

The Relationship between Media Sports Involvement Experiences and Sports Values and Sports Participation

Nam-Ik Kim* and Sun-Mun Park**

* Department of Physical Education Graduate School, Catholic Kwadong University, Gangneung 25601, Korea.

** Department of Sports Leisure Graduate School, Honam University, Gwangju 506-714, Korea.

*Corresponding author: Sun-Mun Park, Ph.D.

Abstract

The purpose of the present study is to clarify the effect of media sports involvement experiences by youths on the formation of sports values and sports participation. The research subjects include a total of 300 subjects consisting of 150 males and 150 female university students in the Gwangju area in 2015. Data analysis used the SPSS statistics program for frequency analysis, factor analysis, and multiple regression analysis. The results obtained through this process are as follows.

First, out of the sub-variables of sports values, aesthetic, physical, emotional, and social values affected sports media involvement experiences. Second, out of the sub-variables of sports participation, cognitive, affective and behavioral participation affected sports values. Third, out of the sub-variables of sports participation, cognitive, affective and behavioral participation affected sports values.

Keywords: Media Sports, Sports Values, Sports Participation, Social values, physical

INTRODUCTION

In modern society, sport and media seeks inseparable relationship where both exerts endless and continuous influence. Media generates profit through sports while sports and its contents are transmitted through media. It is clear sports and media is developing in and expanding through this symbiotic relationship.

This interdependent phenomena and symbiotic relationship can be referred as sports media. Sports media can be conceptualized as sports phenomenon by mediated sports contents intermediation. Media can be referred to all the mediums such as TV, Radio, newspaper, magazines, internet. etc., which delivers sports information, scenes of sports events and any other related contents. The combination of sports a media brings variety of changes and influence to the modern society [1], [2]. The development of mass media in contemporary society is creating popular culture within the

various knowledge and information held by youths. This works as an important factor in the socialization process during adolescence and affects the formation of values toward sports. In other words, sports activities are carried out by values which are in turn formed by media sports which affect thoughts and behavior during adolescence.

Now days, the public's interest and attention also focuses on the image of the athletes as professionalism and global broadcasting of international sports events became global along with the media drawing attentions to covering programs with athletes appearing in contents unrelated to sports competition [3]. Also, sports media increased interest in sports and contributed to the public's perception of contemporary sports as part of the popular culture. For the youths, formation of sports values is influenced by personal sports experiences as well as other media, including the local environment, home, colleagues, and mass media. In other words, in terms of sports and socialization, individuals and groups form their own sports values based on various viewpoints and perspectives.

Therefore, the present study attempts to clarify the causal relationship which affects sports values and sports participation from the viewpoint where sports media is critical as an area of popular culture.

ANALYSIS METHOD AND SURVEY TOOL

Study Subjects

The purpose of the present study is to clarify the effect of sports media involvement experiences on sports activities. The research subjects include a total of 300 subjects consisting of 150 males and 150 female university students in the Gwangju area in 2015. Data analysis used the SPSS statistics program for frequency analysis, factor analysis, and multiple regression analysis. The demographic characteristics of the study subjects are presented in <Table 1>.

Table 1. study subjects

Variable		Number of cases	percentage(%)
Gender	male	150	50
	female	150	50
Gwangju Area	East-gu	60	20
	Western-gu	60	20
	South-gu	60	20
	North -gu	60	20
	Gwangsan-gu	60	20

Survey Tools

In order to measure media sports involvement experiences, the study modified and supplemented the survey used in the research of Hyeon-young Jeong (2007) [4], comprising contents with interest, technique, and a sense of challenge. In order to measure sports values, the study formed a survey with aesthetic, physical, emotional, and social values based on the survey used in the research of Cheon-Gyu Jeong (2005) [5]. Furthermore, to measure sports activities, the study formed a survey with cognitive, affective, and behavioral participation based on the survey used in the research of Sun-Mun Park and Ah-young Lee (2015) [6].

Validity and Reliability of Questionnaire

To examine the validity of the questionnaire used in this study, expert group based Face Validity Analysis and Exploratory Factor Analysis were conducted. To examine its reliability, each sentence was considered to be separate, and Cronbach's α was calculated as the reliability method of estimating the internal consistency of an item which is a reliability estimate of inter-item homogeneity. Factor analysis of the media involved in sports experiences are shown in Table 2.

Specifically, interest had factor loading of .790-.820, challenge .659-.748, and technique .653-.658. The cumulative percentage that explains the three factors – interest, challenge, technique – of sports media involvement experiences was 53.673%.

Table 2. Factor analysis of sports media involvement experiences

Question	Interest	Technique	Challenge
Q03	.820	.146	.174
Q01	.791	.007	.149

Q02	.790	.126	.156
Q07	.106	.748	.004
Q09	.001	.731	.006
Q08	.167	.659	.131
Q04	.197	.148	.729
Q05	.008	-.004	.704
Q06	.141	.110	.653
Characteristic value	4.913	3.772	2.586
Dispersion %	23.394	17.963	12.315
Accumulation %	23.394	41.357	53.673

Factor analysis of sports values is shown in Table 3.

Specifically, physical value had factor loading of .680-.827, aesthetic value .726-.851, emotional value .737-.798, and social value .693-.756. The cumulative percentage that explains the four factors – physical, aesthetic, emotional, and social values – was 66.314%.

Table 3. Factor analysis of sports values

Question	Physical	Aesthetic	Emotional	Social
Q04	.827	.109	.168	.182
Q01	.794	.090	.228	.186
Q02	.739	.126	.101	.279
Q03	.680	.141	.172	.287
Q05	-.008	.851	.144	.106
Q08	.014	.847	.128	.106
Q07	.034	.742	.218	.104
Q06	.155	.726	.128	.052
Q12	.362	.126	.798	.081
Q09	.036	.262	.778	.214
Q10	.340	.139	.765	.148
Q11	.316	.116	.737	.014
Q13	.354	.082	.201	.756
Q15	.108	.081	.105	.738
Q14	.342	.196	.187	.713
Q16	.347	.047	.145	.693
Characteristic value	3.872	3.622	3.402	3.030
Dispersion %	18.437	17.246	16.202	14.429
Accumulation %	18.437	35.683	51.885	66.314

Factor analysis of sports participation is shown in Table 4. Specifically, cognitive participation had factor loading of .700-.849, affective participation .721-.807, and behavioral participation .589-.899. The cumulative percentage that explains the three factors of sports participation – cognitive, affective, and behavioral participation – was 61.973%.

Table 4. Factor analysis of sports participation

Question	Cognitive Participation	Affective Participation	Behavioral Participation
Q02	.849	.163	.125
Q03	.823	.278	.217
Q04	.822	.138	.145
Q01	.700	.144	.191
Q06	.258	.807	.151
Q05	.108	.788	.206
Q07	.141	.780	.155
Q08	.168	.721	.125
Q11	.189	.232	.899
Q12	.299	.180	.642
Q09	.217	.178	.601
Q10	.145	.138	.589
Characteristic value	4.681	2.468	1.527
Dispersion %	33.438	17.625	10.909
Accumulation %	33.438	51.063	61.973

The reliability analysis on the questionnaire drew the following results as shown in <Table 5>.

Table 5. Reliability analysis

Factor	Sub-factor
Sports media involvement experiences	Interest
	Technique
	Challenge
Sports values	Physical
	Aesthetic
	Emotional
	Social
Sports participation	Cognitive Participation
	Affective Participation
	Behavioral Participation

In <Table 5>, Cronbach' s α of involvement experiences was .74~.90, and Cronbach' s α of sports values was .76~.85. Also, in the reliability analysis of sports participation, the Cronbach's α value of cognitive participation was .76, that of affective participation .81, and that of behavioral participation .80.

RESULTS AND DISCUSSION

The effect of media sports involvement experiences on sports values

Regression analysis of the effects of sports media involvement experiences on sports participation is shown in Table 6.

Table 6. Effects of Sports Media Involvement Experiences on Sports Values

Variables	Sports Values							
	Aesthetic		Physical		Emotional		Social	
	β	t	β	t	β	t	β	t
Constant		9.011		8.412		5.742		2.221
Interest	.178	3.817***	.211	4.461***	.051	1.017	.100	1.826
Technique	.155	3.705***	.221	5.604***	.304	7.133***	.202	4.264***
Challenge	.254	6.144***	.201	5.024***	.244	5.816***	.054	1.211
R2	.271		.310		.290		.121	
F	90.427***		110.212***		94.142***		28.320***	

, ***p<.001

Specifically, sports media involvement experiences had statistically significant effects at the 0.1% level on aesthetic, physical, emotional, and social values. Interest, technique, and challenge of sports media involvement experiences had significant effects at the 0.1% level on aesthetic and physical values. Regarding the beta values, which represent relative contribution, on aesthetic value, challenge ($\beta=.254$), interest ($\beta=.178$), and technique ($\beta=.155$) had the largest effects in the order, and, on physical value, technique ($\beta=.221$), interest ($\beta=.211$), and challenge ($\beta=.201$) had the largest effects in the order.

In sports media involvement experiences, technique and challenge had significant effects at the 0.1% level on emotional value, and only challenge had a significant effect at the 0.1% level on social value. Regarding the beta values,

which represent relative contribution, on emotional value, technique ($\beta=.304$), challenge ($\beta=.244$), and interest ($\beta=.051$) had the largest effects in the order, and, on social value, technique ($\beta=.202$), interest ($\beta=.100$), and challenge ($\beta=.054$) had the largest effects in the order. Furthermore, the explanatory power of sports media involvement experiences on sports values was 27.1% in aesthetic value, 31% in physical value, 29% in emotional value, and 12.1% in social value.

The effect of media sports involvement experiences on sports participation

Regression analysis of the effects of sports media involvement experiences on sports participation is shown in Table 7.

Table 7. Effects of sports media involvement experiences on sports participation

Variables	Sports Participation					
	Cognitive Participation		Affective Participation		Behavioral Participation	
	β	t	β	t	β	t
Constant		9.945		11.772		11.657
Interest	.294	8.256***	.209	5.399***	.184	4.987***
Technique	.234	7.239***	.121	3.448***	.164	4.893***
Challenge	.175	4.897***	.122	3.124**	.168	4.517***
R2	.277		.161		.222	
F	92.275***		46.835***		69.886***	

p<.01, *p<.001

Table 8. Effects of sports values on sports participation

Variables	Sports Participation					
	Cognitive Participation		Affective Participation		Behavioral Participation	
	β	t	β	t	β	t
Constant		5.458		13.543		11.657
Aesthetic	.245	6.378***	.265	6.868***	.184	4.987***
Physical	.011	.320	.090	2.560*	.164	4.893***
Emotional	.140	3.646***	.107	2.770**	.099	2.680**
Social	.086	2.213*	.248	6.353***	.168	4.517***
R2	.164		.153		.222	
F	48.462***		44.704***		69.886***	

***p<.001

Specifically, sports media involvement experiences had significant effects at the 0.1% level on cognitive, affective, and behavioral participation.

Interest, technique, and challenge, in sports media involvement experiences, had significant effects at the 0.1% level on cognitive, affective, and behavioral participation. Regarding the beta values, which represent relative contribution, cognitive participation had the largest effects on interest ($\beta=.294$), technique ($\beta=.234$), and challenge ($\beta=.175$), in the order; affective participation on interest ($\beta=.209$), challenge ($\beta=.122$), and technique ($\beta=.121$) in the order; and, behavioral participation on interest ($\beta=.184$), challenge ($\beta=.168$), and technique ($\beta=.164$) in the order. Furthermore, the explanatory power of sports media involvement experiences on sports participation was 27.7% in cognitive participation, 16.1% in affective participation, and 22.2% in behavioral participation.

The effect of sports values on sports participation

Regression analysis of the effects of sports values on sports participation is shown in Table 8.

Specifically, sports values had significant effects at the 0.1% level on cognitive, affective, and behavioral participation.

On cognitive participation, in sports values, only aesthetic and emotional values had significant effects at the 0.1% level; and, on affective participation, aesthetic and social values had significant effects at the 0.1% level, emotional value at the 1% level, and, physical value at the 5 % level. Also, on behavioral participation, aesthetic, physical, and social values had significant effects at the 0.1% level and emotional value at the 1% level.

Regarding the beta values, which represent relative contribution, cognitive participation had the largest effects on aesthetic value ($\beta=.245$), emotional value ($\beta=.140$), social value ($\beta=.086$), and physical value ($\beta=.011$) in the order; affective participation on aesthetic value ($\beta=.265$), social value ($\beta=.248$), emotional value ($\beta=.107$), and, physical value ($\beta=.090$) in the order; and behavioral participation ($\beta=.184$) on social value ($\beta=.168$), physical value ($\beta=.164$), and, emotional value ($\beta=.099$).

Furthermore, the explanatory power of sports media involvement experiences on sports values was 16.4% in cognitive participation, 15.3% in affective participation, and 22.2% in behavioral participation.

CONCLUSION

First, out of the sub-variables of sports values, aesthetic, physical, emotional, and social values affected sports media involvement experiences. This implies that the interest, a sense

of challenge, and technique of sports media involvement experiences positively affect the values of youths toward sports.

Second, out of the sub-variables of sports participation, cognitive, affective and behavioral participation affected sports values. This implies that media sports use is achieved by various motives and desires and displays behavioral characteristics according to the purpose of use [7], [8] and thus, preferred values or behavioral patterns change.

Third, out of the sub-variables of sports participation, cognitive, affective and behavioral participation affected sports values. Preceding studies claim that the general values and attitudes toward sports are capable of predicting the choice of early and continuous participation in sports activities. Sports values are formed in various ways and the values of current youths are largely formed with the influence of the media, which affects the sports participation of youths.

In consideration of a synthesis of such results, such characteristics of media sports intervene in the formation of the values of youths who are involved in media sports, and furthermore, it is a factor the directly and indirectly affects the behavioral, cognitive, and affective participation of sports activities and viewing

Through the performance of the study, the research proposes that research on the relationship between media sports involvement experiences and sports participation is cross-sectional. Considering the psychological characteristics of youths, which change depending on the characteristics and development period of media sports, which changes more rapidly than other fields, a longitudinal study that reveals the relationship between each variable in order to accurately clarify the sports participation actions of youths, who accept and are involved in sports media, is necessary for follow-up research [9], [10].

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