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European Journal of Sports and
Exercise Science, 2012, 1 (1):6-13
(<http://scholarsresearchlibrary.com/archive.html>)



ISSN: 2278 – 005X

The Role of Mass Media in Women's Sport

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ABSTRACT

This study examined the role of Mass Media in women's sport from expert's viewpoint. This study is descriptive - scaling which conducted in field study. Among the experts, 100 experts in media, 100 experts in sport and 100 national and international women athletes are selected as samples of this study. Data was collected by self-administered questionnaire. The questionnaire is included of 21 questions that measure the role of Mass Media in five variables of sport (four questions), improvement of performance (six questions), management and planning (four questions), financial resources (four questions) news resources (three questions), in current and desired situation. Chronbach's alpha coefficient is utilized to examine the reliability of current situation 0.9729 and desired situation 0.9723. Data analyzed at meaningful level of $P \leq 0.05$ using Kolmogorov-Smirnov, Kruskal Wallis, U Mann Withney and Wilcoxon. Results from subjects' viewpoint showed that Mass Media in current situation play a little and so little role in all variables. While, in desired situation, it can play an important role in women's sport. Also results showed a meaningful difference between subject's viewpoint about desirable role of Mass Media in current and desired situation in women's sport. Difference between current and desired situation in all variables showed that Mass Media has high potential role in women's sport, but for some reasons, they don't do it properly. So, the proper use of Mass Media is essential for women's sport improvement.

Keywords: Mass Media, Women's Sport, Experts in Sport, Expert in Media.

INTRODUCTION

In each society women are the major part of the population that the burden of nurturing, family formation & family life continuing are mostly depends on their effort. In our society women's presence in sport and physical education activities as the half population of our society considered as an undeniable necessity & is vital for providing physical & mental health, preventing different kinds of social aberrations, reducing medical expenses, increasing production & productivity. Although many factors affect women's improvement in sport, but if only media depict a better view of women's sport, many girls will be attracting to sport.

Radio, television & newspapers have an important role in informing, developing viewpoint toward women, sport & their progress in the future. So media's coverage for women's sport is very necessary. If mass media pay attention to the female athletes, it can awaken movement & sport motivation in society's women and led them to physical health & consequently to spiritual health. Mass Media with widespread information about women can be effective in development of women's sport in society, and help public opinion to discuss about women's role, criticism, negotiation, comparison and lags' compensate.

Despite the efforts of Iranian women, their share of sports news in Iran's mass media is very low & negligible. When people are not able to know our athlete's efforts, how can be expected Iranian female athlete to be motivated & appear in high rankings? When advertising is improper and women's sport is not known to the society, how can we expect government to provide facilities for women's sport? If mass Medias didn't consider women's sport

seriously, how can we expect to increase the number and quality of our female athletes? These deficiencies & basic needs lead to conducting this research and researcher is trying to reply following questions in this research:

How is the present situation of mass media's role in women's sport? What is the desired situation of mass media in this regards? Is there a difference between current & desired situation of Medias' role in women's sport?

Many research studies showed that male & female athletes were treated & covered in different ways by Medias. Sport Sociologist, has defined two areas of describing male & female athlete's heroes by medias. First, although there is enormous increase in the number of women participating in the range of sport activities, but female athlete heroes get less attention by media.

In [8]. (Lombard), [9]. (Jones) & [10]. (Women's sport foundation of UK) obtained similar results regarding media coverage of women's sport. Second subject is the type of coverage. [11]. (Kin & Parkez), [8]. (Harris), [13]. (Messner & Duncan), [10]. (women's sport foundation of UK) concluded that male athletes appear in a way that emphasized in their sport ability & competency. In other hand, females are presented in a way that emphasize on their physical attractiveness & femininity.

The type & amount of media coverage about women's sport is not negligible issue. Creating the perception of women high absence from the sport stage, leads to make them & their sport activities worthless. Thus, Medias underestimate women's involvement in sport.

Women's sport needs to programs review, utilizing policies & strategies in order to create more interaction with media to remove this situation and enhancing medias place. For appropriate & useful planning, we need to know present & desired status of sport medias in development of women's sport. With clarifying the distance between current & desired situation in different Medias, their needs are defined.

So considering the importance of women's sport at the national levels and the role of mass media in shaping thoughts & changing behavior, this research will investigate the role of mass media from the viewpoint of physical education experts, media's experts and female athletes as the persons who are involved in this issue.

MATERIALS AND METHODS

According research subject & objectives, the present research is descriptive - scaling which conducted in field study. This research samples are experts of sport, media & female athletes in national levels. Because of existing no exact statistics of statistical society, considering research goals, statistic sample of study in the field of media experts targeted, involved 100 sport newspaper editors, female journalists, sport news press editors, sport managers of TV & radio channels. In the section of experts in the field of sport, 100 deputies of physical education staffs, presidents & vice presidents, sport federation secretaries were selected as statistic samples of study. In addition, 100 individuals of female athletes in the national & country championship levels were selected as the statistical samples of this study among 10 sport fields such as volleyball, basketball, karate, taekwondo, fencing, horse back riding, badminton, football, futsal, shooting.

Data collection method is a researcher questionnaire that its validity & reliability was proved. This questionnaire evaluates function variables included; sport components, performance improvement, management & planning, financial resources and news source, in present & desired situations. the initial questionnaire was prepared by studying the present resources & available questionnaires, and it was distributed among university physical education professors, medias' experts & female athletes in order to prove its content validity, then the ambiguous points were removed from the questionnaire. To estimate the validity of the research questionnaire, it was distributed among 30 persons of 3 test groups during the primary studies. After collecting & summarizing data, and calculating validity (Cronbach's alpha), current situation was $r = 0.9729$ and desired situation was $r = 0.9723$.

The questionnaire questions was arranged based on the five value Likert scale. Descriptive statistics were used to determine the average, standard deviation and also drawing tables & diagrams. Kolmogorov-Smirnov Test showed that the distribution of research data is not normal, therefore non-parametric tests were used. For this purpose, Kruskal-Wallis test was used in order to study different views of study variables in the current & desired situation and Wilcoxon test was used to test the difference between the current & desired situation from the viewpoint of the subjects. Data analysis was conducted by Statistical software like; Excel & SPSSv 11/5. All hypotheses of the test were analyzed at $P \leq 0.05$ level.

RESULTS AND DISCUSSION**Descriptive analysis of data****Table 1: the average & standard deviation of current and desired situation of Medias in studied variables**

Variables		Sport Components		Performance Improvement		Management & planning		Financial resources		News sources	
Test subject		Current	Desired	Current	Desired	Current	Desired	Current	Desired	Current	Desired
Media Experts	Average	2/04	3/93	1/97	3/95	2/01	4/01	1/84	3/82	2/34	4/29
	Standard Deviation	0/63	0/58	0/66	0/6	0/69	0/6	0/72	0/83	0/84	0/57
Sport Experts	Average	1/89	4/47	1/77	4/45	1/69	4/53	1/43	4/29	1/93	4/65
	Standard Deviation	0/66	0/46	0/59	0/51	0/61	0/47	0/50	0/56	0/69	0/40
Athletes	Average	1/73	4/64	1/62	4/67	1/59	4/75	1/61	4/54	2/17	4/77
	Standard Deviation	0/65	0/35	0/52	0/31	0/52	0/28	0/5	0/41	0/78	0/19

According table 1, media experts believe that mass Medias in the current situation have important role in variables of news sources, components of sport, management & planning and performance improvement, respectively. From the sport experts' point of view, this order will change to news source, sport component, performance improvement, management & planning and financial resources. As well as from the athlete's point of view the news source is in the first level, and then sport components, performance improvement, financial resources, management & planning are in next levels.

In a desired situation media experts believe that mass Medias can effect on variables of news source, management & planning, performance improvement, sport components and financial sources. From the sport experts' point of view, mass Medias have more effect on the sport components than performance improvement. The order of studied variables from athlete's point of view is similar to media experts.

Table 2 - Comparison of the test subjects' point of view about studied variables in the current situation

Variable	Group	Average	Test type	X ²	df	P	Final result
Sport Components	Media experts	176/97	Kruskal-Wallis	19/39	2	0/000*	Difference
	Sport experts	151/38					
	Athletes	123/16					
Performance Improvement	Media experts	175/48	Kruskal-Wallis	17/261	2	0/000*	Difference
	Sport experts	151/41					
	Athletes	124/61					
Management & Planning	Media experts	183/13	Kruskal-Wallis	21/718	2	0/000*	Difference
	Sport experts	173/71					
	Athletes	130/66					
Financial Sources	Media experts	176/46	Kruskal-Wallis	20/171	2	0/000*	Difference
	Sport experts	121/96					
	Athletes	153/09					
News Sources	Media experts	171/57	Kruskal-Wallis	12/035	2	0/002*	Difference
	Sport experts	129/12					
	Athletes	150/81					

$P \leq 0/05$

Table 2 shows a meaningful difference between the variables point of view about Medias' role in all studied variables about women's sport in the current situation.

According table 3, there is a meaningful difference between sport & Media's experts' point of view about sports components, performance improvement, financial & news sources, and also there is a meaningful difference between Medias & sport experts and sport experts & athletes about management & planning variable.

Table 3: Different point of view between the test subject groups about the role of mass Medias on the current situation of studied variables

Variable	Group	Test type	Z	Sig.(2-tailed)	Final result
Sport Components	Group1-Group2	U Mann Withney	-2/102	0/036	No Difference
	Group1-Group3		-4.387	0/000*	Difference
	Group2-Group1		-3.326	0/02	No Difference
Performance Improvement	Group1-Group2	U Mann Withney	-2.021	0/043	No Difference
	Group1-Group3		-4.095	0/000*	Difference
	Group2-Group1		-2.246	0/025	No Difference
Management & Planning	Group1-Group2	U Mann Withney	-3.229	0/001*	Difference
	Group1-Group3		-4.382	0/000*	Difference
	Group2-Group1		-0.276	0/783	No Difference
Financial Sources	Group1-Group2	U Mann Withney	-4.219	0/000*	Difference
	Group1-Group3		-2.17	0/03	No Difference
	Group2-Group1		-2.825	0/05	No Difference
News Sources	Group1-Group2	U Mann Withney	-3.585	0/000*	Difference
	Group1-Group3		-1.578	0/115	No Difference
	Group2-Group1		-1.654	0/098	No Difference

 $P \leq 0/0167$

(Group1=media experts, Group2= sport experts, Group3= athletes)

Table 4: Table 2 compares the test subjects' point of view about current situation of studied variables

Variable	Group	Average	Test type	X ²	df	P	Final result
Sport Components	Media experts	88/66	Kruskal-Wallis	81/267	2	0/000*	Difference
	Sport experts	168/59					
	Athletes	194/25					
Performance Improvement	Media experts	91/08	Kruskal-Wallis	77/768	2	0/000*	Difference
	Sport experts	164/11					
	Athletes	196/32					
Management & Planning	Media experts	87/72	Kruskal-Wallis	90/143	2	0/000*	Difference
	Sport experts	162/42					
	Athletes	201/37					
Financial Sources	Media experts	100/96	Kruskal-Wallis	58/028	2	0/000*	Difference
	Sport experts	157/33					
	Athletes	193/22					
News Sources	Media experts	105/21	Kruskal-Wallis	44/145	2	0/000*	Difference
	Sport experts	165/95					
	Athletes	180/35					

 $P \leq 0/05$

Table 4 shows a meaningful difference between subjects' point of view about the role of Medias on the all studied variables in women's sport in the desired situation.

Table5: Different point of view between test subject groups about the role of mass Medias on the studied variables desired situation

Variable	Group	Test type	Z	Sig.(2-tailed)	Final result
Sport Components	Group1-Group2	U Mann Withney	-6.599	0/000*	No Difference
	Group1-Group3		-8/556	0/000*	Difference
	Group2-Group1		-2/132	0/033	No Difference
Performance Improvement	Group1-Group2	U Mann Withney	-5/794	0/000*	Difference
	Group1-Group3		-8/757	0/000*	Difference
	Group2-Group1		-2/478	0/013	No Difference
Management & Planning	Group1-Group2	U Mann Withney	-6/208	0/000*	Difference
	Group1-Group3		-9/237	0/000*	Difference
	Group2-Group1		-3/333	0/001	Difference
Financial Sources	Group1-Group2	U Mann Withney	-4/759	0/000*	Difference
	Group1-Group3		-7/391	0/000*	Difference
	Group2-Group1		-3/11	0/000*	Difference
News Sources	Group1-Group2	U Mann Withney	-4/829	0/000*	Difference
	Group1-Group3		-6/415	0/000*	Difference
	Group2-Group1		-1/008	0/313	Difference

 $P \leq 0/0167$

(Group1= media experts, Group2= sport experts, Group3= athletes)

Table 5 shows no meaningful difference between Medias & sport experts point of view in sport components, performance improvement and news sources. In other variables & groups there is a meaningful difference between test subjects' point of view about the role of Medias in the desired situation.

Table6 - Comparison of desired & current situation of Medias' role on the studied variables in the women's sport

Comparison Variable	Test Type	Z	Sig.(2-tailed)	Final Result
Women's sport components	Wilcoxon	-8/691	0/000*	Difference
Women's sport performance improvement		-8/682	0/000*	Difference
Women's sport management & planning		-8/692	0/000*	Difference
Women's sport financial sources		-8/646	0/000*	Difference
Women's sport News sources		-8/651	0/000*	Difference
Total		-8/685	0/000*	Difference

$P \leq 0/05$

Table6 shows a meaningful difference between current & desired situation of Medias' role in women's sport from subjects' point of view.

DISCUSSION AND CONCLUSION

The research results showed a meaningful difference in the current situation of Medias' role in sport components from test subjects' point of view, and this difference is meaningful between two groups of media experts & athletes. Athletes in average rated this variable lower than Medias' experts. In the subjects' point of view, mass Medias have a weak role in the women's more active presence in public sport ,sport training, professional sport and championship .[3].(Ghafouri) showed ,low (20%) but meaningful correlation between development of public sport, championship and media .[18].(Ghassemi) obtained opposite result ,and said that the reason of this difference is probably due to the test subjects' group. In Ghassemi's research athletes were not considered in test subjects. There is a meaningful difference between subjects' point of view about Medias' role in women's sport performance improvement, and the results showed a meaningful difference between two groups of media experts & athletes. Also athletes rated this variable lower than media experts. [18].(Ghassemi) achieved a meaningful difference between subjects' point of view in human resources variable and the impact of media in upgrading technical level of athletes & coaches ,that in this research examined as the questions of performance improvement variable.

Also [19].(Najafi Asl) in his research concluded that 46% of viewers of women's sport programs ,express that these programs encourage women to take part in sport.

[20].(Rahimi Ajdadi) also stated that television ,radio and newspaper have a vital role in the women's development in the society ,and they could help public ideas to society improvement and criticism.

There is a meaningful difference in subjects' point of view on women's sport management & planning in the current situation, and results showed a meaningful difference between the media experts & sport experts and media experts & athletes. The average rate of this variable represents that athletes, sport & media experts, respectively consider lowest to highest role for mass Medias in the current situation.

A meaningful difference obtained in financial resources between subjects' point of views and results showed a meaningful difference between media & sport experts. Media experts rated this variable higher than average in comparison to sport experts on the role of mass Medias in the current situation. As well as in the role of mass Medias in women's sport news resources variable ,found a meaningful differences between subjects' point of view. The results showed differences between media & sport experts, and sport experts rated this variable lower average than media experts in the current situation. [22]. (Sohrabzade), [23]. (Kashef),[1]. (AghajaniChobar),[24]. (Nazemi),[25]. (Afchangi),[26]. (Barforosh),[27]. (Razavizade),[31]. (Kordi),[29]. (Khabiri),[16]. (Rajabi,Ahmadi),[30]. (Mohamadi,Bazneshin), [28]. (Kordi), [5].(Rezaee) all get the same results about the women's sport news coverage in Iran ,and that is media's inappropriate and low coverage percentage.

There is a meaningful difference between subjects' point of view about sport components in desired situation, and this is consistent with the results of Ghassemi's research.

This difference between Medias & sport experts point of views and between media experts & athletes is meaningful. The averages rates show that athletes give more roles to mass Medias in this variable than sport experts and sport experts than media experts.

The meaningful difference was obtained between subjects' point of views in women's sport performance improvement variable, and results showed meaningful difference between media and sport experts & between media experts and athletes. The highest average rate is related to athletes & the lowest rate is related to media experts. [32].(Darai) concluded that informing women about sport's benefits, training them through media and sport's appropriate introduction, as a human need is a practical way in order to encourage women to take part in sport activities.

[33].(Coakley) stated that sport sociologists believe that media shapes many young athletes' behavioral patterns, the way they practice & even their motivation in participation in sport practices.

[34].(Keshavarz) showed that students learn better via video assistant instructions. Salami in his recommendation has stated that mass Medias with providing sport & physical education scientific and specialized materials, will help women to change their attitudes towards sport activities & will encourage them to take part in sport activities. Also media & press activities must be focused on the results & benefits of women's sport, to motivate women, and inform women & their family about destructive effects of lack of exercise.

[36].(Etghia) in his study stated that women suggested that in order to notify women's community to the benefits of sport, developing sport culture through mass media, introducing variety of public sports & its benefits, is useful in this regards.

There is a meaningful difference in the women's sport management & planning variable in the subjects' point of view, and this difference was meaningful between three groups. The rate averages of this variable showed that athletes & media experts respectively give the most & least role to the media. [37].(Davoodi) showed that some audiences believe that authorities, coaches & sport players have been changed & replaced affecting by the sport press issues & news.

A meaningful difference obtained in financial resources desired condition between subjects' point of view and results showed that the difference between three groups is meaningful. The rate averages of this variable showed that athletes & media experts respectively give the most & least role to the media. The surveys of [38].(Sajadi), [39].(Cianfrone&Zhang), [42].(Home, Lee, Llines), [43].(Yarles), [44].(Barney), [45].(Macaloon), [46].(Zecevic) confirmed the role of mass Medias in sport organizations' financial resources development. There is a meaningful difference in women's sport news sources variable between subjects' point of view, and results showed a meaningful difference between two groups of media & sport experts and between sport experts & athletes. The rate averages of this variable show that athletes & media experts respectively give the most & least role to the media than sport experts to media experts.

The results indicate that there is a meaningful difference between current & desired situation of media role in women's sport. The comparison of average differences showed that the greatest difference between current & desired situation is in the management & planning variable, and financial resources, performance improvement, sports components & news sources are in the next ranking. Aghajani Chobar concluded that 62% of subjects (professional & amateur athletes) expressed that the amount of media influence in developing women's sport is very high. But 2% of athletes expressed that the role of media in women's sport isn't high in the present condition. Also 75% of the athletes expressed that the press has a special section for women's sport, but only 13% stated that all of the women's sport news is in this section.

65% of women participated in sport matches as spectators or players, but none of them were informed via media about the tournaments & matches and 50% of women were familiar with female athletes, that only 2% of them were known through the press. Ghafori showed that 62% of subjects believed that the sport journals are not according physical education goals. Kordi also concluded that there is a meaningful difference in current & desired situation of Medias' role in women's sport. Ghasemi obtained the same results about the current & desired situation of mass Medias' role in development of country's sport.

Considering different point of views about mass Medias' role, that leads to the lack of progress in women's sport; it is suggested to held seminars and annual meetings with subject of women's sport & media, with media & sport experts presence. In addition to evaluate the performance of the Medias, exchanges their ideas in this regards. Due to the great difference between desired & present situation of mass Medias' role in women's sport, it is suggested to set & perform operating plans & programs to eliminate this difference.

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