

## A Survey on the Sports Information Needs of College Students in Jiangxi

<sup>1</sup>Ying Liu, <sup>1</sup>Rongfang Cao, <sup>2</sup>Yongcai Jiang and <sup>1</sup>Xinyu Wu

<sup>1</sup>Department of Physical Education, Hebei United University, Tangshan 063009, China

<sup>2</sup>Department of Physical Education, Jiangxi Agricultural University, Nanchang 330000, China

**Abstract:** In this study, we give a survey which shows college Students in Jiangxi Province basically take television, newspapers, network and other media as their main choices when contacting the sports information. College students' awareness of the sports information reflects that the recognition of the meanings, values, feelings and needs of the media sports information is optimistic. Meanwhile, it proves that college students' exposure to the media in Jiangxi Province is an active choice. They have a variety of media needs and different needs of each medium. College students in Jiangxi Province have different motivations on the needs of different mass media sports information, among which sports news, sporting events, sports commentary, entertainment, hobbies are the main motivations for college students to contact the mass media sports information; different college students have different needs of the mass media sports information, in which the gender, specialty and grade are the main influential factors. College Students in Jiangxi Province also have different evaluations on different mass media sports information and all think that the television, newspapers and online sports information have better visibility and audition. In the overall evaluation on different contents of the mass media sports information by college students, the categories of news, knowledge and entertainment are the major preferred contents of the mass media sports information among college students.

**Keywords:** College students, Jiangxi province, sports information

### INTRODUCTION

Both sports and communication are the important and common social phenomena and they are closely related. The research results show that the mass media promotes the development of sports and the sports are an important part of the mass communication. They are interrelated and rely on each other. Guo Bangshi holds that the media shortens the social distance between the sports and the social members, accelerates the transmission speed and social coverage of the sports, provides people with a way of entertainment and promotes the construction of spiritual civilization (Price and Dayan, 2008). Li Yong, Tan Zheng Code and others have discussed the mutual promotion and influence between the sports and the media and argue that the sports have become an indispensable spiritual nourishment of human life in the modern society (Boyle, 2004). With the development of the economy, the relations between the sports and the media have been increasingly close. By relying on each other, they are forming a symbiotic effect. Dai Yumei discusses the road for promoting the sustainable development of sports in the current context of the sports politicalization and commercialization and the fake sports from the needs of the sustainable development, the influential factors and the impact of the mass media

on the sports (Boyle and Haynes, 2006). Liu Shaohua thinks that the mass media expands the cultural space time of the sports, accelerates the process of the sports marketization, promotes the rapid development of the sports industry and produces the star effect to make the image of sports more popular from the perspective of visual culture (Billings, 2008).

Liu Shi holds that the researches of the sports and the media abroad mostly focus on the cross-over research of the interaction, reflecting in the papers and books of sports sociology, sports history, journalism, leisure activities, cultural studies and gender research; there are also some researches on the influential factors of the sports media on women's participation in physical activities, such as Suzanne Huffman's How the Campus Media Affects Sports-Gender Equality Issue (Hongxia, 2006), the researches on the impact of the sports media on promoting the development of the society, such as the researches of the sports media promoting the development of the children sports activities and the historical researches on the combination situation of the media information and the economy, such as Peter Dahlen's the Impact of Sports between 1988 and 2003 on the Commercial Development of Radios in Norway. In the results of dissemination, the Japanese Kato studies the impact of the mass communication on the Physical Education;

(Baker *et al.*, 2009) the Canadian Jackson. J investigates the Canadian media's publicity effect of the activity of Everyone Involved in Sports. The survey of 377 Canadians shows that 72% people care about the propaganda activities about the media and 10% of them become active in participating in sports.

In this study, we give a survey which shows college Students in Jiangxi Province basically take television, newspapers, network and other media as their main choices when contacting the sports information. College students' awareness of the sports information reflects that the recognition of the meanings, values, feelings and needs of the media sports information is optimistic. Meanwhile, it proves that college students' exposure to the media in Jiangxi Province is an active choice. They have a variety of media needs and different needs of each medium.

## **RESEARCH OBJECT AND METHODOLOGY**

**Research object:** In this study, the needs status of the mass media sports information of college students in Jiangxi is the research object. The sampling method of college students is determined as follows in accordance with the requirements of the research: 1800 college students from 11 universities in Jiangxi Province like Jiangxi Polytechnic University, Jiangxi University, Jiangxi Normal University, Jiangxi University of Science and Technology, Jiangxi University of Engineering, Jiangxi Medical University, etc., are sampled to survey and understand college students' exposure to the mass media sports information.

**Research methods:** Based on the focus of this study, in order to collect a lot of information related to this study, College Students' Motivations of Contacting the Mass Media Sports Information Questionnaire is designed. The questionnaire is mainly related to the college students' usage conditions of the mass media, including their motivations of contacting the media sports information and evaluations on the media sports information and contents. The personal background variables include: gender, major and grade; the mass communication variables include: the frequency of exposure to the mass media, content direction, motivation and evaluation on the visualization (audition) of different media. The questionnaires are distributed personally or commissioned to distribute by the physical education teachers and the students in the gym classes or in the study hall in each university, requiring the students to fill it on the spot to ensure the quality of the questionnaires. The data from the survey

is analyzed and processed by EXCEL and SPSS 11.5 statistical software. With the acquisition of literatures, mathematical statistics and logical analysis are carried out on the data obtained from the questionnaire.

## **THE SURVEY ON THE SPORTS INFORMATION NEEDS OF COLLEGE STUDENTS IN JIANGXI**

**The mass media sports information needs of college students in different specialties:** By contrast, for the motivations of contacting the broadcasting, the college students in science and engineering have a higher rate in selecting sports news, sports events and sports knowledge than those majoring in the liberal arts, reflecting that students in science departments are more inclined to meet their realistic and knowledge needs by selecting the broadcasting sports information. Students in liberal arts departments have a higher rate in selecting leisure, entertainment and charisma of the sports stars than those in science departments, indicating that students in liberal arts are more dependent on the broadcasting of the sports information to meet their needs of entertainment, relaxation and emotional needs. For the motivation of contacting the newspapers, students in science departments have a higher rate in learning the sports events, the charisma of the sports stars than those in liberal arts, indicating that the science college students rely on newspapers to meet their realistic and emotional needs; college students in liberal arts majors are more dependent on newspapers to meet their knowledge, spirit and happiness needs of learning the sports news, leisure, entertainment, interests and hobbies. Table 1 shows the Jiangxi province college students with different gender of sport information in mass media needs (%).

As to the motivation of contacting the Internet, students in science and engineering have a higher rate in selecting leisure, entertainment, interests and hobbies than those in liberal arts majors, indicating that students in science and engineering rely on the Internet to meet their needs of happiness and relaxation; students in liberal arts have a higher rate in selecting the sports news and sports events and the charisma of the sports stars than those in science and engineering, suggesting that students in liberal arts depend on the Internet to meet their realistic, spiritual and emotional needs (Pedersen *et al.*, 2007). For the motivations of contacting the magazine, students in science and engineering have a higher rate in selecting leisure, entertainment and the charisma of the sports stars than

those in liberal arts, showing that students in science and engineering are more dependent on the magazine to

Table 1: Jiangxi province college students with different gender of sport information in mass media needs (%)

	Broadcast		Newspaper		Magazine		Television		Network	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Sports news	49.1	15.4	58.8	28.4	39.2	9.3	58.5	18.5	68.7	12.5
Sports event	51.2	14.8	68.2	29.2	44.7	14.1	79.6	35.2	67.3	9.5
Sports knowledge	18.6	2.3	31.8	9.6	37.7	13.1	14.9	3.2	48.9	13.5
Sport commentary	27.8	3.2	49.4	10.8	36.3	14.9	34.4	11.9	39.7	14.3
Entertainment	16.2	14.9	49.1	47.4	59.6	33.8	57.7	36.4	69.3	29.4
Hobby	20.6	2.3	56.8	39.5	63.4	33.2	67.4	29.5	58.4	24.7
Sports star charm	7.4	7.2	21.8	20.6	27.4	21.1	38.7	18.9	27.4	17.9

Table 2: Jiangxi province college students of different grades on mass media sports information needs (%)

	Broadcast		Newspaper		Magazine		Television		Network	
	Low	High	Low	High	Low	High	Low	High	Low	High
Sports news	38.8	31.2	41.8	46.7	21.2	27.6	44.9	39.2	34.2	49.7
Sports event	36.5	26.4	48.2	52.1	22.1	28.3	64.3	55.2	37.6	47.2
Sports knowledge	8.3	6.8	23.9	17.9	27.4	19.7	11.5	5.9	25.2	39.4
Sport commentary	18.7	13.4	32.4	27.8	28.6	20.5	24.3	18.7	18.7	37.6
Entertainment	31.8	37.6	49.6	44.2	47.9	44.2	49.3	37.4	45.1	50.9

Table 3: Jiangxi province college students on sports media information overall visual (listen to) evaluation (%)

	Newspaper	Magazine	Broadcast	Television	Network
Very good	20.1	6.9	3.8	27.2	25.5
Better	29.3	30.2	19.3	29.5	29.4
Ok	28.9	30.1	31.8	10.2	17.3
Bad	9.4	13.4	21.4	21.2	11.8
So bad	3.2	6.8	7.3	3.2	2.9

meet their needs of relaxation, spirit and emotion and students in liberal arts are more dependent on the magazine to meet their needs of sports news (reality) and interests and hobbies (happiness). For the motivations of contacting the television, students in liberal arts have a higher rate in selecting sports review, sports events, leisure and entertainment than those in science and engineering, indicating that students in liberal arts rely on the television to satisfy their knowledge (reality), spiritual and emotional needs; students in science and engineering have a higher rate in selecting charisma of the sports stars than those in liberal arts, suggesting that students in science and engineering rely on the television to meet their spiritual and emotional needs.

**The mass media sports information needs of college students of different genders and grades:** According to the statistics, for the motivation of selecting different media sports information, the male students almost have a higher rate in all options selection than the female students, because the characteristics of the sports determine the high degree of participations by the male students. Compared with the female students, the male students have a wide range boys sports a wide range of interests, which prompts them to search and

watch all kinds of sports information actively to satisfy their different needs. Although the female students are also active in their demands for sports information, the degree of their demands is not as high and strong as that of the male students. Table 2 gives the Jiangxi province college students of different grades on mass media sports information needs (%).

The statistics show that for the motivation of contacting the broadcasting, students in higher grades have a higher rate in choosing leisure and entertainment than the students in lower grades but have a lower rate in choosing other options than students in lower grades, indicating that the senior students are less and less dependent on the broadcasting to meet their needs of sports events and sports news as they grow older but reply on the broadcasting sports information to kill time for leisure and entertainment. The junior students have a higher rate in selecting sports news, sports events, interests and hobbies and the charm of the sports stars than the senior students, indicating that the junior students reply on the broadcasting sports information to meet their knowledge (reality), spiritual and emotional needs. For the motivation of contacting newspapers, the junior students have a higher rate in selecting sports knowledge, sports review, leisure, entertainment, interests and hobbies than the senior students,

suggesting that the junior students rely on newspapers to meet their needs of knowledge, happiness, leisure and emotions. The senior students have a higher rate in selecting sports news and sports events than the junior

Table 4: University students in Jiangxi province on sport information in mass media content overall evaluation

	Knowledge	News	Education	Education	Comment	Service	Conglomerates
Very good	23.4	32.9	7.2	16.8	11.2	8.3	7.2
Better	31.5	47.1	27.6	33.2	30.7	21.5	22.9
Ok	31.2	11.2	45.7	26.8	35.6	42.2	41.9
Bad	5.2	1.2	10.2	10.6	8.4	16.9	8.2
So bad	0.4	0.9	1.9	4.2	6.3	3.5	1.2
No answer	3.1	1.4	2.8	1.4	2.5	2.2	3.2

Table 5: Sport information in mass media overall visual (listen to) the reason of low (%)

Classify	Cause	Inverse proportion	Serial number
Authenticity	Content is not true	23.8	10
Adjacency	Rarely involves the question of common concern	19.3	9
	For his help sports content of not more than	29.5	7
Timeliness	In response to the voice of the masses is not enough	21.7	3
	Broadcast schedule is not suitable	36.4	8
	Report not timely	20.6	5
Multiformity	Should pass from left to right, unstable	26.1	2
	Report only the good but not the bad	38.4	6
	The form is drab and inflexible	44.6	4
	Content is not popular	10.2	1
Other	Other	4.5	11

students, showing that the senior students are more and more dependent on newspapers to meet their knowledge needs (reality) of sports information as they grow older.

The senior students have more motivations to contact the network than the junior students, suggesting that the senior students are more dependent on the network to meet their needs of sports knowledge, sports events, entertainment needs, interests and hobbies and other needs. Another important reason is that the senior students have more sophisticated computer knowledge and are more dependent on computer in acquiring knowledge and exchange, which results in the higher ownership rate of computer of the senior students and make them to get the sports information more conveniently through the computer (Schult, 2005).

**The evaluations on different mass media sports information by college students in Jiangxi:**

That the college students in Jiangxi province are interested in the sports information is associated with the quality of the mass media. The evaluation on the visibility and audition of the information with different media can reflect the quality of the media. It can be seen from the table that the order of college students' evaluation on the visibility and audition of different media from strength to weakness is: television, network, newspapers, magazine and radio, which is basically in line with the order of students' favorite level of different media. However, overall, college students have a low evaluation on the general visibility and audition of the media sports information. Only a half of students think it very good or good and a considerable

part of students think it bad and very bad. The image of the media in the mind of the audience directly affects the audience's selections on the media and the contents. In general, the media which has higher authority, popularity, visibility and audition will be more able to attract the audience to select and use it. The evaluation on the contents of the media is also related to the evaluation on the quality of the mass media.

In this study, the contents of the media are divided into seven categories of knowledge, news, education, entertainment, reviews, service and comprehensiveness. It can be seen from the table that the college students in Jiangxi Province have a high evaluation on the contents of the news category, followed by knowledge, entertainment, reviews, comprehensiveness, education and service, indicating the college students' affirmation and negation of the contents of the media. The news of the media contents can satisfy college students' need to contact the sports information, which has been recognized by them. (34.79%) of college students think it very good and 47.31% good. The content of the service category can just meet little needs of the college students. (43.49%) think it just ok and 17.40% poor. So it needs to be improved as the media work. College Students in Jiangxi Province are a special group.

Compared with the general audience, their hobbies and criticism are more sensitive, forthright and sharp. In general, the mass media sports information is an indispensable part of the spiritual life of college students which is full of intense expectations; however, the mass media can not meet all the requirements of the college students and even the complaints, criticisms and concerns of the media are more common. With the

complicated mentality of expectations and criticism, the media accompanies the college students to grow up. Table 3 shows the Jiangxi province college students on sports media information overall visual (listen to) evaluation (%). Table 4 shows the university Students in Jiangxi Province on sport information in mass media content overall evaluation. Table 5 gives the sport information in mass media overall visual (listen to) the reason of low (%).

It can be found after the analysis of the survey data that college Students in Jiangxi Province have a strongly distinctive concept of the sports information and actively receive the sports information with a all-round and multi-channel posture. Their understanding of the media shows a diversified trend with more independent modern consciousness. Meanwhile, they show quite obvious spirits of criticism and skepticism. However, we also see that from the needs for development of the college students, there are some contradictions which are difficult to reconcile between the media and the college students. From the characteristics of the college students and the media and the fact of college students' high degree of favor and evaluation, it is necessary to provide more opportunities for college students to contact the television. In the use of newspapers, only a small proportion of college students subscribe the newspapers and most of them just buy the leisure weekly newspapers in retails. They have no interests to read the old newspapers, so they rarely read them. Imagine the television must have a positive impact on college students if it is available to them.

As the new media, the consumption subject of the network is the college students (determined by their age, psychological characteristics and cultural level), so it naturally becomes one of the media forms enjoying the highest exposure rate. But the exposure rate to the network is not higher than other traditional media in reality among college students. College students' evaluation on the network indicates that the service provided by the network is far from satisfactory. The results of other researches of the young people's dissatisfaction with the current development of the network also demonstrate it (Meisenheimer, 2008). High charges for surfing on the Internet, network congestion and too low running speed are all the main problems of the Internet currently in the eyes of the college students limited by the Internet device. It's important to note that those three e conflicts. A considerable number of university students have recognize and yearn for the charm of the Internet, but many people among them have no necessary conditions for access to the Internet, so despite a higher culture

level, a mastery of the Internet technology and high exposure rate to the Internet, the college students have no very long time for Internet. From the characteristics of different media and the college students, the media exposure patter which is reasonable and suitable for the growth of the college students is still very necessary.

### **SOME CONSTRUCTIVE ADVICES**

The media communication is usually straight-line. From 5 W linear communication model proposed by Lasswell till now, although the communication model is constantly improved, there is still a large gap between the theoretical improvement and the reality. Till now, the feedbacks of most media are still inadequate. The media should develop from the one-way communication to the interactive direction and focus on the communication with the audience and the audience participation, speaking the common thought and supplying the common need, so as to disseminate the sports information better according to the social needs. However, at present, some of the media vulgarize the respect and satisfaction of the audience's needs or understand their needs one-sidedly and equate their needs with the readable and entertaining ones, thus entering into the erroneous areas of communication. To emphasize the needs of the college student audience, it is necessary to combine the "should know" and "want to know" of the college students together, integrate the common interests, the general needs and the individual interests and special needs together, always focus on the demand changes of college students and adjust the reporting priorities an forms according to the changes.

The network will be the most important and ideal media for sports information dissemination in the future. It is of great significance to the physical education, sports scientific research, physical exercise, sports competitions and sports industry development. It can be said that the development of the sports in the future will be inseparable from the network. From the content, it is necessary to make up the blank of the online physical education and play its advantages, such as providing the scientific exercise prescription, fitness methods and exchange and answering the audience's questions based on the information input by the audience; from the form, the media should move forward towards the live sports events and improve the updating speed of the network sports information to give full play to the high speed and capacity of the network. Due to the strong randomness and openness of the network, the Online arbitrary and open, it should focus on the fidelity of the online sports information. The media should give full play to their advantages and make up its disadvantages through cooperation between

the media and the reform and improvement of the media itself so as to promote the development of our sports industry.

### **CONCLUSION**

College students are the main force of the information society. Their individual differences and the social differences lead to the different media contact behavior and awareness statuses. According to the survey, college Students in Jiangxi Province basically take television, newspapers, network and other media as their main choices when contacting the sports information. College students' awareness of the sports information reflects that the recognition of the meanings, values, feelings and needs of the media sports information is optimistic. Meanwhile, it proves that college students' exposure to the media in Jiangxi Province is an active choice. They have a variety of media needs and different needs of each medium. College students in Jiangxi Province have different motivations on the needs of different mass media sports information, among which sports news, sporting events, sports commentary, entertainment, hobbies are the main motivations for college students to contact the mass media sports information; different college students have different needs of the mass media sports information, in which the gender, specialty and grade are the main influential factors. College Students in Jiangxi Province also have different evaluations on different mass media sports information and all think that the television, newspapers and online sports information have better visibility and audition. In the overall evaluation on different contents of the mass

media sports information by college students, the categories of news, knowledge and entertainment are the major preferred contents of the mass media sports information among college students.

### **REFERENCES**

- Baker, A. and T. Boyd, 2009. Sports, Media and the Politics of Identity. Indiana University Press, Bloomington.
- Billings, A.C., 2008. Olympic Media: Inside the Biggest Show on Television. Taylor and Francis, New York, pp: 184.
- Boyle, D., 2004. Mobile communication and the sports industry: The case of 3G. Trends Commun., 12(2): 96-114.
- Boyle, D. and P. Haynes, 2006. New media sport. Sport Soc., 5(5): 96-114.
- Hongxia, L., 2006. Representation and construction of national identity in the media sport. M.A Thesis, Liaoning University, Shenyang, China.
- Meisenheimer, M., 2008. No Pants Required: A Behind-the-Scenes Look at Television Sports Broadcasting. Wheatmark, Tucson, pp: 172, ISBN-10: 1587369753.
- Pedersen, P., K. Miloch and P. Laucella, 2007. Strategic Sport Communication. Human Kinetics, Champaign, pp: 396, ISBN: 0736065245.
- Price, M.E. and D. Dayan, 2008. Owning the Olympics: Narratives of the New China. University of Michigan Press, Ann Arbor, pp: 416, ISBN: 047205032X.
- Schultz, B., 2005. Sports Media: Reporting, Producing and Planning. Focal Press, Burlington, pp: 296, ISBN: 0080551173.