

# Analyze the effective factors in the tendency to public and championship sports from the perspective of students, staff and professors of the Islamic Azad University of Qom Province in Iran

*Analizar los factores efectivos en la tendencia a los deportes públicos y de campeonato desde la perspectiva de los estudiantes, el personal y los profesores de la Universidad Islámica Azad de la provincia de Qom en Irán*

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## Abstract

The purpose of this study is to analyze the effective factors in the tendency to public and championship sports from the perspective of students, staff and professors of the Islamic Azad University of Qom Province. The present study is part of descriptive comparative research and in terms of purpose is part of applied research. The statistical population of this study includes all students (12,000 people), staff (220 people) and professors (180 people) of the Islamic Azad University of Qom Province, whose total number is 12,400 people. The sampling method was stratified random according to Morgan table that 375 students, 136 employees and 118 professors were selected as the sample. The instrument used in this research was a questionnaire to determine the effective factors in the tendency to public and championship sports. The face validity of the questionnaire was confirmed by 15 experts and its reliability was calculated to be 0.980 through Cronbach's alpha. Descriptive and inferential statistics were used to analyze the data. In the descriptive statistics section, the frequency and frequency percentage and in the inferential statistics section to obtain the reliability of the questionnaire from Cronbach's alpha test, for normal distribution of data from Kolmogorov-Smirnov test and to test research hypotheses from the test one-way analysis of variance were used. Data analysis is performed with SPSS.23 software. According to the results of the study, from viewpoint of students, staff and professors of Islamic Azad University of Qom, there is a significant difference in the indicators of mass media, social demand, non-sports organizations, sports organizations, globalization and communications and social networks.

**Keywords:** Azad University, championship sports, public sports.

## Resumen

El propósito de este estudio es analizar los factores efectivos en la tendencia al deporte público y de campeonato desde la perspectiva de estudiantes, personal y profesores de la Universidad Islámica Azad de la provincia de Qom. El presente estudio es parte de una investigación comparativa descriptiva y en términos de propósito es parte de la investigación aplicada. La población estadística de este estudio incluye a todos los estudiantes (12.000 personas), personal (220 personas) y profesores (180 personas) de la Universidad Islámica Azad de la provincia de Qom, cuyo número total es de 12.400 personas. El método de muestreo fue estratificado al azar de acuerdo con la tabla de Morgan que se seleccionaron como muestra 375 estudiantes, 136 empleados y 118 profesores. El instrumento utilizado en esta investigación fue un cuestionario para determinar los factores efectivos en la tendencia al deporte público y de campeonato. La validez aparente del cuestionario fue confirmada por 15 expertos y su fiabilidad se calculó en 0,980 mediante el alfa de Cronbach. Se utilizó estadística descriptiva e inferencial para analizar los datos. En la sección de estadística descriptiva, la frecuencia y el porcentaje de frecuencia y en la sección de estadística inferencial para obtener la confiabilidad del cuestionario de la prueba alfa de Cronbach, para la distribución normal de los datos de la prueba de Kolmogorov-Smirnov y para probar las hipótesis de investigación de la prueba unidireccional Se utilizaron análisis de varianza. El análisis de datos se realiza con el software SPSS.23. Según los resultados del estudio, desde el punto de vista de los estudiantes, personal y profesores de la Universidad Islámica Azad de Qom, existe una diferencia significativa en los indicadores de los medios de comunicación, la demanda social, las organizaciones no deportivas, las organizaciones deportivas, la globalización y las comunicaciones y redes sociales.

**Palabras clave:** Universidad Azad, campeonato de deportes, deportes públicos.

## Introduction

In recent years, along with the emergence of fundamental and comprehensive changes in society and the development of technology and mechanization of life, obesity and diseases such as cardiovascular disease, which is often caused by inactivity, has spread<sup>1</sup>. With the mechanization and inactivity of community life, exercise is one of the ways that people can use it to overcome physical, psychological and social pressures<sup>2</sup>. Sport is a phenomenon to which all people have a strong tendency, whether they are involved in sports fields professionally or as amateurs, or spectators of beauty creators in local, national or international sports fields. Be<sup>3</sup>. Given the importance and benefits of grassroots sports and championships, different countries have put its development on their agenda. Increasing the population of championship sports, improving the quality and winning medals in international arenas, increasing the number of disciplines entering the Olympic Games, increasing the number of entrants to the Olympic Games, maintaining and improving the position of national teams in the rankings are the goals of championship sports<sup>4</sup>.

The revenue-generating aspect of championship sports due to gaining medals, status, fame, popularity and receiving material rewards for athletes, championship sports attractions, advertising and marketing, attracting spectators has caused the government, the media and the main custodian of sports in the country, namely the Ministry. Sports and youth pay more attention to the dimension of championship sports and spend most of their budget and propaganda on the expenses of championship sports<sup>5</sup>. In contrast to championship sports, there is public sports (sports for all); Although championship sports are an important part of sports in any country, important aspect in this regard is the growth of championship sports depends on the inclusion of public sports and its establishment in society<sup>6</sup>.

Therefore, public sports are the basis and platform for the development of championship sports and reaching an acceptable position in the world. Today, about 50 sports in the world are known as public sports, which include a range from jogging to elm games<sup>7</sup>. Public exercise is a form of physical activity or regular presence in physical activity that promotes physical and mental health, forms social relationships and leads to positive results. On the other hand, by strengthening the physical vigor and cultivating the psychological and social dimensions in this sport, it is linked to the sport in which competition is concerned, that is, the championship sport, and according to it, it can cause value in various fields. And national and international honors<sup>8</sup>.

Various researches have been done in this regard, some of which are mentioned in this section. Seyed Ameri and

Jamei in a study concluded that the effective factors in people's tendency to public sports and championship are globalization and communication, social demand, the structure of sports organizations, social networks, mass media, respectively. non-sporting organizations are in the first to sixth priority. The results also show the effectiveness of mass media in people's tendency to public sports and championships<sup>9</sup>. research showed that the indicators of proximity and access to sports complexes as well as the number of sports venues affect the level of sports participation.

In general, and according to the findings of this study, the more sports facilities and infrastructure, more appropriate and with better standards in terms of access and proximity to citizens, the amount of their sports participation will increase<sup>10</sup>. in a study investigated the effect of infrastructure and management factors on the development of sports participation in Iranian public universities. The results showed that for the development of student sports participation, the importance of development management factor is more than the development infrastructure factor and that university sports management, prior to hardware and software, with appropriate management intervention can lead to student sports participation<sup>11</sup>. in a study, prioritized the factors affecting the development of public sports and the country's championship. Based on the findings of this study, community health, media, natural spaces, low cost, development of homogeneity sports teams, Internet, physical education graduates, religious education and emphasis on free sports are the most important influential factors, respectively. They became known for the development of public sports in the country<sup>12</sup>. in a study found that there are 9 critical factors in the field of public sports in Iran, which are based on the priority of poor planning, poor community attitude, weak manpower, poor coordination, infrastructure problems, financial issues, structural and legal problems. Weak communication system and poor media performance. Al-Shami et al found in the study that mass media is a tool used to promote a physically active lifestyle<sup>13</sup>. Dund and Patil in a study introduced the media as the central nervous system of society and proved the positive role of mass media in the development of sports<sup>14</sup>.

Prince et al. in a study concluded that sports participation is not highly dependent on the availability of sports facilities and parks, and the highest rate of adolescent participation in sports leisure time when both sports facilities and parks It was available and the social capital of the neighborhood was high<sup>15</sup>. Mol, in a study entitled Physical Education Specialists' Attitudes Towards Collective Roles in the Tendency to Championship and Public Sports, found a significant relationship between the media and the development of public and championship sports<sup>16</sup>. In a study in Australia, Greenwood found a

significant relationship between media advertising and changing attitudes toward physical activity<sup>17</sup>.

The development of public sports is not specific to one place and for a specific group, and as the term implies, sports are for all sections of society of any color and race, any economic status, and so on. Universities are one of the environments that bring people together with all the characteristics and cultural differences. Universities are considered as the source of development of any society<sup>18</sup>. Despite the increase in public awareness about the effects and consequences of inactivity, according to the available evidence, only a small percentage of the country's academic community welcomes university sports programs. The university community can be defined as professors, staff, and students working in universities, institutions, and educational institutions. Paying attention to public sports and championships of this academic group can be very constructive and lead to positive results. Therefore, physical activity and participation in public and championship sports programs of the university can play a significant role in promoting the level of physical, mental and social health of the university community<sup>19</sup>. Islamic Azad University, as one of the prestigious universities in the country, like other universities, in order to improve public sports and championships, its students, staff and professors need to know the effective factors in the tendency of this group to public sports and championships.

Because this university has one of the largest cultural and sports clubs in the country in the Middle East and is active in various sports in the two sections of brothers and sisters and has so far won various championship titles at the level of the country's premier league competitions. The main problem is that the Islamic Azad University, due to its remarkable talents in most sports, has not been able to find a favorable position in the field of public sports and championships in the country, which is probably one of the important reasons for this lack of basic knowledge of the factors influencing the trend. Students, faculty and staff are involved in public and championship sports. According to the issues raised in this study, the researcher will analyze the factors affecting the tendency to public and championship sports from the perspective of students, staff and professors of the Islamic Azad University of Qom.

## Methodology

The present study is a descriptive and comparative study. It is also part of applied research in terms of purpose and field research in terms of data collection. The statistical population of this study includes all students (12,000 people), staff (220 people) and professors (180 people) of the Islamic Azad University of

Qom Province, whose total number is 12,400 people. In this study, stratified random sampling method was used according to Morgan table that 375 students, 136 employees and 118 professors were selected as a sample. The instruments used in this study include a demographic information questionnaire and a questionnaire to determine the effective factors in the tendency to public sports and championships Seyed Ameri and Jamei which includes 6 components (mass media, social demand, non-sports organizations, Sports organizations, globalization and communications and social networks) and 62 questions<sup>6</sup>. The questionnaire has five values that respondents answer questions from strongly disagree to strongly agree. The scoring of the questions is such that it is assigned to the answers I strongly disagree with grade 1, I strongly disagree with grade 2, I have no opinion grade 3, I agree with grade 4 and I totally agree with grade 5. The validity and reliability of the questionnaire for determining the effective factors in the tendency to public sports and championships of Seyed Ameri and Jamei were confirmed in that study<sup>6</sup>. Also in this study, the face validity of the questionnaire was approved by 15 sports science experts and the reliability of the questionnaire was calculated to be 0.980 through Cronbach's alpha. Library studies and Internet sites were used to formulate theoretical foundations and backgrounds. Due to the fact that the measurement tool in this research is a questionnaire, the questionnaires were distributed and collected in person and online among students, staff and professors of the Islamic Azad University of Qom.

A total of 629 questionnaires were analyzed. Descriptive and inferential statistics were used to analyze the data. In the descriptive statistics section, the frequency and percentage of frequency, and in the inferential statistics section, the Cronbach's alpha test will be used to obtain the reliability of the questionnaire, the Kolmogorov-Smirnov test will be used for normal data distribution, and the one-way analysis of variance test will be used to compare views. Data analysis is performed with SPSS.23 software.

## Findings & Results

Demographic characteristics of students, staff and professors of Qom Islamic Azad University in terms of gender, education, sports background and marital status are listed in **tables I to III**.

According to the results of the Kolmogorov-Smirnov test in **table IV**, the indicators of mass media, social demand, non-sports organizations, sports organizations, globalization and communications, and social networks have a normal distribution in society. The results of one-way analysis of variance test for comparing the views of students, staff and professors are shown in **tables V to X**.

**Table I:** Demographic characteristics of statistical sample in students' section.

Variable	Components	Abundance	Frequency
Gender	Male	185	3/49%
	Female	190	7/50%
	Total	375	100%
Education	Associate of Arts	7	9/1%
	BA,	358	5/95%
	MA,	1	3/ %
	PhD	9	4/2%
	Total	375	100%
Sport experience	Public sports	281	9/74%
	Championship sport	94	1/25%
	Total	375	100%
Marital Status	Single	298	5/79%
	Married	77	5/20%
	Total	375	100%

**Table III:** Demographic characteristics of the statistical sample in the professor's section.

Variable	Components	Abundance	Frequency
Gender	Male	66	9/55%
	Female	52	1/44%
	Total	118	100%
Education	MA	44	3/37%
	PhD	74	7/62%
	Total	118	100%
Sport Experience	Public Sport	73	9/61%
	Championship sport	45	1/38%
	Total	118	100%
Marital Status	Single	45	1/38%
	Married	73	9/61%
	Total	118	100%

**Table II:** Demographic characteristics of the statistical sample in e employee section.

Variable	Components	Abundance	Frequency
Gender	male	91	9/66%
	Female	45	1/33%
	Total	136	100%
Education	Associate of Arts	38	9/27%
	BA	33	3/24%
	MA	56	2/41%
	PhD	9	6/6%
	Total	136	100%
Sport experience	Public Sport	117	86%
	Championship sport	19	14%
	Total	136	100%
Marital Status	Single	12	8/8%
	Married	124	2/91%
	Total	136	100%

**Table IV:** Results of Kolmogorov-Smirnov Test.

Indicator	N	Statistical value Z	Result
Mass media	629	117/0	normal
Social demand	629	151/0	normal
Non-sports organizations	629	107/0	normal
Sports organizations	629	084/0	normal
Globalization and communication	629	071/0	normal
Social networks	629	112/0	normal

**Table V:** Results of one-way analysis of variance test in comparing the views of students, staff and professors in the mass media index.

Indicator		Sum of squares	Degree of freedom	Average Squares	F	P
Mass media	Between group	500/67686	2	250/33843	773/944	001/0
	Total	305/22424	626	822/35		
	Intergroup	804/90110	628			

According to the results of one-way analysis of variance (Table V), from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the mass media index, so the null hypothesis is rejected.

**Table VI:** Results of one-way analysis of variance test in comparing the views of students, staff and professors in the social demand index.

Indicator		Sum of squares	Degree of freedom	Average Squares	F	P
Social demand	Between group	316/116976	2	158/58488	729/1311	001/0
	Total	769/144888	628	589/44		
	Intergroup	453/27912	626			

According to the results of one-way analysis of variance (Table VI), from the perspective of students, staff and professors of the Islamic Azad University of Qom, there is a significant difference in the social demand index, so the null hypothesis is rejected.

**Table VII:** Results of one-way analysis of variance test in comparing the views of students, staff and professors in the index of non-sports organizations.

Indicator		Sum of squares	Degree of freedom	Average Squares	F	P
Non-sporting organizations	Between group	169/14896	2	085/7448	898/838	001/0
	Total	057/20454	628	878/8		
	Intergroup	888/5557	626			

According to the results of one-way analysis of variance test (Table VII), from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the index of non-sports organizations, so the null hypothesis is rejected.

**Table VIII:** Results of one-way analysis of variance test in comparing the views of students, staff and professors in the index of sports organizations.

Indicator		Sum of squares	Degree of freedom	Average Squares	F	P
Sports organizations	Between group	031/22628	2	016/11314	679/691	001/0
	Total	717/32867	628	357/16		
	Intergroup	686/10239	626			

According to the results of one-way analysis of variance (Table VIII), from the perspective of students, staff and professors of the Islamic Azad University of Qom, there is a significant difference in the index of sports organizations, so the null hypothesis is rejected.



**Table IX:** Results of one-way analysis of variance test in comparing the views of students, staff and professors in the globalization and communication index.

Indicator		Sum of squares	Degree of freedom	Average Squares	F	P
Globalization and communication	Between group	864/21338	2	432/10694	555/452	001/0
	Intergroup	161/14793	626	631/23		
	Total	025/36182	628			

According to the results of one-way analysis of variance (**Table IX**), from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the globalization and communication index, so the null hypothesis is rejected.

**Table X:** Results of one-way analysis of variance test in comparing the views of students, staff and professors in the social network index.

Indicator		Sum of squares	Degree of freedom	Average Squares	F	P
Social Media	Between group	926/23788	2	463/11894	136/788	001/0
	Intergroup	520/9447	626	092/15		
	Total	445/33236	628			

According to the results of one-way analysis of variance (**Table X**), from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the social network index, so the null hypothesis is rejected.

## Discussion

The purpose of this study is to analyze the effective factors in the tendency to public and championship sports from the perspective of students, staff and professors of the Islamic Azad University of Qom Province. According to the results of the research, from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the mass media index. It seems that the tendency of students, staff and professors to public sports and championships according to the mass media index, varies according to their level of education and the tendency to public sports and championships of those with higher education is higher. This finding confirms Bourdieu's theory of action. Because this group has a higher cultural capital that allows them to choose a health-oriented standard of living for themselves and their family<sup>19</sup>. These results are consistent with the research of Al-Shami et al. and Mul<sup>13-16</sup>. In this regard, it is suggested that the amount of production programs on radio and television and the volume of publications with the content of public sports and championship training be increased. The advertising agent should also be given special attention. At present, advertising all over the world is one of the most important factors in changing people's attitudes and tendencies, and it is possible to encourage people to participate in public and championship sports by advertising, as well as by

informing about public sports conferences encouraged. It is better to produce programs in the media, especially on television, that students, staff and professors, who are usually at work until the morning and do not have the opportunity to exercise, can exercise with these programs, and the limited time that prevents them from exercising. Resolve with the media, especially television. According to the results of the research, from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the social demand index. Also, according to the results of one-way analysis of variance test from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the index of non-sports organizations and the index of sports organizations. It seems that the sports facilities of sports organizations and non-sports organizations from the perspective of professors, staff and students of Qom Azad University have a great impact on the tendency to public and championship sports, but the amount is different from the perspective of professors, staff and students. The reason for this difference can be considered the level of education. Today, it is clear that a good sport that can be useful for people is a public sport that fortunately does not require expensive equipment and devices, and one of the best things that can be done in this regard is to try to set up a station. Morning sports are available in the existing spaces and in the university space, which is possible with the efforts of the officials.

According to the research results, from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the globalization and communication index. The results also showed that from the perspective of students, staff and professors of the Islamic Azad University, Qom Branch, there is a significant difference in the social network index. In a study, most of the interviewees acknowledged that information in the field of sports and physical education in many ways can facilitate communication, sports advertising and improve public health. According to the results, social networks are another capacity of cyberspace, so that social networks strengthen communication by creating a communication network between Internet users. It is also emphasized that the creation of communication centers and networks in cyberspace. It leads to a sense of belonging, cohesion and proper information, information exchange, motivation and sports commonalities, so cyberspace can be used as an important tool in the development of academic sports and the creation of new sports structures. In other words, at the university level, there are specialized sports sites with topics and interests between different groups of students, staff, faculty members and even their families in order to encourage and encourage them to participate in sports and improve their health. Under the supervision of sports experts, he created social networks or dedicated pages of university websites and defined the advantages and positive points of using this space to encourage people in these forums<sup>20</sup>.

## Conclusion

Public sports are mentioned as the foundation of championship sports, so it is necessary to lead the people, especially the youth, to it in any way with proper programming in sports media, social networks and cyberspace, and the level of participation. He increased them in sports. In this case, it can be said that the media have acted correctly in the role of their social participation. Also, sports and non-sports organizations can play an important role in the development of public sports and championships by providing sports services.

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## Interests conflict

The researchers declare that they have no conflict of interest.

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