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A Study on Sports Media Interest in Sports Values and Sports Activities

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Abstract

The purpose of this study is to investigate the effect of college students' interest in sports media on sports values and sports activities. In order to identify the purpose of this study, college students aged 20 years or older living in Jeonnam region in 2021 were selected as the population. A total of 300 subjects (150 males and 150 females) were selected using the convenient sampling method. The survey tool consisted of a questionnaire on a 5-point scale. Also, the collected data were statistically processed using SPSS version 20.0. The results obtained through this research procedure are as follows. First, it was found that college students' interest in sports media had a partial influence on sports values. Second, it was found that college students' interest in sports media partially affected their participation in sports. Third, it was found that college students' participation in sports had a partial effect on sports values.

Keywords: *Sports Media, Sports Media Interest, Sports Participation, Sports Values*

1. INTRODUCTION

The 21st century is a knowledge information society, and as information technology develops very rapidly, the media is exerting a powerful influence on society as a whole. This can be said to be the result of a change in the way the public uses media as the fundamental structure of society is transformed from an agricultural society to an industrial society to a knowledge-information society [1]. With the development of media, sports have become the most notable factor in the development of popular culture. In particular, the media that broadcasts sport matches, provides highlights, and provides game images and game results is the biggest factor in encouraging people to indirectly participate in sports [2]. On the other hand, there is no question that the influence of the mass media on sports is very important in the case of commercial spectator sports. This is because the finances of commercialized modern sports depend on income from the media. As such, the combination of sports and media has many values and possibilities in various aspects. With the recent development of new media, the Internet is the most effective way to provide sports content and exchange information in multiple directions. Adolescents have easy access to and use of media and tend to value social relationships with their peers. Many players use social media to present their opinions in a space where people can immediately see them. However, there is a problem of whether or not to form a public consensus on unestablished opinions and ideas of individuals, and in the part where there is a problem of value judgment, it causes considerable waves and becomes a problem. Since SNS is already a public domain, not a private domain, education and change of perception about the use of SNS is necessary [3, 4]. There is no question that the

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influence of the mass media on sports is very important in the case of commercial spectator sports. This is because the finances of commercialized modern sports depend on income from the media [5]. Therefore, the purpose of this study is to investigate the effect of college students' interest in sports media on sports values and sports activities.

2. ANALYSIS METHOD AND SURVEY TOOL

2.1 Study Subjects

In order to identify the purpose of this study, college students aged 20 or older living in Jeollanamdo in 2021 were selected as the population. In addition, a total of 300 subjects (150 males and 150 females) were selected using the convenient sampling method. The demographic characteristics of specific study subjects are shown in Table 1.

Table 1. Study Subjects

Variable		N	%
Gender	Female	259	55.9
	Male	204	44.1
Grade	1 grade	140	30
	2 grade	130	28
	3 grade	100	22
	4 grade	93	20
Income Level	200 or less	199	43
	More than 200-less than 300	127	27.4
	More than 300	137	29.6

2.2 Survey Tools

The detailed contents of the survey tool are as follows. First, the interest in sports media was composed of three sub-factors: cognitive interest, behavioral interest, and affective interest, and a 5-point scale was modified and supplemented to fit this study [6]. Second, to measure sports activity, three sub-factors were composed of cognitive, affective, and behavioral participation, and a 5-point scale was modified and supplemented to suit this study [7]. Third, to measure sports values, five sub-factors were composed of social value, entertainment value, aesthetic value, character value, and physical value [8]. The composition indicators of the questionnaire are shown in Table 2.

Table 2. Questionnaire Composition Indicator

Constituent indicators	Sub-factor	Number of Questions
Demographic Characteristics	Gender	1
	Grade	1
	Income level	1
Sports Media Interest	Term	1
	Frequency	1
	Time	1

Sports Values	Physical Value	4
	Social Value	3
	Aesthetic Value	3
	Entertainment Value	3
	Character Value	4
Sports Activity	Cognitive Activity	4
	Affective Activity	4
	Behavioral Activity	4

3. VALIDITY AND RELIABILITY OF THIS STUDY

3.1 Exploratory Factor Analysis

Table 3 shows the results of exploratory factor analysis, which is a validity test for sports values.

Table 3. Exploratory Factor Analysis on Sports Values

Variable		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Physical Value	Q15	0.801	0.111	0.210	0.170	0.242
	Q14	0.754	0.145	0.118	0.207	0.338
	Q16	0.739	0.310	0.262	0.222	-0.018
	Q17	0.663	0.305	0.290	0.237	0.030
Social Value	Q01	0.223	0.796	0.203	0.143	0.145
	Q02	0.194	0.784	0.165	0.215	0.209
	Q03	0.214	0.679	0.123	0.269	0.279
Aesthetic Value	Q09	0.206	0.160	0.775	0.186	0.251
	Q08	0.282	0.105	0.752	0.261	0.088
	Q07	0.208	0.280	0.729	0.171	0.269
Entertainment Value	Q04	0.296	0.167	0.161	0.772	0.027
	Q06	0.192	0.163	0.217	0.765	0.132
	Q05	0.149	0.289	0.213	0.692	0.257
Character Value	Q11	0.196	0.290	0.257	0.152	0.793
	Q10	0.231	0.344	0.346	0.200	0.692
Eigen Value		2.732	2.387	2.295	2.171	1.652
Variance (%)		18.212	15.914	15.303	14.473	11.015
Cumulative(%)		18.212	34.125	49.429	63.901	74.917

According to Table 3, the items showing a high factor load (0.663 or more) in factor 1 are four items of items 14, 15, 16, and 17, which are related to physical value. The items showing a high factor load (over 0.679) in factor 2 are three items of items 1, 2, and 3, all of which are related to social value. The items showing a high factor load (more than 0.729) in factor 3 are items 7, 8, and 9, which are related to aesthetic value. The items showing a high factor load (over 0.692) in factor 4 are three items of items 4, 5, and 6, which are related to entertainment value. The items showing a high factor load (0.692 or higher) in factor 5 were two items of items 11 and 10, which were related to character value, and items 13 and 12 were removed because the factor

load value was low. And the cumulative ratio that explains the five factors of sports values: physical value, social value, aesthetic value, entertainment value, and character value was 74.917%. Such analysis results show that sports values are measured relatively properly.

Table 4 shows the results of exploratory factor analysis, which is a validity test for sports activities.

Table 4. Exploratory Factor Analysis on Sports Activities

Variable		Factor 1	Factor 2	Factor 3
Cognitive Activity	Q04	0.855	0.145	0.077
	Q03	0.820	0.226	0.240
	Q02	0.810	0.270	0.124
	Q01	0.637	0.246	0.314
Affective Activity	Q08	0.216	0.812	0.095
	Q06	0.195	0.787	0.306
	Q07	0.174	0.779	0.219
	Q05	0.370	0.675	0.266
Behavioral Activity	Q11	0.196	0.207	0.872
	Q12	0.254	0.407	0.712
Eigen Value		2.820	2.756	1.665
Variance (%)		28.204	27.564	16.650
Cumulative(%)		28.204	55.768	72.418

According to Table 4, the items showing the high factor load (0.637 or higher) in factor 1 are 4 items of items 1, 2, 3, and 4, which are related to cognitive activity. The items showing a high factor load (over 0.675) in factor 2 are three items of items 8, 6, and 7, all of which are related to affective activities. The items showing a high factor load (0.712 or more) in factor 3 are two items of items 11 and 12, which are related to behavioral activity. Questions 9 and 10 were removed because the factor load value was low. And the cumulative ratio explaining the three factors of cognitive, affective, and behavioral activities in sports was 72.418%. Such analysis results show that sports activities were measured relatively properly.

3.2 Reliability Analysis

The results of the reliability analysis of this research questionnaire are shown in Table 5.

Table 5. Reliability Analysis

Factor	Sub-factor	Cronbach's α
Perception of Service Quality	Tangible	0.74
	Responsibility	0.75
	Reactivity	0.74
	Certainty	0.72
	Empathy	0.70
Satisfaction With Use	-	0.74

Looking at Table 5, Cronbach's α value for sports values was 0.79 - 0.86, and Cronbach's α value for sports activities was 0.74 - 0.86. In this study, the reliability coefficient for all factors, Cronbach's α, was found to be at a high level, indicating that it is a reliable item.

4. RESULTS

For data analysis, the question arises with answers completed were collected, data with double entry or no-entry was excluded, and valid samples were coded according to the guideline of coding. The coded data was input individually into the computer, and then frequency analysis, exploratory factor analysis, reliability analysis and multiple regression analysis were done with the use of SPSS Windows 20 Version statistical program.

4.1 Effect of Sports Media Interest on Sports Values

Table 6 shows the results of multiple regression analysis to examine the effect of interest in sports media on sports values.

Table 6. Multiple Regression Analysis on the Effect of Sports Media Interest on Sports Values

Variable	Physical Value		Social Value		Aesthetic Value		Entertainment Value		Character Value	
	β	t	β	t	β	t	β	t	β	t
Constant		27.632		21.319		27.360		19.891		26.981
Term	0.223	4.128***	0.228	4.348***	0.181	3.394***	0.202	3.851***	0.190	3.617***
Frequency	0.047	0.859	0.159	3.006**	0.083	1.542	0.180	3.390***	0.159	2.986**
Time	0.052	0.996	0.052	1.032	0.139	2.719**	0.052	1.039	0.089	1.758
R^2	0.077		0.134		0.106		0.130		0.127	
F	12.842***		23.736***		18.141***		22.962***		22.284***	

**p<0.01, ***p<0.001

Looking at Table 6, in the final regression equation, it was found that interest in sports media had a statistically significant effect on the physical value, social value, aesthetic value, entertainment value, and character value of sports values at 0.1% level. Looking at this in detail, first, it was found that only the period of interest in sports media had a statistically significant effect at the level of 0.1% on the physical value. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of duration (0.223), time (0.052), and frequency (0.047). Also, it was found that the duration of sports media interest on social value was statistically at the 0.1% level and the frequency at the 1% level statistically. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of duration (0.228), frequency (0.159), and time (0.052). The duration of sports media interest on aesthetic value was found to have a statistically significant effect at 0.1% level and time at the level of 1% statistically. When looking at the beta (β) value, which indicates the relative contribution, it was found that the period (0.181), the time (0.139), and the frequency (0.083) had an effect in the order. The duration and frequency of interest in sports media on entertainment value were found to have a statistically significant effect from 0.1% to 0.1%. When looking at the beta (β) value representing the relative contribution, it was found that the period (0.202), the frequency (0.180), and the frequency (0.052) had an effect in the order. It was found that the duration of sports media interest on character value was statistically at the 0.1% level, and the

frequency at the 1% level statistically. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of duration (0.190), time (0.159), and frequency (0.089). Therefore, it was found that the explanatory power of sports media interest on sports values showed explanatory power of 7.7% of physical value, 13.4% of social value, 10.6% of aesthetic value, 13% of entertainment value, and 12.7% of personality value in total variables. Considering these results, this can be interpreted as the formation of correct sports values through sports media. In this regard, it was considered that there is a difference in sports values depending on the level of involvement in sports media. This is because it is an indirect education that must be followed [9].

4.2 Effect of Sports Media Interest on Sports Activities

Table 7 shows the results of multiple regression analysis to examine the effect of interest in sports media on sports activities.

Table 7. Multiple Regression Analysis on the Effect of Sports Media Interest on Sports Activities

Variable	Cognitive Activity		Affective Activity		Behavioral Activity	
	β	t	β	t	β	t
Constant		25.612		25.906		20.645
Term	0.184	3.484***	0.222	4.199***	0.198	3.774***
Frequency	0.113	2.112*	0.057	1.065	0.046	.867
Time	0.126	2.472*	0.139	2.738**	0.197	3.904***
R^2	0.116		0.118		0.131	
F	20.148***		20.519***		23.045***	

*p<0.05, **p<0.01, ***p<0.001

Looking at Table 7, in the final regression equation, it was found that the interest in sports media had a statistically significant effect on cognitive activity, affective activity, and behavioral activity of sports activity at 0.1% level. Looking at this in detail, first, it was found that the duration of sports media interest in cognitive activity statistically affects the frequency and time at the 0.1% level, and the time statistically affects the 5% level. When looking at the beta (β) value, which represents the relative contribution, it was found to have an effect in the order of duration (0.184), time (0.126), and frequency (0.113). In addition, the duration of sports media interest in affective activity was found to affect statistically at the 0.1% level and time at the statistically 1% level. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of duration (0.222), time (0.139), and frequency (0.057). The duration of sports media interest in affective activity was found to affect statistically at 0.1% level and time at the level of 1% statistically. When looking at the beta (β) value, which indicates the relative contribution, it was found to have an effect in the order of duration (0.222), time (0.139), and frequency (0.057). Finally, the duration and time of sports media interest on behavioral activities were found to have a statistically significant effect from 0.1% to 1%. When looking at the beta (β) value, which indicates the relative contribution, it was found that the period (0.198), the time (0.197), and the frequency (0.046) had an effect in the order. Therefore, it was found that the explanatory power of sports media interest on sports activities showed the explanatory power of cognitive activity 11.6%, affective activity 11.8%, and behavioral activity 13.1% for the total variable. Considering these results, the higher the student involvement in sports media, the higher the participation in

sports is because students with more interest in sports find sports media by themselves and engage in various ways to find sports-related content [10]. Conversely, it can be assumed that the higher the level of participation in sports, the higher the level of involvement in sports media.

4.3 Influence of Sports Organizations on Sports Activities

Table 8 shows the results of multiple regression analysis to examine the effect of sports values on sports activities.

Table 8. Multiple Regression Analysis on the Effects of Sports Organizations on Sports Activities

Variable	Cognitive Activity		Affective Activity		Behavioral Activity	
	β	t	β	t	β	t
Constant		7.092		6.409		3.679
Physical value	0.178	3.667***	0.147	3.095**	0.123	2.637**
Social value	0.138	2.281*	0.106	1.785	0.226	3.862***
Aesthetic value	0.155	2.798**	0.148	2.728**	0.060	1.128
Entertainment value	0.191	3.071**	0.155	2.537*	0.203	3.387***
Character value	0.021	0.365	0.154	2.680**	0.108	1.915
R^2	0.302		0.326		0.350	
F	39.502***		44.233***		49.129***	

*p<0.05, **p<0.01, ***p<0.001

Looking at Table 8, in the final regression equation, it was found that sports values had a statistically significant effect on cognitive, affective, and behavioral activities of sports activities at 0.1% level. Looking at this in detail, first, it was found that the physical value of sports values on cognitive activity statistically affects the aesthetic value at the 0.1% level, the entertainment value at the 1% level and the social value at the 5% level statistically. When looking at the beta (β) value, which indicates the relative contribution, it was found that physical value (0.178), entertainment value (0.191), aesthetic value (0.155), social value (0.138), and personality value (0.021) had an effect in order. In addition, it was found that physical value, aesthetic value, and character value of sports values affect affective activity at 1% level and entertainment value at 5% level. When looking at the beta (β) value indicating the relative contribution, it was found that physical value (0.160), aesthetic value (0.155), character value (0.154), entertainment value (0.148), and social value (0.106) were in the order of influence. Finally, it was found that the social value and entertainment value of sports values on behavioral activity were statistically affected at 0.1% level and physical value at 1% level. When looking at the beta (β) value indicating the relative contribution, it was found that social value (0.226), entertainment value (0.203), physical value (0.123), character value (0.108), and aesthetic value (0.060) were found to have an effect in order. Therefore, it was found that the explanatory power of sports values for sports activities was 30.2% for cognitive activity, 32.6% for affective activity, and 35% for behavioral activity in total variables. Considering these results, if we look at sports values from the point of view of the evaluation of the importance, significance, and role of sports itself, I think that this is because the affective area of sports participation has a similar aspect to sports values.

5. CONCLUSION

The purpose of this study is to investigate the effect of interest in sports media on sports values and sports activities. The results obtained through the research procedure to achieve these research objectives are as follows. First, it was found that college students' interest in sports media had a partial influence on sports values. In other words, the higher the duration and frequency of sports media interest, the higher the social values, entertainment values, and character values of sports values. Also, the higher the period of interest in sports media, the higher the physical value of sports values. Second, it was found that college students' interest in sports media partially affected their participation in sports. In other words, the higher the duration, frequency, and time of interest in sports media, the higher the cognitive activity of sports activity. Third, the sports values of college students were found to have a partial influence on sports activities. In other words, the higher the physical value, social value, aesthetic value, and entertainment value of sports values, the higher the cognitive activity of sports activities. was found to have high affective activity. Also, the higher the physical value, social value, and entertainment value of sports value, the higher the behavioral activity of sports activity.

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