

The Role of Social Networks in Promoting Ethics in Iranian Sports

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Abstract : In this research, the role of social networks in promoting ethics in Iranian sports was investigated. The research adopted a descriptive-analytic method, and the survey's population consisted of all the athletes invited to the national football, volleyball, wrestling and taekwondo teams. Considering the limited population, the size of the society was considered as the sample size. After the distribution of the questionnaires, 167 respondents answered the questionnaires correctly. The data collection tool was chosen according to Hamid Ghasemi's, standard questionnaire for social networking and mass media, which has 28 questions. Reliability of the questionnaire was calculated using Cronbach's alpha coefficient (94%). The content validity of the questionnaire was also approved by the professors. In this study, descriptive statistics and inferential statistical methods were used to analyze the data using statistical software. The benchmark tests used in this research included the following: Binomial test, Friedman test, Spearman correlation coefficient, Vermont Creamers, Good fit test and comparative prototypes. The results showed that athletes believed that social network has a significant role in promoting sport ethics in the community. Telegram has been known to play a big role than other social networks. Moreover, the respondents' view on the role of social networks in promoting sport ethics was significantly different in both men and women groups. In fact, women had a more positive attitude towards the role of social networks in promoting sport ethics than men. The respondents' view of the role of social networks in promoting the ethics of sports in the study groups also had a significant difference. Additionally, there was a significant and reverse relationship between the sports experience and the attitude of national athletes regarding the role of social networks in promoting ethics in sports.

Keywords : ethics, social networks, mass media, Iranian sports, internet

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