

## DEFINING THE PATTERN OF MEDIA CONSUMPTION IN SPORT ATTITUDE IN FACULTY MEMBERS OF PHYSICAL EDUCATION AND SPORT SCIENCES IN UNIVERSITIES OF TEHRAN

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### ABSTRACT

*Analyzing the impact of media on different aspects of people's life style has been an important subject in media studies. With respect to the idea that attitude affects people's behavior and holds a mutually cause and effect relation with behavior studying the attitude of sport activities -as the essence of conscious behavior-as leading to purposes of well-being resonates great importance. The present research aims at the impact of media consumption on sportive attitudes which is conducted through descriptive correlational studies. Members of the faculty of Tehran University shapes the statistic population of this research in which- using Morgan Table- 136 subjects have been randomly chosen. The measuring device used in this research is questionnaire which its reliability is proved through Cronbach's alpha test. With emphasize on the assumption that data are normally distributed the analysis of the data uses Pearson correlation test to define the relation between the variables which leads to the conclusion that the most correlation efficiency (0/56) belongs to the written aspect of sport attitude. The result of Partial Least Squares Method SEM (smart plus)-shows that media consumption directly affects the sport attitude and the devised model of structural equation strikes a suitable fitness.*

**Keywords:** Media consumption, sport attitude, faculty members

### INTRODUCTION

Sport and bodily activities have certainly become a universal phenomenon. Exceeding changes in science have also included sport, information technology has given depth to these changes and has transmitted them into far sides of the world which was only a dream to humans. These changes have deeply affected the values and needs of the modern man. (ghafouri & et al, 1382). It can be argued that in the paradigm of two worldhood the most important change in human's life is the coexistence of these binary worlds. The interaction or competitions of these two worlds can have a decisive role in the future of human being; therefore Medias can form different values and attitudes in people by providing different definitions and infrastructures of reality (Rafiei, 1382). The environment that one lives in is mostly the environment that has formed under the influence of Medias. And benefiting from different sources of information as the feeding source to human knowledge have gained considerable attention (khani & khosravi 1388). Communication Medias are usually systematized instruments or in other words specialized with which one can have access quickly and effectively to different varieties of unrecognized audiences (Dekandra & et al, 1391).

On the other hand, collective Medias and specially television have unquestionable impact on thoughts, perceptions, attitudes and behaviors of social subjects. Collective Medias are

considered as one of the most important factors of socialization (Roshandel Arbatani & Amiri, 1390). Today's Medias, by affecting symbolic realities, can change the mentality of people who are participants in social relations, and thus can shape the conception of social subjects. By presenting variety of information to its audiences Medias influence the knowledge and attitude of its audience in different subjects. Collective Medias in addition to presenting such information presents readings and definitions by which the understanding system of its subjects are gradually formed. In this respect, the pessimistic or optimistic attitude of people about variety of subjects is under considerable influence of what content and form collective Medias carry (Emam Jom'ezadeh & et al, 1392). One of the important issues in media studies is the consumption media. Media consumption is a multi-faceted concept which generally points to activities through which a subject somehow actively, purposely and freely uses collective medias as gaining access to a specific subject, entertainment etc. (Kakar , 2004).

Media consumption is the kind and degree of collective media usage by students. Medias such as internet, satellite, national television and issues are considered factors of media consumption which are accessed in accordance with different needing times in one's life. Media consumption-as the degree to which its users benefits from it from different parts of one or more collective media-has also benefited from different approaches of scholars specially from the early twentieth century onward (dekandra & et al, 1391). In other words, the degree to which a person or a group, for a specific time, in accordance with their needs and likings use collective medias such as television, radio, satellite, internet, issues and magazines is called media consumption (Tafawa et al , 1391). His view holds that the degree to which a person or a group, for a specific time, in accordance with their needs and likings use collective medias such as television, radio, satellite, internet, issues and magazines is called media consumption. Media consumption can have an influence on different fields such as sport attitude . Attitude is the readiness to react to a person, an object, thought or a situation (rezaeian, 1387).

In fact attitude is a collection of beliefs, feelings, and behavioral intentions in relation to an object, a person, or an event. In other words, attitude is to some extent a constant tendency toward a person, a thing, or an event which shows itself in feelings and behaviors (Gholipour, 1386). Media consumption is an evaluative attitude which favorably or unfavorably holds about a thing or a person or an event. It is a reflexive attitude from a way of feeling about a thing or a person. For instance, when one says "I love my job." One expresses his attitude toward one's job (Robbins , 1385). Knowing attitudes to a considerable extent enables one to predict behaviors. Of course it's clear that behaviors are formed from different factors and criteria, and that situations and different conditions influences their formation which is also proved by different studies.

Escadribul & et al (2012) in a study attempts to analyze the influence of teenagers in a specific age-span in an school on media consumption of teenagers in Catalonian (Spain) and concluded that media consumption among these teenagers have a considerable impact on internet usage and playing games. Bell & Dittmar (2012) stated that Medias express specific patterns and bodily models and different age-spans, with respect to their needs, take influence from these media and naturally tries to follow these patterns which are laden with more social values and respect. Kanarudin and Fauzee (2007) in a study attempt to define the attitude sport activities among university students and concluded that enjoying these exercises and reducing the stress are among the most important reasons that encourages university students to participate in these sport activities. Meanwhile, lack of time for female students and the

priority of other activities for male students are among the most important barriers for their participation in physical activities.

Emamjom'ezadeh & et al (1392) in analyzing the relation between media consumption and social integrity concluded that there are meaningful correlations between media consumption and social integrity of the subjects. Considering different studies that have been conducted on media consumption, and that the researcher of this paper did not find such studies with the variable of sport attitude, this research gains its significance. Therefore, the researcher in this study tries to answer the question of the kind of influence sport attitude can have on faculty members of universities of Tehran.

## METHODOLOGY

The present research uses descriptive correlation as its methodology which is conducted to serve applicability through field studies. The statistic population of the present research is the lecturers of Physical Education and Sport Science in universities of Tehran which according to the attained information amounts to 210 subjects. The statistic sample of the present research are chosen randomly using Morgan Table which are 136 subjects. The questionnaire is used to locate the scale of participation in the attitude toward physical activity (ATPA<sup>i</sup>) and the researcher's questionnaire is conducted to scrutinize the dimensions of media consumption. The validity of measurement factors is first approved by lecturers and scholars of Physical Education and their stability in a preliminary study, using Cronbach Alpha Test, is gained respectively 0/89 and 0/82 and have been approved. To analyze and study the collected data, after defining the normality of data distribution using Kelmogrov Smiernov Test, Pearson's Correlation Co-efficiency Test is used to locate the relations between the variations. And finally this research is tested through Partial Least Squares Method SEM.

## RESEARCH FINDING

**Table 1. Descriptive Findings of Research**

Sex	Frequency	Frequency%	Knowledge Ranking	Frequency	Frequency%
Male	72	53	Instructor	29	21
Female	64	47	Assistant Professor	56	41
Record	Frequency	Frequency%	Associate Professor	29	22
Less than 5 years	14	10	Professor	21	16
10/5 years	27	20	Age	Frequency	Frequency%
15-11 years	23	17	Less than 30 years	16	12
20-16 years	14	10	40-31 years	53	39
25-21 years	24	15	50-41 years	35	25
30-26 years	18	14	60-51 years	23	17
More than 30 years	16	12	More than 60 years	10	

The results attained from this research revealed that most of the subjects are males (53%). It also reveals that results related to maximum record (20%) belongs to age span of (10-15

<sup>i</sup> Attitude Toward Physical Activity

years.) results also reveals that the maximum Knowledge Ranking (41%) belongs to Assistant of Professor. And the most populated age percentage among university lecturers are between 40-31 years.

**Table 2. Results Related to Pearson’s Correlation Co-efficiency**

Variable	Sport Attitude	
	Correlation Co-efficiency	Significance Level
Media Consumption	0/401	0/009
Written Aspect	0/561	0/006
Audio-visual Aspect	0/358	0/000
Electronic Aspect	0/174	0/005

With respect to the attained results from Table (2) (Correlation Matrix) it’s clear that with 0/99 assurance and less than 0/01 error between the variables of media consumption and its components and sport attitude of lecturers of Tehran University resonates a positive and significant relation. The maximum correlation co-efficiency belongs to written aspect (0/56).

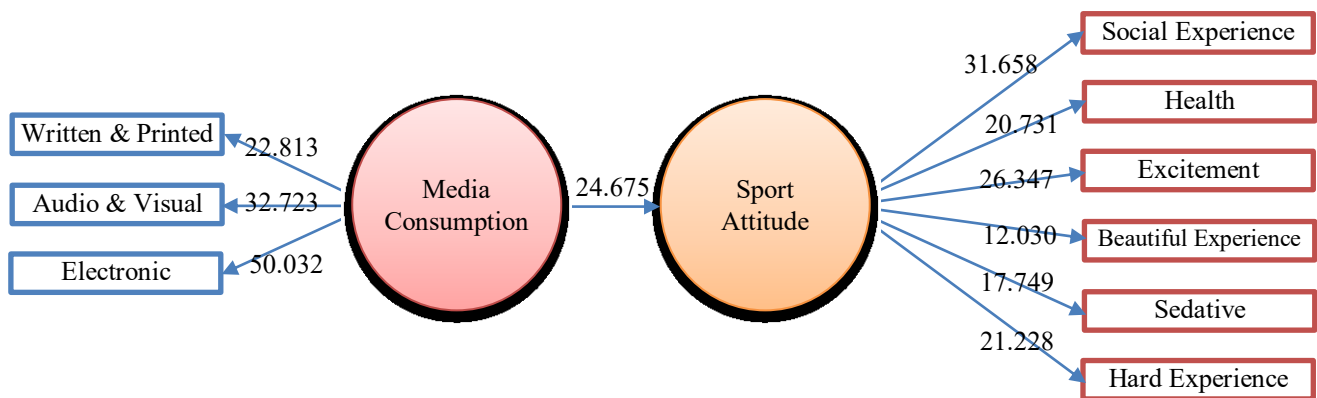


Figure 1. Output of Software PLS in Significance Mode

According to the attained algorithm from the output of the software PLS, to analyze structural equation model of this research different criteria are used in which the first and most important criterion is significant coefficient Z or the scale of t-value (significant mode.) the standard of the model using t equation is in a way in which these equations must be more than 1/96 so that 95% of assurance can be approved significant; and the bigger the number grows the stronger is the structural equation model. In the case of this model, as figure (1) shows, the co-efficiency related to media consumption of sport attitude is (3/31) which is more than 1/96 and the significance and suitability of this approach approves of structural model.

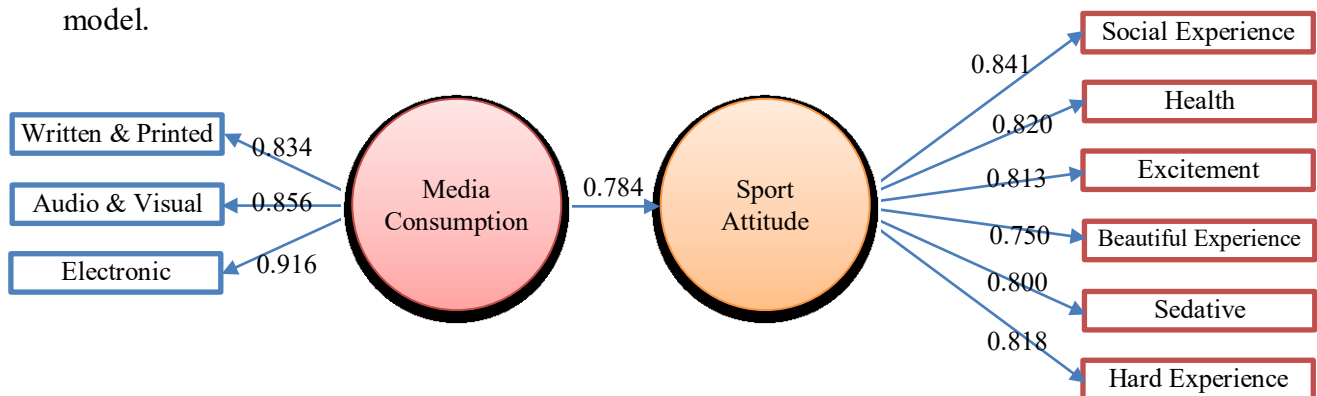


Figure 2. Output of Software PLS in Standard Mode

The stability of structural equation model is analyzed through four approaches of analyzing loading factor coefficient, Cronbach alpha coefficient, composite reliability, and analyzing share values. The suitable scale criterion for loading factor coefficient is 0.4. But all the nine numbers attained in this research for components of loading factor coefficient is more than 0.4 which emphasizes the suitability of this criterion. In line with algorithm of data analysis in pls method, after analyzing loading factor, Cronbach alpha coefficient and composite reliability of structures must be calculated and reported. According to the attained results the output value of this criterion for two structure of media consumption and sport attitude are respectively 0.84 and 0.90 which states the suitable reliability of the model. Another criterion for analyzing structural equation model is convergent validity which analyzes the degree of correlation of each structure with its components. Magner & et al (1981) state a value more than 0.5 as the suitable value for AVE, while the attained results from above model shows that AVE belonging to the structure of media consumption is 0.90 and for sport attitude is 0.65 which approves convergent validity. R2 coefficient is the criterion which shows the impact of an exogenous variable on an endogenous variable and three values of 0.19, 0.33, and 0.67 are held as weak, medium, and strong values for R2. According to figure (2) (0.61) is calculated as the value of R2 for the structure of media consumption. On the other hand, the criterion for measuring the influence of ( $f^2$ ) equal to 0.33 which shows that prediction variable has an influence on standard variable and the degree of this influence, with respect to the attained number and severity relationship among model structures (0.02, 0.15, and 0.35) is high. The value of Q2 about an endogenous structure gains three numbers of 0.02, 0.15, and 0.35 which respectively show the prediction power of weak, medium, and strong belonging to the related structure or exogenous structures. And since the value of this indicator in this model equals to 0.26 it shows the strong power of prediction of this model belonging to this structure. The final criterion for evaluating structural equation modeling in this research uses GOF criterion which is calculated.

In this formula the amount of communalities is accessed through average sharing of research variables. According to the attained results for this criterion it respectively equals to 0.53 and 0.59, which as a net result the value of communalities equals to 0.56. On the other hand, since there are two hidden endogenous variables in this model, the value of R2 equals to 0.81.

Considering the three values of 0.01, 0.25, and 0.36 which are stated for GOF as weak, medium, and strong; and the calculated value of 0.58 for structural equation modeling, it is indicated that the model bears a very suitable standard which is also emphasized in the results.

## **DISCUSSION AND CONCLUSION**

Discussion over all the dimensions of the present research, owing to the limited space available, is not possible. All findings of this research bears considerable importance and each part deals with attitudes of society's scholars toward sport and physical activities. In the present age of Medias, whether collective Medias or new Medias, they play an important role in the collective lives of people along with their important roles in cultural changes, socialization, and informing society's members. The attained results in the present research deals with one of these factors which is sport attitudes. The results from Scardibul (2012) and Emamjom'ezadeh (1392) put emphasize on the findings of this research. The extensive studies conducted on attitude in the recent years owes to its ability to behavioral changes it causes. It also is considered as an indicator for predicting behavior so that Alport introduces the attitudes as a kind of organized mental readiness which has dynamic and direct influence

on all subjects and related situations (Atarzadeh, 1383). Acknowledging the influential factors on sport attitude of people and specially elites of society can serve to enhance their motivation to participate in physical activities. Considering the fact that people's attitude toward physical activities is rooted in their social status and expectations (Nuslar, 1992) and accessing people's attitude is the best way to understand collaborative behavior in physical activities (Zakerian, 1994), the findings in this research clears that sport media consumption directly influences the attitude of lecturers of Tehran universities to encourage them to participate in physical activities. According to the achieved results it can be stated that with encouraging subjects to use Medias one can encrypt a positive attitude on their behaviors. What is obvious is that as the knowledge of a society's people enhances their attitude toward social issues, such as physical education and sport, improves. And as their education level is higher their attitude toward sport and physical activities also reaches a more satisfactory level (Mozafari & et al, 1389.) with respect to this conclusion, to attain the trust of lecturers to the present sport medias such as printing press, electronic, or audio-visual medias, proper notices and advertisements must be withheld. This is one of the most important principles of media consumption. One of the reasons that media consumption influences sport attitudes is that with participation in these physical activities one has the opportunity of meeting new people and forming friendly relationships. This participation also enhances and improves the behavior of a person so that it enhances the culture of a society. The researcher believes that audiences of the present Medias and especially electronic Medias uses these Medias mostly for the purpose of entertainment and their attention and sensitivity toward the informative aspects of these Medias are not considerable. On the other hand, using electronic Medias (social networks) has limited itself mostly by focusing on conveying emotional and inner feelings. In the same manner, constructive and beneficial usage of electronic Medias needs education, and social maturity. In the same perspective, television as the most favored media (to entertain and pass the time) can educate and inform its audience. Most-favored Medias such as television must devise concrete and clear programs to alert the dangers that leads from neglecting sport. Generally national media must conduct a pattern of educational productions which coordinate with opinions and tastes of people. It must also enriches news programs (sport news), conveys correct and updated information to enhance the media consumption usage of audio-visual Medias, and finally to enhances the sport attitudes of the people of the society.

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