**Digital technology and gender in football**

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**Objectives:** The use of digital technology is increasing in Norwegian sport, both at the grassroots and elite level. In my master's project, I will investigate how digital technology impacts the everyday life and career opportunities of female football players. To do that, it is desirable to go deeper into the relationship between sport, gender and commercialization.

**Methods:** In order to examine the relationship between football, gender and commercialization more closely, a qualitative method will be used in the project. Coaches for women's and men's football teams at different levels will be interviewed. The focus of the interviews will be to survey the use and access to digital technology. It is also desirable to use observation of training sessions and matches to see the concrete use of digital technology in the different football teams.

**Findings and discussion:** There are large differences in access to economic and material resources between female and male football players. Many novel digital technologies are expensive, and therefore reserved for athletes associated with professional football clubs. At the same time, digital technology has become essential for the development of elite sporting performances. My analysis will focus on how the development, use and access to digital technology affect the gender differences in football. The master's project is going to be delivered in spring 2023, and is therefore in the initial phase. During the conference in Bodø in November, the progress of the project so far will be presented.