

Digital Sport History: History and Practice

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Digital Sport History: History and Practice

This article traces the history of sport historians' use of digital technologies for the purposes of scholarly research and production. The article begins by discussing how quantitative and social sport history served as an early form of digital sport history that was enabled by statistical software and the popularization of spreadsheets for researchers' use. The article then discusses how the proliferation of the internet created the opportunity for new forms of scholarly production while also enabling internet cultures and social media as areas of interest for sport historians. It locates the mass digitization effort of the late 1980s and 1990s as pivotal for sport history as researchers could more easily identify and access digital sport heritage around the world. It then highlights how those digitized objects have served as fodder for digital sport historians to analyze the sporting past. The article closes by looking briefly to the future of digital methods and calls for their embrace in methodology courses, professional associations, and sport history publications.

Keywords: sport history, digital, theory, practice, digital humanities

Introduction

Each day, 2.5 quintillion bytes of data are created. More than 3.7 billion people surf the internet. Sixteen million text messages are sent per minute. Four point seven trillion photos are stored each day.¹ The deluge of both digitized and born-digital materials is simply unceasing.² From the digitization of analog physical materials, to the recovery of materials stored on early media formats like floppy disks, to the harvesting of web and social media platforms that document the hundreds of thousands of sports

¹ Portion of this article appear in Jennifer Guiliano, *A Primer for Teaching Digital History*, Duke University Press, forthcoming. Bernard Marr, "How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read," *Forbes*, accessed October 10, 2017, <https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/>.

² Born-digital materials originate in digital form in contrast to digitized materials which are reformatted from analog to digital form. Common born digital materials include digital photographs, electronic records, and content created on the internet and via software platforms.

forums and events, sport historians of the future will certainly have to confront digital artifacts and platforms when they write sport history. In the last twenty-five years sport historians have begun to fully integrate their analog research methods with digital opportunities and methods. Full-scale digital repositories allow you not only access documents and artifacts-on-demand but to annotate, analyze, combine, and remix them into new forms of scholarship. Catalogs and search engines assist in identifying resources. The computer and its associated software can make organizing and producing research more efficient than previously able.

Digital Sport History + Quantification

The starting point for most digital sport historians is the act of turning on one's computer, connecting to the internet, and opening a browser window. We eagerly jump onto a search engine and begin querying away. However, the roots of digital sport history lie not in the internet but rather in quantitative and social histories of the 1980s and early 1990s. In 1980, Steven A. Riess published *Touching Base: Professional Baseball and American Culture in the Progressive Era*.³ A cultural history of players, owners, and spectators in Atlanta, Chicago, and New York between 1900 and 1920, Riess surveyed living players who had played in the major leagues via a mailed questionnaire. He augmented the data returned with information gleaned from newspapers to assemble a dataset of players and their social and professional relationships. Riess then weighted the dataset to address issues of over and under-representativeness aligning his sample to the National Baseball Library's authoritative listing of baseball players and their demographic backgrounds (particularly their level of educational attainment). His adoption of the Statistical Package for the Social Sciences (SPSS), a computer program that allowed for statistical processing, facilitated the work that that today's digital historians commonly utilize when assembling and processing

³ Steven A. Riess, *Touching Base: Professional Baseball and American Culture in the Progressive Era*, Rev. ed, Sport and Society (Urbana: University of Illinois Press, 1999), 227-228.

their datasets.⁴ Unique in his utilization of statistical software, Melvin Adelman and Don Morrow would both lament that sport historians had not embraced quantification en masse given the proliferation of records that lent themselves to quantitative methods.⁵ The lone bright spot within sport history were those who explored the economic aspects of sport.⁶ Digital tools and methods were slowly creeping into practice through the adoption of the spreadsheet to track research and create datasets. Spreadsheets served as the most common form of quantitative analysis in part of because they allowed sport historians to examine data over time, craft comparative analyses, and craft mathematical and graphical representations of information. Frequency distributions, charts, graphs, and line plots of change over time were all enabled by sport history's rich numerical record that could be culled from newspapers, game reports, business records including financial and salary documents, and player rosters.⁷ Here sport history mirrored the larger historical discipline that embraced dataset creation and analysis to discuss social and economic history.⁸ It also reflected the influence of sociology of sport scholars who were trained in quantitative methods and who were interested establishing the existence of sporting cultures.⁹

Digital Sport History + the Internet

Computers, the internet, and the content that that proliferated beginning the early 1990s

⁴ His utilization of an appendix to elucidate his methodology separate from analysis is one that continues to dominate scholarly production in digital history, much less digital sport history.

⁵ Melvin L. Adelman, "Academicians and American Athletics: A Decade of Progress," *Journal of Sport History* 10, no. 1 (1983): 80–106; Don Morrow, "The Powerhouse of Canadian Sport: The Montreal Amateur Athletic Association, Inception to 1909," *Journal of Sport History* 8, no. 3 (1981): 20–39.

⁶ Arthur Padilla and Janice L. Boucher, "On the Economics of Intercollegiate Athletic Programs," *Journal of Sport and Social Issues* 11, no. 1–2 (December 1, 1987): 61–73, <https://doi.org/10.1177/019372358701100105>.

⁷ Neil L. Tranter, "The Patronage of Organised Sport in Central Scotland, 1820-1900," *Journal of Sport History* 16, no. 3 (1989): 227–47. A more recent critical perspective on quantitative history and its limits for sport history is Yago Colás, "The Culture of Moving Dots: Toward a History of Counting and What Counts in Basketball," *Journal of Sport History* 44, no. 2 (August 8, 2017): 336-349.

⁸ A useful review of social histories relationship to sport history generally is Nancy L. Struna, "Social History and Sport," in *Handbook of Sports Studies* (London: SAGE Publications Ltd, 2000), 188–204, <https://doi.org/10.4135/9781848608382>.

⁹ Wray Vamplew, "In Praise of Numbers: Quantitative Sports History: The International Journal of the History of Sport: Vol 32, No 15," *The International Journal of the History of Sport* 32, no. 15 (n.d.): 1835–49. Vamplew advocated for sport historians to reexamine the utility of counting, spreadsheets, and databases.

would dramatically shift sport history as it began to intersect with new media and communication technologies.¹⁰ The widespread adoption of personal computing and the expansion of the Internet in the 1990s enabled historians to share and communicate much more rapidly. E-mail, listservs, file transfer protocols that allowed for the sharing of large datasets, and messages boards transformed sport history as it allowed sport historians to pool resources and communicate about potential avenues of research. It also facilitated discussions of the teaching of sport history.¹¹ The Internet would also serve as abundant new research archive for the study of sport as it saw the digitization of analog materials and the launch of born-digital sport in the new digital world.¹² Organizational websites¹³, fan sites and forums¹⁴, sports blogs¹⁵, fantasy leagues¹⁶, and

- ¹⁰ On the history of the internet and computing, see Joy Lisi Rankin, *A People's History of Computing in the United States* (Cambridge, Massachusetts: Harvard University Press, 2018).
- ¹¹ Richard William Cox and Michael A. Salter, "The IT Revolution and the Practice of Sport History: An Overview and Reflection on Internet Research and Teaching Resources," *Journal of Sport History* 25, no. 2 (1998): 283–302; Tara Magdaliniski, "Into the Digital Era: Sport History, Teaching and Learning, and Web 2.0," in *Sport History in the Digital Era*, ed. Gary Osmond and Murray G. Phillips (Urbana ; Chicago ; Springfield: University of Illinois Press, 2015), 113–31.
- ¹² Brian Wilson, "New Media, Social Movements, and Global Sport Studies: A Revolutionary Moment and the Sociology of Sport," *Sociology of Sport Journal* 24, no. 4 (December 2007): 457–77, <https://doi.org/10.1123/ssj.24.4.457>; Brett Hutchins and David Rowe, *Digital Media Sport: Technology, Power and Culture in the Network Society*, 1st ed. (New York: Routledge, 2013), <https://www.routledge.com/Digital-Media-Sport-Technology-Power-and-Culture-in-the-Network-Society/Hutchins-Rowe/p/book/9780415517515>.
- ¹³ Geoffrey Z. Kohe, "@www.Olympic.Org.Nz: Organizational Websites, E-Spaces, and Sport History," in *Sport History in the Digital Era*, ed. Gary Osmond and Murray G. Phillips (Urbana ; Chicago ; Springfield: University of Illinois Press, 2015), 77–96.
- ¹⁴ Matthew Klugman, "'Get Excited, People!': Online Fansites and the Circulation of the Past in the Preseason Hopes of Sports Followers," in *Sport History in the Digital Era*, ed. Gary Osmond and Murray G. Phillips (Urbana ; Chicago ; Springfield: University of Illinois Press, 2015), 132–56; Matthew Klugman, "The Passionate, Pathologized Bodies of Sports Fans: How the Digital Turn Might Facilitate a New Cultural History of Modern Spectator Sports," *Journal of Sport History* 44, no. 2 (August 8, 2017): 306–21; Deirdre Hynes and Ann-Marie Cook, "Online Belongings: Female Fan Experiences in Online Soccer Forums," in *Digital Media Sport: Technology, Power and Culture in the Network Society*, ed. Brett Hutchins and David Rowe, 1st ed. (New York: Routledge, 2013), 97–110, <https://www.routledge.com/Digital-Media-Sport-Technology-Power-and-Culture-in-the-Network-Society/Hutchins-Rowe/p/book/9780415517515>.
- ¹⁵ Rebecca Olive, "Interactivity, Blogs, and the Ethics of Doing Sport History," in *Sport History in the Digital Era*, ed. Gary Osmond and Murray G. Phillips (Urbana ; Chicago ; Springfield: University of Illinois Press, 2015), 157–79.
- ¹⁶ Luke Howie and Perri Campbell, "Privileged Men and Masculinities: Gender and Fantasy Sports Leagues," in *Digital Media Sport: Technology, Power and Culture in the Network Society*, ed. Brett Hutchins and David Rowe, 1st ed. (New York: Routledge, 2013), 235–48, <https://www.routledge.com/Digital-Media-Sport-Technology-Power-and-Culture-in-the-Network-Society/Hutchins-Rowe/p/book/9780415517515>.

even encyclopedias that incorporate sport history¹⁷, have all proliferated since the wide adoption of the internet. Fiona McLachlan and Douglas Booth provide an extensive overview of how sport historians have approached the internet as an archival site.¹⁸ Using swimming as a case study, they argue that sport historians needed to recognize the Internet as a purveyor of sources, a context through which we can theorize about sport, and a form of historical representation that is itself subject to continual meaning-making.¹⁹

Perhaps unsurprisingly, the largest body of digital sport history literature is situated around blogging as both content and scholarly practice. Andrew McGregor, Andrew Linden, and Lindsay Pieper have posited that blogging on the internet offers immediate access to sporting communities and audiences that would otherwise be left by the wayside.²⁰ McGregor argues that blogs “serves as an increasing important meeting ground for scholars and interested publics” that allows sport historians to communicate to willing audiences.²¹ Linden and Pieper analyze who the authors of sport blogs are, what types of content are they creating, and whether the content aligns to scholarly practices in sport history. Using a corpus of six hundred blogs drawn from six sites, they argued that the content of sport history blogs were most frequently exposition on current events (37.5%) and reflections (25.4%).²² The corpus also revealed problems that mirrored the state of sport history and the academy: most contributors to sport history blogs were male with most content about men’s sports and men’s teams. It is not only

¹⁷ Stephen Townsend, Gary Osmond, and Murray G. Phillips, “Wicked Wikipedia? Communities of Practice, the Production of Knowledge and Australian Sport History,” *The International Journal of the History of Sport* 30, no. 5 (March 1, 2013): 545–59, <https://doi.org/10.1080/09523367.2013.767239>.

¹⁸ Fiona McLachlan and Douglas Booth, “Who’s Afraid of the Internet?: Swimming in the Infinite Archive,” in *Sport History in the Digital Era*, ed. Gary Osmond and Murray G. Phillips (Urbana ; Chicago ; Springfield: University of Illinois Press, 2015), 227–50.

¹⁹ A useful summary of how sport historians encounter all three Internet activities is Noah Cohan, “New Media, Old Methods: Archiving and Close Reading the Sports Blog,” *Journal of Sport History* 44, no. 2 (August 8, 2017): 275–86. Cohen uses born-digital internet content in the form of blogs to analyze blogging as a communication medium. He also conducts an auto-ethnographic reflection of his own blog creation and its relationship to academic standards.

²⁰ Andrew McGregor, “The Power of Blogging: Rethinking Scholarship and Reshaping Boundaries at Sport in American History,” *Journal of Sport History* 44, no. 2 (August 8, 2017): 239–56; Andrew D. Linden and Lindsay Parks Pieper, “Writing Sport Online: An Analysis of the Pitfalls and Potential of Academic Blogging,” *Journal of Sport History* 44, no. 2 (August 8, 2017): 257–74.

²¹ McGregor, “The Power of Blogging,” 239.

²² Linden and Pieper, “Writing Sport Online.” 262.

blogging that the expansion of the internet has enabled within sport history, it is also social networking.

Analysis of social media platforms like Facebook and Twitter have also received attention from sport historians. In 2015, Mike Cronin asked, “how do we, indeed should we, engage with a Twitter and other social media?”²³ Using his own work on the Gaelic Athletic Association and Ireland’s built sporting environment as a case study, Cronin argues that sport historians have to distinguish between three impulses in using social media: 1) social media as a network of potential individuals who can provide research assistance; 2) social media as an advertising platform that allows you to gather research materials from its community; and 3) social media content about sport generally.²⁴ The latter two are, in Cronin’s articulation, in flux. As Gary Osmond argues in his analysis of Lesbian, Gay, Bisexual, and Transgender athletes on Twitter, the platform’s development and uptake by users parallels the growth of “out” athletes. As a result, it offers an opportunity for contemporary and recent sport historians to engage with social memory research.²⁵ His conclusion, that Twitter helped perpetuate memories of Australian rugby league player Ian Roberts, though was tempered by methodological concerns about social media research in general: What is the legal and ethical implications of Twitter archives? How does a historian retroactively gain permission to use a “tweet” in publication? Does the inability to systematically examine every tweet within a specific research query limit the conclusions that sport historians can reach? The question of limitations is one that Holly Thorpe explores in her analysis of Facebook memorial pages lamenting the deaths of surfer Andy Irons and freestyle skier Sarah Burke.²⁶ She argues that virtual memory carries with it many of the same concerns of power, authority, and agency that non-virtual mourning practices do. Ultimately like Osmond, Thorpe concludes that sport historians must grapple with the

²³ Mike Cronin, “‘Dear Collective Brain...’: Social Media as Research Tool in Sport History,” in *Sport History in the Digital Era*, ed. Gary Osmond and Murray G. Phillips (Urbana ; Chicago ; Springfield: University of Illinois Press, 2015), 98.

²⁴ Cronin, 102.

²⁵ Gary Osmond, “Tweet Out?: Twitter, Archived Data, and the Social Memory of Out LGBT Athletes,” *Journal of Sport History* 44, no. 2 (August 8, 2017): 322–35.

²⁶ Holly Thorpe, “Death, Mourning, and Cultural Memory on the Internet: The Virtual Memorialization of Fallen Sports Heroes,” in *Sport History in the Digital Era*, ed. Gary Osmond and Murray G. Phillips (Urbana ; Chicago ; Springfield: University of Illinois Press, 2015).

contextualization of virtual and social media as a form of representation.²⁷

Digital Sport History + Cultural Heritage Digitization

In the closing paragraphs of the foreword to the 2010 *Companion to Sports History*, Peter N. Stearns writes, ‘one of the defining features of good sports history, along with its relationship with kindred disciplines and its deep interest in linking to other historical facets, involves its commitment to high-level analysis.’²⁸ For Stearns, the kindred disciplines were sociology and kinesiology that embraced the cultural turn in history that invigorated questions of race, gender, class, ethnicity, and lived experience. This conclusion was supported by S.W. Pope and John Nauright who articulated the future of sports history as global in nature. This was accurate; yet it also elided an even greater turn in sport history that would surpass quantitative history: digitization and the representation of digital surrogates. The entire point for most sport historians to digital sport history is through the consumption of digital resources in the form of digital archives and digital libraries. Digital surrogates enable scholars to view Edward III’s Proclamation banning football in 1363, coverage of the first ladies’ Wimbledon Tennis Championship in 1884, and diaries from the 1936 Berlin Olympics.²⁹ Institutional digitization efforts allow researchers to browse the Avery Brundage Papers Collection held by the University of Illinois, the physical culture collection at the Stark Center at the University of Texas Austin, and the Sport Collection at the National Museum of Australia.³⁰ In the late 1990s and early 2000s cultural heritage institutions, often backed by government initiatives, undertook a

²⁷ Thorpe’s work is an important extension of Mike Huggin’s call to embrace the visual turn in sports history within the context of digitized photographic and film archives to expanding the potential source base for historical analysis. See Mike Huggins, “The Visual in Sport History: Approaches, Methodologies and Sources,” *The International Journal of the History of Sport* 32, no. 15 (October 13, 2015): 1813–30, <https://doi.org/10.1080/09523367.2015.1108969>.

²⁸ Peter N. Stearns, “Foreward,” in *Routledge Companion to Sports History*, ed. S. W Pope and John Nauright (London: Routledge, 2010), xv.

²⁹ “Sport History Collections,” Institute of Historical Research, accessed October 27, 2019, <https://www.history.ac.uk/library/collections/sport-history>.

³⁰ “Avery Brundage Papers and Audiovisuals (Digital Surrogates), 1929-1969 | Digital Collections at the University of Illinois at Urbana-Champaign Library,” accessed November 22, 2019, <https://digital.library.illinois.edu/collections/c5babd80-a24d-0131-4a3f-0050569601ca-f>; “E-Starkives Home,” accessed January 15, 2019, <https://archives.starkcenter.org/>; National Museum of Australia, “National Museum of Australia - Sport,” accessed December 15, 2019, <https://www.nma.gov.au/explore/collection/collection/sport>.

massive digitization effort to share local cultural heritage with potential audiences across the world.³¹ Europeana, a 2008 initiative of the European Commission, provided access to 4.5 million digital objects from over 1,000 institutions.³² They joined a landscape of digitization initiatives already populated by the Internet Archive, the Google Print/Google Books project, as well as national digitization initiatives from the governments of India, China, Norway, Australia, and the US (to name just a few).

Books, manuscript collections, newspapers, and physical objects have all been fodder in the growing landscape of digital cultural heritage. Digitization of *The Sporting News*, *Sports Illustrated*, *Sporting Life*, *Baseball Magazine*, the *Spaulding Baseball Guides*, and hundreds of local, state, regional, and international newspapers nudged sport historians to embrace digital consumption as one of the first acts of historical research. Digital historian Roy Rosenzweig noted these opportunities in his 2004 *Sport History on the Web: Towards a Critical Assessment* article. Sport historians will be astonished at the “gems they will find in a single afternoon of searching” including baseball cards from the Library of Congress, historical newspapers from the ProQuest digital resource, and secondary scholarship available through digital archives and associations.³³ Martin Johnes and Bob Nicholson illustrate how digitization of newspapers both enables a rapid research process and introduces a number of practical problems that sport historians must consider.³⁴ Optical character recognition technologies, search algorithms, and information disambiguation in addition to digital remediation can complicate using digital newspaper databases. Digitized materials available for download as datasets are quite valuable for sport historians.

³¹ LIBER: Association of European Research Libraries, “European Commission’s Recommendation on Digitisation and Digital Preservation,” *LIBER* (blog), n.d., <https://libereurope.eu/european-commission-s-recommendation-on-digitisation-and-digital-preservation/>; National Archives and Records Administration, “Digitization at the National Archives,” National Archives, June 26, 2017, <https://www.archives.gov/digitization>; Commonwealth of Australia, “Digital Transformation Agenda,” Digital Transformation Agency, n.d., <https://www.dta.gov.au/what-we-do/transformation-agenda/>.

³² Nanna Bonde Thylstrup, *The Politics of Mass Digitization* (Cambridge: MIT Press, 2019).

³³ Roy Rosenzweig, “Sport History on the Web: Towards a Critical Assessment,” *Journal of Sport History* 31, no. 3 (2004): 371–76.

³⁴ Martin Johnes and Bob Nicholson, “Sport History and Digital Archives in Practice,” in *Sport History in the Digital Era*, ed. Gary Osmond and Murray G. Phillips (Urbana ; Chicago ; Springfield: University of Illinois Press, 2015), 53–74; See also Martin Johnes, “Archives and Historians of Sport,” *The International Journal of the History of Sport* 32, no. 15 (October 13, 2015): 1784–98, <https://doi.org/10.1080/09523367.2015.1108307>.

Murray G. Phillips, Gary Osmond, and Stephen Townsend conducted leveraged text analysis methods to explore and analyze newspaper coverage of Muhammad Ali, women's surfing in Australia, and homophobic language in coverage of Australian sport.³⁵ They conclude that the digital method of distant reading is dependent upon the quality of the original analog material, the quality of the digitized surrogate, and the accuracy of the algorithm used in optical character recognition. These are common problems of textual analysis that Amanda Regan faced in her work on *Mind and Body*, a monthly publication on physical education that ran from 1894 to 1936.³⁶ Regan downloaded every issue and used optical character recognition to turn the printed issues into plain-text files. The plain-text files of *Mind and Body* then operated as her own personal research archive, allowing her to experiment with text analysis methods to analyze the corpus. Borrowing linguistic analysis methods from computer science, she ultimately used MALLET, a statistic analysis tool that identifies topics and trends within corpora, to uncover sixty themes that dominated *Mind and Body*.³⁷ These results then allowed her to understand shifts and continuity without having to read and characterize every single article within the publication.

Digitization enabled the identification of sport history sources in far-flung locales through digital catalogs, finding aids, and digital repositories. Digitization also allowed researchers to create their own personal digital archives that could be manipulated and shared electronically to support research communities. Rwany Sibaja, for example, uses the Omeka content management system to craft a personal research

³⁵ Murray G. Phillips, Gary Osmond, and Stephen Townsend, "A Bird's-Eye View of the Past: Digital History, Distant Reading and Sport History," *The International Journal of the History of Sport* 32, no. 15 (October 13, 2015): 1725–40, <https://doi.org/10.1080/09523367.2015.1090976>.

³⁶ Amanda Regan, "Mining Mind and Body: Approaches and Considerations for Using Topic Modeling to Identify Discourses in Digitized Publications," *Journal of Sport History* 44, no. 2 (August 8, 2017): 160–77.

³⁷ Andrew Kachites McCallum, *MALLET: A Machine Learning for Language Toolkit*, 2002, <http://mallet.cs.umass.edu/>; For more on topic modeling generally, please see: Shawn Graham, Scott Weingart, and Ian Milligan, "Getting Started with Topic Modeling and MALLET," *Programming Historian*, September 2, 2012, <http://programminghistorian.org/lessons/topic-modeling-and-mallet.html>; David M. Blei, "Topic Modeling and Digital Humanities," *Journal of Digital Humanities*, April 8, 2013, <http://journalofdigitalhumanities.org/2-1/topic-modeling-and-digital-humanities-by-david-m-blei/>; "Topic Modeling for Humanists: A Guided Tour – the Scottbot Irregular," accessed June 15, 2016, <http://www.scottbot.net/HIAL/index.html@p=19113.html>.

archive on Argentinean soccer.³⁸ Jennifer L. Schaeffer in her work August 1973 and March 1974 political protests in Buenos Aires by creating her own digital repository of primary source materials that she could augment through timeline and map tools.³⁹ Liz Timbs crafted her archive on the 2010 World Cup by gathering “openly accessible texts, images, sounds, and videos that capture fans’ perspectives and experiences at World Cup stadiums and fan parks.”⁴⁰ Ari de Wilde utilized digitized photographs of a six-day long cycling race at Madison Square Garden to create a panoramic digital representation of the Garden from the perspective of someone who had attended the race.⁴¹ Culling through materials has become a challenge for sport historians as the flood of analog to digital and born-digital materials continue.

Digital Sport History + the Future

Mass digitization for all its potential has reproduced many of the biases and problems of analog archival materials.⁴² Similarly, as Dain TePoel has pointed out, digital sport history is complicit in the consumptive practice of digital media and internet technologies that have steep ecological consequences.⁴³ Even as sport historians have embraced the consumption of digital cultural heritage resources and the utility of the computer and the internet for the purposes of research, the discipline has been much slower to recognize its environmental impacts. Similarly, the embrace of

³⁸ Rwany Sibaja, “Omeka to ¡Animales! Building a Digital Repository of Research on Argentine Soccer,” *Journal of Sport History* 44, no. 2 (August 8, 2017): 209–24; “Omeka,” accessed May 23, 2015, <https://omeka.org/>.

³⁹ Jennifer L. Schaeffer, “Mapping Politics into the Stadium,” 2016, <http://mappingpoliticsintothestadium.jenniferlschaeffer.com/>; Jennifer L. Schaeffer, “Mapping Politics into the Stadium: Political Demonstrations and Soccer Culture in Buenos Aires, Argentina, 1973–74,” *Journal of Sport History* 44, no. 2 (August 8, 2017): 193–208; Schaeffer utilized the Neatline plugin for geospatial mapping within Omeka. See “Neatline,” Neatline: Geospatial & Temporal Interpretation of Archival Collections, accessed July 23, 2015, <http://neatline.org>.

⁴⁰ Liz Timbs, *Imbiza 1.0: A Digital Repository of the 2010 World Cup*, 2014, <http://imbiza.matrix.msu.edu/>; Timbs used KORA and Wordpress to create her archive. MATRIX and Michigan State University, *KORA*, accessed December 21, 2019, <https://kora.matrix.msu.edu/>; “WordPress.Com,” *WordPress.Com* (blog), 2015, <https://wordpress.com>.

⁴¹ Ari de Wilde, “Revisiting ‘Ghosts of the Garden’: Sport History, Modernizing Technology, and the Promise and Perils of Digital Visualization,” *Journal of Sport History* 44, no. 2 (August 8, 2017): 225–38.

⁴² Thylstrup, *The Politics of Mass Digitization*.

⁴³ Dain TePoel, “Digital Sport History, with Costs: An Ecocentric Critique,” *Journal of Sport History* 44, no. 2 (August 8, 2017): 350–66.

analytical, productive, and experimental capabilities of digital sport history that result in anything other than a written peer-reviewed article or monograph has been slow to emerge. Most digital sport history arrives not in its digital form but as a scholarly article that justifies the digital product. In part, this is a result of the glacially slow pace of historical methods courses to embrace digital history as a relevant methodology.⁴⁴ But slowness also illuminates core questions that are largely unresolved for digital sport historians: Can a digital sport history project exist without a peer-reviewed companion article? What knowledge does a non-digital sport historian need to adequately engage with and review a digital history project? What explication must a digital history project do to validate as a quality piece of sport history scholarship?⁴⁵

These questions aren't trivial. There are dozens of digital methods that might be utilized by sport historians. Digital sport history scholarship to this point has concentrated in social media analysis, digital surrogate and repository creation, distant reading coupled with text analysis, and geo-spatial, geolocate, and image-based visualization. Possibilities are limitless, though, for digital sport history as digital methods become more commonplace in history programs. For us to embrace that future though, we must be willing to meet digital sports history where it originates: in the digital realm. We cannot ask scholars to continue producing analog companion works to support their digital sport history projects. We must instead transition our professional structures including our associations and journals to incorporate digital projects as de facto forms of scholarship. Digital project demonstrations at annual meetings, born-digital publications enabled by editors of press series and flagship journals, and the inclusion of peer-review of digital projects without hesitancy would go a long way to moving digital sports history from the periphery to the mainstream of our scholarly practice. And, as TePoel cautions us, we must do so with full awareness of the consequences of digital scholarship for the world around us.

⁴⁴ Dave Day and Wray Vamplew, "Sports History Methodology: Old and New," *The International Journal of the History of Sport* 32, no. 15 (October 13, 2015): 1715–24, <https://doi.org/10.1080/09523367.2015.1132203>.

⁴⁵ Jennifer Guiliano, "Toward a Praxis of Critical Digital Sport History," *Journal of Sport History* 44, no. 2 (August 8, 2017): 146–59.

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