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Dr. Bharati Vats
Postdoctoral Fellow (UGC),
University of Delhi, India

A study on internet media's impact on sports public relationship

Dr. Bharati Vats

Abstract

The purpose of the study was to test whether the Internet Media enhanced the sports public relation in constructive and affirmative manner. To test whether Internet Media increased the Sports awareness in Indian society and enhanced the public interface towards sports. Keeping in mind the objective set for the study and based on the available literature, observations and consultation with experts, the hypothesis was drawn in association with role of Internet media towards positive growth in sports public relations. The sample were selected from various areas which were directly and indirectly related to the conduct of the Games Delhi like organizing committee, all stakeholders and partners Governmental Publications, Athletes, Youth studying in University of Delhi and Public representatives. Non-availability of standard questionnaire on current study, scholar had opted to construct a questionnaire. Almost every care was taken to prepare questionnaire ensuring maximum coverage of area of investigation to procure maximum, worthwhile meaningful and true response from the selected sample. Attempt was made to make the questions simple, clear leaving no room for ambiguity. For judging the personal value questionnaire, the responses were scored a weight-age of 5, 4,3,2,1 (N) points was assigned to Excellent, Good, Average, Poor and Very Poor respectively. The data was analyzed with the help of the Chi-Square to determine the association with the scores in relation with the scores in relation with Internet Media impact on sports public relations. For the testing significance of response given by the respondents the level of significance chosen was 0.05. It was concluded that People are always on social media. During lulls in conversations, moments of boredom, or simply out of habit, people are constantly taking out their phones and checking their Facebook, Twitter, Instagram, Pinterest, etc. Basically, these websites have become inseparable from people of our generation. So, of course any sports promotion on social media could only be helpful, just because of the mass amounts of eye traffic that is available to them. It was also concluded that Internet Media become more faster, convenient and well connected as the best way to promote Sport Teams. It may also concluded that the Internet Media is the most important aspect to increases the awareness of a sport varies according to the standards of developed countries.

Keywords: Internet media's impact, sports public relationship

Introduction

Most of the writing on the subject within the realm of sports management House focused on public relations as a marketing tool (Stold, Dittmore, & Branvold, 2003) ^[12]. Disagreements exist regarding the definition of public relations general and sports public relations in particular (Nichols, Moynahan, Hall, and Taylor, 2002) ^[11]. However, sports public relationship has also been discussed from a broader perspective. Public relations often confused with marketing. However, two are distinct yet complementary functions within the sports organization. The relationship between the two functions involves promotion and publicity - two other terms often used synonymously with public relations. The sections that follow distinguish public relations from marketing, promotion, and publicity. Computer technology has had an extraordinary influence on society in numerous ways. One particularly advancement that has had a profound effect on organization of all types is the Internet. This technology provides an obvious advantage for many organizational functions, including public relationship, and the benefits grown as access more common and Technologies progress. The Internet has become an increasingly important link between Sports organization and their constituencies. Organizations must respond to technological developments by understanding the capabilities of Internet and how they can be employed in public relations activities.

Correspondence
Dr. Bharati Vats
Postdoctoral Fellow (UGC),
University of Delhi, India

This scope of study is also on Internet abilities and how sport organizations might use these capabilities as part of public relation arsenal. As a communication medium, it is logical that the Internet has potential as an important tool for public relations.

The internet's capacities make it a valuable instrument for a variety of public relations functions as organizations attempt to establish and expand relationships with their publics. Farkas and Farkas, 2002 ^[6] cite seven capabilities that make the website such an appealing vehicle, including Global reach, speed and user Choice, support of multiple content types, support of transactions, computational functions, interactive capability and adaptive and customizability. Each of these capabilities may have implications for public relations. The Internet also provides a platform for transactional activities. The extraordinary growth of e-commerce is demonstrable evidence of the internet's capacity in this regard. The Internet present a host of public relations opportunities and challenges to sports public relationship professionals. It enables them to communicate directly with and receive feedback from large number of people. Sports organizations websites range in purpose and complexity. In some instances, Sports organization offer related simple sites to provide critical information to fans, customers, and members of the media. In other cases, sites may be highly complex and offers numerous commerce options such as ticket and merchandise sales. Given the importance of websites as public relations and marketing platforms, careful planning of those sites is imperative. Some sports organization managed their sites entirely in-house, while others outsource at least some sites development and management responsibilities. More sports organization evaluate the effectiveness of their sites using one or more of several measurements, including hits, impressions, unique visitors is, and stickiness. a sports organization's website maybe designed to facilitate Communication is it diverse stakeholder groups as members of the media, in the community at large, customers, and donors. Site content will vary based on the interests of each stakeholder group. The Internet also has resulted in several challenges for sport public professionals. Irresponsibility content posted on fan based websites, security concerns, and credentials requests from individuals not affiliated the established media organizations have created several Internet related policy concerns.

The media are significant Enterprise in Society, often influencing what the public sees and hears today's mass media includes traditional form such as print and electronic but have also grown to the Internet. Sport's present relationship with the media is symbiotic, meaning of each needs the other to survive. This represents a shift from earlier thinking than many sports organizations resisted television and radio for they would decrease revenue. As Sport on television flourished, many sports organizations made concessions to their rules to maximize publicity. The media have developed that the relationship further by creating Sports as entertainment and programming. As Sports has grown more comfortable in its relationship with the mass media, the need for public relations personnel has emerged. Sports public relations is a communication based function that endeavors to develop desirable relationship with the organization's key Publics. Those publics may include employees, donors, customers and many others.

The public that perhaps has the greatest potential effort on a sport organization, however, maybe the mass media. Few segments of the business world receive the level of media attention that does sports. Most newspapers devote an entire

section sports. Most local television newscast allocate an entire segment to sports. All sports television stations, Radio stations, weekly News magazines, and web- sites exist to satisfy the demands of our sports crazed society. Traditionally, members of the mass media could be characterized as either print media or electronic media. Sports public relations professional were cognizant of the needs and deadlines of each form of media and were able to assist in the media in crafting the stories. However, in today's mass media environment got one more and more print and electronic journalist are having their stories published on the Internet (Stoldt, Pratt, and Jackson, 2003) ^[13]. Further, many journalists at crossing over, with traditional print reporters appearing on television. This evolution has blurred the distinction between the print electronic media and created an environment where it is imperative without the sport public relations professional understand the need of all media forms. Another way in to understanding the impact of networked media sport is to look at the practices of sports journalism, both in the everyday work of the journalist, and the narratives and forms of content they produce. Digitisation has impacted on journalism at a range of levels. Structurally journalism organisations are struggling to find viable business models to sustain funded professional journalism, in an era in which news content can appears ubiquitous and often free at the point of consumption.

The rise of social networks, and the kinds of production and distribution practices it has fostered, is now transforming the communications strategies of those sports organisations willing to explore and experiment with developing new forms of media relations which exploit the communication power (Castells, 2009) ^[5] of digital media. This process has been ongoing for more than a decade (Boyle and Haynes, 2004) ^[2], but is now rapidly advancing with rapacious intent. A decade ago the barrier to online and mobile sports development proved to be a broadband infrastructure that was not robust enough or extensive in its reach. The rise of fast broadband connections and 3G and 4G has helped to erode this barrier. Examples of the fusion of television and the Internet include the Indian Premier League's contract with Google to transmit live coverage of every match in the 2010 season on its social media site YouTube, and Total College Sports run by global sports media company Perform Group whose corporate website claims 20million unique viewers per month to its e-Player which is embedded in more than 250 national and regional news outlets in the United States. These developments are not only significant commercial partnerships, but also provide differentiated social media experiences for fans and consumers. Professionally the impact of this structural change and the manner, in which technology has reshaped practice for journalists has been documented elsewhere (Boyle, 2006) ^[3]. Social media has quickly become an increasingly important element of the day-to-day life of journalists, both those working in sports and other journalistic arenas (Boyle, 2012) ^[4]. Sports journalists use social media as a news feed, to follow players, journalists and supporters. They use it to promote their own profile and that of the organisation they are working for, as well as to engage in real time conversations with readers and other sporting stakeholders. and economic development of professional sport throughout its history (Holt, 1989; Bose, 2012) ^[9, 1]. In the latter half of the Twentieth Century the link between global sports organisations such as the IOC, FIFA and North American mega-brands such as the NBA, has been commercially tied to the economics of the media, in

particularly television, which has thereby had a strong influence on the economics of sport (Gratton and Solberg, 2007) [7]. Hutchins and Rowe (2012: 47) [10] illustrate a sense of complacency in the ‘media sports content economy’, which is born of cultural as well as economic dependency and conservatism.

Objectives and hypothesis

To test whether the Internet Media enhanced the sports public relation in constructive and affirmative manner. To test whether Internet Media increased the Sports awareness in Indian society and enhanced the public interface towards sports. Keeping in mind the objective set for the study and based on the available literature, observations and consultation with experts, the hypothesis was drawn in association with role of Internet media towards positive growth in sports public relations.

Procedure and Methodology

Sample

A total 2000 subjects were selected for the purpose of the study. The sample were selected from various areas which were directly and indirectly related to the conduct of the Games Delhi like organizing committee, all stakeholders and partners Governmental Publications, Athletes, Youth studying in University of Delhi and Public representatives.

Scoring Procedure

Non-availability of standard questionnaire on current study, scholar had opted to construct a questionnaire. Almost every care was taken to prepare questionnaire ensuring maximum coverage of area of investigation so as to procure maximum, worthwhile meaningful and true response from the selected sample. Attempt was made to make the questions simple, clear leaving no room for ambiguity. For judging the personal value questionnaire, the responses were scored as follows:

- A weight-age of 5, 4,3,2,1 (√) points was assigned to Excellent, Good, Average, Poor and Very Poor respectively.

Data Analysis

Data was analyzed with the help of the Chi-Square to determine the association with the scores in relation with Internet Media impact on sports public relations. For the testing significance of response given by the respondents the level of significance chosen was 0.05

Result

Table 1: Do you think that Internet Media are the best way to promote Sport Teams?

| | Observed N | Expected N | Residual | Chi-square | Df |
|-----------|------------|------------|----------|------------|----|
| Poor | 40 | 500.0 | -460.0 | | |
| average | 320 | 500.0 | -180.0 | 976 | 3 |
| Good | 680 | 500.0 | 180.0 | | |
| excellent | 960 | 500.0 | 460.0 | | |
| Total | 2000 | | | | |

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 1 depicts the values of the frequencies observed and expected, the value of chi square was found to be 976 against the tabulated value of 7.82 which is significant at 0.05 level

which shows that there was a significant difference in the responses of the subjects. In other words a majority with 960 excellently agreed to the fact that Internet Media become more faster, convenient and well connected as the best way to promote Sport Teams, the graphical representation of the scores has been shown in fig 1.



Fig 1.

Table 2: Do you think that Internet Media is the most important aspect to increases the awareness of a sport teams?

| | Observed N | Expected N | Residual | Chi-square | Df |
|-----------|------------|------------|----------|------------|----|
| very poor | 160 | 400.0 | -240.0 | | |
| Poor | 240 | 400.0 | -160.0 | 702 | 4 |
| Average | 420 | 400.0 | 20.0 | | |
| Good | 840 | 400.0 | 440.0 | | |
| Excellent | 340 | 400.0 | -60.0 | | |
| Total | 2000 | | | | |

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 2 depicts the values of the frequencies observed and expected, the value of chi square was found to be 702 against the tabulated value of 9.49 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 840 agreed on good to the fact Internet Media is the most important aspect to increases the awareness of a sport varies according to the standards of developed countries, the graphical representation of the scores has been shown in fig 2.

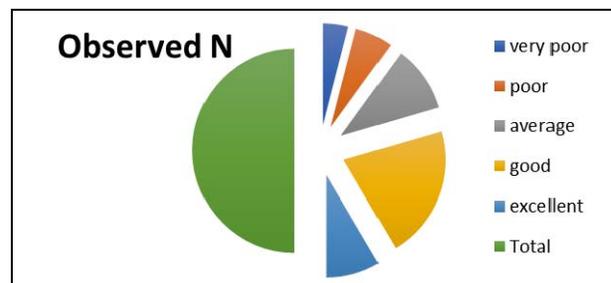


Fig 2.

Table 3: How often you rate the use of Internet Media for Sports Event ?

| | Observed N | Expected N | Residual | Chi-square | Df |
|-----------|------------|------------|----------|------------|----|
| very poor | 200 | 400.0 | -200.0 | | |
| Poor | 360 | 400.0 | -40.0 | 440 | 4 |
| Average | 720 | 400.0 | 320.0 | | |
| Good | 480 | 400.0 | 80.0 | | |
| Excellent | 240 | 400.0 | -160.0 | | |
| Total | 2000 | | | | |

Level of significance-0.05, Tabulated value - 9.49, Degree of freedom-4

Table 3 depicts the values of the frequencies observed and expected, the value of chi square was found to be 440 against the tabulated value of 9.49 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 720 averagely agreed to the fact that the faster growing Internet Media use leads to the fact that Internet Media perfectly handle the sports event awareness, the graphical representation of the scores has been shown in fig 3.



Fig 3

Table 4: Do you think social media enhanced the Sports Public relation effort?

| | Observed N | Expected N | Residual | Chi-square | Df |
|-----------|------------|------------|----------|------------|----|
| Poor | 160 | 500.0 | -340.0 | | |
| average | 220 | 500.0 | -280.0 | 132 | 3 |
| Good | 440 | 500.0 | -60.0 | | |
| excellent | 1180 | 500.0 | 680.0 | | |
| Total | 2000 | | | | |

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 4 depicts the values of the frequencies observed and expected, the value of chi square was found to be 132 against the tabulated value of 7.82 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 1180 excellently agreed to the fact that the social Media programme useful for in future to enhance the sports public relation, the graphical representation of the scores has been shown in fig 4.

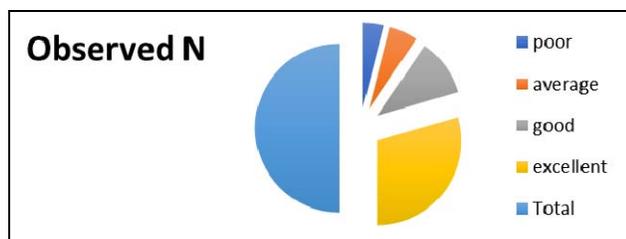


Fig 4

Conclusion

It was concluded that People are always on social media. During lulls in conversations, moments of boredom, or simply out of habit, people are constantly taking out their phones and checking their Facebook, Twitter, Instagram, Pinterest, etc. Basically, these websites have become inseparable from people of our generation. So, of course any sports promotion on social media could only be helpful, just because of the mass amounts of eye traffic that is available to them. It was

also concluded that Internet Media become more faster, convenient and well connected as the best way to promote Sport Teams. It may also concluded that the Internet Media is the most important aspect to increases the awareness of a sport varies according to the standards of developed countries. It concluded that the faster growing Internet Media use leads to the fact that Internet Media perfectly handle the sports event awareness.

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