**Conclusion**

In the literature review it was shown that Twitter has been particularly dominant in the digital-media-sport landscape. Previous research into fan-athlete interaction on social media was looked at and it identified the uses and gratifications of both the fans and the athletes as well as their motivations.

It was also shown that the coverage main stream media give sports is very different between the genders. This relates to both the amount of time that each gender is given as well as the kind of coverage they get. Male athletes are discussed in term of their ability but female athletes are often discussed in terms of their appearance. Other research showed that when it comes to online media, male and female athletes get more equal coverage. In spite of this female athletes believe that they need to behave differently, depending on whether they are off the field of play or on it.

Is this belief that they must behave differently off the field of play affecting how female athletes represent themselves online? This research seeks to answer the question, 'Are there any differences in the ways in which male and female sportspersons represent themselves online?'

In the method section the details of how this piece of research was carried out and the reason for using cluster analysis was explained. The results section detailed the findings of the analysis and the discussion section looked at these results in combination with the research references in the literature review.

In the very competitive worlds of sport and sport-marketing, professional athletes are increasingly looking for exposure to gain publicity, attract fans, and eventually attract sponsorship and lucrative contracts. As this research shows, both genders have embraced Twitter as a way to engage fans, create positive exposure, and increase their visibility. Both male and female athletes tweet about their sport and their experiences of day to day life as a professional athlete. Male athletes tend to stay in this area whereas, female athletes also try to address women's rights inside and outside sport. This is done via the 'exemplification strategy' to influence other people to follow their example and therefore address issues like equal pay and empowering women. So from the results of this study it seems that there differences in the ways in which male and female sportspersons represent themselves online.

Of the studies that have been done concerning tweets by sport people most focus on using frames to analyse the data, with most of these frames stemming from Goffmans self-presentation theory. All of these studies, including this one, analyse what sports people are tweeting about but they don't address whether it actually effects the number of followers. Does it matter to men that female athletes tweets more about women's topics than male athletes. If it does matter, is the effect similar, or not, in individual sports compared to team sports.