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# The Role of Television Sports Programs in Shaping Awareness of Physical Health among Jordanian University Students

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Abstract: The study's objectives were to ascertain the volume of television sports programming watched by college students in Jordanian universities as well as how these programs influenced their understanding of physical fitness. This was accomplished by using a survey method on 400 students from Yarmouk University and Zarqa University, who made up an equally stratified sample. The findings showed that men watch more television sports programming than women. Additionally, people who regularly exercise tend to watch these programs more than those who do not exercise at all. The results also showed that Yarmouk University students, as opposed to students at Al-Zarqa University, had a greater understanding of physical fitness due to the large part of television sports programs. Additionally, these programs have a more significant impact on influencing students in scientific colleges' knowledge of physical health than they do on students in art colleges. Furthermore, compared to people who don't engage in any physical activities, they have a more significant impact on forming this awareness in people who regularly exercise. The findings also showed that the importance of television sports programs in influencing participants' awareness of physical health increased with the participants' intensity of watching.

**Keywords:** TV Programs, Sports Programs, Physical Health, University students.

#### 1 Introduction

The level of social development and its concern for people's physical and mental well-being are shown through the use of sport as a modern media that performs various roles and transmits various messages. Sporting events are very important to people and are given a lot of attention by various institutions and other entities. Media outlets that promote sports and cover sporting events have as one of their goals the growth of sports culture in order to advance the sport and promote social, cultural, and health development. The use of commercials[1], and sports media enables the accomplishment of a balance between sports activities and their cultural, academic, financial, and other dimensions[2]. Furthermore, sports can be seen as an integral part of culture, national construction, and national identity.

Similar to education, media is a need for integration. It can be utilized to unite society, enlighten the populace, keep society informed, and advance democracy[3,4,5]. It is asserted that the media also plays a significant part in emphasizing the severe social problems in countries, such as race and religion[6,7]. Sports media is a genuine social and cultural force representing countries' sporting life since it substantially impacts both individuals and sporting organizations. The sports media has the ability to spot problems and provide effective paths for the development of the sports industry and the promotion of physical education for community members. Sports media are acknowledged as a window for advancement and development[8].

In recent years, numerous sports channels have emerged, and the general public has come to rely on them for various reasons, including entertainment, the acquisition of healthy sporting behaviors, and others. This reliance is primarily due to the availability of sports programs and live coverage of diverse sports activities and competitions, which the public avidly follows to learn about different sports. Consequently, these channels have gained significant popularity among viewers.

Sports television networks are regarded as one of the media platforms that contribute significantly to the growth of sports awareness and culture. This is because, in contrast to other media outlets, they are able to draw a sizable public interest. These platforms are regarded as instruments for promoting sports culture among the general populace and boosting their awareness of sports. They accomplish this by disseminating sports-related news, information, and data and describing the rules and regulations governing various games and sporting events[9,10].



Scholars have shown the beneficial effects of sports television on viewers' life generally, particularly during their free time. These programs educate viewers on a variety of sports-related orientations, lifestyle habits, and behaviors, as well as methods for sports education, awareness, and behavioral instruction [9,10,11,12,13].

#### **2 Problem Statement**

Sports television and satellite channels efficiently cover local, regional, and international sporting events by offering live coverage and analytical information on these activities. This helps viewers develop positive attitudes, beliefs, habits, and behaviors about healthy sports. These channels educate viewers, particularly young people who have a strong interest in sports and participate in physical activity, about the health, physical, social, and cultural elements of various sports and activities through their programming. These channels influence young people's attitudes and behaviors toward participating in sports and maintaining physical health because they understand how crucial a role they play in fostering a sports culture among them. To do this, they provide a wide variety of sports programs that cover many sports, especially those that promote sports awareness among young people. Given how frequently young people watch sports-related programming, the present study seeks to provide a response to the following main question: How do sports-related television shows impact Jordanian university students' awareness of physical health?

# **3 Research Questions**

- To what extent do Jordanian university students watch television sports programs?
- What are the reasons behind Jordanian university students' consumption of television sports programs?
- Which television channels do Jordanian university students follow for sports programs?
- Which television sports programs are watched by Jordanian university students?
- Which sports do Jordanian university students prefer to follow through television channels?
- What is the role of television sports programs in shaping physical health awareness among Jordanian university students?

# 4 Hypotheses

- **H1.** There are statistically significant differences in the average of the respondents' watching television sports programs due to their demographic factors.
- **H2.** There are statistically significant differences in the role of television sports programs in shaping physical health awareness among respondents due to their demographic factors.
- **H3.** There is a statistically significant correlation between the average of respondents' watching television sports programs and the role of these programs in shaping their physical health awareness.

# 5 Literature review

The influence of sports programming on television on young people's awareness has been studied in the past. Others have stressed the motivations for watching these shows and their function in fostering a sports culture among the general population. Some studies have concentrated on these programs' influence on the audience's knowledge and behaviors[5,14]. According to a study, the majority of participants follow sports media and watch television sports programs[15,16,17].

Several studies indicated that one of the most prominent reasons for watching TV sports programs was providing sports analysis, as reported by Al-Jarrah, 2022[9]; Sharadga & Safori, 2020[12]; Boumerdes & Boukloua, (2016)[16]. Chung (2015)[17] revealed that the most prominent reasons for watching were "entertainment and entertainment". In a close regard, the study of Khayf (2017)[18] concluded that the most prominent of these reasons was acquiring a sports culture, while Haj Said (2015)[19] showed that the most prominent reason to watch was to know the news of international players.

Therefore, it can be noted that the average of the respondents' watching sports television programs has changed, and the largest percentage of respondents follow sports television programs for "one hour – two hours a day[18,19,20]. Al-Mashhadani (2020)[21] concluded that the largest percentage of respondents watch sports channels for more than 3 hours a day. Meanwhile, the majority of respondents follow sports programs for less than an hour a day[13,14,19]. The studies Al-Jarrah (2022)[9], Al-Mashhadani (2020)[19], Khayf (2017)[18], and Haj Said (2015)[19] indicated that the



most prominent sports followed by respondents on television sports channels were football.

Regarding the level of sport channels that the public follows, the most prominent channels through which respondents follow sports programs were "beIN Sport" channels[9,16,19]. The study Al-Mashhadani (2020)[21] indicated that "matches" came at the forefront of the sports programs that the audience follow, while the study (Al-Jarrah, 2022)[9] concluded that the most prominent of these sports programs were "sports interviews".

The most prominent roles of sports programs in shaping sports awareness were contributing to the promotion of sports practice study[9,10,15]. According to Abu Salah (2022)[11], the most prominent of these roles were contributing to the promotion of sports information. However, the study Al-Mashhadani (2020)[21] and Al-Quran et al. (2022)[22] indicated that the most prominent of these roles were interest in following up on sports news and programs. Khayf (2017)[18] showed that the most prominent of these roles was correcting wrong sports habits.

## 6 Theoretical Framework

This study draws on Melvin De Fleur and Sandra Ball-Rokeach's media dependency theory, which aimed to close the gap left by the uses and gratifications theory's neglect of the media's impact in favor of the audience and their reasons for exposure to those media[23]. The word "dependency" describes the symbiotic interactions between people, social systems, and media. People cannot just rely on their personal sources to get all the knowledge required for daily living[24].

Based on this, people rely on information sources that are governed by the media to accomplish three primary goals. The first goal is social comprehension and perception, and the media is a crucial information source for those who want to grasp social goals by learning more about their surroundings or neighborhood. The second goal is guidance, which can be achieved by learning practical guiding principles to adopt suitable actions and interactions in various situations and how to handle novel ones. The third goal is comfort and relaxation, which can be individualistic when the aim is to escape from obligations and responsibilities for one's own enjoyment or social entertainment through the usage of media material for purposes involving social interactions and participation with others. Media content is put on the back burner in this scenario[25].

# 7 Methodologies

This study employed the quantitative method that aims to reach accurate knowledge of phenomena, events, and observations by examining elements, variables, and characteristics. It also aims to provide sufficient information to interpret and analyze them, find their effects and significance, and develop appropriate procedures and instructions to treat them, develop, change, or predict them[26,27]. Survey methodology was used to describe Jordanian university students' attitudes, opinions, and ideas toward the role of television sports programs in shaping awareness of physical health.

# 8 Sample of the study

The study population represents Jordanian university students in the undergraduate and graduate levels, where Yarmouk University was selected as a representative of public universities and Zarqa University as a representative of private universities. They are among the largest universities in Jordan, and the most inclusive of different disciplines, where an equal quota sample of (400) participants were selected, distributed equally based on the gender, university, and type of college; (200) participants for each of the categories. Table (1) shows the demographic factors of the respondents.

**Table 1:** demographic factors of Respondents

Variable	Label	Frequency	Percentage
Gender	Male	200	50%
Gender	Female	200	50%
Linivonsity	Yarmouk University	200	50%
University	Zarqa University	200	50%
Tyme of College	Scientific College	200	50%
Type of College	Human College	200	50%
Educational level	Bachelor Degree	312	78%
Educational level	Postgraduate education	88	22%
D	Yes	327	81.7%
Practicing sports regularly	No	73	18.3%
Total = 400			



# 9 Study tool and the measures

The questionnaire tool was used to collect the data of this study, as it was distributed in two ways, paper and electronically, through (Google Forms) during the period between (1/12/2022) and (15/12/2022). The tool included the following measures:

- A three-point scale for the following axes: the reasons for the respondents' watching television sports programs, and the role of television sports programs in shaping awareness of physical health among the respondents. The scale included three degrees (3) Agree (2) Neutral (1) Disagree, and to determine the means, the scale was calculated by subtracting the upper limit (3) from the minimum (1), then dividing the result by the number of required categories, which are (3) categories (high, medium, low) and thus the equation becomes according to the following: (3-1)/3 = 0.66 so that the output for the end of each category was added according to the following: 1-1.66 = low / 1.67-3.33 = moderate / 2.34-3 = high.
- A four-point scale for the following axes: television channels through which respondents watch sports programs, TV sports programs watched by respondents, and sports watched by respondents through sports channels, where the scale included four points (3) represents Agree Strongly, (2) represents Agree Moderately, (1) represents Agree Slightly, and (0) represents Disagree Strongly. To determine the means, the scale was calculated by subtracting the upper limit (3) from the minimum (0) and then dividing the result by the number of required categories, which are (3) categories (high, medium, low). Thus, the equation becomes as follows: (3-0)/3 = 1 so that one score is added to the end of each category according to the following: 0-1.00 = low / 1.01-2.00 = medium / 2.01-3.00 = high.

# 10 Validity and Reliability:

To ensure the Validity of the study tool, the Pre-test was conducted by distributing the questionnaire to a partial sample of (5%) of the total sample to reach (20) individual Jordanian university students to identify their responses, and observations about the questionnaire sections and phrases. Therefore, the researchers ensured whether the questionnaire was clear or ambiguous. The respondents' observations were taken, and the questionnaire was modified before the distribution in its final version.

The Reliability of the study tool was also verified through the use of the statistical analysis program (SPSS) and based on the Cronbach Alpha coefficient to measure the stability of the internal consistency of the tool, and the extent of its paragraphs with the field or axis to be measured, and the total Reliability coefficient of the tool reached (93.4%).

#### 11 Results

# Watching TV Sports Programs

**Table 2:** Watching TV Sports Programs

Do you watch TV sports programs?	Frequency	Percentage
Yes	333	%83.3
No	67	%16.7
Total	400	%100

The previous table shows that the majority of respondents (83.3%) watch TV sports programs, while the percentage of those who do not follow these programs (16.7%). These results confirm that the majority of university students follow sports media and watch sports television programs for a variety of reasons including the feelings of competition, enthusiasm, and encouragement among them. Additionally, the presence of international sports tournaments, most notably the World Cup at the time of the study, led to an increase in respondents' follow-up to television sports programs (see Table 3).

#### Reasons for not watching

**Table 3:** Reasons for not watching TV sports programs

Reasons for not watching	Frequency	Percentage
Lack of interest in TV sports programs.	50	%74.6
Prefer to follow sports programs via the internet and on social media platforms.	47	%70.1
Not meeting different desires, needs, and sports tendencies.	45	%67.2
Lack of time to watch TV sports programs.	44	%65.7
Not discussing the sports that I am interested in following.	42	%62.7
Most big tournaments and sporting events are exclusive on some channels.	30	%44.8

Inappropriate broadcast times.	22	%32.8
increasing negative psychological tension.	14	%20.9
Total	294	*

# \* The respondents could choose more than one answer, while the number of respondents to this question reached (67).

The data of the previous table indicates that the most prominent reasons for not watching TV sports programs were the participants' lack of interest in TV sports programs (74.6%), as well as following sports topics via the Internet and social media platforms (70.1%), while the least reasons for not following were inappropriate broadcast times by (32.8%), as well as increasing negative psychological tension by (20.9%).

These results also indicate that despite the high percentage of respondents who follow television sports programs, there is a percentage of them who do not prefer to follow this type of programs through television channels. Therefore, the reason might be due to the presence of specific times for broadcasting and because they do not follow some of them. Sports are offered by these channels, which pushes them to follow sports news and topics through social media platforms that allow them to choose the sports content they prefer, at the right time and place for them.

## Average of watching

**Table 4:** Average of watching TV sports programs

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average of watching	Frequency	Percentage	
Less than one hour	93	%27.9	
One hour - 2 hours	188	%56.5	
More than 2 hours	52	%15.6	
Total	333	%100	

Table 4 shows that the largest percentage of respondents (56.5%) watch TV sports programs for one - two hours a day, followed by those who watch sports programs for less than one hour a day (27.9%), then those who watch these programs for "more than two hours a day" (15.6%). These results confirm the data of tables (7) and (8), where the matches came at the forefront of the programs followed by the respondents, and football came as the most followed sports for them, which often ranges in duration between one and two hours, where sports matches (football) are one of the most followed sports for university students, especially in light of the start of the World Cup in Qatar at the time of the study.

#### Reasons for watching

**Table 5:** Reasons for Respondents to Watch TV Sports Programs (N=333)

The Reasons	Mean	SD
covering the majority of sports events worldwide.	2.72	.5130
providing sports analysis.	2.71	0.524
Spending time, entertainment, and entertainment.	2.69	.5360
Sharing the watching with friends and family.	2.67	.6310
Learning proper ways to exercise.	2.58	.6430
For my interest in sports fields.	2.57	.7020
For my interest in developing my physical health	2.53	.6420
learning new healthy habits.	2.41	.7380
Modifying the wrong behaviors I do.	2.37	.7000
Average	2.58	0.625

Table 5 shows that the most prominent reasons for watching TV sports programs were "covering the majority of sports events worldwide" (M = 2.72), as well as "providing sports analysis" (M = 2.71), while the least reasons for watching were "learning new healthy habits" (M = 2.41), as well as "modifying the wrong behaviors I do" (M = 2.37).

The results of the table do not differ from the previous table in terms of the respondents' interest in sports issues, whether for follow-up and attention or to develop the health and behavioral aspect, as the majority of respondents tend to practice sports and follow various sports, especially football, basketball, and tennis, and pay attention to specialized programs for that, while few of them are interested in following up programs specialized in developing good health habits despite the spread of the culture of participation in physical sports clubs, which may be an alternative to the interest of young university students. Follow up on similar sports programs.



#### • TV sports channels

**Table 6:** TV channels watched by respondents

TV Channels	Mean	SD
beIN Sport channels	2.29	0.507
Alkass Channel (Qatar)	1.67	0.736
Jordan TV Sport channel	1.28	0.677
AD Sports channel	1.20	0.540
Saudi Sports channel	1.12	0.614
Dubai Sports channel	0.99	0.543
On Sport channel	0.95	0.570
Sky Sport TV	0.80	0.470
Average	1.29	0.582

It is clear from table 6 that the most prominent sports TV channels watched by respondents were "beIN Sport channels" (M=2.29), followed by "Alkass channel (Qatar)" (M=1.67), then "Jordan TV Sport channel" (M=1.28), while the least of these channels were "Dubai Sports channel" (M=0.99), followed by "On Sport channel" (M=0.95), and "Sky Sport channel" (M=0.80).

The results of the study confirm the importance enjoyed by "beIN Sports channels" in the Arab world, especially as it monopolizes the broadcast of many international sports competitions such as the World Cup, the European Championship, the Spanish and Italian leagues, and others, and the advent of the Qatari Cup channel in an advanced position is due to the channel's broadcast of many World Cup matches for free, which prompted the respondents to follow them, while their follow-up to Jordan Sports Channel can be interpreted as the exclusive carrier of local matches and the participation of the national team in various tournaments, which is one of the important issues in terms of follow-up for the respondents, especially in the case of important matches or fans.

#### TV Sports programs

**Table 7:** Sports programs watched by respondents on television channels

TV Sports Programs	Mean	SD
Matches	2.48	0.624
Analytical studios	2.05	0.685
TV reports	1.93	0.665
Sports news	1.86	0.704
Sports awareness program	1.70	0.640
Interviews and discussions	1.64	0.667
Sport competitions	1.55	0.680
Stories of success in sports	1.51	0.625
Sports documentaries	1.43	0.622
Average	1.79	0.657

The data of the previous table indicates that the most prominent sports programs watched by respondents through sports television channels were "matches" (M = 2.48), as well as "analytical studios" (M = 2.05), while the least watched programs were "stories of success in sports" (M = 1.51), as well as "sports documentaries" (M = 1.43).

The fact that matches topped the list of the most followed sports programs among respondents is natural, due to their interest in global sports competitions, such as the World Cup, global qualifiers, and major leagues that continue throughout the year, and the advent of "analytical studios" in second place can be explained to the respondents' interest in analyzing the results of matches by sports specialists who work to provide analyzes and points of view to explain the matches in a way that arouses the viewer's interest, answers his questions, and explains to him various sports events.

# Sports followed through sports TV channels

**Table 8:** Sports followed by respondents through sports TV channels

Sports	Mean	SD
Football	2.52	0.511
Tennis	1.71	0.801
Basketball	1.61	0.804
Swimming	1.57	0.748
Athletics	1.34	0.752



Volleyball	1.11	0.678
Table tennis	1.09	0.719
Rally races	1.07	0.691
Beach Ball	0.86	0.645
Average	1.41	0.705

The above table shows that the most prominent sports watched by respondents on sports television channels were "football" (M = 2.52), and "tennis ball" (M = 1.71), while the least watched sports were "rally racing" (M = 1.09) and "beach ball" (M = 0.86)

These results are expected in Jordan and the Arab region in general, as it is one of the most popular sports in terms of practice or follow-up, unlike beach soccer and rally racing, which are among the sports that are not widespread at the Jordanian and Arab levels, especially in the absence of any local competition for these sports.

#### • The role of TV sports programs

Table 9: The role of TV sports programs in shaping awareness of physical health among respondents

The Role	Mean	SD
contributing to the promotion of applied sports information.	2.71	0.533
contributing to promoting exercise.	2.64	0.583
contributing to improving mental health.	2.62	0.611
Enhancing a sense of competition and challenge.	2.59	0.636
Joining to a sports club.	2.54	0.696
Introducing the benefits of exercise.	2.52	0.661
Adopting healthy habits.	2.50	0.670
Identifying the causes of certain health problems.	2.44	0.724
Changing unhealthy lifestyle.	2.39	0.718
Participation of others in sports dialogues.	2.38	0.725
Increasing knowledge of proper nutrition.	2.35	0.733
Adhering to a healthy diet.	2.33	0.772
Average	2.50	0.672

The previous table indicates that the most role of TV sports programs in shaping awareness of physical health among Jordanian university students was "contributing to the promotion of applied sports information" (M = 2.71), followed by "contributing to promoting exercise" (M = 2.64), then "contributing to improving mental health" (M = 2.62), while the least of these roles was "participation of others in sports dialogues" (M = 2.38), followed by "increasing knowledge of proper nutrition" (M = 2.35), and "adhering to a healthy diet" (M = 2.33).

These results are an indication of the role played by television sports channels in providing various information about sports and global competitions, and the presence of specialized programs in sports that raise the level of sports awareness among respondents, such as broadcasting international championships and producing analytical programs. The results indicate that this type of program contributes to improving the mental health of respondents by escaping the pressures they are exposed to, as the function of entertainment and entertainment is one of the most important roles and functions played by sports channels.

# • H1: There are statistically significant differences in the average of the respondents' watching television sports programs due to their demographic factors.

**Table 10:** H1 test (T-test)

Variable	Label	N	Sig.	M	SD
Gender	Male	184	0.000	2.10	0.614
	Female	149		1.60	0.580
University	Yarmouk University	179	0.736	1.87	0.722
	Zarqa University	154		1.89	0.555
Type of College	Scientific College	161	0.759	1.89	0.689
	Human College	172		1.87	0.611
Educational level	Bachelor Degree	263	0.266	1.90	0.643
	Postgraduate education	70		1.80	0.672
Practicing sports regularly	Yes	293	0.000	1.93	0.648
	No	40		1.48	0.506



In the previous table, the (T-Test) test showed that there were no statistically significant differences at the level of (0.05) in the average of the respondents' watching television sports programs due to the university variable, the type of college, and the educational level, while the test showed differences at the level of (0.05) in the average of watching television sports programs due to the gender, and practicing sports. According to the means, males watch TV sports programs more than females, and those who practicing sports regularly watch these programs more than those who do not practice any sports activity.

• H2: There are statistically significant differences in the role of television sports programs in shaping physical health awareness among respondents due to their demographic factors.

Variable	Label	N	Sig.	M	SD
Gender	Male	184	0.468	2.53	0.512
	Female	149		2.49	0.521
University	Yarmouk University	179	0.000	2.64	0.417
	Zarqa University	154		2.37	0.581
Type of College	Scientific College	161	0.003	5.60	0.480
	Human College	172		2.43	0.536
Educational level	Bachelor's degree	263	0.483	2.52	0.527
	Postgraduate education	70		2.47	0.476
Practicing sports regularly	Yes	293	0.000	2.59	0.552
	No	40		1.96	0.462

Table 11: H2 test (T-test).

In the previous table, the (T-Test) test showed that there were no statistically significant differences at the level of (0.05) in the role of television sports programs in the role of television sports programs in shaping physical health awareness among respondents due to their gender and Educational level, while the test showed that there were differences at the level of (0.05) in the role of these programs in shaping physical health awareness due to the university, type of college, and practicing sports. According to the means, the television sports programs contribute to the formation of awareness of physical health among Yarmouk University students more than Zarqa university students It also contributes to the formation of awareness of physical health among students of scientific faculties more than students of humanitarian faculties, in addition to contributing to the formation of this awareness among those who practicing sports regularly more than those who do not practice any sports activity.

• H3: There is a statistically significant correlation between the average of respondents' watching television sports programs and the role of these programs in shaping their physical health awareness.

**Table 12:** H3 test (Pearson Correlation)

the role of television sports programs in shaping physical health awareness among respondents					
Average of	Frequency	Pearson Correlation	Sig.		
watching	333	.168**0	0.002		

The Pearson correlation coefficient in the previous table shows a statistically significant correlation between the average of respondents' watching television sports programs and the role of these programs in shaping their physical health awareness, where the value of the correlation coefficient was (\*\*0.168) at the level of significance (0.002), which indicates that the greater the average of the respondents' watching television sports programs, the greater the role of these programs in shaping awareness of physical health. This result is an important one, as the interest in physical health issues and good health behavior comes as an inherent culture in young people who practice various sports, and the quest to emphasize the values, skills, and information they possess, especially when it comes to discussing issues in international sports competitions.

#### 12 Discussions and Conclusions

This study sought to determine how televised sports events influenced Jordanian university students' understanding of physical health. The findings showed that (83.3%) of participants watch sports television programs, with watching times averaging between one and three hours. The participants showed a keen interest in monitoring sporting events, analytical studios, and news articles. For their coverage of national, international, and local sporting events as well as their availability of sports analysis and specialty programs linked to health and physical fitness, beIN Sports, Alkass Channel (Qatar), and Jordan Sports were the most watched channels.

Football and tennis were determined to be the two sports that participants most frequently watched on sports television channels. As these sports rank among the most popular in terms of participation and viewership, these results were



anticipated in Jordan and the Arab world. The study also found that watching sports-related television shows had a significant impact on participants' awareness of their physical health, improvement of their practical sports knowledge, participation in physical activities, improvement of their mental health, and involvement in sports debates. These results highlight the importance of these programs in enhancing participants' mental health by offering amusement, a distraction from stressors, and chances for social interaction, as stressed by the Dependency Theory upon which the study was founded. The study also emphasizes the value of sports programming for the young audience (the study sample) and emphasizes the need for specialized sports channels or general channels that offer sports-specific programming, taking into account the quality of the content, interactive presentation methods, and guest appearances.

According to recent findings and preceding research, it is critical for television networks to prioritize sports programming for young viewers while also paying attention to the shows' high-quality material, interactive presentation methods, and guests. Future research in this area should concentrate on boosting interest in sports programming, contrasting sports channels, showcasing their unique qualities, and developing audience engagement and development methods.

#### **Conflicts of Interest Statement**

The authors certify that they have NO affiliations with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript.

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