

The Research of the Relation between the Sports Information Needs and the Sports Participation of College Students

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Abstract. Chinese college students have the desire to contact various media and the communication contents and have no fixed direction and focus for acceptance. To a considerable extent, they contact the media to increase the knowledge of sports, learning the national and world sports events, satisfying curiosity and seeking entertainment. There are some college students who have the common sports interests and hobbies as well as the same acceptance tendency, but they are also scattered and mixed. They have high and special requirements in receiving information and strong purpose and utilitarian in participating in sports communication activities, utilitarian. With the improvement of the material and spiritual life, the number of such students is increasing. By reviewing the media exposure from the perspective of Chinese college students' motivations, it can be found that there are individually different students who have different expectations on the media contact and produce the corresponding media contact behavior. As to college students' contact time of the mass media sports information, the majority of Chinese college students are exposed to the media in less than 1h. The order of the electronic media selection is: television, radio and network. The order of the print media selection is: book, newspaper and magazine. We will start from the college students' specific requirements and use of media to consider the impact of the media on them.

Introduction

The contemporary social environment has been ever changing and developing. With the advancement of technology, the world is gradually developing towards openness and the social environment the college students in the new century college students are facing is becoming increasingly diverse and complex. As a special social environment, the mass media environment continuously provides a series of social public values with the guiding significance for the development and progress of the entire society, then maintains a range of the social public interests required by the public in the wider social space, and also provides a new room to the college students who have an increasingly strong demand for the mass media. Contemporary college students need to rely on the media to understand and explain the sports cultures and events in the past, at present and in the future, resort to various ways to explain the sports phenomena, and also depend on the mass media to construct the sports life scenes of the human world. The mass media satisfies the college students' needs for entertainment, emotional stimuli and anxiety alleviation. Full of strong unrestrained feelings, the contemporary college students pursue the fashion and independence [1]. They have more and more active thinking and deeper and broader knowledge, which proposes a new subject to the mass media: how to adjust the direction of reports to meet the college students' demands for knowledge, emotion, entertainment, etc. This research make an analysis of the relation between the sports information and the sports participation of college students to promote the development of the mass media, better perform the role of the media, enhance the dissemination effects of the sports media, and finally promote the development and prosperity of the college students' sports career [2].

Research Object and Method

Research Object

The object of this study is the mass media sports information and the contemporary Chinese college students. The print media is determined to be the newspapers and magazines and the electronic media is the television, radio and network in accordance with the requirements of the study. The sampling method of the college students is determined as follows: the country is divided into six administrative areas of the northeast, the north, the east, the central south, the northwest and the southwest; 2900 college students of different genders, specialties and grades in 29 universities in Beijing, Shanghai, Shandong, Jiangsu, Henan, Sichuan, Shaanxi, Guangdong, Jilin, Hebei and Xinjiang are sampled based on the territory of China. Through investigation, it is intended to have wide knowledge of the status of college students' access to the sports information through the mass media.

Research Methods

The methods of literature, questionnaire, interview, mathematical statistics and theoretical analysis are applied in the study. The questionnaire for college students is the main method to survey the college students' motivations of exposure to the sports information dissemination. Limited by the objective conditions and taking into account the higher homogeneity of college students, 3100 copies of questionnaires have been distributed and 2900 copies of valid questionnaires are collected. The questionnaire is examined by the experts for the validity after the design. In order to know exactly the reliability of the questionnaire test, the reliability of the questionnaire is retested on part of the research objects. If the reliability coefficient $r = 0.91$ and $P < 0.05$, it is in line with the requirements of specification.

Commentary on the Research

With the popularization and development of the mass media, newspapers, television, radio, network and other media have become the ubiquitous sources of information in the modern society as well as the most important part of the social information environment. Jing Guanghui and others have discussed the college students' sports needs, sports outlook and other issues in the Analysis of the Sports Lifestyle of Chinese College Students and concluded that education and promotion have a important impact on college students' sports lifestyle and the publicity and guidance of the sports newspapers and magazines can effectively trigger the college students' thinking resonance and behavior interaction in the sports life [3]. Liu Depei regards the purpose of taking part in the sports as the judgment indicator of the sports value and the results of the survey of college students are for appreciation, entertainment, improving the physical fitness and strengthening the body. He discusses the sports values and finds that the mass media was one of the factors to influence the sports lifestyle. Chen Tianren's research holds that among all the main factors that affect the young students' sports awareness and the gradual formation of correct sports values, the mass media sports information dissemination is the first one, followed by the physical education classes and extra-curricular sports activities, so it helps the young students participate in sports consciously and frequently [4]. He also points out that people who receive more television sports transmission enjoy a higher proportion in participating in sports. Professor Lu Yuanzhen studies the extrinsic motivation of sports participants in sports activities and finds that several aspects of social factors affect urban and rural residents' participation into the social sports activities, among which the sports hobbies and habits developed during the school play an important role (accounting for 27.54%), followed by the influence of the mass media (including sports news for 18.42% and sports books for 10.58%) and the influence of people around (including friends for 15.04%, colleagues for 9.98% and family members for 7.15%). The celebrity effect of the competitive sports has a minimal impact on people's sports participation. Hai Shenghua shows in An Investigation of the Influence of Mass Media on College Students' Sport Attitude that the impact of mass communication is conditional and within a certain scale and the function of school education can not be ignored [5]. Wang Huilin has done a very comprehensive and

in-depth research in her doctoral thesis of A Research of Demonstration and Theory on the Influence of Sport Information on Mass Communication to the Sport Life of Collegians and proposed the counter-measures of the media education.

The Relationship between the Chinese College Students' Sports Information Needs and Sports Participation

The Chinese College Students' Motivations of Access to Different Media Sports Information

According to the survey, for the media of newspaper, the college students mainly select the motivations of learning the national and world sports events, increasing the knowledge of sports, knowing the local events, loving sports, seeking entertainment, the charisma of the sports stars, etc; for the media of magazines, college students choose the motivations of seeking entertainment, knowing the national and world sports events, increase the new knowledge of sports, the charisma of the sports stars, killing time , etc; for the media of books, they mainly select the motivations of seeking entertainment and increasing knowledge of sports, etc.

Table 1. Chinese college students' exposure to various media sports information motivation (%)

motive	newspaper	magazine	books	broadcast	television	network
Increase the new knowledge in sports	41.9	22.1	12.8	34.9	35.7	38.8
Understanding of national and international sporting events	51.1	24.3	13.9	31.2	49.8	37.4
Understanding of local events	23.9	25.7	14.2	17.8	30.2	26.7
Look for amusement	14.1	17.7	11.6	10.1	17.9	16.2
kill time	12.5	17.1	12.5	10.8	17.7	15.2
Seeking to solve actual problem of sports	12.3	7.8	6.2	2.6	11.3	7.7
Love sports	22.2	16.3	11.5	11.8	23.5	20.6
Shopping Directory	12.5	15.1	6.8	4.9	12.4	13.9
Sharing with friends in leisure	12.4	11.8	5.3	4.8	13.2	11.7
curiosity	11.5	11.2	6.4	4.3	13.7	11.3
Sports star 's personality charm	20.3	18.9	8.6	9.8	29.3	18.2
Author, presenter, commentator style	9.5	8.9	5.1	11.2	21.6	4.4
The referee's style	4.3	3.9	3.2	2.1	15.9	2.2
Perennial habit	13.2	5.8	5.7	2.4	12.9	6.5
Enter belong to individual small world	12.6	11.9	12.7	3.9	8.5	9.4
Passive participation	5.1	6.6	6.3	7.3	4.4	4.8
other	4.9	5.6	7.2	7.3	7.1	8.2

The average value of college students' motivation selection on the media of books is relatively low, indicating that the book media has a very little impact on satisfying the needs of college students; for the broadcasting media, students mainly select the motivations of increasing the knowledge of sports, learning the national and world sports events, seeking entertainment, knowing the local events, loving sports, killing time , and so on; for the media of television, college students mainly select the motivations of increasing the new knowledge of sports, learning the national and world sports events, seeking entertainment, the charisma of the sports stars, knowing the local events, etc; for the network media, the college students mainly select the motivations of increasing the knowledge of sports, learning the national and world sports events, seeking entertainment, loving sports, etc. It can be seen from the survey that the college students are active to contact the media and the mean values of selection of different media are all less than 10%.

When considering the college students' initiative, it holds that college students have various needs naturally in their growing process; when the needs point at the media, it forms a certain media

expectation which promotes the college students to get close to some media or the contents of a mass media sports information and guide students to process information to achieve a certain degree of satisfaction or other unintended consequences.

Table 2. Chinese college students' interest in sports with different degree of contact printing media sports information motivation relationship

motive	newspaper	magazine	books	broadcast	television	network
Increase the new knowledge in sports						
Understanding of national and international sporting events						
Understanding of local events						
Look for amusement			0.063*	0.134**	0.119**	
kill time	0.083**		0.110*	0.072**	0.112**	0.105**
Seeking to solve actual problem of sports						
Love sports						
Shopping Directory				0.084**		
Sharing with friends in leisure	0.119**			0.082**		
curiosity		0.079**	0.121*		0.069**	
Sports star 's personality charm						
Author, presenter, commentator style		0.117**				
The referee's style						
Perennial habit						
Enter belong to individual small world						
Passive participation						
other			0.194*			

Note:** express $P < 0.01$ Significant correlation

Investigation of Chinese College Students' Contact of Different Media

College students' contact frequency of the sports media directly reflects the level of their preferences and acceptance of the media. The major types of electronic media our college students regularly contact are in the following order: network for 32.4%, television for 31.4% and radio for 17.3%. The data shows that: network and television are the media our college students contact frequently. The order of our college students' overall regular contact of the main types of print media is: magazine for 37.0%, book for 24.2% and newspapers for 22.9%. The data shows that: magazine, book and newspapers are the media our college students contact frequently. As the traditional media, newspapers, television and radio already has a relatively stable audience, and these media update the information everyday with a strong timeliness, so the audience usually needs to consume the same media every day [6]. Although the Internet updates the information everyday and even update it for several times in a day, apparently, when conveying the information, books and magazines can enable the readers to read many times until they understand it. In addition, they can be circulated among friends and classmates.

Table 3. Students' contact with major electronic media sports information frequency (%)

contact frequency	TV	network	newspaper	broadcast
Often	30.2	31.4	21.5	15.8
occasionally	37.3	42.1	47.6	26.1
hardly	18.4	17.3	15.2	37.7
no answer	9.2	4.6	10.3	13.5

Many people think the contents in the books and magazines are more credible and some important information can be maintained permanently, so they are the favorite of our college students. In most of our colleges and universities, it is more convenient for the college students to use the Internet. Especially in Beijing, college students have a high utilization rate of network [7]. It reflects that the generation who grow up by watching the TV begins to value the Internet in addition to their loved TV. After a specific analysis of the reasons for the high efficiency in using the newspaper among the college students, the following characteristics can be found: 1) since the sports information provided by the newspapers is close to the college students' sports lifestyle and concept and is more in line with the thinking habits and language style of the local college students, it is easier to get the recognition and love of the college students; 2) as the newspaper has various aspects of guiding and indicative information including fitness, sports and entertainment, it becomes a good helper for the college students for sports and entertainment. Providing important sports news is the important basis for the newspaper to become the college students' favorite media.

Table 4. Students' contact with major print media sports information frequency (%)

contact frequency	magazines	books
Often (two or more books per month)	36.6	23.1
occasionally (Month a book)	40.1	36.7
hardly (The following month book)	15.5	23.3
no answer	3.6	11.8

The Relationship between the Chinese College Students' different Levels of Sports Interest and Their Motivations of Contacting Various Media Sports Information

This study divides the levels of college students' sports interest into five levels: keen interest, interest, indifference, disinterest, no any interest. It is found from Spearman Rank Correlation Analysis of the college students' motivations of contacting the media sports information and the interest level in sports that the college students' sports interest is significantly correlated with their motivations of contacting the media. It can be seen from the survey that part correlations of college students' motivations of contacting different media and the level of their sports interest reach the required significance level [8]. The survey shows that when choosing a media, college students have a specific need psychologically. College students' general psychological characteristics in media selection and consumption can be drawn based on the overall conditions of selecting television, radio, newspapers, magazines, books and Internet. Among the motivations, seeking entertainment and killing time become the most important psychological factors for the college students to select and consume the media. These motives are related to their sports interests.

Investigation of the Exposure Time of Chinese Students to Different Media

The media with a high frequency of contact by the college students is not necessarily the one with the longest contact time. Therefore, we need to continue to examine the media used by the college students from the perspective of the contact time. In this study, college students' contact time of the media yesterday is applied to estimate their usual contact time of the media. College Students' exposure time to the media is divided into seven time periods: no contact, less than 0.5 h of contact, 0.5 to 1 h of contact, 1 to 2 h of contact, 2-3 h of contact, 3-4 h of contact, more than 4 h of contact. The survey data shows that college students are exposed to the media sports information mostly in

less than half an hour and most of them choose the newspapers and television. A large number of college students does not contact the broadcasting and books. Only a small number of students are exposed to the media for more than 2 h. The number of students exposed to the TV for 1- 2 h is greater than that of students exposed to other media, because the television has many channels and diverse programs. The Internet has a variety of purposes and different purposes will lead to different exposure time to the Internet. The average time scope of college students' contact of different media can be found through the statistics of the average time period scope of college students' exposure to different media. The calculation method of the average time period scope of college students' exposure to different media is: no contact 1) less than 0.5 h of contact 2) 0.5 - 1 h of contact 3) 1 - 2 h of contact 4) 2-3 h of contact 5) 3-4 h of contact, 6) more than 4 h of contact

Table 5. Different students choose to spend their spare time mode (%)

content	Percent %	serial number
enter sport	55.2	5
watching TV	47.6	7
listening music	66.3	3
surf the Internet	69.7	9
travel	26.1	8
chat with friends	48.4	6
reading	65.2	1
read newspaper and magazines	58.4	2
see a movie	34.2	4
play games	12.9	10
other	8.5	11
total (number)	1703	

Table 6. Contact of college students with different media time average

Medium	average	Standard deviation	Minimum value	Maximum value	N
television	2.2	1.2	0	6	1796
network	1.4	1.0	0	6	1796
newspaper	2.4	1.0	0	6	1796
broadcast	2.2	1.1	0	6	1796
magazine	2.1	1.3	0	6	1796
books	2.9	1.3	0	6	1796

Table 7. College Students' daily contact with all kinds of media time (%)

	television	broadcast	newspaper	magazine	books	network
Not	15.3	35.2	4.5	16.3	28.2	15.2
0.5 less than	34.6	35.6	41.3	35.3	26.2	26.3
0.5~1 h	18.4	15.2	30.1	22.2	14.3	25.7
1~2 h	15.3	2.1	11.6	9.2	8.2	10.3
2~3 h	3.4	1.2	2.1	3.7	3.5	5.4
3~4 h	2.1	0.0	0.3	1.0	2.3	4.2
4h above	2.1	0.5	0.6	1.2	2.8	2.8
No answer	3.5	5.7	4.3	5.4	9.2	5.3

Conclusion

Chinese college students have the desire to contact various media and the communication contents

and have no fixed direction and focus for acceptance. To a considerable extent, they contact the media to increase the knowledge of sports, learning the national and world sports events, satisfying curiosity and seeking entertainment. There are some college students who have the common sports interests and hobbies as well as the same acceptance tendency, but they are also scattered and mixed. They have high and special requirements in receiving information and strong purpose and utilitarian in participating in sports communication activities, utilitarian. With the improvement of the material and spiritual life, the number of such students is increasing. By reviewing the media exposure from the perspective of Chinese college students' motivations, it can be found that there are individually different students who have different expectations on the media contact and produce the corresponding media contact behavior. As to college students' contact time of the mass media sports information, the majority of Chinese college students are exposed to the media in less than 1h. The order of the electronic media selection is: television, radio and network. The order of the print media selection is: book, newspaper and magazine. We will start from the college students' specific requirements and use of media to consider the impact of the media on them.

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