

2013 North American Society for Sport Management Conference (NASSM 2013)

websites.

Data analysis is currently taking place. I am following a constructivist paradigm (Ponterotto, 2005), whereby I will analyze and break down the raw data into codes based on the theoretical tenets (Cunningham & Melton, 2011; Swann et al., 2004) guiding the investigation. This is consistent with what Schwandt (2007) refers to a priori, content-specific coding. In addition, I will use peer debriefers and member checks as ways of improving credibility and trustworthiness (Lincoln & Guba, 1985).

The research has several potential implications. The study has the potential to inform how sport organizations develop LGBT-inclusiveness, as well the benefits and potential drawbacks of doing so. In gaining such an understanding, other sport organizations can also seek more inclusive environments, thereby benefiting all persons in the workplace.