

ON YOUR MARKS, GET STEREOTYPED, GO!
NOVICE COACHES AND BLACK STEREOTYPES IN SPRINTING
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Racial stereotypes in sport remain largely unchallenged. It is often assumed that Black individuals are inherently superior in physical ability due to over-representation in some sports, such as sprinting. The purpose of the present study was to evaluate novice coaches' use of Black stereotypes, using pictures of supposed sprinters. It was hypothesised that the success of White individuals would be attributed to hard work/socio-economic factors, whereas, the success of Black individuals would be attributed to innate genetic factors.

Thirty-six undergraduate students from coaching modules at the University of Luton, volunteered to participate. Participants rated eight items on a likert scale, in relation to sprinting success for four pictured individuals (1 White male and female, 1 Black male and female). A two-way within subjects design was employed.

A significant interaction between Black White photos and Black White stereotypical survey items was indicated ($F(1,35) = 16.906, p < 0.005$). Further analysis revealed significant differences between Black photos with Black survey items compared to White photos with Black items ($t = 4.646, d.f. = 35, p < 0.0025, one-tailed$); and between White photos with White items compared to Black photos with White items ($t = 2.869, d.f. = 35, p < 0.007, one-tailed$). Results support the notion that Black phenotypical characteristics evoke beliefs about innate athletic abilities, whilst White characteristics induce beliefs about athletic success as a result of socio-economic factors.

Novice coaches need to be self-aware regarding preconceptions of athletes based upon racial stereotypes, in order to promote equality and avoid self-fulfilling prophecies.