

Investigation of Sports Media Expectations of the People Living In Mugla

T.OSMAN MUTLU [1], ERCAN ZORBA [2], AKAN BAYRAKDAR [3], MUSTAFA YILDIZ [4], A.YILMAZ ALBAYRAK [5]

[1]
Mugla Sıtkı Kocman University
Physical Education And Sport,
Mugla, Turkey
omutlu19071907@hotmail.com

[2]
Mugla Sıtkı Kocman University
Physical Education And Sports,
Mugla, Turkey
ercanzorba1907@hotmail.com

[3]
Mugla Sıtkı Kocman University
Physical Education And Sports,
Mugla, Turkey
akanbayrakdar@hotmail.com

[4]
Karamanoglu MehmetBey
University Physical Education And
Sports, Karaman, Turkey
yilmusti@hotmail.com

[5]
Gumushane University Physical
Education And Sports,
Gumushane, Turkey
ahmetyilmazalbayrak@hotmail.com

ABSTRACT

This research was conducted in order to investigate the sports media expectations of the people living in Muğla. The scale of the survey questions were asked to people living in the province of Mugla with a variety of professions. The relevant information was obtained by the screening method. A questionnaire developed by Özsoy (2007) was used. Alpha reliability coefficient of the used questionnaire was determined as 0.77. The sample of this study consisted of 194 volunteers who stated following the sports media and living in the province of Muğla. Statistical calculations were made by using SPSS 17 package program. The arithmetic mean and standard deviation values of the obtained data were calculated and frequencies and percentages were analyzed separately. 57,7 % of the volunteers participating in the study were male and 42,3% of them were female. 41,2 % of the participants were graduates and post-graduates. 88,7 % of the participants were a club supporter. 77,3 % of the participants remarked that they follow sports news and comments, 21,6 % of the participants buy sports newspapers regularly, 30,9 % of the participants subscribe to broadcasting company that broadcasts Turkish Super League matches live, 74,2 % of the participants prefer to follow sports events through television media outlets, 30,9 % of the participants want to follow football in the media as the sports branch. 62,9 % of the participants are not satisfied with the broadcasting policies of sports media and 62,9 % of the participants do not believe in the credibility of news about sports media. As a result; media is one of the most important tools which provides people with the latest news about sports. Sports media is of great importance in terms of sports ethics regarding its addressing the audience and the fans that are interested in sports through educational and informative writings as well as inviting these people to fair play in the name of the club they support by sending them messages about sports. Because sports media can reach and affect the masses, and today this effect has been observed in a more negative way. It is observed that some basic sports branches (Athleticism, Wrestling, Gymnastics, and Swimming) are not given any place in sports media. It is considered that the reason why football is at the forefront and has become so popular stems from the economical relations between football industry and the media. For these reasons, it can be concluded that sports media do not make any contributions to sports which makes very slow progress in our country.

Keywords: *Sports, Media, Expectation, People*

INTRODUCTION

Media consists of printed publications such as newspaper and magazine used for mass communication and also messages including audio or both audio and video such as radio, cinema, and television. Today, this and similar environments are called traditional media. It is observed that with the development of technology, means of media have also diversified.

The vast majority of people cannot learn and know about the agenda if the media does not include any news about it. Therefore, the vast majority of events people find out are only the issues they learn from media- in other words, they are the issues which media presents as news (Bagdikian, 1971), but at the same time people have felt a need to find out what is going on around, to announce what happens to him or what he sees, to reflect on these and convey his opinion to the others. This need- that is the curiosity to find out what is going on at the time- has created the communication action (İnuğur, 2002).

Newspaper first came out at the beginning of 17th century. It first came out as people's daily conversations, songs, gossips in social life; then, transcriptions with pictures appeared which was followed by the invention of paper. After that, the printing press was invented. It took a long time for the newspaper to be printed after the invention of printing press; it took more than a hundred years. Within this period, books were printed. However, books failed to meet the needs of bourgeois and aristocratic class of that era and newspaper was printed in addition to sheets and letters of news.

Sports news has been published since almost the first newspaper was published. Thus, the news included in the first newspaper were about politics, economy, crime, magazine, and sports. Media which carries out its duty in terms of announcing all the news to the public has also started to announce sports events to people. Thus, it can be observed that sports media has reached a wide audience in our country as well as all over the world and affected a vast majority.

Today, it seems impossible for the organs of media to be independent and autonomous institutions under present economic and technological conditions. Moreover, media outlets are the economic elements that should be supported in another way in terms of receiving feedback. This situation makes media outlets an element which is dependent and takes part in organic relations (Sezgin, 1997).

In recent years, people's confidence in media has decreased considerably. This is not just the case in Turkey. People in many different parts of the world have started to define journalist as incredible people as a result of maybe over commercializing, or monopolizing, or media's interlocking with other sectors (Tılıç, 2000).

Regarding the historical period as a whole, although media-government relationship may vary from time to time, it has always continued as a government-dominated relationship. After commercializing has started to dominate this field in Turkey, this relationship is maintained in a bi-directional way. Ruling parties back up their own governments by providing media with credits, tenders, or some kind of commercial benefits whereas media strives to increase these opportunities provided by the government by using its power to direct public for the benefits of the government (Demir, 2007).

In the light of this information, the aim of this study is to investigate expectations of people living in Muğla province concerning the sports media.

METHODOLOGY

Purpose of the Study

The purpose of this study is to obtain the opinions of people living in Muğla province concerning the publications in sports media and to determine how sports fans that are the target of sports broadcasting are affected by newspapers and magazines.

Research Sampling

Research sampling consists of 194 volunteer people who have stated following the sports media and living in Muğla province.

Data Collection

The scale used in this study is the Expectations from the Sports Media scale developed by Özsoy (2007).

Alpha reliability coefficient of the survey was determined as 0,77.

Statistical Analysis

Statistical calculations were made through SPSS 17 package program. The mean and the standard deviation of the gathered data were determined and analysis of frequency and percentages was also carried out.

FINDINGS

Table 1. Distribution of Participants by Gender

	N	%
Male	112	57,7
Female	82	42,3
Total	194	100,0

Analyzing Table 1; 57,7 % of the participants were male whereas 42,3 % of them were female.

Table 2. Distribution of Participants by Educational Status

	N	%
Primary School	58	29,9
High School	56	28,9
University	66	34,0
Postgraduate	14	7,2
Total	194	100,0

According to gathered data, 29,9 % of the participants were primary school graduates, 28,9 % of them were high school graduates, 34 % of them were university graduates, and 7,2% of them had a postgraduate degree. It is observed that while the lowest rate of participation belongs to postgraduates with (%7,2), the highest rate belongs to university graduates with (%34).

Table 3. Distribution of Participants by Occupations

	N	%
Officer	18	9,3
Teacher	18	9,3
Academician	6	3,1
Businessman	8	4,1
Self-employed	42	21,6
Worker	10	5,2
Student	50	25,8
Craftsman	8	4,1
Housewife	6	3,1
Retired	12	6,2
Unemployed	6	3,1
Other	10	5,2
Total	194	100,0

It is observed that the highest rate of participation belongs to the students with 25,8 %. Distribution by occupations was as following; self-employed with 21,6 %, officer and teacher with 9,3 %, retired with 6,2 %, worker with 5,2 %, businessman and craftsman with 4,1%, academicians, housewife, and unemployed with 3,1 %, and other with 5,2 %.

Table 4. Distribution of Participants by Level of Income

	N	%
Less than 500	32	16,5
501-750	50	25,8
751-1000	36	18,6
1001-1500	20	10,3
1501-2000	34	17,5
2000 and more	22	11,3
Total	194	100,0

Most of the participants stated their level of income as 501-750 TL with 25,8 %. The rate of those participants whose income is 1001-1500 TL was the lowest with 10,3 %. 18,6 % of the participants indicated their income as 751-1000 TL, whereas 16,5 % of them answered less than 500 TL and 11,3 % of them replied more than 2000 TL.

Table 5. Distribution of Participants by Being Fan of a Club

	n	%
Yes	172	88,7
No	22	11,3
Total	194	100,0

Whereas 88,7 % of the participants stated being a fan of a club, 11,3 % of them remarked that they are not fan of any clubs.

Table 6. Distribution of Participants by Club Membership

	n	%
Yes	46	23,7
No	148	76,3
Total	194	100,0

It is observed that 23,7 % of the participants were a member of a sports club while 76,3 % of them do not have a membership of any sports clubs.

Table 7. Distribution of Participants by Doing Active Sports

	n	%
Yes	54	27,8
Partially	88	45,4
No	52	26,8
Total	194	100,0

As it is illustrated in Table 7 that 27,8 % the participants stated doing sports actively yet 26,8 % of them noted not doing any sports. 45,4 % of the participants remarked doing sports partially.

Table 8. Distribution of Participants by Following News and Comments about Sports

	n	%
Yes	80	41,2
Partially	70	36,1
No	44	22,7
Total	194	100,0

41,2 % of the participants stated following sports news and comments, while 36,1 % of them answered partially and 22,7 % of them noted not following any of these news.

Table 9. Distribution of Participants by Buying Daily Sports Newspaper

	n	%
Yes	42	21,6
Partially	72	37,1
No	80	41,2
Total	194	100,0

As it is demonstrated in Table 9; 21,6 % of the participants stated that they always buy sports newspaper regularly whereas 37,1 % of them answered that they sometimes buy it and 41,2 % of them replied that they never buy it.

Table 10. Distribution of Participants by Subscribing to Broadcasting Company Which Broadcasts Turkish Super League Matches Live

	n	%
Yes	60	30,9
No	134	69,1
Total	194	100,0

69,1 % of the participants answered that they did not subscribe to any broadcasting companies which broadcast Turkish Super League matches live, while 30,9 % of them replied that they subscribed to such a broadcasting company.

Table 11. Distribution of Participants by Media Tools They Preferred in order to Follow Sports Events

	n	%
Television	144	74,2
Newspaper	24	12,4
Magazine	4	2,1
Internet	22	11,3
Total	194	100,0

As it was highlighted in Table 11, to the question of "which media tools do you use for following sports events?", participants answered television with 74,2 %, newspaper with 12, 4 %, internet with 11,3 %, and magazine with 2,1 %.

Table 12. Distribution of Participants by Their Reasons for Following Sports Media

	n	%
To find out about news	86	44,3
To follow the comments	30	15,5
To get information	46	23,7
Fun	32	16,5
Total	194	100,0

Regarding the responses obtained from the participants about their reasons for following sports media, the highest rate belongs to finding out about the news with 44,3 %, while the lowest rate belongs to following the comments with 15,5 %. Other percentages were getting information with 23,7 % and fun with 16,5 %.

Table 13. Distribution of Participants by Sports Branches They Prefer to Follow in Media

	n	%
Football	60	30,9
Basketball	26	13,4
Volleyball	36	18,6
Athletics	6	3,1
Tennis	20	10,3
Wrestling	10	5,2
Outdoor Sports	16	8,2
Car Sports	20	10,3
Total	194	100,0

According to the gathered data, football was the sports branch which participants preferred most in sports media with 30,9 %. While volleyball became the second sports branch with 18,9 %, basketball was the third with 13,4 %. And the rest of the percentages was illustrated as following; tennis and car sports with 10,3 %, outdoor sports with 8,2 %,wrestling with 5,2 %, and athletics with 3,1 %.

Table 14. Participants' Reviews Concerning Their Satisfaction with the Broadcasting of Sports Media

	n	%
Yes	40	20,6
Partially	82	42,3
No idea	38	19,6
No	34	17,5
Total	194	100,0

Whereas 42,3 % of the participants stated that they were partially satisfied with the broadcasting of sports media, 20,6 % of them replied that they were satisfied. On the other hand, 17,5 % of participants noted their dissatisfaction while 19,6 % of them made no comment about this topic.

Table 15. Participants' Reviews Concerning the Reliability of Sports Media

	n	%
Yes	26	13,4
Partially	96	49,5
No Idea	32	16,5
No	40	20,6
Total	194	100,0

Almost half of the participants with 49,5 % stated that they found sports media partially reliable while 20 % of them answered 'no'. Also, 16,5 % of the participants made no comments about this topic and 13,4 % of them remarked that they found sports media reliable.

Table 16. Participants' Reviews Concerning the Tools of Mass Media They Trust Most in Sports Media

	n	%
Newspaper	32	16,5
Television	100	51,5
Radio	8	4,1
Magazine	6	3,1
Internet	36	18,6
No idea	12	6,2
Total	194	100,0

Participants identified television as the most reliable sports media tool with 51,5 %. It is observed that internet was regarded as the second most reliable mass media tool by the participants with 18,6 %. The rest of percentages were as following; newspaper with 16,5 %, radio with 4,1 %, and magazine with 3,1 %. 6,2 % of the participants remarked that they had no idea about this topic.

Table 17. Participants' Reviews Concerning the Sports Media's Taking Readers' Demands into Account While Setting Their Broadcasting Policies

	n	%
Yes	54	27,8
Partially	68	35,1
No idea	34	17,5
No	38	19,6
Total	194	100,0

As it is illustrated in Table 17; while 35,1 % of the participants stated that sports media partially take the readers' demands into account while setting their broadcasting policies, 27,8 % of them replied 'yes' and 19,6 % of them answered 'no'. Besides, it was observed that 17,5 % of the participants made no comment about this topic.

Table 18. Distribution of Participants by Their Expectations from the Sports Media

	n	X	S.S.
Emphasizing the values of sports such as peace, friendship, etc.	194	4,4948	,92320
Encouraging readers to doing active sports	194	4,3814	,99161
Broadcasting policies intended to avoid fanaticism and violence	194	4,4948	,79014
News and Comments encouraging sportsmanship	194	4,2474	1,07762
Writings according to the rules of language and expression	194	4,2887	1,05750
Including lots of big photos in pages	194	2,9794	1,41039
Having colorful pages	194	3,1031	1,60623
Having lots of news in pages	194	2,7010	1,49031
Having writing-dominated pages	194	3,0103	1,35429
Having writings with the correct form of Turkish	194	4,3711	1,00072
Having news which reflects the reality	194	4,5567	,88709
Having objective news	194	4,4227	,98523
Having lots of news about football	194	3,3505	1,47547
Having lots of news about branches except for football	194	3,5361	1,36622
Having more research based writings including information	194	4,0206	1,17821
Analyzing the match results in a detailed way	194	3,5567	1,41032
Having writings introducing the sports branches	194	4,1753	1,04817
Having writings about health	194	3,9691	1,18237
Having news about the clubs which are strong candidates for the championship	194	3,8144	1,31417
Having news in favor of the club which I support.	194	3,6598	1,37999
Having magazine-like news	194	2,8351	1,54169
Including local sports events	194	3,8557	1,29559
Including sports events from other countries	194	3,6701	1,34065
Having parts about betting such as horse races.	194	2,4742	1,59723
Having parts including the comments of readers.	194	4,1340	1,08335

It is found out that regarding the questions in the scale about participants' expectations from the sports media, the highest mean belongs to having news that reflects the reality with 4,5567, while the lowest mean belongs to having parts about betting such as horse races with 2,4742.

DISCUSSION AND CONCLUSION

Media is one of the most effective factors which play an important in forming a country's ideas and opinions. Media outlets primarily establish their publishing policies on a base which consists of commercial concerns. Communication tools such as television, newspaper, magazine, radio, and internet always have an

interesting effect on the audience. The field which media uses most is the sport that is the biggest communicative language of the world. Media uses sports as a tool in order to sell more newspapers and attract more viewers. At the same time, sports authorities use media as a way of promoting sports events for free and sharing feelings with the fans.

In this study, 57,7 % of the participants were male while 42,3 % of them were female. It is observed that 34,4 % of the respondents were university graduates. Concerning distribution by occupations, 26,6 % of the respondents chose 'self-employed'. 25,8 % of the participants stated their level of income as 501-750 TL. The percentage about being a fan of club is 88,7 %, and 23,7 % of the respondents were a member of a sports club.

Whereas the rate of people who are engaged in active sports was 27,8 %, it was 26,8 % for those who stated not doing any sports. 45,6 % of the participants answered 'partially'. It shows parallelism with the study carried out by Özsoy(2009).

According to the data obtained from General Directorate of Youth and Sports about 2013, while the total number of athletes in Turkey is 3,806,035 (SGM+TFF+MEB+Sports Card), the number of active athletes is 1,999,961. The number of female athletes with a license is 952,261 and active female athletes with a license is 435,880; the number of male athletes with a license is 2,853,774 and active male athletes with a license is 1,564,081 (www.sgm.gov.tr, 2012).

The percentage of people who always follow news and comments about sports was 41,2 % while it was 36,1 % for those who answered partially and 22,7 % for those who never follow.

Whereas 21,6 % of the respondents stated that they do not buy sports newspaper daily, 37,1 % of them replied 'sometimes' and 21,6 % of them answered 'always'.

69,1 % of the respondents stated that they did not subscribe to a broadcasting company which broadcast Turkish Super League matches alive, on the other hand 30,9 % of them noted subscribing to such a company. Regarding the current conditions, the reason for this can be the fact that people do not subscribe to paid television channels or sports channels.

Concerning a question about which tools they use to follow sports media, 74,2 % of the participants answered 'television', 11,3 % 'internet', 12,4 % 'newspaper', and 2,1 % 'magazine'.

Regarding the responses about a question asked in order to determine participants' reasons for following the sports media, 44,3 % of the respondents answered 'to find out about the news', 23,7 % of them replied 'to get information', 15,5 % of them said 'to follow the comments' and 16,5 % of them answered 'fun'. It was found out that these results show parallelism with the study conducted by Özsoy(2009) and the respondents in both studies followed sports media in order to find out about the news.

Participants stated that football was the sports branch which they wanted to follow most in sport media (% 30,9). While "volleyball" was the second one (% 18,6), "basketball" was the third (% 13,4), and "tennis" was the fourth (% 10,3). Other sports branches were as following: Car sports (% 10,3), outdoor sports (% 8,2), wrestling (% 5,2), and athletics (% 3,1). These results show parallelism with the study conducted by Özsoy(2009). It was also observed in this research that football is the sport which is watched and demanded most. The reason for this can be the fact that football appears in media more than any other sports branches.

It was found out that 17,5 % of the participants indicated their dissatisfaction with the broadcasting policies of sports media whereas 20,6 % of them noted their satisfaction and 42,3 % of them chose the 'partially' option.

Participants regarded television as the most reliable mass media tool in the sports media (51,5%). Internet was the second most reliable one (%18,6). Newspaper became the third one with a relatively low percentage (%16,5). Radio was the fourth (4,1) and magazine was the fifth (% 3,1) in terms of reliability. Respondents also in the study by Özsoy(2009) regarded television as the most reliable one and therefore it shows parallelism with our study.

According to a research carried out by Radio and Television Supreme Council in 2006, levels of trust for the mass media tools were as following: the rate of people who rely on television was 56,7 % while it was 34 % for those who do not rely on it; the rate of people who rely on newspaper was 56,5 % whereas it was 29,9 % for those who do not rely on it; concerning radio, the rate of people who rely on it was 52,6 %, but it was 24,4 % for others who do not rely on radio; and lastly the rate of people who rely on the internet was 44,2 % while it was % 17 for the others who do not rely on the it. As the educational level increases, the level of trust decreases for television, radio, and radio whereas it rises for the internet. In the list which was about the most disturbing television broadcastings, sports programs (2,3%) were the eighth (RTÜK Research, 2006) . Again in another research conducted by Radio and Television Supreme Council in 2009; participants levels of trust concerning the media were analyzed and it was observed that radio became the most reliable one with 47,1 % and the level of trust for television was the lowest with 42,2 % (RTÜK Research, 2009).

Comparing the results of these two RTÜK researches, it can be observed that "confidence in television" decreased

with 14,5 %, “confidence in newspaper” decreased with 10,8 % and “confidence in radio” diminished with 5,5 % whereas “confidence in the internet” increased with 2,1 %. According to this, participants’ confidence in media decreased in general and it is observed that an increase in “being undecided” rather “mistrust” was determined.

Whereas television was the most reliable mass media tool according to the research by Radio and Television Supreme Council in 2006, in 2009 an exact opposite result was obtained. Regarding these results, it can be concluded that while our study shows parallelism with the study conducted by RTÜK in 2006, it does not show parallelism with the one carried out in 2009. The reason for this can be the fact that every passing year TV news have started to make more not objective news whereas radio expresses more free thought and opinion.

Participants emphasized that sports media do not take the readers’ demands into account while setting their broadcasting policies (19,6 %). While 35,1 % of the respondents answered ‘partially’, 23,8 % of them stated that sports media set their broadcasting policies according to the demands of readers.

As a result; Sports, as an economic value, has become a phenomenon which people living in a country are affected by and cannot ignore it due to the events taking place both in the field and outside the field. Media is one of the most important tools which convey the current news about sports to people. Sports media is of great importance in terms of sports ethics regarding its addressing the audience and the fans that are interested in sports through educational and informative writings as well as inviting these people to fair play in the name of the club they support by sending them messages about sports. Because sports media can reach and affect the masses; and today this effect has been observed in a more negative way. It is observed that some basic sports branches (Athletics, Wrestling, Gymnastics, and Swimming) are not given any place in sports media. It is considered that the reason why football is at the forefront and has become so popular stems from the economical relations between football industry and the media. For these reasons, it can be concluded that sports media do not make any contributions to the sports which makes very slow progress in our country.

REFERENCES

Bagdikian, B.H.(1971). The Information Machine Their Impact on Men and The Media, New York, Harper &Row Press, 12.

Demir. V.(2007).Türkiye’de Medya Siyaset İlişkisi. Beta Yayınları. 1. Basım. İstanbul.

İnuğur, M.(2002). Basın ve Yayın Tarihi, Der Yayınları, İstanbul.

Özsoy, S.(2007). Kamuoyunun Spor Medyasından Beklentilerinin Nitel ve Nicel Yönden Değerlendirilmesi Abant İzzet Baysal Üniversitesi Sosyal Bilimler Enstitüsü Spor Yöneticiliği Anabilim Dalı. Yayınlanmamış Doktora Tezi. Bolu.

Radyo Televizyon Üst Kurulu (2006). Televizyon İzleme Eğilimleri Araştırması Raporu. Ankara.

Radyo Televizyon Üst Kurulu (2009). Televizyon İzleme Eğilimleri Araştırması 2. Ankara.

Tılıç, L. D.(2001). 2000’ler Türkiye’sinde Gazetecilik ve Medyayı Anlamak. Su Yayınları.1. Basım. İstanbul.

www.sgm.gov.tr. Erişim Tarihi: 20.02.2013.

www.konrad.org.tr. Medya ve Demokrasi. Erişim Tarihi: 20.02.2013.