How Would You **Fight Back?**

1 THE SITUATION

Read together, then underline any words or moments that stand out to you.

A female athlete wins a big race. Within hours, many congratulate her but she also receives thousands of public hateful messages through social media, targeting how she looks, where she is from, and her gender. The athlete goes silent online. The platform removes some posts, but most stay up.

2 WHO IS MOST RESPONSIBLE, AND WHEN?

5 = VERY RESPONSIBLE 4 = SOMEWHAT 3 = NEUTRAL 2 = NOT VERY 1 = NOT AT ALL

	Posting Hate Online	Spreading Posts	Reporting Abuse	Silencing the Athlete
Online Community				
Media Platforms				
Sports Organisations				

3 WHO ELSE GETS HURT?

Beyond the athlete: who else is affected by online abuse and why?

4 WHAT NEEDS TO CHANGE FIRST?

Pick one: a behaviour, a social activity, or a law, and explain why it matters to stop online abuse.

5 YOUR POSITIVE ACTIONS

You have one action and 30 seconds. You can be the platform, the team, the federation, the government, or a fan. What do you do?

Where Can We Stop Online Abuse?

Online abuse does not happen in isolation. It travels through a system of people, platforms, and actions before it reaches its target and creates harm.

Understanding that system is the first step to interrupting it. In this activity, you will build a flow model and ask yourself: where can online abuse be stopped?

Use the following elements to construct your map:

ENTITIES
(who is involved)
- Fans
- Online community
- Media platforms
- Sports organisations

CONTENT
(what travels through the system)
- Hate speech
- Offensive speech
- Digital hostility

ACTIONS
(what happens at each point)
- Attend
- Engage
- Report
- Spread
- Block
- Harm

WHO STARTS?

MODERATOR

AMPLIFIES | REGULATES

WHO GETS AFFECTED?

INPUT CONTENT

OUTPUT CONTENT

Design Your **Own Research**

1

Research on online abuse in sport remains an emerging and developing field. Many of the cases we discussed today are undocumented in academic literature. That gap is an opportunity for everyone to contribute to something that makes our communities safer.

Remember that your ideas are the beginning of positive change!

2

Your Research Map

Your research map will help you think intentionally about how you can move from a research question related to a problem you observe in your community, to proposing ways of obtaining answers that ultimately lead to a positive, data-driven change.

Use this map to create your research journey!

- **Time Window:** It can be any segment of time you wish to engage in exploring and implementing your research question.
- **Research Question:** The specific problem or gap you want to understand better. A good research question is focused and simple, yet relevant and grounded in a real situation.
- **Actions:** The specific steps you would take to investigate your question. This could include interviews, surveys, social media analysis, or literature reviews.
- **Resources:** What you would need to carry out your research. This may include financial resources, expertise, and institutional support.
- **Impact:** Who would benefit from your findings, and how could they be used to create change in your sport or community?

Research Question

Plan of Action and Resources

Impact

Transform
Your Community

Online Abuse in Sport — Activity Sheet
Mexico Edition

Context In Mexico: 10.6 million women experience online abuse every year. Yet no data exists on how many of them are athletes.

Core Prompt: How might we better understand and address online abuse affecting athletes in our community?

STEP 1

Pick who is most affected by online abuse in your sporting community?

- Athletes
- Young players
- Referees and officials
- Coaches and volunteers

STEP 2

Choose a research idea

- Awareness: Is the topic being silenced?
- Impact: How does online abuse affect long-term participation in sports?
- Action: What could community-based institutions do to help?

STEP 3

Brainstorm

- What problem are you addressing?
- Who is affected by this problem?
- What sources of data would you need?
- Why does it matter for your community?

Speak Up! Share the idea from your team with the group.

PLANNING A SAFER FUTURE

The Future of Sports

Throughout this workshop we have explored the current state of online abuse in sport. Now we invite you to look ahead and think collectively about what the future of your sport could look like.

In this exercise, organise your ideas across three horizons:

Now: Actions that could start immediately to address online abuse in your sport.

NOW
What actions should I take now?

Next: Changes that require some planning, resources, or collaboration but are achievable in the short term.

NEXT
What support do I need for short-term plans against online abuse?

Future: Longer-term shifts in culture, regulation, or institutional practice that will take sustained effort over time.

FUTURE
What does my sport look like if collective action is taken today?

Think about how the actions you take today can impact a safer sport tomorrow.

Intentions for my Sport

Throughout this workshop we have explored how online abuse affects athletes in sport. Now we invite you to look ahead and think about what could be different.

WHAT COULD I CHANGE?

Sports should be safe for everyone. This activity invites you to identify opportunities to make your sport safer and more supportive for athletes.

INNOVATION:

Something that does not yet exist in your sport. A new tool, resource, or initiative that could protect or support athletes from online abuse.

INTERVENTION:

A direct action known to reduce online abuse.

What would you want younger athletes in your sport to experience differently?

What would success against online abuse look like one year from now?

What is stopping change from happening in your sport right now?

MY CHANGE OF INTEREST:

MY PURPOSE FOR CHANGE:

WRITE YOUR INTENTION OF ACTION IN ONE SENTENCE:

"In my sport, I commit to _____

in order to _____