Sports Involvement as a Moderator of the Relationship Between Subjective-wellbeing and Sports TV-Watching Behavior

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Abstract: Background: Previous studies regarding the relationship between sports television watching and subjective well-being (SWB) are lacking. The role of sports involvement between sports television-watching and SWB is rarely discussed in the literature. This study evaluates whether the change in SWB over the study period was related to television-watching behavior and investigates whether the degree of sports involvement plays the role of the moderator on television-watching behavior and SWB. Methods: In the formal experiment, a total sample size of n=60 was recruited, 30 for each experimental and control group. The participants were instructed to watch video clips for 20 minutes every week for three weeks. The video content for the experimental group was sports games. More specifically, the video schedule was basketball, baseball, and volleyball, for the first, second, and third week respectively. The control group’s video content was channeled unrelated to sports content, such as animal channels. Before the experiment, all participants were required to complete the SWB questionnaire as a pre-test before the experiment. After each video clip section, participants would respond to the happiness questionnaire. There were 60 subjects, each measured 2 times, resulting in a total of 120 questionnaires distributed. To evaluate whether the change in SWB over the study period was related to television-watching behavior, we conducted a linear mixed model. In order to examine whether sports involvement plays the role of the moderator between TV-watching behavior and SWB, an interaction between TV-watching behavior and sports involvement was tested statistically. Results: Results obtained from the linear mixed model showed that there is a significant interaction between time and television watching (p=0.017). A p-value of time is 0.001, revealing that T2 is significantly higher than T1 in terms of SWB. The effect of watching television increased with the study period. We also found a significant 3-way interaction term between timing, television-watching, and sports involvement (p=0.024). Similarly, sports involvement showed a significant 2-way interaction with television-watching behavior (p=0.033). That is, sports involvement is a moderator of the relationship between SWB and sports television-watching behavior. Conclusion: The findings of the study suggest that the SWB of those who participated in sports TV-watching programs is increasing over the study period compared to those who didn’t participate in sports television-watching programs. The television-watching group has a consistently larger SWB in the high degree of sport involvement group. The effect of television-watching on SWB increases after watching television, while the SWB for the control group stays still for the low degree of sport involvement group. The governments should develop a wide variety of sport-for-all television programs as an option to let everybody lead a better life by enjoying watching sports on television.

Keywords: subjective wellbeing, tv-watching behavior, sports involvement, moderator analysis

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