COLIN KAEPERNICK

Image Repair Overview

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Abstract

Colin Kaepernick began kneeling during the national anthem last season and immediately began facing scrutiny from public figures around the nation and sports world alike. This article analyzes the techniques Kaepernick used and how he adjusted them depending on media coverage and public reception. This study reveals that Kaepernick both gained and lost respect because of his actions and explores what he is still doing to repair his image.

Introduction

Colin Kaepernick turned the world of sports upside down when he decided to start a protest during the singing of the National Anthem before an NFL game. He took this action as a response of police brutality against african-americans. Kaepernick had a historic college career at the University of Nevada. Kaepernick was drafted 36th in the second round of the NFL Draft by the San Francisco 49ers. The quarterback went from playing in a Super Bowl to being highly scrutinized in a matter of years

Research Questions

1. According to Benoit's image repair theories, which methods were used by Colin Kaepernick?

2. How effective were Kaepernick's image repair strategies? Particularly his social media efforts.

3. Did Kaepernick's actions affect his likelihood to get signed by other teams in the NFL?

Methodology

As a group, we chose to evaluate multiple sources where Colin Kaepernick addressed the media. We also researched issues from the past dealing with similar topics. It is no secret that with our findings, racism is very present in our world. Researching similar topics will allow our group to expand on our findings and be able to further understand the reasoning behind a situation such as Kaepernick's.

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Literature Review

Previous studies we've researched include : Michael Vick, Lebron James, Tiger Woods, Ricky Gervais and Paula Dean (Lenrios, 2015). Most of these examples involve sports figures who were in need of effective image repair, and others were celebrities in similar situations. This literature review will analyze scholarly studies of prominent figures who also used Benoit's theory of reducing offensiveness in attempts to repair their image.

Initial Findings

At the beginning of the 2016 NFL season, Quarterback Colin Kaepernick took a knee during the playing of the National Anthem, as a form of protest against social injustice in the United States.The protest allowed Kaepernick to keep his job, as well as have his jersey become the highest selling NFL jersey in the league. Kaepernick's approach to the situation was similar to previous studies, as he used provocation and transcendence to garner his message. Kaepernick's protest hit a major hiccup when he announced that he did not vote in the 2016 Presidential Election and led to a series of events that may have caused him to end his protest.

Image Repair Table

Denial	No	Colin Kaepernick mainly used transcendence and bolstering to repair his image. Kaepernick relied on social media and press conferences to put these tactics into use.
Evading Responsibility	No	
Reducing Offensiveness	Yes	
Corrective Action	No	
Mortification	No	

Social Media

Colin Kaepernick did not utilize social media as an avenue to speak directly about his actions. Instead, he used Instagram to promote equal rights in general and used Twitter to like & retweet content relevant to his protest. He also launched *kaepernick7.com,* a website encouraging people to know their rights.

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