

Investigating the role of sports television network on people's sports participation

L. Babapour¹

Abstract

Mass media play an indisputable role in shaping and directing the beliefs, attitudes and thoughts of the community, as well as the establishment of an appropriate setting in the field of sport development. The purpose of this study is to investigate the role of sport television network on people's sports participation. The present research is a descriptive-analytic study and so applied research. The statistical population of this study includes all people over 15 years old in Maku city. According to data from the Statistical Yearbook of 1395, in the city of Maku of west Azarbaijan province has population of over 15 years old 87241 people. The sample size of the Morgan table 384 was determined. The research instrument was a questionnaire, which was confirmed by Cronbach's alpha coefficient (81.24%). In this research, correlation coefficient and spss18 software were used. Research findings showed that there is a significant relationship between culture development, promotion of social participation, information and education in sport network with sport participation.

¹. M.Sc., Azerbaijan Lotus Wheel Higher Education Institute, Tabriz, Iran
(Responsible author) lila.babapour@gmail.com



Keyword: Culture promotion, social participation, Education, sports network, sports participation.

Introduction

Mass media is one of the basic tools for studying social issues, information, education and a very effective factor in shaping social values. Mass media is a very effective factor in shaping social values which can have a great impact on the development and improvement of the country in the sports sector, the content of the programs and the content listed in it. One way to fill leisure time is through public exercise, which is a form of physical activity or regular physical activity that improves physical and mental health, shapes social relationships, or leads to positive outcomes. According to the contents, it is necessary to examine the role of the sports television network on the sports participation of the people of Maku.

Research Tools

The present research is applied in terms of purpose and descriptive-survey in terms of the nature of the subject. Since this study seeks to identify the relationship between the two variables and due to the quantitative nature of the research, it is correlation in terms of the type of research method. In order to interpret the relationship between independent and dependent variables, we used Pearson correlation coefficient. The statistical population of this study includes all people over 15 years of age in Maku city. Based on the information obtained from the statistical yearbook of West Azerbaijan province in 2016, population over 15 years in Maku city is 87241 people. The statistical sample of this research is obtained by using available sampling. Therefore, using



Cochran's formula, the statistical sample size of this research is 374. In this research, to collect theoretical foundations and subject literature books, articles and the Internet and to collect data from the questionnaire to determine the level of participation in Fong Wei and Francesca sports activities and also to measure independent research variables (culture building, promoting community participation, information and education), a researcher-made questionnaire with 20 items and 4 components was used. Data and hypotheses were analyzed using SPSS18 software and through descriptive statistics (frequencies, central tendency measurements and dispersion). We used Kolmogorov-Smirnov test to check the normality of the data and correlation coefficient to test the hypotheses.

Data Analysis

Table 1: Correlation coefficient between culture building in sports network with sports participation

| Culture building | Criterion variable Predictive variable | |
|------------------|---|----------------------|
| 0/547 | Intensity | |
| 0/000 | Significance | Sports participation |
| 374 | Number | |

According to the results of the above table, the level of significance obtained (Sig = 0.000) is less than the research alpha ($\alpha = 0.05$). Therefore, as a general result, the research hypothesis that claims there is a relationship between culture building in the sports network and sports participation, is accepted. But considering the value of 0.547 correlation coefficient, we can say



that the intensity of this relationship is good and its direction is also direct. This means that there is a significant relationship between culture building in the sports network and sports participation.

Conclusion

Sports media can provide a statute that includes the values, moral norms and traditional values of society in the programs of these media. Regardless of their preferences, they can address the real needs of the people and program in different genres and offer a full range of programs in various sports, and promote and strengthen the spirit of constructive criticism of the country's sports executive apparatus. Also, set a specific framework in their sports programs, for avoiding violations and invasion of privacy.

Reference:

- - Ghasemi, Kashkar, Karami. (2012). *Content Analysis of TV Sports Programs with Emphasis on Sports Components - International Conference of Asian Universities*. Iran Tehran. (in persian).
- - Habbard, C., Assaf A. & Earp F. S. (2009). "Brazilian Football League Technical Efficiency: A Bootstrap Approach", *School of Economics and Management*, (27): p 23.
- - Moghadas, Mustafa; Hosseini, Alaheh; Farzan, Farzam. (2017). The Effectiveness of Sports TV Programs and Its Role on Sports Audience Commitment, *Communication Research Quarterly*, Volume 24, Number 89. (in persian)