

The Nordic Research Network *Women in a Digitized Sports Culture* seminar
Women athletes: Practicing and performing with digital communication technologies

Thursday 8.12.2022 (University Consortium of Pori, AUD126)

9:45–10.15: Coffee

10.15–10.30: **Welcome words** by Professor **Kirsten Frandsen** (School of Communication and Culture, Aarhus University, Denmark)

10.30–11.30: **Women in sports media** by PhD **Alina Benstein** (School of Media Studies, College of Management Academic Studies (COMAS), The Steve Tisch School of Film and Television, Tel Aviv University, Israel)

11.30–12.30: **Recent developments in women's football** by **Heidi Pihlaja** (Head of Women's Football Development, Football Association of Finland)

12.30–13.30: Lunch (at own expense)

13.30–15.00: **Women's sport and social media**

- **"I've got a 10% discount code, use it!" Female climbers negotiating digital labour on social media** by PhD **Katariina Rahikainen** (School of the Arts and Media, University of New South Wales, Sydney)
- **Panel discussion:**
 - **Nooralotta Neziri** (100-meter hurdler)
 - **Hanna Ruohomaa** (Former football player and board member of The Players Union)
 - **Pinja Akkanen** (Communications Specialist, Football Association of Finland)
 - **Johanna Ruohonen** (PhD, Author of the book 'Women's game' – *Naisten laji*)
 - **?Oona Tolppanen?** (Strength and conditioning coach, rugby player and sports journalist/social media influencer) not confirmed yet!
 - Chair: **Riikka Turtiainen** (PhD, Digital Culture, University of Turku)

15.00–15.15: Coffee break

15.15–16.15: **Women in sport science research** by PhD **Johanna Ihalainen** (Faculty of Sport and Health Sciences, University of Jyväskylä, Finland)

16.15–16.30: Summary of the day and closing remarks

17.30 **Bus to Merihelmi, Luvia** from the UCPori via Sokos Hotel Vaakuna

18.00–21.00 **Sauna & ice swimming + dinner**

The sauna has separate locker rooms and showers for women and men. The sauna room is shared so swimwear must be worn. Bring your own swimsuit (and flip-flops if you want). The traditional Finnish Christmas dinner is served after the sauna.

About the Finnish sauna culture: <https://www.scandinaviastandard.com/the-ultimate-guide-to-finnish-saunas/> ☺

Friday 9.12.2022

8.30–11:30

Part 1. The case examples by the network members (UCPori, room 267)

- Datafication and sport by Veera Ehlén
- Ski jumping, judging and gender by Marit Nybelius
- Nordic WEURO2022 players in social media by Riikka Turtiainen, Anne Tjønnndal, Sigbjørn Børreson Skirbekk, Stian Røsten, and Egil Trasti Rogstad

Part 2. The Talks (UC Pori, room 258 'PLoP, The Pori Laboratory of Play')

We would like to ask you to prepare a 5–10-minute talk about your research (ambitions) with the help of the following questions:

1. Which topics have you covered in your past research?
2. How is your research linked to the topics that are relevant to the network (e.g., gender, sports, digitalisation)
3. What is your dream research project? Which topics would you like to focus on in the future?

12.00 Lunch in a local restaurant (TBC).

Followed by the roundtable discussion: ideas for future projects, publications, and other collaboration.