

## THE MEDIA AS THE FACTOR OF TENDING TO SPORT IN CHILDREN: A STUDY AFTER A TV COMPETITION PROGRAMME NAMED AS “ICE DANCING”<sup>2</sup>

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### ABSTRACT

This study was examined with the idea of a tv competition programme named as “Ice Dancing” that has sports and magazine aspects has an effect on children’s tending to skating. The main purpose of the study is to determine the causes of children’s tending to skating and research whether that tv programme has an effect on children’s tending to skating. The sample of the study consists of 297 parents of children between the age of 6-12 (211 mothers, 86 fathers) who skate at “Belpa Skating Palace” and “Optimum Skating Rink” in Ankara, “Olympic Skating Palace” in Kocaeli, “Galleria Skating Rink” in Istanbul. The causes of children’s tending to skating asked to parents. Answers were categorized into two main groups as the causes that are derived from parents and the causes derived from children. The other factors were categorized under these two main groups. Descriptives and frequencies of the data were shown on tables. It was discovered that % 48 of tending to skating was derived from children and % 52 of tending to skating was derived from parents. The first sub-factor of tending to skating derived from childrens was likes moving, playing and fun as %38. The second factor of tending to skating derived from childrens was the effect of tv programme named as “Ice Dancing” %27. It shows that every 1 of 4 child was affected from the tv programme and it supports our hypothesis.

**Keywords:** children, tending to sport, media, ice dancing.

### ÇOCUKLARDA SPORA YÖNELİM FAKTÖRÜ OLARAK MEDYA: ULUSAL BİR TELEVİZYON KANALINDA YAYINLANAN “BUZDA DANS” ADLI YARI MA PROGRAMININ ARDINDAN YAPILAN BİR İNCELEME ÖZET

Bu ara tırma ulusal bir televizyon kanalında iki yayın dönemi yayınlanan “Buzda Dans” isimli, sportif içerikli ve magazin yönü olan bir yarı ma programının ardından çocuk izleyici kitlesinde buz pateni sporuna yönelimin etkisi olabilece i hipotezinden hareketle yapılmı tir. Bu açıklama ı ı ında ara tırmanın temel amacı 6-12 ya aralı ında buz pateni yapan çocukların genel yönelim unsurlarını belirlemek ve bu unsurlar arasında söz konusu yarı ma programıyla ilgi olabilecek faktörler olup olmadı ını betimlemektir. Bu amaç do rultusunda gerekli resmi izinler alınarak, Ankara’da Belpa Buz Pateni Sarayı ile Optimum alı veri merkezi buz pateni pistinde, Kocaeli Büyük ehir Belediyesi olimpik buz pateni sarayında ve stanbul Ataköy Galleria alı veri merkezinde buz pateni pistinde buz pateni yapan, 6-12 ya grubu toplam 297 çocu un anne-babalarına, (86 baba-211 anne) çocuklarının buz patenine yönelim nedeni/nedenleri açık uçlu bir veri toplama aracı marifetiyle sorulmu ve cevap sayısı sınırlaması getirilmemi tir. Elde edilen veriler temelde çocuklar kaynaklı ve anne baba kaynaklı olmak üzere 2 genel kategoriye ayrılarak. Bu kategorilerin altında di er faktörler sınıflandırılmı tir. Verilerin tanımlayıcı istatistikleri yapılarak [frekans (f) ve yüzde (%) de erleri] tablo ve ekillerle ifade edilmi tir. Ara tırma sonucunda çocuklar kaynaklı yönelim nedenlerinin %48 anne-babalar kaynaklı yönelim nedenlerinin %52 oldu u bulunmu tur. Çocuklar kaynaklı yönelim nedenlerinin en ba ında %38 ile çocukların hareket etmeyi, spor yapmayı ve e lenmeyi sevmeleri, ikinci olarak da %27’lik bir oran ile buzda dans yarı masından etkilenmeleri gelmektedir. Çocuklardan kaynaklanan yönelim nedenlerine göre yakla ık olarak her 4 çocuktan 1’inin söz konusu buzda dans yarı masından etkilenerek buz pateni yaptı ı bulgusu ara tırmamızın hipotezini do rulamaktadır.

**Anahtar Kelimeler:** Çocuklar, Spora Yönelme, Medya, Buz Dansı

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## INTRODUCTION

Sports which starts from childhood has got a big importance for the adults who will have responsibility in the society to gain good habits and establish healthy relations both between individuals and societies. Guiding students for sports activities at childhood is effective to help them gain good habits. It is a must to make a vast research in the field of sport to raise sport and athlete to the place they deserve in society.

Besides the child's physical evolution, sporting is also important for psychological and social developments. By the help of progression of socialization, the child achieves new experiences such as obeying the rules and having good relationship with his friends (Newcomb and Bagwell 1996, Rubin et al. 1998, Leblanc and Dickson 2005, Vilhialmsson 1992).

Sports, as a social institution, has close and profound relationship with other social institutions such as family, education, economy and media (Amman 2000, Yetim 2005).

Media has become an indispensable component of the social life with the influence of the developing technology. A number of social scientists questioned the individual and social life under the shade of media through sociological approaches and tried to explain social behavioural patterns.

Mass communication has two fundamental roles for the purposes of providing people with information about events and entertaining. Apart from these there are also the functions of social integration and social change which are important but it is not in the sight. Media provides social integration by promoting

communication of values and norms in the society (Sage, 2002).

Mass media is a powerful factor which influences our beliefs, attitudes, and the values we have of ourselves and others as well as the world surrounding us (Koivula 1999, Tangney and Fescbach 1988).

Television, which is recently the most popular means of time-spending, is being watched more in Turkey when compared to other European countries. While the average time of watching television in Turkey is 300 minutes, we observe that this time is 180 minutes in other European countries (Tuncel 2000).

Today, a large part of the mass media is broadcasting within the institutions that are structured commercially. For this reason, because of the fact that the visual mass media bears the rating concern it is expected that they determine their broadcasting policies in the direction of the target audience demands. The target audience is large and heterogeneous (Nichols et al. 2002).

Reaching sports to the general public as a message may be possible through media, which is considered as a common way of social education. Consequently, while, on one hand, the phenomenon called media creates a positive public opinion in sports by means of informing the community, it also has a great power preparing the conditions of attracting the community into the active sports (Tasmektepligil et al. 1999).

Today, media research is carried out for various reasons. According McQuahil and Windahl (2005), this research is divided into three sections:

a) The Audience Studies: It looks for the answer to the question of What kind of person and how many people follow a certain media. The present purpose of this



research and their results reveals that the television program survives and discontinues to be broadcasted that the money paid by advertisers for every second that tens of thousands of dollars rise and drop for every one-point change in rating.

b) Content Analysis: They are researches putting an emphasis on the communication schemes, logic and the language.

c) Impact Analysis: It is a research to investigate the effect of mass communication.

### **METHOD AND PROCEDURE**

The sample of the study consists of 297 parents of children between the age of 6-12 (211 mothers, 86 fathers) who skate at "Belpa Skating Palace" and "Optimum Skating Rink" in Ankara, "Olympic Skating Palace" in Kocaeli, "Galleria Skating Rink" in Istanbul. Random sampling method was used to study. The causes of children's tending to skating asked to parents.

Research data were collected from the parents while watching their children skating on the ice rink. In other words, the research is conducted in the natural environment. Content analysis was performed on the collected data. The main objective of content analysis is to achieve concepts and relationships that can explain the data collected. For this purpose, the data collected should be conceptualized then arranged logically according to the resulting concepts, and the themes that

According to this classification, our research has the appearance of an impact analysis.

This study was examined with the idea of a tv competition programme named as "Ice Dancing" that has sports and magazine aspects has an effect on children's tending to skating. The main purpose of the study is to determine the causes of children's tending to skating and research whether that tv programme has an effect on children's tending to skating.

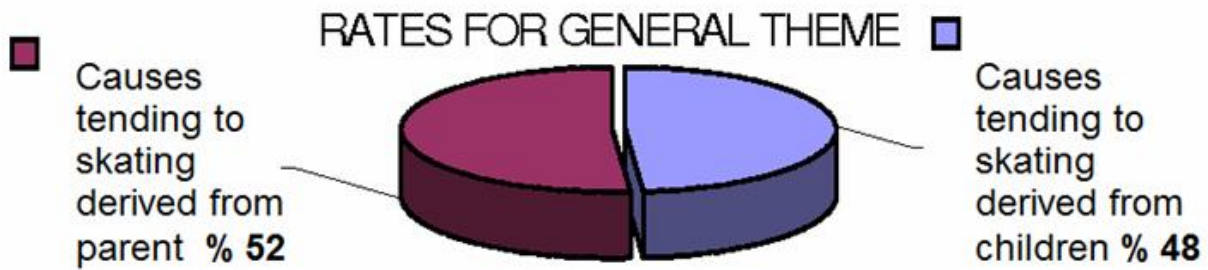
describe them should be described (Yildirim and Simsek, 2008).

This process is carried out respectively by:

- 1- Coding the data
- 2- Finding the themes,
- 3- Organizing the Codes and themes.

Answers were categorized into two main groups as the causes that are derived from parents and the causes derived from children. The other factors were categorized under these two main groups (The causes of tending to skating derived from children, sub-themes of tendency factor of "branch-specific features" resulting from the children, the causes of tending to skating derived from parents, sub-themes of the factor "contributions to general development dimensions" resulting from families). Descriptives and frequencies of the data were shown on figures.

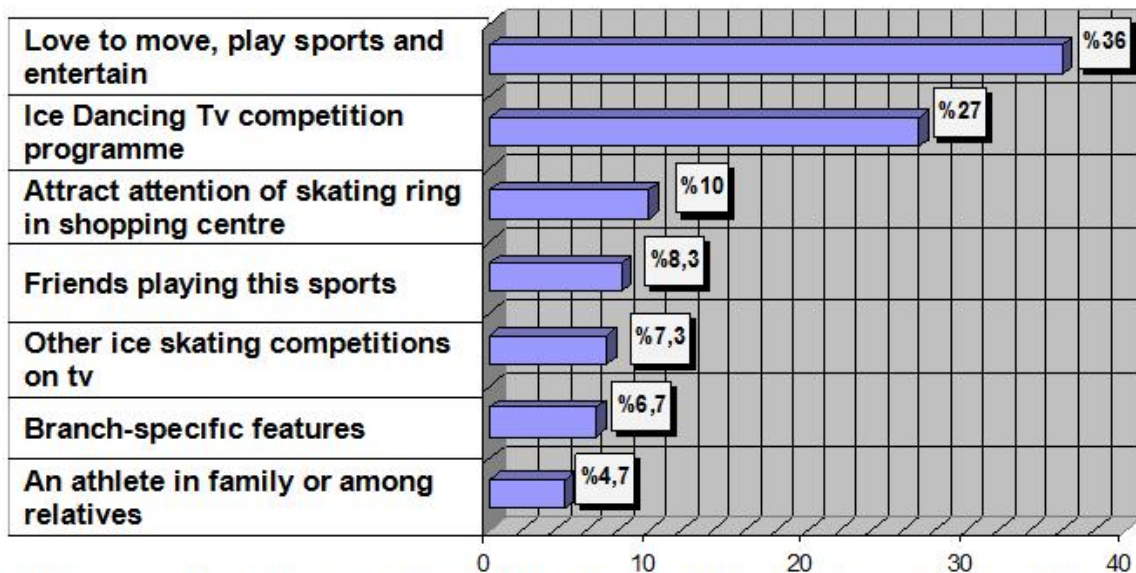
## FINDINGS



**FIGURE 1.**

At figure-1 the main causes tending to skating have been shown. As seen figure, the causes tending to skating derived from

parent is fifty-two percent and the causes tending to skating derived from children is forty-eight percent.

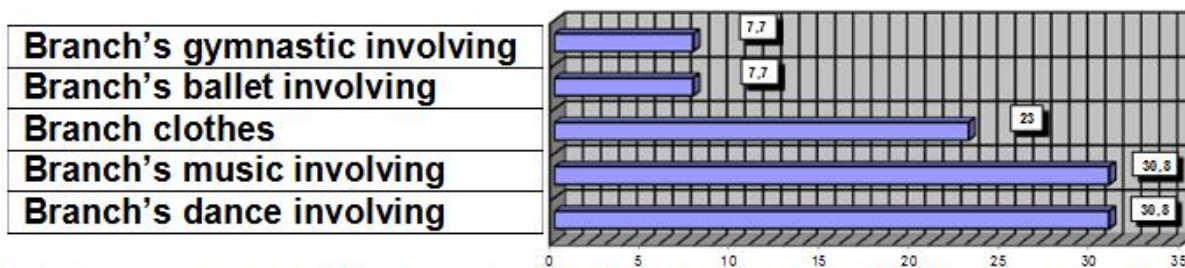


**FIGURE 2. THE CAUSES OF TENDING TO SKATING DERIVED FROM CHILDREN**

At figure-2 the causes of tending to skating derived from children have been shown. The most effective cause of tending to skating for children is “love to move, play sports and entertain” with the 36 percentage. The second most effective cause of tending to skating for children is the “Ice Dancing Tv competition programme” with the 27 percentage. The third effective cause tending to skating for children is “attract attention of skating ring in shopping centre” with the 10 percentage.

The fourth effective cause tending to skating for children is “friends playing this sports” with the 8.3 percentage. The fifth effective cause tending to skating for children is “other ice skating competitions on tv” with the 7.3 percentage. The sixth effective cause tending to skating for children is “branch-specific features” with the 6.7 percentage. The least effective cause tending to skating for children is “an athlete in family or among relatives” with the 4.7 percentage.

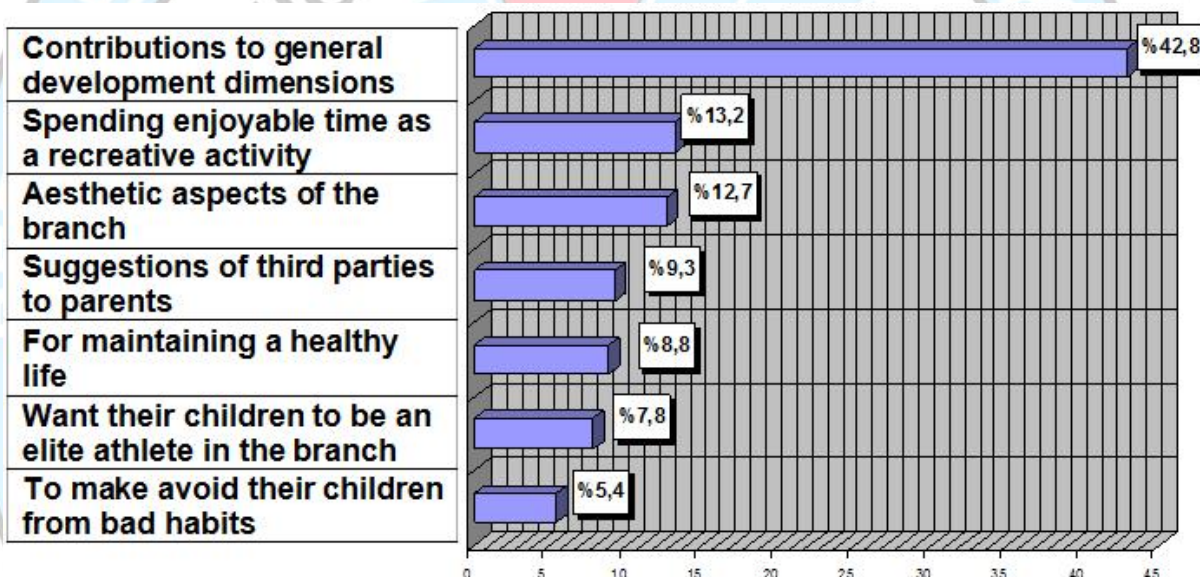




**FIGURE 3. SUB-THEMES OF TENDENCY FACTOR OF "BRANCH-SPECIFIC FEATURES" RESULTING FROM THE CHILDREN**

At figure-3 sub-themes of tendency factors of "branch-specific features" resulting from children have been shown. The most effective branch-specific factors tending to skating for children are "branch's dance involving" and "branch's music involving" with the 30.8 percentages. The

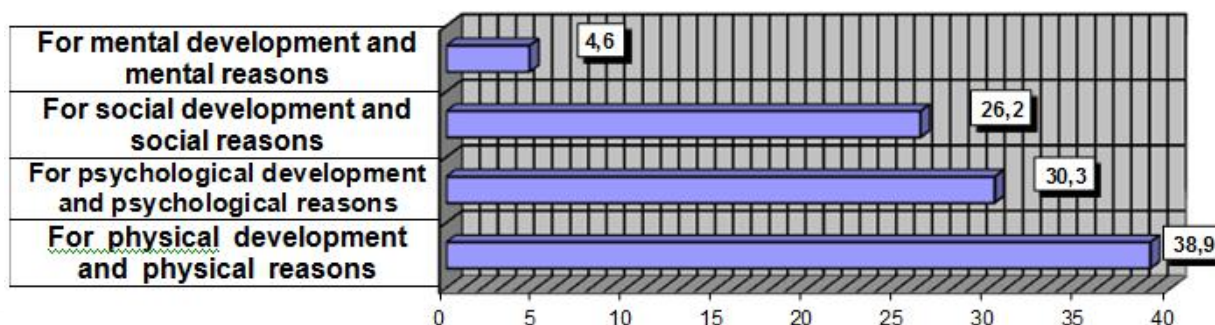
third effective branch-specific factor tending to skating is the "branch clothes" with the 23 percentage. The fourth and fifth effective branch-specific factors tending to skating are "branch's ballet involving" and "branch's gymnastic involving" with the 7.7 percentages.



**FIGURE 4. THE CAUSES OF TENDING TO SKATING DERIVED FROM PARENTS**

At figure-4 the causes tending to skating derived from families have been shown. The most effective cause tending to skating derived from families is "contributions to general development dimensions" with the 42.8 percentage. The second effective cause tending to skating derived from families is "spending enjoyable time as a recreative activity" with the 13.2 percentage. The third effective cause tending to skating derived from families is "aesthetic aspects of branch" with the 12.7 percentage. The fourth effective cause tending to skating

derived from families is "suggestions of third parties to parents" with the 9.3 percentage. The fifth effective cause tending to skating derived from families is "maintaining a healthy life" with the 8.8 percentage. The sixth effective cause tending to skating derived from families is "want their children to be an elite athlete in the branch" with the 7.8 percentage. The least effective cause tending to skating derived from families is "to make avoid their children from bad habits" with the 5.4 percentage.



**FIGURE 5. SUB-THEMES OF THE FACTOR “CONTRIBUTIONS TO GENERAL DEVELOPMENT DIMENSIONS” RESULTING FROM FAMILIES**

At figure-5 sub-themes of “general development dimensions” causes of tending to skating derived from families have been shown. The most effective general development dimension is “physical development and physical reasons” with the 38.9 percentage. The second effective general development dimension is “psychological development

and psychological reasons” with the 30.3 percentage. The third effective general development dimension is “social development and social reasons” with the 26.2 percentage. The least effective general development dimension is “mental development and mental reasons” with the 4.6 percentage.

#### **DISCUSSION AND CONCLUSION**

This study was examined with the idea of a tv competition programme named as “Ice Dancing” that has sports and magazine aspects has an effect on children’s tending to skating. The main purpose of the study is to determine the causes of children’s tending to skating and research whether that tv programme has an effect on children’s tending to skating.

It was discovered that % 48 of tending to skating was derived from children and % 52 of tending to skating was derived from parents.

According to the findings of a study conducted in Turkey, 72,6 percent of parents believe that children should deal with sportive activities as the most important leisure time activity. Nonetheless, when the current status is taken into consideration, 74,3 of them choose to watch television (Elci and Ballı 2010).

Parents are consubstantiating their children doing the ice-skating sport and the dimensions of their development. Parents mostly emphasized the development dimension. In addition, the dimensions of development are examined as a separate sub-theme.

According to Humprey (1993), when families direct their kids to sports, they consider physical, social, emotional and mental benefits of sports as the basic reasons.

As to our study, parents emphasized physical development the most (38,9 percent) and mental development the least (4,6 percent).

In a study conducted by İkizler (2002), it was revealed that families and the social environment have the primary influence on directing the children to sports. It is expressed that the family members, who bear a sportive identity or who dealt with



sports in his past, are more influential and successful in directing their children to sports (Sallis et al. 1992). A child brought up in a family with an interest on sportive activities may have a better perception with respect to different sports branches in comparison to his peers.

In some of the studies conducted in respect of tending to sports branches, it was reached to results that media may be influential in directing to sports. (Sunay and Saracoglu, 2003, Simsek and Gokdemir 2006).

According to the findings of the research carried out on the parents by Kalemoglu and Imamoglu (2010); ice skating is not among the sports that the parents choose. The parents are in a slight influence of the media in orienting their children to sport.

Sahin, Ozkizikli, Isitan (2010) has made a research about levels of knowledge of children of the age group (6) about different sports branches. In general, they stated that media may have an important role in children's having sufficient knowledge about 18 sports branches.

Television has become a part of life for the people no matter in what age group they are. "Ice Dance" competition that we considered in the scope of the research has been broadcasted two days a week in the most watched hours of television that is known as the "Prime time".

After the competition program that has been broadcasted in a consecutive two periods in a national television channel it has drawn the attention of researchers that the number of children on the ice rink has increased. The increase in question is thought to be related to ice dance competition.

All of the individuals participating in this contest were the famous people who are recognized by the community. These were;

the individuals who have fan groups such as the musicians, athletes, actors, models. Each contestant, was accompanied by a partner who was actually a ice skating athlete. In the preparatory stages (training, rehearsal), and prepared by the days of the competition series of musical motion exhibited with partners.

The competition jury, as well as scores, screening system screens at the beginning of the sms votes of the audience participate, celebrities are supporting the contest, and to remainare able to use in order to continue voting. In this context, the program displays the following at the beginning of the masses can become a part of this contest.

As related to the contest different characteristics of the sport of ice skating children were taken notice. The sport of ice skating as properties of dance, music, gymnastics and ballet, as well as clothes worn by the contestants, it is possible to say that impressed.

This sports competition program content one of the fundamentals of the contestants. These were; the individuals who have fan groups such as the musicians, athletes, actors, models. Parents reported that their children felt admiration for the competitors.

The first sub-factor of tending to skating derived from childrens was loving moving, playing and fun as %38. The second factor of tending to skating derived from childrens was effect of tv programme named as "Ice Dancing" %27. It shows that every 1 of 4 child was affected from the tv programme and it proves our hypothesis.

Scientists are particularly determine the levels of physical activity among children and adolescents, depending on the subject of the research on risk factors and immobility work intensively (Srath et al. 2000, Kell 2000, Bailey et al. 1995, Blair et

al. 1984, Riddoch and Boreham 1995). In addition, dependence created by television in studies investigating the still life, long time spent watching TV referred to the negative effects (Candas 2007, Sigman 2007, Ilhan 2010, Brownell and Wadden, 2000)

No doubt many negative effects of television there may be positive effects of television as well. When the Content and messages of the programs are builded right, Tv may be used as the education and

guidance means.

In the light of findings of our study, as TV programmes with a sportive and entertainment content, which may therefore attract the attention of children, can be influential in encouraging children to sports, it is suggested that such programmes should be encouraged.

In addition, research has shown a general approach to this issue too. Results between the themes and sub-themes, each of may be a separate subject of research.

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