



## Participation rate of Physical education and Sports science Students of selected Universities in content Production of Social media

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### Abstract

*Social media is the description of online tools that people use it for sharing content, profiles, views, experiences, and attitudes. Therefore, social media is facilitator of online conversations and interactions among groups of people. These tools include blogs, message boards, podcast, microblog, bookmarking, webs, and Wikis. The main objective of this article is to investigate participation rate of physical education and sports science students in producing social media content. The method used in this research is survey one and its population is all of the physical education and sports science students of Tehran University, Allameh Tabatabaei University, Kharazmi University, and Shahid Beheshti University in B.A. and M.A. and PhD degrees in 2013. Studies showed that most people are members of one of Internet social networks, and most of them use filter breaker to access social networks such as Facebook, and most of them believe that using filter breaker is easy and available for them.*

**Keywords:** Web2, Social media, Social networks, Production.

### Introduction

Internet is growing rapidly from a content distribution channel to a platform for activity, cooperation, emission, sharing, and innovation. Worldwide web or briefly web, proposed for the first time in 1990 by one of experts of information technology of Berenzly team, has become as the platform of developing creativity and innovation of the present world in many cultural, economic, social, and even political fields, and every day brings a new phenomenon in the living area of the third millennium man. Web 2 is a developed sample of the traditional web proposed since 2004 and by having such effective tools; everyday affects some systems of society dealing with the society. Web 2 is one of the web developing technologies considered by researchers in recent years. Web 2 is a forward revolutionary step that both includes the quality of showing web pages and also is a method for interaction and a style for developing the web world<sup>1-3</sup>.

In web 2 everything becomes meaningful based on participation, and this participation is a collective one that doesn't have any limitation. A participation that has made collective wisdom to serve for synergy and has turned web into an interactive media in a new meaning<sup>1,2</sup>.

Social networks are one of the most important tools of web 2 that in recent years have been grown increasingly in the web world. In fact, we can state that social networks are the most complete and important tool of web 2 that somehow have other tools of web 2. By social networks people can interact and

transfer information with each other in different ways, in a full virtual environment and by the help of tools provided in web<sup>2,4-5</sup>.

In this article, beside introducing web2, social media, and social networks concepts, we try to investigate this issue that to what degree students of physical education and sports science of Tehran, Allame Tabatabaei, Kharazmi, and Shahid Beheshti universities participate in content production in social networks.

**Principles: Statement of the problem:** During several last years, the world has entered a new universe as "web1" and then "web2" that within a short period of time, web2 has welcomed by cyberspace users because of the possibility of interactive two-way communication. Now the results of researches indicate increase of virtual activists relative to social networks that in the current era, it has been turned into one the most popular type of websites and users have devoted a considerable amount of their time to these networks.

At first, web1 changed the world of information during the years 1990 to 2000 and through creating public access to various information without any limitation, created a tremendous revolution in the field of information access and science development in the physical world, and after that web2 and bilateral websites and virtual social networks since 2000 to now have changed communication world such that this time users, beside receiving message, they themselves try to feed sites and blogs. Weblogs development since 1999 in Iran and since 1380 of Solar calendar has been started by setting up

several free or cheap services regarding weblog and blogging, and has been generalized as an interactive media such that most of bloggers have used blogs for discussing about interested issues and through applying several links have provided their readers the possibility of following interested issues, and have encouraged them to state their beliefs and viewpoints beside participating in considered discussions and familiarity with other available views.

Generally, these mutual communications in web2 have caused creation of large social networks such as Facebook (the third great community in the world), Wikipedia (the biggest encyclopedia of the world) and many others at all contexts of human life and have affected all social relations of human society in some way<sup>5</sup>.

**Familiarity with social media and social networks:** Using social media such as social networks, sites of sharing videos, arena of virtual worlds and online appointment associations, show a diverse and with the rapid growth industry. In this industry, typically, various sites in a relatively well-defined field compete with each other. While these classifications are totally different from each other, but using social media have some common properties. One of the most important properties is that most of the sites widely lie on the produced content by the user that in them it is these users who determine the offered product by the company<sup>6</sup>.

Social media can be classified in seven groups. Weblogs, wikis, podcasts, forums, content communities, microblogs, and social networks are considered as seven types of social media. Moreover, somebody knows sites of virtual world such as second life as another type of social media, which in the next year they will have more development. Weblogs that are considered as the most famous type of social media are online journals that let users to add and edit content, as the produced content is the result of members' participation. Podcast are audio and video files that are put by the capability of sharing in internet. Forums that were active since periods before birth of the concept of social media are considered as a space for planning discussions in various issues.

Content communities provide the possibility of managing and sharing a special type of content such as: image, video files, text or links. Microblogs, which are an integration of social networks and small weblogs, are updated with short content of users. Social networks let their members to build personal pages, communicating and networking with online friends<sup>7</sup>.

While social networks are spaces in which people find new friends or state their history to their old friends, are places for interlocation in which young people share their beliefs and views. This capability that a young man can communicate with his like in other countries, that made these networks to be a place for introducing and discussing about new ideas<sup>8</sup>.

A social network is a site that in the first stage permits people and organizations to create their pages on them, and in the second stage, these pages are connected based on various shares. When we speak about social network, we should refer to communities or user community, too. In fact, a social network is a site or a set of sites that allows its users to share their interests, attitudes, and activities with others, and others mutually share their interests with them. Each social network offers some services. These services can be proportional to site facilities. Large and reliable networks can provide this possibility that users select their needs among possible services. They offer these services through applications<sup>6-8</sup>.

In the last research in 2011, research company "Ping II" has investigated distribution of 12 online famous social networks including: Tumblr, Orkut, LinkedIn, Twitter, Facebook, Hi5, Live Journal, Myspace, Foursquare, and Bebo all over the world that the following results are as:

Facebook is the most popular social network in Turkey and Venezuela. Twitter is the most popular social network in Venezuela and Brazil. LinkedIn is the most popular social network in Netherland and India. Tambar is the most popular network in Philippines and Brazil. Foursquare is the most popular social network in Indonesia and Malaysia. MySpace is the most popular social network in Puerto Rico and Burma. Live Journal is the most popular social network in Singapore and Russia. High 5 is the most popular social network in Thailand and Romania. Bebo is the most popular social network in Ireland and New Zealand. Okartis also the most popular social network in Brazil and Paraguay.

**Iran and virtual social networks:** For the first time, the name of Iranians was stirred in ranking internet technologies by the name of weblog. Iranians could obtain the fourth rank of weblogs in the world in 2004 and 2005. But because of several reasons this rank decreased to the tenth rank in 2009 that again it indicates the relative advantage in this field in Iran. Although none of the formal references has not released a report about statistics of Persian weblogs, by summing statistics of registered weblogs and active ones, we can estimate blog of Iranian services that in 2009 there was totally about 6 million Persian registered weblog in Internet, which of this figure, 10 percent, that is 600 thousand are considered as active ones. Accordingly, it can be stated that: Persian blogosphere is considered as one the biggest virtual communities and Iranian social networks<sup>9-10</sup>. One of the powerful social networks is Okart. It was about four years before that the concept of social networks became common widely by the presence of Okart among Iranian users and in a short time it grew so fast that following Brazil and America, Iran entered Orkat as the third country; but meanwhile some rumors were heard that warned about membership in this association. It was said that Google (Director of Orkat) access personal information, interests, views, and private communications of individuals through this site and it is possible that it violate private security of individuals. A while

ago, a court in Brazil asked Google to impose some restrictions in Orkat services to delete racist groups from Orkat. But Google has refused answering this request<sup>5-10</sup>.

By filtering Orkat, Iranians oriented to internal network of Cloob.com. Currently cloob site claim that is the greatest Iranian virtual community. This site has facilities such as those of the other social networks to users<sup>7-10</sup>.

**Audiences motivations for joining social networks:** The main issue in studying the virtual social networks is motivations analysis that leads people to join them. Different motivations lead people to virtual social networks. Exchange of information is the most important factor in success of such networks. The possibility of exchange of information in virtual social networks permits shaping discussions about different issues and problems. In fact, mentioned networks provide a more dynamic environment regarding creating innovation and information exchange better than the traditional ones<sup>8-10</sup>.

Social aspect is the second motivation in this field, in fact members of the network not only emphasize on its content, but also on promoting social aspects. People need connecting with others, because groups offer them a source of information and help obtaining objectives and creating a social identity in them.

Therefore, the exchange of information and social contact are among the most important motivations of people in joining virtual social networks. However, some of researchers believe that there are other reasons that one of them is dating. In this regard, forums, discussions, and chat groups can facilitate exchanging personal information. Also, tendency for continuation and development of these friendships encourage members to frequent reference to this virtual community.

The last motivation is entertainment. Totally, many of proposed discussions in traditional media indicate that internet is a new shape of entertainment like watching TV.

**Content production in Internet:** The number of mass media and the volume of information offered to today human, has caused that today arena be called age of information and communication, such that today modern society cannot be imagined without a “public coordinated system”.

Our deep and comprehensive need to information due to today special system of the world, has made us to be used to receiving information and organizing our plans by that, so that not having access to news media even for a few days make such a vacuum and shortcoming inside us as if doing our simplest jobs is also dependent on receiving new information. This need is felt because of special function of informing system.

Today, we live in such a world that its borders are drawn by mass media and informing system and the world of each of us is to the extent that media draw for us. On one hand, this bitter

truth makes us pessimist toward the present world, and on the other hand, mentions us the necessity of effective presence in shaping information.

In the meantime, internet in comparison with other media has a unique feature. Internet is a free space by which anybody can state his/her attitudes and thought to many audiences by the lowest possible price. In a commercial aspect, many companies and institutions have put their information in internet. Thus, today we are faced with a large volume of information; it is evident that the share of developed countries of this information is more.

Besides a major share of commercial information that belongs to them because of strong economic support of developed countries; more personal information put by their people in internet, now many countries encourage their people to obtain more credit in order to produce information in internet.

In the research conducted by “Amanda Lenhart” and “John Halogen” in February 2004, the situation of information production in internet by Americans as investigated. According to this research, 44 percent of internet users in America (it means 53 millions) have participated somehow in information production for internet. The aim of participation in information production is: creating a website, sending information for another website, writing contents for weblog, sending picture or work of art, and participation in news groups.

Among 53 millions who participated in information production, 13 percent have personal websites, although most of them don't update information of their website regularly. Only 10 percent of website owners, put some information in their website daily, but the others update their site once a week or less.

But what are the features of content producers in internet? While 26 percent of users have university education, 46 percent of content producers for internet have university education. Also, 25 percent of them are students. It seems that providing high bandwidth by schools and also this issue that students should produce content for internet as a part of their tasks are effective in high percent of students to whole of content producers. Having high bandwidth is also in of the effective factors in information production for internet, such that 57 percent of content producers use service, which is a high figure comparing with whole of users<sup>11</sup>.

**Competition of social media in produced content by users:** Using social media, such as social networks (Facebook and Orkat), sites for sharing videos (YouTube), arena of the authorized world (second life), and online appointment associations, show a diverse and with very fast growing industry. In this industry, typically various sites well defined in a relatively good field, for example online appointment, compete with each other. While these classifications are completely different from each other, but using social media

share several very important features: first, most of these sites rely on produced content by user widely in which these are users who determine the offered product by the company to a large extent. Typically, each user has his/her own external content preferences which are different from other users' preferences and this issue leads to the emergence of large local network<sup>12</sup>.

Second, while network outputs in all markets of social media is completely clear, various classes of social media show different levels of concentration. In some of the markets, we observe emergence of a dominant site (such as YouTube) in video publishing industry and Facebook in social networks industry) and a structure of "everything for the winner" which is the result of a typical market in the traditional networks industry.

Third, some of users have a strong tendency to several home in rival associations, while the others just committee to one site. Conducted investigation by Pew research about adult users of social networks in North America has showed that more than 40 percent of volunteers actively have several profiles in various websites, while 10 percent of volunteers have stated that they are satisfied with having just one profile in a website.

## Methodology

**Theoretical framework:** In this article three communication theories "networked society", "information society", and "use and satisfaction" have been used. Networked society can be defined as a shape of society that organizes its relations in media networks increasingly; networks replaced by face to face communication social networks gradually or complete them. This means that media and social networks are shaping the basic "way of organizing" and very important "structures" of modern society. These networks connect all units and parts of this formation (individuals, groups, and organizations) increasingly<sup>1-10</sup>.

According to Castells: networks shape new social form of our societies and development of networked logic creates significant changes in operations and results of production, experience, power, and culture processes. Networks are open structures that can be developed without any limitation and accepts new index points inside themselves till these points have the capability of communication in network, that is as long as they use common communication codes<sup>10</sup>. Unlike many other information theorists, Castells' discussion is not that we have passed capitalism era; but he believes that "networked society" indicates a new type of capitalism and base and foundation of its reconstruction and renewal after the crises of 1970s.

One characteristic of networked society is centralization of information and information technology. Also Castells distinguishes between what is called society "based on information" and "information" society; in information society concept it is emphasized on the role of information in society,

while Castells states that information always has had a vital, important, and sensitive role in society. What is understood from the concept of "based on information", unlike the concept of "information", is "a special form of social organization", which because of technological conditions of production, process and transfer of information is turned to basis and foundation of production capability and power<sup>13</sup>.

"The term information society indicates information modern technologies and reorganization of society about information flow"<sup>14</sup>.

For most information society is the born of many hardware links that is rooted in the technical- social structure and among its most important components we can refer to cases such as: digitization of all forms of data and information (text, voice, image, and video), generalization of using personal computers, developing digital storage power, emergence of computer modern languages such as HTML, developing all components of telecommunication networks (optical cable, satellite, telephones,...) and finally all of them are linked in a structure naming internet that actually frees the network from previous walls<sup>11</sup>.

The term information society and concepts like that such as information age and economy knowledge describe a society that has a lot of dependency to applying information technology for producing types of goods and services. Manuel Castells in the discussion of information society considers five features regarding information technology: The first feature of this new paradigm is that information is its raw material<sup>10-15</sup>. The second one refers to comprehensiveness of the effect of new technologies. The third feature refers to networking logic of each system or a set of relations using these new information technologies. The fourth feature, related to networking feature, although it is different from it completely, is that information technology paradigm is dependent on flexibility. The fifth feature of this technology revolution is increasing convergence of certain technologies inside a highly coherent system, in which separate and old technologic routs are indistinguishable<sup>15</sup>. Use and satisfaction theory emphasizes on needs and motivations of audience in using media besides assuming him active, and believes that values, interests, and social role of audiences are important and people select what they wish to see and hear based on that. The basic question of this theory is that why people use media and for what aim they apply it? The answer is that people use media for obtaining guidance, peace, compatibility, information, and forming personal identity<sup>15-16</sup>.

By use and satisfaction theory we observed an absolutely crucial change in quality of paying attention to the audience. This theory invalidated all theories related to the effect of media. It assumed the audience, active; such that he himself selects based on his needs. Katz argues that the field that is dying in communications, is the study of mass communication as convincing. Katz replaced the question "what do people do with

media?" with "What do media with people?". He showed that different individuals can use similar mass communication messages for very different objectives<sup>16</sup>.

**Objectives:** The main objective was "investigating participation rate of physical education and sports science students of various universities in content production of social networks". Subsidiary objectives are: Access to a type of content that physical education and sports science students produce in social networks. Understating the type of usage that physical education and sports science students have of social networks. Access to motivation of physical education and sports science students of becoming members of social networks. Identifying social networks that have the most audiences. Identifying social networks that have the most effect at a certain time.

**The population:** In this survey, the population is all of the physical education and sports science students of Tehran, Allame Tabatabaei, Kharzami, and Shahid Beheshi universities in degrees of B.A., M.A., and PhD. in 2013. The number of physical education and sports science students of the mentioned universities are about two thousands, which according to Cochran formula, 325 individuals are samples.

**Sampling:** Here stratified sampling has been used. Because stratified sampling is a method for achieving to a high degree of representativeness. In stratified sampling instead of selecting your sample entirely from whole of the population, you will be sure that a suitable number of elements are selected from homogeneous subsets of population<sup>1-16</sup>.

At the first stage, students are classified based on their university and distribution table of members of society is provided among each of classes. Percent and share of each of classes are calculated in whole of population of society. According to the share of each class in society, proportion and share of that class are determined in the sample. In the last stage, by using simple random sampling, the numbers of

samples of each class were selected among whole of that class.

Thus, we selected 146 students from Tehran University, 100 students from Kharazmi University, 45 students from Shahid Beheshti University, and 34 students from Allame Tabatabaei University. In other words, we selected 232 subjects from B.A. students, 81 subjects from M.A. students, and 12 subjects from P.H.D. students by using simple random sampling.

## Results and Discussion

In this section, from 62 obtained distribution tables, we have referred to just a limited number, which directly relate to investigated assumptions.

Figure-1 indicates that 119 subjects equivalent to 36.6 percent of respondents usually use internet more than 4 hours a day; while 69 subjects equivalent to 21.2 percent use it 2-3 hours, 68 subjects equal to 20.9 percent use it 1-2 hours, 50 subjects equal to 15.4 percent use it less than 1 hour, 11 subjects equal to 3.4 percent use it 3-4 hours. So it can be stated that most of respondents usually use internet more than 4 hours a day.

Findings of Figure-2 show that 300 subjects equal to 92.3 percent of respondents have claimed that are members in one of internet social networks such as Facebook, while 16 subjects equal to 4.9 percent have selected No option. It can be concluded that most of respondents are members of one of internet social networks such as Facebook.

Figure-3 indicates that 189 subjects equal to 58.2 percent of respondents have stated that access to social networks such as Facebook through filter breakers; while 108 subjects equal to 33.2 percent have selected VPN. So it can be stated that most of the respondents access social networks such as Facebook through filter breaker.

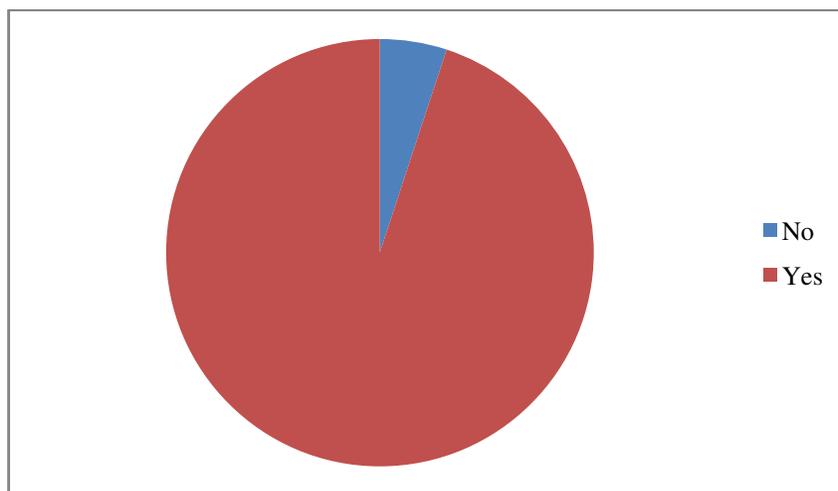
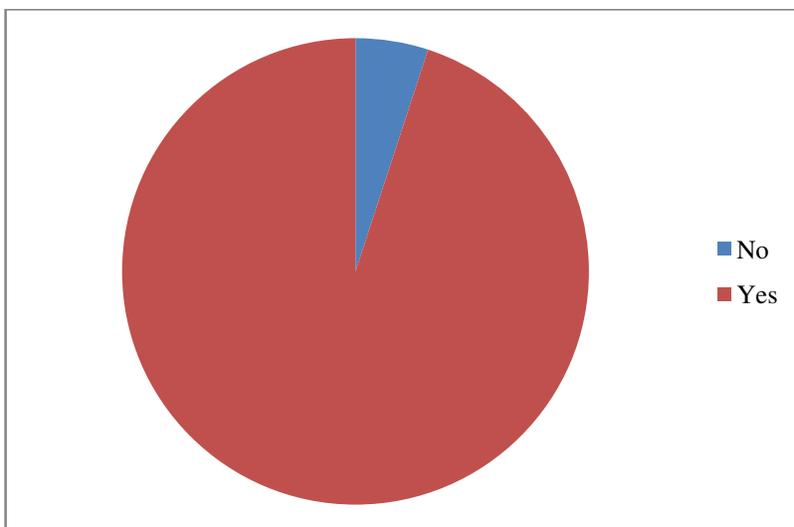
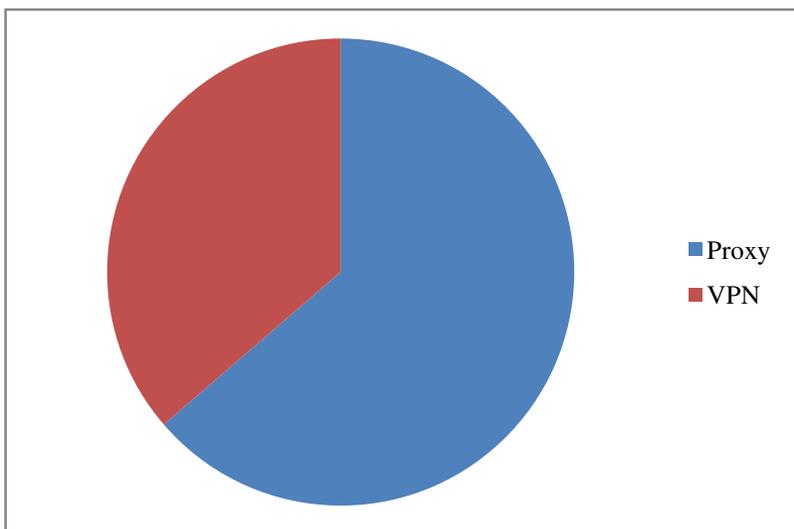


Figure-1  
Percentage distribution of respondents based on using internet in day



**Figure-2**

**Percentage distribution of respondents based on being member of one of internet social networks**



**Figure-3**

**Percentage distribution of respondents based on accessibility to social networks such as Facebook**

According to Figure-4, it can be found that 203 subjects equal to 62.4 percent of respondents use filter breaker too much and too to connect social networks; while 65 subjects equal to 20 percent have selected low and very low options, 49 subjects equal to 15.1 percent have selected somewhat option. It can be concluded that most of the respondents use filter breaker high and too high to connect social networks.

Findings of Figure-5 show that 124 subjects equal to 38.2 percent of respondents have stated that they use VPN too high and high to connect social networks; while 114 subjects equal to 35.1 percent have selected low and very low options and 68 subjects equal to 20.9 percent have selected somewhat option. It can be concluded that most of respondents use VPN too much and too to connect social networks.

Figure-6 indicates that 204 subjects equal to 62.7 percent of respondents are interested high and too high in releasing daily news in social networks; while 63 persons equal to 19.4 percent have selected low and very low options and 38 persons equal to 11.7 percent the somewhat option. So it can be stated that most of the respondents are interested too high and high in releasing daily news in social networks.

Figure-7 indicates that 195 persons equal to 60 percent of respondents are interested high and too high in sharing pictures in social networks; while 65 persons equal to 20 percent have selected low and very low options, and 41 subjects equal to 12.6percent have selected the somewhat option. So it can be stated that most of the respondents are interested high and too high in sharing pictures in social networks.

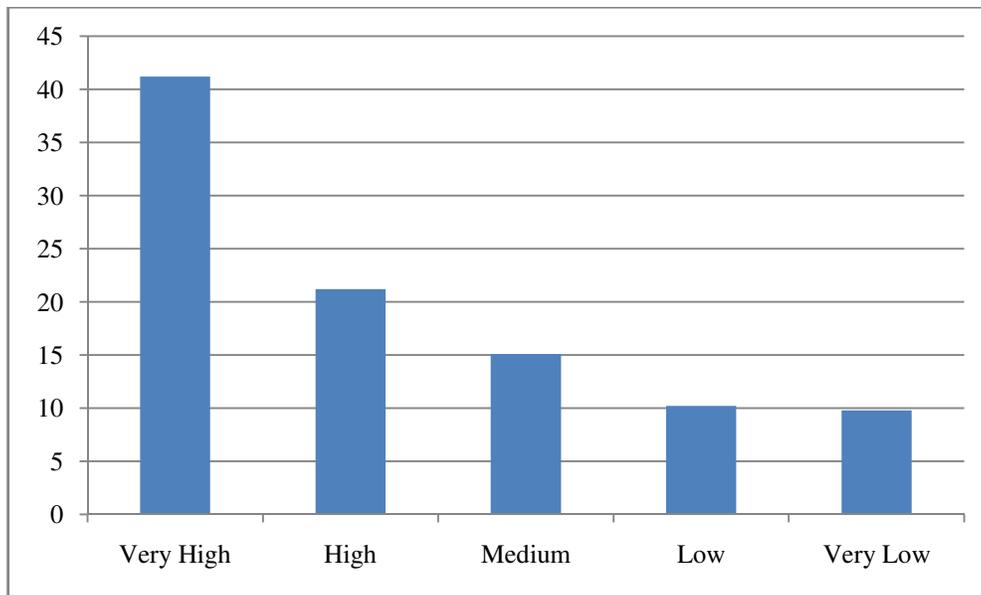


Figure-4

Percentage distribution of respondents based on rate of using filter breaker to connect social networks

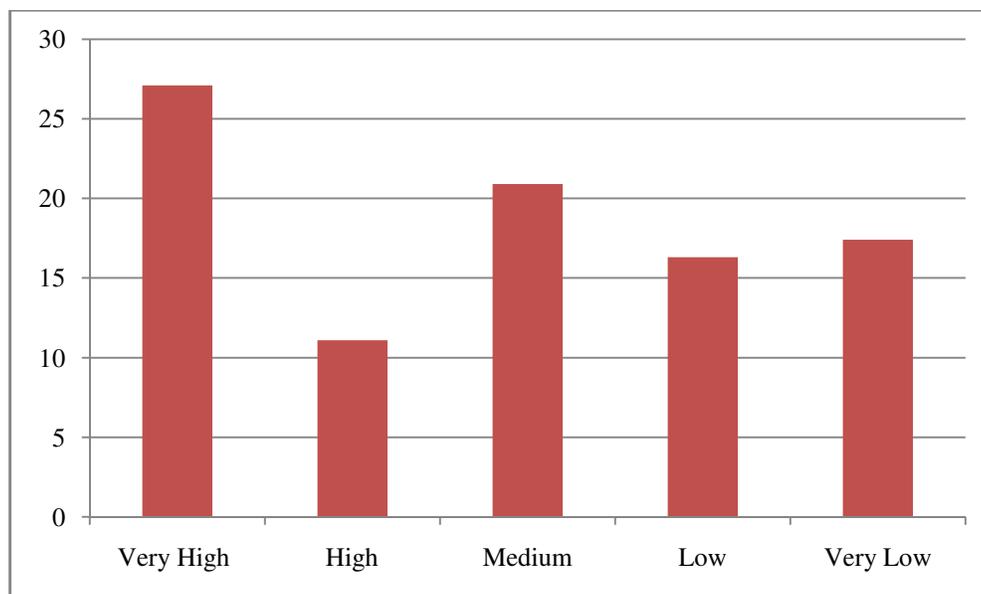


Figure-5

Percentage distribution of respondents based on rate of using VPN to connect social networks

**Testing hypotheses:** According to the obtained results three hypotheses of this survey are confirmed with 99 percent confidence and 1 percent error. The first hypothesis: There is a relationship between rate of using internet and rate of students' participation in content production of social networks.

Table-1

The results of correlation for investigating the relationship between rate of using internet and rate of students' participation in content production of social networks

Correlation	Amount	Degree of freedom	Significance level
Spearman	0.135	8	0.02

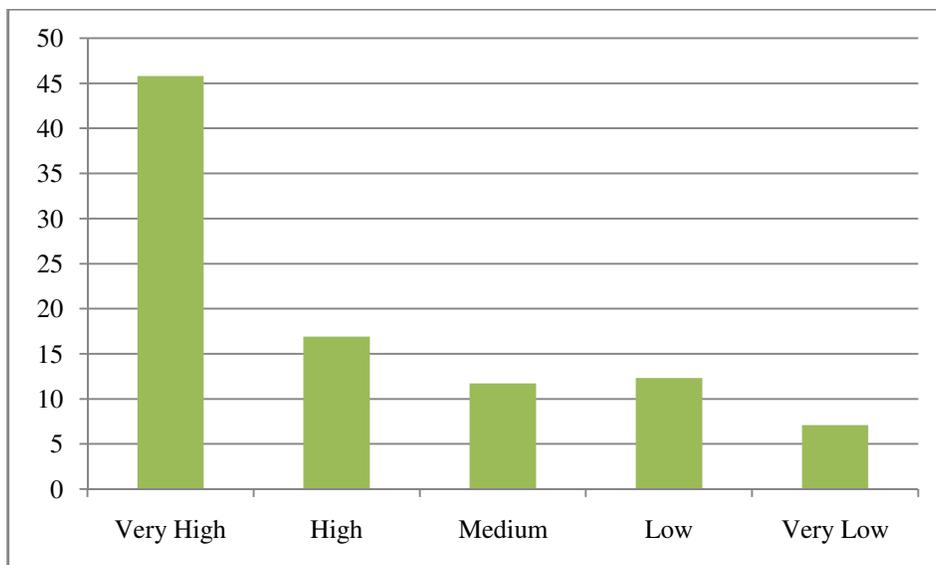


Figure-6

Percentage distribution of respondents based on interest in releasing daily news in social networks

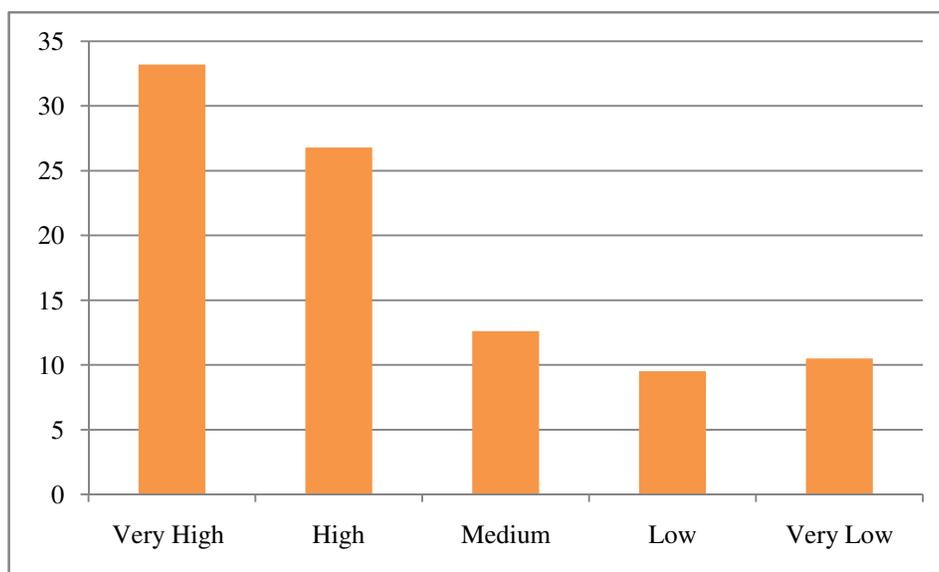


Figure-7

Percentage distribution of respondents based on interest in sharing pictures in social networks

The correlation is equal to 0.135 and degree of freedom is equal to 8 and its significance level is 0.02. As significance level is less than 0.05, thus the first hypothesis is confirmed; so there is a significant relationship between rate of using internet and rate of students' participation in content production of social

networks. Regarding the above table, those who use internet more, have had more participation in content production of social networks. The second hypothesis: There is a relationship between access to social networks and rate of students' participation in content production of social networks.

Table-2

The results of Chi-square test for investigating the relationship between access to social networks and rate of students' participation in content production of social networks

Test	Amount	Degree of freedom	Significance level
Chi-square	2.157	2	0.340

**Table-3**

**The results of Chi-square test for investigating the relationship between membership in social networks and rate of students' participation in content production of social networks**

Test	Amount	Degree of freedom	Significance level
Chi-square	16.194	4	0.003

**Table-4**

**The results of Chi-square test for investigating the relationship between time period and social and political conditions of society and rate of students' participation in content production of social networks**

Test	Amount	Degree of freedom	Significance level
Chi-square	18.500	6	0.005

**Table-5**

**The results of Chi-square test for investigating the relationship between social networks' filtering and rate of students' participation in content production of social networks**

Test	Amount	Degree of freedom	Significance level
Chi-square	8.233	8	0.411

The amount of Chi-square statistic is equal to 2.157 and its degree of freedom is 2 and its significance level is 0.340. As its significance level is more than 0.05, thus the second hypothesis is rejected; therefore there is no significant relationship between access to social networks and rate of students' participation in content production of social networks.

The third hypothesis: there is a relationship between membership in social networks and rate of students' participation in content production of social networks.

The amount of Chi-square statistic is equal to 16.194 and its degree of freedom is 4 and its significance level is 0.003. As its significance level is less than 0.05, thus the third hypothesis is confirmed with 99% confidence and 1% error; so there is a significant relationship between membership in social networks and rate of students' participation in content production of social networks. According to the above table, those who were members in social networks have had more participation in content production of social networks.

The fourth hypothesis: there is a relationship between time period and social and political conditions of society and rate of students' participation in content production of social networks.

The amount of Chi-square statistic is equal to 18.500 and its degree of freedom is 6 and its significant level is 0.005. As its significance level is less than 0.05, thus the fourth hypothesis is confirmed with 99% confidence and 1% error; so there is a significant relationship between time period and social and political conditions of society and rate of students' participation in content production of social networks. According to the

above table, those who believed that social networks influenced presidential election in Iran, had more participation in content production of social networks. The fifth hypothesis: there is a relationship between social networks' filtering and rate of students' participation in content production of social networks.

The amount of Chi-square statistic is equal to 8.233 and its degree of freedom is 8 and its significant level is 0.411. As its significance level is more than 0.05, thus the fifth hypothesis is rejected; so there is no significant relationship between social networks' filtering and rate of students' participation in content production of social networks.

### Conclusion

This article has been done by the aim of "investigating participation rate of physical education and sports science students of selected universities in content production of social networks" that its results are as the following: Most of people use internet every day in the weak, usually more than 4 hours a day and connect to internet in their work place. They access to internet through ADSL at their homes, they are members of one of social networks such as Facebook, they have not been members in any one of Iranian social networks, most of the respondents had access to social networks such as Facebook through filter breaker and most of the people believe that using filter breaker is easy and available for them. The most important reason of using social networks for most of the respondents was information and news, finding new friends and connecting with old friends, discussing about political and social issues, entertainment, and content production. But most of them don't

use social networks for scientific purposes, and in the meantime, the most important reason of using social networks is information and news. People are interested in releasing literary statements, movie, daily news, entertainment contents, picture, and text in social networks very much, and in the meantime, they are more interested in releasing news. The most important motivation of their content production in social networks is entertainment. Most of the respondents believe that the issue of elections and its subsequent events were following in Facebook, YouTube, twitter, and Balatarin sites very much, and in the meantime, Facebook has deal with the issue of elections and its subsequent events more than the other social networks, and most of the respondents considers internet social networks effective in Iran presidential elections. Most of the respondents believe that presence of physical education and sports science students in Facebook has been more than the other networks, and creating an Iranian social network is necessary for experts, students, and teachers, and faculty members of physical education and sports science, and most of them believe that filtering of social networks is not very effective in students' access to these sites.

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