Success in sports depends upon factors that are characteristic of both feminine and masculine gender norms. Feminine norms – focusing on relationships, practicing kindness – foster important team dynamics, and a positive team dynamic contributes to athletes’ overall satisfaction (Crawley, Fossey, & Sheehan, 2008). At the same time, athletes must also adhere to traditional masculine norms such as a willingness to take risks and a desire to win. These too contribute to athletes’ overall satisfaction. The purpose of this study is to examine gender norm conformity and satisfaction with collegiate athletics across three different types of sports teams: appearance-focused, endurance, and contact. Performance for appearance-centered sports is on how players’ looks during competition, endurance sports focus on strength, and contact sports require a combination of strength, risk, and aggression (Varnes, Stalloton, Janelle, Dorman, Dodd, & Miller, 2013). Although other researchers have investigated gender norms and satisfaction among college athletes, they have not differentiated by sport type. For example, Steinfeldt, Carter, Zakrzejek, and Steinfeldt, (2011) found collegiate athletes as a whole to be more masculine than non-athletes.

**Hypothesis 1:** Participants from appearance-centered sports will report greater conformity to feminine norms than masculine; those participating in contact sports will report greater conformity to masculine norms than feminine; and participants from endurance sports will report similar levels of conformity to feminine and masculine norms.

**Hypothesis 2:** Participants reporting the highest level of satisfaction will have the greatest conformity to the feminine norm ‘relational’ and the masculine norms ‘risk-taking’ and ‘winning.’

Researchers recruited athletes from all NCAA-sanctioned sports teams at UW-Eau Claire using an email message from the first author that was forwarded by their coaches, and via posts on team Facebook pages.

### Measures

**Conformity to Feminine Norms:** Inventory-45 (Parent & Moradi, 2010). The CFNI-45 contains 45 items measuring feminine norms, grouped into 9 subscales: thinness, domestic, investment in appearance, modesty, relational, involvement with children, sweet and nice, sexual fidelity, romantic relationship. The current study’s findings on conformity to gender norms might not generalize to other collegiate-athlete studies due to differences in methodology and sample characteristics. Further research that uses a different research design and sample would be necessary to fully understand the impact of sport type on conformity to gender norms.

**Conformity to Masculine Norms:** Inventory-46 (Parent & Moradi, 2004). The CMNI-46 contains 46 items measuring masculine norms, grouped into 9 subscales: primary of work, winning, emotional control, risk-taking, violence, power over women, playboy, self-reliance, heterosexual self-presentation. Primacy of work subscale was not used in this study.

**Athlete Satisfaction Questionnaire** (Rieker & Cheffadi, 1998). The ASQ contains 58 items measuring satisfaction across 15 areas: individual performance, team performance, strategy, utilization of abilities, training and instruction, team task contribution, team social contribution, team integration, team ethics, budgeting, athletic training department, academic support services, external agents, personal dedication.

**Study Limitations and Directions for Future Research**

The current study’s findings on conformity to gender norms might not generalize to other collegiate-athlete studies due to sampling limitations. Specifically, future studies with this design (i.e., sports categorized as appearance-focused, endurance, and contact) should use larger samples that represent athletes from all three categories. Whether or not this three-category scheme proves to be useful remains to be seen; however, findings from this study indicate that categorizing sports as involving objectification of the athlete vs. no objectification is a fruitful direction to pursue.