

The relationship between Social Media Sports Contact Motivation and Sports Activity

¹Yongseon Lee, ²Hana Jung

¹Associate professor, Department of Sports Leisure, Honam University, Korea

²Ph. D, Department of Physical Education, Kookmin University, Korea
lys5030@naver.com, ghostlwoman@hanmail.net

Abstract

The purpose of this study is to identify the degree of participation and the impact of social media sports contact motivation on sports activities. In order to clarify the purpose of this study, a total of 300 students from 150 male and 150 female university students in Gwangju and Jeonnam provinces in 2020 were selected by the convenience sampling method. The survey tool used to achieve the purpose of this study is the questionnaire method. Therefore, the questionnaire, which has already been verified for reliability and validity in domestic and foreign previous studies, was re-quoted, modified, or supplemented for the purpose of this study. For data processing, SPSS Windows 20.0 Version was used. For specific statistical analysis, frequency analysis, exploratory factor analysis, reliability analysis, and multiple regression analysis were performed according to the purpose of analysis. The results obtained through these results are as follows. First, it was found that the contact motivation for social media sports partially affected the degree of participation in social media sports. Second, it was found that social media sports contact motivation has a partial influence on sports participation. Third, the degree of social media sports participation was found to have a partial influence on sports participation.

Keywords: *Social media sports, Contact motivation, Sports activities, Degree of participation in media sports*

1. INTRODUCTION

The economic structure of human society has changed from agrarian society, industrial society to information society with scientific development. This information society has evolved into a mature information society with a paradigm completely different from that of the industrial society, and it is named as Internet society or digital society [1]. In the information society, the daily life of modern people is diversified and mixed in terms of information due to a lot of information. Therefore, modern people cannot deny that they are using the mass media as a means of recognizing the importance of knowledge and information, acquiring information and knowledge, and solving the individual's need for information. Mass media is the mediator of communication, and mass media is a process by which a relatively small number of people connect quickly and simultaneously to a large number of people [2,3].

Manuscript received: August 16, 2022 / revised: September 05, 2022 / accepted: September 08, 2022

Corresponding Author: ghostlwoman@hanmail.net

Tel: +82-62-413-7443, Fax: +82-62-373-5427

Ph. D, Department of Physical education, Kookmin University, Seoul, Korea

Copyright©2022 by The International Promotion Agency of Culture Technology. This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0>)

In addition, mass media, which are mainly used to acquire knowledge and information necessary for everyday life, communicate mass culture and provide the information related to most of human life such as fashion, lifestyle, hobby, and its influence is enormous. Among them, sports are one of the most popular cultural elements in recent years. Media sports provide knowledge and information of sports to modern people and increase interest and participation in sports [4]. Sports team It is a collective name of tools that not only send players but also various information related to sports to consumers. The development of media sports has created a new paradigm in the sports industry, namely, the development of media sports value, which creates high added value in the traditional paradigm that is the central principle of the development of sports and sports today.

If we look at this paradigm in detail, it can be explained as a phenomenon in which sports culture and media culture are combined. In other words, these two cultures needed each other and became an interdependent symbiotic relationship [5,6]. The increase in productivity due to the development of science and industry has expanded the realm of media and sports. The media has the advantage that a small number of people can quickly deliver it to the majority of people at the same time, and when direct participation in sports became difficult due to the limited capacity of sports stadiums, economic problems, and time problems, they naturally took over [7,8]. In addition, sports provide the media with huge advertising revenue through sports broadcasting, etc., so sports and media naturally coexist and combine. And the media changed various sports. It changed the game rules and time, improved sports skills, and contributed to the popularization of spectator sports [9,10].

The rapid development of media in modern society has a huge impact on society as a whole. In particular, sports are greatly influenced by the media, and as time goes on, they are being influenced more and more. These influences are manifested in various media related to sports. In other words, due to the development of science and the influence of smartphones and satellite broadcasting, sports consumers are quickly accessing sports-related information, and college students have created an environment where they can easily access sports-related information. The purpose of this study is to investigate the influence of the motivation of contact with media sport on the participation of college students.

2. ANALYSIS METHOD AND SURVEY TOOL

2.1 Study Subjects

Table 1. Study Subjects

Variable		Number of cases(N)	Percentage(%)
Gender	Female	150	50
	Male	150	50
Grade	1	40	13.4
	2	60	20
	3	100	33.3
	4	100	33.3
Income level	200 or less	80	31
	More than 200-less than 300	110	33
	More than 300	110	36

The subjects of this study were 150 males and 150 females, a total of 300 college students living in Gwangju Metropolitan City and Jeonnam in 2020 using the aggregated radio sampling method. The specific demographic characteristics of the study subjects are shown in <Table 1>.

2.2 Survey Tools

In this study, the questionnaire method was used to investigate the influence of college students' social media sports contact motives on the degree of participation and sports activities. Therefore, the questionnaire, which has already been verified for reliability and validity in domestic and foreign previous studies, was re-quoted, modified, or supplemented for the purpose of this study. The details of the survey tool are as follows.

As an independent variable, media sports contact motivation refers to a motivating factor to participate in media sports [11]. Sub-factors were composed of attachment, information exchange, and leisure use on a 5-point scale. As a mediating variable, the degree of participation in media sports refers to how long, often, and for a long time to participate in media sports [12]. It consisted of a single item with period, frequency, and time. As a dependent variable, sports activity means participation in sports through human internal and external behavior [13], and consisted of three sub-factors of cognitive, affective, and behavioral activities on a 5-point scale.

The detailed questionnaire composition index is 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
Social Media Sports Contact Motivation	Sports Information exchange	6
	Sports Attachment	6
	Leisure	4
Social Media Sports Participation Level	Term	1
	Frequency	1
	Time	1
Sports activities	Cognitive	4
	Definitional	3
	Behavioral	3

3. VALIDITY AND RELIABILITY OF THIS STUDY

3.1 Exploratory factor analysis and reliability analysis

<Table 3> shows the results of exploratory factor analysis and reliability analysis on social media sports attachment motives. According to <Table 3>, the items showing high factor load (0.840 or more) in factor 1 are 6 items of items 10, 2, 13, 4, 15, and 6, which are related to sports information exchange. Cronbach's α value is 0.80. The items showing high factor load (0.657 or more) in factor 2 are 6 items, items 17, 8, 9, 11, 1, and 12, all of which are related to attachment. Cronbach's α value is 0.79. The items showing high factor load

Table 3. Exploratory factor analysis and reliability analysis of social media sports contact motivation

Question		Factor 1	Factor 2	Factor 3	Cronbach's α
Sports Information exchange	Q10	0.763	0.248	0.125	0.80
	Q02	0.738	0.068	0.105	
	Q13	0.725	0.074	0.160	
	Q04	0.712	0.217	0.068	
	Q15	0.692	0.091	0.237	
	Q06	0.684	0.108	0.228	
Sports Attachment	Q17	0.149	0.778	0.188	0.79
	Q08	0.090	0.770	0.189	
	Q09	0.082	0.715	0.197	
	Q11	0.197	0.684	0.252	
	Q01	0.092	0.658	0.174	
	Q12	0.273	0.657	0.033	
Leisure	Q14	0.203	0.168	0.807	0.81
	Q05	0.195	0.090	0.755	
	Q16	0.152	0.224	0.706	
	Q07	0.100	0.366	0.695	
Eigen Value		4.429	4.399	3.150	
Variance (%)		18.456	18.327	13.123	-
Cumulative(%)		18.456	36.783	49.907	

Table 4. Exploratory factor analysis and reliability analysis of sports activities

Question		Factor 1	Factor 2	Factor 3	Cronbach's α
Cognitive	Q03	0.878	0.021	0.082	0.81
	Q02	0.821	0.018	0.125	
	Q01	0.768	0.091	0.044	
	Q04	0.759	0.117	0.012	
Definitional	Q05	0.180	0.870	0.136	0.79
	Q07	0.190	0.714	0.176	
	Q08	0.011	0.659	0.100	
Behavioral	Q09	0.101	0.031	0.819	0.80
	Q12	0.022	0.149	0.784	
	Q10	0.093	0.103	0.702	
Eigen Value		2.267	2.150	1.162	
Variance (%)		32.389	30.710	63.099	-
Cumulative(%)		32.389	63.099	79.692	

(.695 or more) in factor 3 are four items of items 14, 5, 16, and 7, all of which are related to leisure activities. Question 3 has been removed. Cronbach's α value is 0.81. In addition, the cumulative ratio that explains the three factors of information exchange, attachment, and leisure activities of social media sports contact motives was 49.907%. The results of this analysis show that the social media sports contact motives were measured

relatively well.

<Table 4> shows the results of exploratory factor analysis and reliability analysis, which are validity tests for sports activities. According to <Table 4>, the items showing a high factor load (0.759 or higher) in factor 1 are 4 items, items 1, 2, 3, and 4, all of which are related to cognitive activity. Cronbach’s α value is 0.81. The items showing high factor load (0.721 or more) in factor 2 are 3 items, items 5, 7, and 8, all of which are related to affective activity. Question 6 has been removed. Cronbach’s α value is 0.79. The items showing a high factor load (0.702 or more) in factor 3 are three items, items 9, 12, and 10, all of which are related to behavioral activities, and item 11 has been removed. Cronbach’s α value is 0.80. In addition, the cumulative rate that explains the three factors of cognitive, affective, and behavioral activities of sports activity was found to be about 79.692%. The results of this analysis show that sports activities were measured relatively well.

4. STATISTICAL ANALYSIS

The research procedure of this study was collected by distributing and collecting questionnaires after the researcher and assistant personally visited the sampling target. First of all, after explaining the method of answering and precautions for the questionnaire, the questionnaire was collected after responding with the self-administration method. 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, one-way analysis of variance and multiple regression analysis were done with the use of SPSS Windows 20.0 Version statistical program.

5. RESULTS

5.1 The effect of social media sports contact motivation on social media sports participation level

<Table 5> shows the results of multiple regression analysis to find out the effect of social media sports contact motivation on the degree of social media sports participation.

Table 5. Multiple Regression Analysis on the Effects of Social Media Sports Contact Motivation on Social Media Sports Participation Degree sports activities

Variable	Term		Frequency		Time	
	β	t	β	t	β	t
Constant		12.460		10.850		12.530
Attachment	0.155	2.999**	0.395	7.625***	0.230	4.039***
Information exchange	0.335	6.285***	0.177	3.321***	0.156	2.652**
Leisure	0.175	3.438***	0.043	0.842	0.044	0.780
R ²	0.280		0.277		0.124	
F	35.070***		34.502***		12.791***	

p<0.01, *p<0.001

Looking at <Table 5>, it was found that in the final regression equation, social media sports contact motivation had a statistically 0.1% effect on the duration, frequency, and time of social media sports

participation. Specifically, it was found that, in the period of social media participation, the attachment of social media sports contact motives statistically affected at the level of 1%, and information exchange and leisure activities at the level of 0.1%. If you look at the beta value, which represents the relative contribution of social media sports contact motivation to the period of social media sports participation, information exchange (0.335), leisure activities (0.175), attachment (0.155), in the order of affection. Therefore, it was found that the explanatory power of the period of the degree of social media sports participation in the social media sports contact motivation showed 28% of the total variable. In addition, it was found that attachment and information exchange of social media sports contact motives had an effect at the level of 0.1% statistically on the frequency of social media participation. When looking at the beta value, which represents the relative contribution of social media sports contact motivation to the frequency of social media sports participation, attachment (0.395), information exchange (0.177), and leisure activities (0.043) are in order. Therefore, it was found that the explanatory power of the frequency of social media sports participation in social media sports contact motive showed 27.7% of the explanatory power of the total variable. Lastly, it was found that attachment of social media sports contact motivation at the time of social media participation was statistically affected at 0.1% level and information exchange at 1% level. When looking at the beta value, which represents the relative contribution of social media sports participation to time, social media sports contact motivation has an effect in the order of attachment (0.230), information exchange (0.156), and leisure activity (0.044). Therefore, it was found that the explanatory power of time for the degree of social media sports participation in social media sports contact motivation showed 12.4% explanatory power in the total variable.

5.2 The effect of social media sports contact motivation on sports activities

Table 6. Multiple regression analysis on the influence of social media sports contact motivation on sports activities.

Table 6. Multiple regression analysis on the effect of social media sports contact motivation on sports activity

Variable	Cognitive		Definitional		Behavioral	
	β	t	β	t	β	t
Constant		10.974		6.417		18.076
Attachment	0.381	6.931***	0.051	0.860	0.209	4.030***
Information exchange	0.074	1.301	0.109	1.780	0.052	0.998
Leisure	0.016	0.294	0.124	2.113*	0.071	1.387
R ²	0.184		0.050		0.058	
F	20.344***		4.737***		7.389***	

*p<0.05, ***p<0.001

Looking at <Table 6>, in the final regression equation, it was found that social media sports contact motivation had a statistically 0.1% effect on cognitive, affective, and behavioral activities of sports activities. Looking at this in detail, first, it was found that the attachment of social media sports contact motives had a statistical effect on the cognitive activity of sports activities at the level of 0.1%. When looking at the beta value, which indicates the relative contribution of social media sports contact motivation to the cognitive

activity of sports activity, attachment (0.381), information exchange (0.074), and leisure activity (0.016) in this order. Therefore, it was found that the explanatory power of cognitive activity of sports activity for social media sports contact motivation showed 18.4% of the total variable. In addition, it was found that the leisure activities of social media sports contact motivation had a statistical effect on the affective activities of sports activities at 5% level. Looking at the beta value, which indicates the relative contribution of social media sports contact motivation to the affective activity of sports activity, leisure activity (0.124), information exchange (0.109), attachment (0.051) in the order of affection. Therefore, it was found that the explanatory power of the affective activity of sports activity for social media sports contact motivation showed 5% of the explanatory power of the total variable. Finally, it was found that the attachment of social media sports contact motives statistically had an effect on the behavioral activities of sports activities at the level of 0.1%. When looking at the beta value, which represents the relative contribution of sports activity to behavioral activity in social media sports contact motivation, attachment (0.209), leisure activity (0.071), and information exchange (0.052) are in order. Therefore, it was found that the explanatory power of the behavioral activities of sports activities for social media sports contact motives was 5.8% of the total variable.

5.3 Effect of Social Media Sports Participation on Sports Activities

<Table 7> shows the results of multiple regression analysis to find out the effect of social media sports participation on sports activities.

Table 7. Multiple regression analysis on the effect of social media sports participation on sports activities

Variable	Cognitive		Definitional		Behavioral	
	β	t	β	t	β	t
Constant		14.555		19.338		20.165
Term	0.161	3.072**	0.179	3.416***	0.123	2.324*
Frequency	0.003	0.063	-0.019	-0.354	0.054	1.029
Time	0-0.093	-1.795	-0.052	-1.011	-0.074	-1.422
R ²	0.038		0.036		0.027	
F	4.753**		4.540**		3.364*	

***p<0.001

Looking at <Table 7>, the degree of social media sports participation in the final regression equation was found to have an effect on the cognitive and affective activities of sports activities at the 1% level and behavioral activities at the 5% level. To examine this in detail, first, it was found that the period of social media sports participation had a statistical effect on the cognitive activity of sports activity at the level of 1%. When looking at the beta value, which indicates the relative contribution of sports activity to cognitive activity in social media sports participation, it has an effect in the order of period (0.161), time (-0.093), and frequency (0.003). Therefore, it was found that the explanatory power of cognitive activity of sports activity on the degree of social media sports participation was 3.8% of the total variable. In addition, it was found that the period of social media sports participation was statistically affected at the level of 0.1% on affective activities of sports activities. When looking at the beta value, which represents the relative contribution of social media sports

participation to the affective activity of sports activities, it has an effect in the order of period (0.179), time (-0.052), and frequency (-0.019). Therefore, it was found that the explanatory power of the affective activity of sports activity for the degree of social media sports participation showed 3.6% of the total variable. Lastly, it was found that the duration of social media sports participation on the behavioral activities of sports activities statistically affected at 5 levels. When looking at the beta value, which represents the relative contribution of sports activity to the behavioral activity of social media sports participation, it is found that the period (0.123), time (-0.074), and frequency (0.054) have an effect in the order of appear. Therefore, it was found that the explanatory power of the behavioral activity of sports activities for the degree of social media sports participation showed 2.7% of the total variable.

6. CONCLUSION

The purpose of this study is to investigate the effect of social media sports contact motivation on the degree of participation in media sports and sports activities for college students. Accordingly, the discussion on the conclusion based on the results of this study is as follows.

First, media sports contact motive has a partial effect on participation level. In other words, the higher the participation of media sports contact motivation, the information exchange, and the leisure utilization, the higher the frequency and duration of participation.

Second, media sports contact motive partially affects sport participation. In other words, the attachment of media sports contact motivation, information exchange, and leisure utilization showed higher cognitive and behavioral participation.

Third, the participation degree of media sports partially affects sports participation. That is, the higher the duration, frequency, and time of participation in media sports, the higher the cognitive and behavioral participation.

REFERENCES

- [1] N.I. Kim and S.M. Park, "The Effect of Media Sports Immersion on Smart Phone Users' Loyalty and Sports Activities", *International Journal of Engineering & Technology*, Vol. 7, No. 3, pp. 4-7, 2018. <https://www.sciencepubco.com/index.php/IJET>.
- [2] S.M. Park and E.J. Tak, "The Relationship Between Sports Media Involvement Levels and Usefulness of Information Searching and Consumer Behavior", *Journal of Engineering and Applied Sciences*, Vol. 12, No. 10, pp. 2552-2555, 2017.
- [3] J.S. Yoo and S.M. Park, "The Effects of Internet Media Ability on Interactivity and Sports Site Loyalty", *Journal of Engineering and Applied Sciences*, Vol. 12, No. 10, pp. 2556-2559, 2017.
- [4] S.M. Park and A.H. Lee, "The Effects of Social Network Sharing on the Acceptance Attitude and channel Loyalty of Professional Baseball Media Sports Viewers", *Journal of Engineering and Applied Research*, Vol. 12, No. 20, pp. 9763-9767, 2017. https://www.ripublication.com/ijaer17/ijaerv12n20_70.pdf.
- [5] S.M. Park and A.H. Lee, "An Influence of the Using Pattern of Sports Media on Loyalty & Sports Attitude", *Journal of International Information Institute*, Vol. 19, No. 9a, pp. 1344-8994, 2016. <https://doi.org/10.17703/IJACT.2020.8.4.144>.
- [6] H.U. Park, T.S. Lim and K.S. Kim, "Relationship among adolescents' characteristics of e-sports participation, sports attitude and sports participation", *The Korean Journal of Physical Education*, Vol. 49, No. 2, pp. 357-367, 2010.
- [7] E.J. Tak and H.A. Jung, "A Study on Sports Media Interest in Sports Values and Sports Activities",

International Journal of Advanced Culture Technology, Vol. 9, No. 4 pp. 154-161, 2021. <https://doi.org/10.17703/IJACT.2021.9.4.154>.

- [8] H.A. Jung, M.G. Lee and S.M. Park, “The Relationship between Sports Media Immersion and Sports Continuation of University Students through Social Media”, *International Journal of Advanced Culture Technology*, Vol. 8, No. 4 pp. 144-152, 2020. <https://doi.org/10.17703/IJACT.2020.8.4.144>.
- [9] M.K. Gi, Y.M. Kim and S.Y. Kim, “The Structural Relationships among Sports Activity Engagement, Emotional Intelligence, Smart Phone Addiction and Antisocial Tendency for Adolescents”, *The Korean Journal of Physical Education*, Vol. 56, No. 3, pp. 271-282, 2017.
- [10] D.Y. Roh, Y.S. OH and J. P. Kim, “The effect of SNS Characteristics on Satisfaction and Relationship Retention Intention of Martial Art Sports”, *The Journal of Korean Alliance of Martial Arts*, Vol. 17, No. 4, pp. 13-25, 2020.
- [11] C.K. Chung, *Media sports accommodation main point is participation level and relation of sports sense of values*, Ph.D. University of Kookmin, Seoul, Korea., 2006.
- [12] S.W. Ahn, *The Structural Relationship Between the Adolescence's Media Sports Flow Experience and Exercise Flow, Exercise Emotion, and Exercise Adherence*, Ph.D. Graduate School of Korea National University of Education, Seoul, Korea., 2015.
- [13] C.K. Chung, *Media sports accommodation main point is participation level and relation of sports sense of values*, Ph.D. University of Kookmin, Seoul, Korea., 2006.
- [14] S.M. Park, *A study on the relation model of sports activities through internet media*, Ph.D. University of Kookmin, Seoul, Korea., 2006.