## Relationship between results and literature

From the results it was interesting to see that male athletes tweeted more about sports than female athletes. Looking at the results in light of the studies by Brunette et al. (2014), Haung and Watkins (2016) and Backman et.al (2017) outlined in the literature review, shows that male athletes propensity to tweet more about sports, will increase the likelihood of fans 'following' these male athletes and then continuing to 'follow' them. They identified that sports fans interacted with Twitter to primarily hear about sports related news. In fact Haung and Watkins said that sports fans using twitter to find out about their teams was 'a clear pattern for social-media use by sports fans'. Not only does tweeting about sports give the user what they want but according to Backman, Pertick and Yoon (2017) it even has a positive correlation to team attachment and is one of the determinates of fan loyalty.

Understanding the motivations behind the clusters can be understood when we use Jones and Pittman's 1982, 'general theory of strategic self-presentation'. The male athletes tweets were primarily aimed at eliciting respect and to be seen as competent. They concentrate on sport, conveying positive information and highlighting accomplishments, which falls into the self-promotion strategy. Their tweets about family life are most likely intended to elicit affection and be seen as likable. This is Jones and Pittman's ingratiation strategy.

Female athletes tweet about the same themes and are therefore trying to elicit the same responses from their audience. Their tweets in relation to more female specific topics fall into what Jones and Pittman referred to as the 'Exemplification' strategy'. Using this strategy, a person presents him or herself as honest, disciplined, self-sacrificing, generous, or principled. When successful, a person who exemplifies integrity and moral worthiness may be able to influence other people to follow his or her example.

These results also illustrate what Krane et al. found in their study from 2010. They found that female athletes are driven toward masculine behaviours for their sport but believed that they needed to show feminine behaviours off the field of play. This is shown in this research where female athletes clusters include 'feeling happy' and 'celebration' as opposed to men's clusters of 'team' and 'hard work'.