



Original Article

Evaluation of the Role of Electronic Sports Media in Health Education for Athletes in Health Clubs in Menoufia Governorate

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Abstract

This research aims to explore the role of electronic sports media in health education for athletes who frequent health clubs in the Monufia Governorate. The researchers employed a descriptive methodology, appropriate for the nature and objective of the study. The research population consisted of athletes who regularly visit health clubs in Monufia. The sample was divided into a primary research sample of 619 participants, along with an exploratory sample of 75 individuals used for designing the questionnaire. The results indicated that the most distinguishing feature of electronic sports media lies in the technological influences utilized in health education processes presented through artificial intelligence, which contributes to enhancing the level of health education.

Keywords: Health education, Media, Sports

Introduction

Recently, the roles played by various media have significantly increased, and they have thrived on local, regional, and international levels through communication and information platforms. Media has historically gone through many phases, evolving to the current state we see today, a transformation that reflects changes from one era to another. Consequently, it can be said that different types of sports media are crucial tools for influencing the audience.

In modern society, media serves as an excellent vehicle for disseminating culture, playing a major role in curating cultural content and fostering cultural development. Sports media involves the dissemination of news, information, and factual details about sports, explaining the rules and regulations of games and athletic activities to the public to enhance sports culture among community members and raise their sports awareness. Moreover, sports



media messages are among the important messages in the media system through an educational approach, meaning that educational objectives should take precedence over any other goals achievable through sports media. (2 : 26•30)

The study by Salah Massad Abdah emphasizes that engaging with the internet in sports media is a significant factor in attracting audiences, especially if its platforms are utilized more effectively, alongside using multimedia tools. Additionally, it highlights the importance of effectively utilizing forums and guestbooks. (74:5)

Nesreen Abaslam Ahmed (2017) adds that electronic sports media plays an extremely vital role due to its enormous capacity to provide a vast amount of information that reaches wide geographical areas and large numbers of individuals. This capability enables extensive coverage and rich information that can assist in making important decisions and contribute to building a knowledge base within public opinion about ongoing sports developments. (8 : 32)

In reference to what both "Khayr al-Din Oweis and Ata Abdul Rahim" (1998) stated, the primary role of sports media lies in informing the public with accurate news, clear and truthful information, and established objective facts. This assists in forming a sound opinion on significant issues or topics related to the sports field. (12:3)

According to "Elham Shalaby" (1996), the importance of health education has become greater than ever amidst changing circumstances where individuals face environmental and health phenomena that were previously unknown. It is essential to educate athletes about relevant issues such as nutrition, the nature and causes of diseases and their prevention, as well as personal hygiene. (1: 76)

"Mohamed Alhamami" (1997) emphasizes the significance of disseminating information about the importance and necessity of engaging in physical activity at all age stages. This information should be based on various scientific, cultural, social, and economic principles, illustrating the importance of such practices in achieving health, well-being, and happiness in the daily lives of those who engage in physical activities. (7:125)

Researchers highlight the necessity of an objective study to evaluate the role of electronic sports media in health education for athletes in health clubs in Menofia Governorate, considering its importance in providing accurate and relevant sports health knowledge. The internet's impact on the sports culture of the youth raises a perplexing situation concerning where to start because search tools, upon entering the term "sports," yield numerous links. Additionally, electronic sports media offer ample opportunities to access news and details anytime and anywhere. The internet also possesses the significant advantage of rapidly presenting new information, making it a vehicle for continuity and renewal.

The objective of this research is to evaluate the role of electronic sports media in health education for athletes in health clubs in Menofia Governorate.



Research Question:

- What is the role of electronic sports media in health education for athletes in health clubs in Menofia Governorate?

Material and Methods

Approach:

The researcher employed a descriptive methodology using a survey study approach, which was suitable for the nature and objectives of the study.

The research community consists of health clubs in the Menoufia Governorate, and the sample was randomly selected from among athletes frequenting these health clubs. The sample was chosen using a convenience sampling method, which included 694 athletes of both genders frequenting the health clubs in the Menoufia Governorate.

The community was 8 fencing clubs in the Arab Republic of Egypt, they were (Stars - Sun - Hunting - Platinum - Nasr City - Teachers - Sporting - Tanta), with (180) members, they were divided into (160) individuals for the main study and (20) for the pilot study. See table1.

Table 1. Description of the Research Community and Sample (n= 694)

Participants	Number	Ratio
The main study	619	95.4 %
The Exploratory study	75	11.6 %
Total	694	100 %

Table (1) indicates that the percentage of the main research sample exceeded 70% of the total research community, allowing for its reliance in the implementation of research procedures.

Procedures

1. Forming the questionnaire

were able to establish criteria for a questionnaire form to evaluate the role of television sports programs in health guidance for athletes in health clubs in the Menoufia Governorate in light of global health crises through the following:

Analyzing documents and reviewing Arab and foreign studies in the fields of sports media, sports health, and tests and measurements.

2- The researchers designed a questionnaire to study "the assessment of the role of electronic sports media in health education for athletes visiting health clubs in Menoufia Governorate."

3- The researchers presented the questionnaire in personal interviews with a number of (10) expert professors from (10/12/2023 to 20/12/2023) in order to gather opinions on the



appropriateness of the phrases used to evaluate "the role of electronic sports media in health education for athletes visiting health clubs in Menoufia Governorate."

- 4- The researchers presented the questionnaire to experts to determine the suitability of the phrases for measuring the questionnaire and the appropriateness of the rating scale (Agree = 3 points – Somewhat agree = 2 points – Disagree = 1 point). Feedback indicated the need to modify the wording of several statements.

Validity of the questionnaire

1. Judgmental validity

The researchers utilized judgmental validity to verify the accuracy of the questionnaire. The questionnaire was presented to a number of (10) specialized experts to gather opinions on the statements and the rating scale, confirming the content validity.

2. Internal consistency validity

The researchers calculated the validity of the proposed scale by determining the correlation coefficient between each statement, with this phase carried out from (26/12/2023 to 9/1/2024).

Table 2. Correlation Coefficients Between Statements (n=15)

Statement Number	Television Sports Programs
1	0.444*
2	0.463*
3	0.621*
4	0.666*
5	0.651*
6	0.546*
7	0.611*
8	0.614*
9	0.513*
10	0.712*
11	0.566*
12	0.564*
13	0.504*
14	0.571*
15	0.617*

* Table "r" value at (0.05) = 0.388

All correlation values between each statement showed statistical significance at the (0.05) level, confirming the uniformity of the questionnaire.

3. Reliability of the Questionnaire:

The researcher assessed reliability on the pilot sample through administration and re-administration, with a sample size of (75) individuals



Table 3. Correlation Coefficient Between First and Second Administration of the Questionnaire Form (n=75)

Subject of the Questionnaire	Number of Statements	First Administration		Second	
		Mean	Standard deviation	Mean	Standard deviation
Assessment of the Role of Electronic Sports Media in Health Education for Athletes in Health Clubs in Menoufia Governorate	15	33.12	3.3	33.41	* 0.93

* The Tabulated value of "R" at (0.05) = 0.388

Main Study

The researcher administered the questionnaire during the period from (17/1/2024 – 19/2/2024).

Statistical Analysis

The researcher used the SPSS program for statistical analysis.

- Arithmetic Mean
- Pearson Correlation Coefficient
- Standard Deviation
- Relative Importance
- Percentages
- Chi-Square Test

Results and Discussion

In light of the research objective and question, the researchers applied a questionnaire form to the primary research sample. The results presented in Table (3) enabled the researchers to answer the study's question, which states:

‘‘What is the role of electronic sports media in health education for athletes in health clubs in Menoufia Governorate?’’

The results in Table (4) indicate that the responses from the primary research sample varied in percentage. Specifically, the calculated value of "Chi-squared (χ^2)" ranged from (164.558) to (778.551). The table shows significant statistical differences at a significance level of (0.05) among the frequencies of the statements. It was noted that the most frequent response from the research sample was "applies," favoring statement number (3), which states: "Electronic sports websites provide appropriate preventive guidelines and advice during sports practice for participants in sports institutions in light of global health crises." This statement received a percentage of (75.8%). Statement number (4) followed, with a percentage of (59.5%), stating:



"Social media provides appropriate preventive guidelines and advice during sports practice for participants in sports institutions in light of global health crises."

Table 4. Electronic Sports Media (n=619)

Statement No.	Applies		Sometimes		Does Not Apply		Total Scores	Chi-Square
	K	%	K	%	K	%		
1	324	52.3	259	41.8	36	5.8	1526	516.118
2	320	51.7	217	35.1	82	13.2	1476	312.440
3	469	75.8	68	11	82	13.2	1625	534.648
4	368	59.5	198	32	53	8.6	1553	431.83
5	239	38.6	220	35.5	160	25.8	1317	419.865
6	233	37.6	195	31.5	191	30.9	1280	778.551
7	240	38.4	209	33.8	170	27.5	1308	415.753
8	238	38.4	256	41.4	125	20.2	1351	761.375
9	206	33.3	302	48.8	111	17.9	1333	731.075
10	203	32.8	268	43.3	148	23.9	1293	375.096
11	317	51.2	201	32.5	101	16.3	1454	356.720
12	317	51.2	250	40.4	52	8.4	1503	164.558
13	295	47.7	170	27.5	154	24.9	1379	183.326
14	234	37.8	188	30.4	197	31.8	1275	383.139
15	170	27.5	205	33.1	144	39.4	1164	199.547
Total								6564.04

* The value of Chi-Square at a significance level (0.05) = 5.99

The frequencies of the research sample's "applies" responses represent a significant agreement, which the researchers interpret as indicating that health education for athletes in health clubs in Menoufia Governorate is influenced by media, particularly electronic sports media. This is evidenced by the attention that electronic sports websites give to presenting health and medical information, represented in correct preventive health guidelines for sports institution participants during global health crises. This is supported by Salah Mosaad Abada's study that states that engaging with the internet in the field of sports media is an attraction for the audience, especially if its sites are better utilized, alongside the use of multimedia. Additionally, effective use of forums and guestbook entries should be considered (5 : 23)

The researcher agrees with what Samia El-Sayed Ali mentioned regarding the necessity of developing the cultural sports references in electronic media and paying attention to it by directing the interests of experts and specialists.(4 : 18)



In conclusion, the researcher addresses the research question through the findings related to the role of electronic sports media in health education for athletes in health clubs in Menoufia Governorate, based on the results of studies by "Mohsen Ramadan Ali," "Tarek Mohamed Sadiq," "Walid Ibrahim Hamza," and "Khaled Mahmoud Al-Ziyoud." The studies indicate that sports culture plays a significant role in instilling healthy habits and proper posture to prevent incorrect practices, and that engaging in sports, in general, is an influential pathway to public health, contributing to a disease-free body and enhancing an individual's energy and vitality.

(6 :29) (9 : 35) (10 : 54)

Thus, the answer to the study question, which states, "What is the role of electronic sports media in health education for athletes in health clubs in Menoufia Governorate?" is realized.

Conclusion

In light of the research objectives, sample, and results, the researcher concludes the following:

1. The development of a questionnaire to assess the role of electronic sports media in health education for athletes in health clubs in Menoufia Governorate.
2. The diversity and variety of electronic platforms play a substantial role in health education for athletes in health clubs in Menoufia Governorate, disseminating accurate healthy habits to prevent diseases and injuries.
3. Electronic sports websites provide important guidelines about precautionary measures in sports institutions amid global health crises.
4. Statement number (3), which states, "Electronic sports websites offer adequate preventive guidelines and advice during sports practice for participants in sports institutions amidst global health emergencies," ranked first with a percentage of (75.8%) among the survey statements.

Recommendations

Based on the current study and the results obtained, the researcher recommends the following:

1. To capitalize on the popularity of social media for health guidance for athletes in health clubs during global health emergencies, regularly updating sports forums on awareness of medical procedures in cases of suspected injury among participants in sports institutions during global health crises.
2. Periodic updates on sports forums regarding awareness of medical procedures in cases of suspected injury among participants in sports institutions during global health crises.

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