectibles, community groups, player stardom, clothing merchandise, local events, and more. Johnson and Bo explain how these special features, which are not accounted for in traditional studies, contribute to the uniqueness of the WNBA (55). Later in the article, Johnson and Bo use the S-O-R theory (stimulus-organism-response) to understand consumer attitudes. In the theory, “behavioral responses (R) such as avoidance or consumption are influenced by aroused emotions and feelings (O), which is initially influenced by environmental stimuli (S).” (56) In Johnson and Bo's model, (R) is defined as consumer satisfaction and consumption. In Stimulus (S), factors like teams, game promotion, schedule convenience, and economic consideration are linked to

traditional consumer demand, while more specialized factors like interactive activity and advocacy programming are linked to contemporary consumer demand. Interactive activity refers to fan experiences that include players, coaches, referees, and facilities, such as autograph signing or interviews. Advocacy programming refers to social justice and social responsibility initiatives. These can be in the form of: LGBTQ+ fan engagement and advertisements, fundraisers, and individual efforts led by players for gender / racial equality. These factors, according to Johnson and Bo, “[elicit] positive attitudes towards customer satisfaction and an increased consumption of WNBA events” (59). Overall, this article is a valuable source of information for our project as it stands as one of the few studies done in the context of women’s professional basketball that examines consumer behavior.

Kringstad, Morten. Comparing competitive balance between genders in team sports, June 2020. <https://www.tandfonline.com/doi/full/10.1080/16184742.2020.1780289>.

The reading focuses on comparing competitive balance across gender lines in various sports leagues, specifically football (soccer), handball, and basketball. The author argues that win dispersion is significantly weaker in women’s soccer leagues compared to men’s leagues, while competitive balance in women’s handball is similar to that in men’s handball. Interestingly, in basketball, the analysis reveals that the WNBA exhibits stronger competitive balance than the NBA, as indicated by performance persistence. This work is pertinent to our research on the WNBA as it provides a nuanced perspective on competitive balance, suggesting that the WNBA’s structure promotes a more equitable distribution of success among teams compared to its male counterpart. This contrasts with other readings that often focus on financial disparities and media coverage gaps, highlighting a unique strength of the WNBA. However, a critique of the work could be its limited exploration of underlying factors contributing to these differences in competitive balance, such as funding, development programs, and historical context, which are crucial for a comprehensive understanding of the dynamics at play.

Messner, M.A., Duncan, M.C. and Wachs, F.L. 1996, The Gender of Audience Building: Televised Coverage of Women’s and Men’s NCAA Basketball. *Sociological Inquiry*, 66: 422-440. <https://doi.org/10.1111/j.1475-682X.1996.tb01185.x>

Messner and co. discuss the televised coverage of the finals games of the women’s and men’s 1993 NCAA basketball tournaments. The article mentions the passage of Title IX and how women’s sports has grown since then in terms of participation and awareness. However, televised sports are still nearly entirely male-dominated. Editors and producers state that they are simply showing the public “what they want to see” (Messner et al). Nielsen ratings parallel this sentiment, as the two men’s semifinal games during the 1993 Final Four garnered a 14.4 audience rating while the women’s semifinal games had a 3.8 rating (Messner et al). Messner and co. argue that audiences are “actively built for men’s sports in ways that combine viewing pleasure with masculine power” (Messner et al). They posit that television broadcasts more men’s basketball games than women’s for the NCAA tournament, showing various tables that prove this point. Men’s games also feature better narratives, pregame shows, visual and sound

quality, etc. Overall, this source was insightful as it touched on the inequality that exists between men's and women's professional basketball.

McCabe, Catherine. "Gender Effects on Spectators' Attitudes toward WNBA Basketball."

Social Behavior & Personality: An International Journal 36 (3): 347–58, 2008.

doi:10.2224/sbp.2008.36.3.347.

McCabe examines the effects of gender on attitudes towards women's professional basketball through the lens of a sample data. This data was gathered via surveys from spectators at two different WNBA games. In the introduction, McCabe writes about the history of team sports as being stereotyped based on gender role expectations. McCabe references several studies, but many of them have contradictory findings. Some studies indicate that "men are more likely to be interested in and involved with sports [than] women," while other studies "did not find any sex differences between sport spectators" (McCabe 349). McCabe then lists several hypotheses about the role of biological sex or specific traits regarding one's attitude toward women's professional basketball. McCabe also discusses how gender-role attitudes can also be influential. As an example, McCabe describes how "men with egalitarian gender-role attitudes and women with traditional gender-role attitudes are more likely to have a positive attitude" toward women's college basketball (McCabe 350). Regarding the data, there was a total sample size of 573 consisting of 466 women with an average age of 42 years and 107 men with an average age of 46 years. Instrumental and expressive traits were assessed through the Personal Attributes Questionnaire (PAQ) while gender role attitudes were measured with the Male-Female Relations Questionnaire (MFRQ). Affect for women's professional basketball was measured via the Affect Scale (McCabe 352). The results of the surveys indicated that sex does not contribute to the "prediction of affect towards women's professional basketball" (McCabe 353). Results also found that spectators' gender identity traits do not contribute to the prediction of their affect toward women's professional basketball. However, results *did* support the last hypothesis which proposed gender-role attitudes as significantly contributing to spectators' affect toward women's professional basketball. Egalitarian gender-role attitudes were shown to have a positive effect on spectators' attitudes, with more traditional gender-role attitudes having a negative effect. McCabe's research is helpful for our project because it provides insight into how biological sex, gender roles, and gender attitudes might affect perception of the WNBA. Using this information, we can address questions about gender roles and WNBA attendees. In their article, McCabe used detailed tables, multiple variables, hypotheses, and various questionnaires to test their data.

Min, Sophia D, James J Zhang, and Kevin K Byon. "Push and Pull Factors Associated with the Consumption of Women's Professional Basketball Games: A Canonical Correlation Analysis." *Frontiers in psychology*, September 6, 2022. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9485726/>

This study investigates the interplay between intrinsic motivations ("push" factors) and external sport product features ("pull" factors) influencing spectators' consumption of WNBA games. Using data from 628 attendees, the authors identify two key consumer segments through

canonical correlation analysis: "I-Want-Everything-Consumer" and "Achievement-Seekers." The former group requires multiple needs to be simultaneously met, while the latter prioritizes promotional efforts over the quality of the opposing team. This research is relevant to our project on the WNBA, as it provides empirical evidence on how different fan motives and market demands shape spectator behavior. It underscores the necessity for the WNBA to develop marketing strategies that cater to diverse consumer needs to enhance game attendance and build a loyal fan base. This study aligns with other works, such as Trail and James' exploration of sport fan motivations and Zhang's analysis of market demand in sports, by offering insights into the complex relationship between consumer motivations and the sports products offered. The study could delve deeper into how these push and pull factors specifically impact the viewership and participation in women's sports, particularly the WNBA. While it provides a comprehensive analysis of the factors driving WNBA game attendance, further research could explore the specific impacts on different segments of the WNBA's audience. This would complement other research by providing a more nuanced understanding of how to promote gender equality in sports through targeted marketing strategies. This study contributes to the broader conversation on gender equality in sports marketing by highlighting the importance of understanding and addressing the diverse motivations of sports consumers. It provides actionable insights for the WNBA and other women's sports leagues to design effective marketing strategies that can attract and retain a diverse fan base, ultimately supporting the financial sustainability and growth of women's professional basketball.

Morgan, Shannon. 2021. "Working Twice As Hard for Less Than Half As Much: A Sociolegal Critique of the Gendered Justifications Perpetuating Unequal Pay in Sports". *The Columbia Journal of Law & The Arts* 45 (1). <https://doi.org/10.52214/jla.v45i1.8956>.

This article provides a sociolegal analysis of the persistent gender pay gap in professional sports, focusing on the justifications used to perpetuate unequal pay. Morgan examines the broader societal and legal frameworks that contribute to and sustain gender disparities in earnings, with specific references to women's sports, including the WNBA. Morgan argues that the gender pay gap in sports is not merely a result of market forces but is deeply rooted in socio legal constructs that unfairly justify lower compensation for female athletes. These justifications often include arguments about revenue generation, marketability, and audience size, which Morgan critiques as being based on gender-biased assumptions and structural inequalities. The article emphasizes that female athletes, including those in the WNBA, work just as hard, if not harder, than their male counterparts but receive significantly less compensation and recognition. Morgan's work is relevant to our research question on WNBA attendance as it highlights the broader context of gender inequality in sports, which affects how women's leagues are marketed, perceived, and supported. Understanding these sociolegal dynamics is crucial for comprehensively addressing factors that influence attendance. Unlike other readings that might focus strictly on economic or marketing factors influencing sports attendance, Morgan's article delves into the socio legal justifications that underpin these economic realities. While studies like those by Agha and Berri or Cronin might concentrate on market strategies and fan engagement, Morgan provides a critical

examination of the underlying gender biases that shape these factors. This socio legal perspective is less commonly addressed in the literature on sports attendance but is essential for a holistic understanding. A critique of Morgan's article is that it might overemphasize the legal and social constructs without equally considering practical steps that leagues and organizations can take to address and mitigate these issues. Another area for improvement could be a deeper exploration of successful case studies where gender pay equity initiatives have positively impacted attendance and audience engagement.

Mottinger, Sue G. "Girls and Women in Sports." *Journal of Physical Education, Recreation & Dance* 69, no. 6 (08, 1998): 41-45. <https://www.proquest.com/scholarly-journals/girls-women-sports/docview/215773838/se-2>.

Mottinger discusses the history of National Girls and Womens in Sports Day (NGWSD) and details important events related to women in sports. The year 1996 is especially important, being remembered as the "Year of the Sports Woman," as more women competed in Atlanta in 1996 than "any event in the 100-year history of the Olympic Games" (Mottinger). These athletes dispelled the myth that women in sports are fragile and weak compared to their male counterparts. Records were shattered across sports like archery, equestrian events, and tennis. Mottinger mentions the passage of Title IX in 1972, which proved monumental for the participation of women in sports. Following Title IX, participation rates increased to more than 1.8 million for females participating in interscholastic sports (Mottinger). During this period, three organizations, the National Association for Girls and Women in Sport (NAGWS), Girls, Inc., and WSF planned a new program that would promote female athletes, called National Girls and Women in Sports Day (Mottinger). NAGWS served as a celebration of women in sports and during its advent, students, athletes, officials, and corporations all pitched in to spread notice of the important day. NAGWS helped foster opportunities for girls and women in sport and signaled a push for progress within the athletic world.

Muller, Tiffany K. 2007. "Liberty for All? Contested Spaces of Women's Basketball." *Gender, Place & Culture* 14 (2): 197-213. doi:10.1080/09663690701213776.

Muller recounts past events in the WNBA related to inclusivity and queer acceptance. In particular, Muller looks at the presence of lesbian fans and players and how initially, the league was hesitant in publicly accepting them. The article mentions Lesbians for Liberty (L4L), a "politically motivated but disjointed group of lesbian fans and activists," who formulated around the issue of the New York Liberty team not recognizing Gay or Lesbian pride celebrations (Muller). In protest, the L4L pursued various tactics, such as contacting the GM of the Liberty, holding letter-writing campaigns, and staging kiss-ins. The issue of representation as seen in the Liberty also existed in other teams, such as the Lynx. Overall, the article made an interesting point about the politics involved in a league like the WNBA, who at the time felt that they could not afford to "exclude any potential consumers" (Muller). It is interesting to read this article from 2007 and compare it to the state of the WNBA today.

Mumcu, Ceyda, and Nancy Lough. 2017. "Are Fans Proud of the WNBA's 'Pride' Campaign?" *Sport Marketing Quarterly* 26 (1). Morgantown: Fitness Information Technology Inc: 42–42. https://search.library.ucla.edu/permalink/01UCS_LAL/192ecse/cdi_proquest_miscellaneous_1881763001

This study investigates the WNBA's Pride campaign, launched in May 2014, which aimed to explicitly reach out to gay fans, making it the first professional sports league in the US to do so. The study examines heterosexual and LGBT fans' attitudes toward the campaign and the impact on their consumption intentions. The authors used one-way ANOVAs, ANCOVA, and hierarchical multiple regression analyses on data collected from 1,095 WNBA fans. Results showed that LGBT fans had more favorable attitudes toward the Pride campaign than heterosexual fans, but their consumption intentions were similar. WNBA fandom was the strongest predictor of future consumption intentions, regardless of sexual orientation. The study is relevant to our project on the WNBA as it highlights the importance of targeted marketing campaigns and the role of fan identity in driving consumption behaviors. The findings align with other works on the significance of inclusivity in sports marketing, suggesting that while the Pride campaign did not negatively impact heterosexual fans, it successfully acknowledged and valued the LGBT fan base. This study complements previous research on sports marketing by emphasizing the need for authentic and inclusive campaigns to foster deeper emotional connections with diverse fan segments. The study provides valuable insights into the attitudes of WNBA fans toward the Pride campaign, but it could benefit from a more diverse sample, particularly including more millennials and African American fans, to enhance the generalizability of the findings. Additionally, while the study effectively highlights the lack of adverse effects on heterosexual fans, it does not delve deeply into the potential long-term impacts of the campaign on fan loyalty and engagement. The reliance on self-reported data may also introduce bias, and future research could incorporate longitudinal studies to assess the sustained impact of such marketing campaigns. Finally, the study could further explore the nuances of fan identity and how different segments of the fan base might respond to various aspects of inclusive marketing strategies.

Rasmussen, Kirsten, Mikaela J Dufur, Michael R Cope, and Hayley Pierce. "Gender Marginalization in Sports Participation through Advertising: The Case of Nike." *International Journal of Environmental Research and Public Health*, July 22, 2021. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8345737/>.

This study examines Nike commercials from the past decade to see if their advertising aligns with their stated progressive values. Through a qualitative content analysis of 131 commercials, the authors find that Nike predominantly features male athletes and masculine sports, reinforcing traditional gender norms. Female athletes are underrepresented and often portrayed stereotypically, suggesting that sports are primarily a masculine domain. This could discourage participation among women and non-binary individuals. This research is pertinent to our project on the WNBA, highlighting the contrast between how women's sports are marketed versus men's sports. The study critiques Nike's brand activism, suggesting that their portrayal of gender is

more about market appeal than promoting genuine gender equality in sports. This aligns with findings in other works, such as Nelson's analysis of WNBA marketing tactics and Hanis-Martin's study on the contradictions faced by professional women's basketball players. While the study effectively highlights the gender disparities in Nike's advertising, it could delve deeper into how these portrayals impact viewer perceptions and participation in women's sports specifically. It complements other works by emphasizing the need for genuinely inclusive advertising to encourage broader sports participation and access to health benefits. The study provides a comprehensive analysis but could benefit from a more detailed examination of the specific impacts on women's sports viewership and participation, particularly in the WNBA. It relates well to other research in the field by underscoring the pervasive issue of gender stereotypes in sports marketing and its broader implications for gender equality in athletics.

Staffo, Donald F. "THE HISTORY OF WOMEN'S PROFESSIONAL BASKETBALL IN THE UNITED STATES WITH AN EMPHASIS ON THE OLD WBL AND THE NEW ABL AND WNBA." *Physical Educator* 55, no. 4 (Winter, 1998): 187. <https://www.proquest.com/scholarly-journals/history-womens-professional-basketball-united/docview/1437911016/se-2>. Staffo chronicles the early history of women's basketball in the US. He discusses the beginning of the WBL and details the events around its eventual dissolution. He also talks about the US women's basketball team in the Olympics and the differences between the ABL, a women's basketball league that succeeded the WBL, and the WNBA. For example, the ABL paid its players much better than the WNBA, but the WNBA had more popular sponsors and better television deals. Staffo then makes a distinction between women's basketball and men's basketball, positing women's basketball as being more sports-focused. Staffo brings external sources to argue that due to the lack of popularity and money within women's basketball, it lacks the issues that plagues men's basketball, such as greed, a lack of respect, or disdain of fans (Staffo 195). According to Staffo, women's basketball is in the "pursuit of sports for sports sake" (Staffo 195). Staffo's source is insightful for a topic like ours as it provides an ideology that we did not previously consider: a lack of resources within women-led leagues like the WNBA can lead to a difference in attitude versus other leagues.

Trinity College Commons. "WNBA Gender Inequality – Economics of Gender." *Trinity College Commons*. July 18, 2024. <https://commons.trincoll.edu/wnba-gender-inequality-economics>. This article from *Trinity College Commons* examines the economic dimensions of gender inequality in the WNBA. It provides an in-depth analysis of how financial disparities manifest in professional women's basketball, including salary differences, revenue generation, and resource allocation compared to men's sports. The article explores the root causes of these inequalities, such as historical biases, market dynamics, and the undervaluation of women's sports. By integrating economic theories and empirical data, the piece highlights the systemic nature of gender-based financial disparities and their impact on athletes' career opportunities and economic stability.