

Impact Of The Use Of Social Media Upon Young Tennis Players

Shafeeza Younas¹, Professor Dr. Mohibullah Khan Marwat², Kashif Mehmood³,
Humaira Fara⁴, Samera Saman⁵, Sofia Saba⁶

¹M.Phil Sports Sciences & Physical Education, PST, Education Department Punjab,

²Department of Sports Sciences & Physical Education, Faculty of Allied Health Sciences,
The University of Lahore.

³Lecturer, Department of Sports Sciences & Physical Education, Faculty of Allied Health
Sciences, The University of Lahore.

⁴Lecturer, Department of Sports Sciences & Physical Education, Faculty of Allied Health
Sciences, The University of Lahore.

⁵M.Phil Scholar, Department of Sports Sciences & Physical Education The University of Lahore.

⁶M.Sc Zoology, Department of Biological Sciences, Gomal University, DIKhan (KPK)

ABSTRACT:

In the present scenario, the role of social media has been of vital significance irrespective of the field either it is global politics, economics, international affairs, medical, engineering, trade, sports or any other undertaking of life. Today's life is mostly influenced by the projection and the role of social media has been very much dominant in projecting any activity at a larger scale. The research was conducted under experimental research design involving two groups i.e. experimental group (n=30) and control group (n= 30). A pre & posttest was conducted to examine the differences or improvement made by the Tennis Players. Findings from this study conclude that social media is a great tool to enhance sports performance as it allows players to gain a real sense of pride and to connect with more and more athletes because so many athletes of this generation are already on

social media and they can learn from each other. Therefore, educators need to be more aware of marketing strategies being provided by social media.

Keywords: Social Media, Impact, Lawn Tennis, Players, Sports Performance

Introduction:

In the present scenario, the role of social media has been of vital significance irrespective of the field either it is global politics, economics, international affairs, medical, engineering, trade, sports or any other undertaking of life. We are living in an age which is mostly influenced by the social media projection and the role of social media has been very much dominant in projecting any activity at a larger scale. The limits and extents of projection of mass social media particularly the social media has been recognized on account of its effectiveness. It serves the role which is so wide that it takes no time to convey any information or any news from one corner of the world to another one.

Social media has made the world as the global village and, as a matter of fact, distance has no value or any worth as social media has squeezed the distance. Live coverage of broadcasting and telecasting has brought the people close to each other disregarding the site or location of one another. Similarly, the role of social media is considered to be one step ahead the other forms of social media as it has attracted the common man especially the youth generation which constitute around fifty percent of the global population. Our youth from both genders have also been using the different means of social media like Facebook, WhatsApp, Tweeter, Instagram, YouTube etc.

In fact, social media refers to the platforms that allow people to exchange ideas with others by sending and receiving information, over the internet as well as through mobile phone connectivity. In the recent past, social media has continued to establish its existence as an important vehicle for user spawned content empowering interface among its full user base.

Different users willing to participate in the communal environment may take part with numerous platforms to exchange data. All of the platforms possess one shared aspect in that they depend on user contribution for them to thrive. Collaborative atmospheres provide settings for consumers to

Play a part in online unrestricted discussions around huge choice themes. This type of virtual environments may be designated as a network which replicates the multiplicity of content through videos, linkages, graphics (pictures) and writing. Whereas Social Interacting boards provide virtual individuals with the chance of creating profiles to take place; hence permitting uploading, friend addition and confidentiality controls of permitting users to opt who can access and or link up with them. Sometimes, one may obtain social benefits by engaging with social media networks. This is because they provide an avenue for accessing information online in recent years.

Examining the conduct of university players and web-based life is a significant factor because of the quickly expanding use and unknown confinements. Online networking develops each year in

item and assortment, and as web-based life keeps on publicizing it, so does the number of clients. Practically all undergrads confess to getting to web-based social networking in any event once every day or more. Internet-based life availability and effortlessness is one of the numerous reasons why it is well known and as online networking society develops, it turns into a center point for fans and devotees to get to school level players. - As a piece of the brand of a division of these players, and all in all frequently at college, understudy competitors are more regularly presented to light than others. Internet-based life makes a straightforward connection among fans and competitors. All things considered, the utilization of web-based social networking by university competitors is basic on account of its presentation and comfort.

Numerous examinations have found that abundance of people utilize web-based life as a method of fitting in or distinguishing which include they don't offer to have a place. Different specialists have inspected the utilization and prominence of web-based life, to comprehend the most ideal approaches to use it with the goal that it tends to be exploited by the two associations and themselves as a promoting instrument. Progressively explicit specialists have investigated web-based life and competitors to recognize the jobs that web-based life can produce. Since online life has been another issue for the school's athletic divisions as they give direct associations with the virtual network. Most fans, imminent managers, and contenders can utilize internet-based life to associate with university competitors. Examining the subject of web-based life and university competitors are crucial to assist understudies with recognizing and possibly wipe out the many negative employments of web-based life by competitors.

Literature Review:

This part gives a detailed review of significant composition and its relationship to the theme. This composing will be used to develop a set for the assessment to be done. This review includes composing related to noteworthy understudy progression hypotheses, a brief graph of tile understudy masses, a profile of the advancement and use of Facebook and some various sorts of online life, a look at the institutional choice of electronic life, and an undeniable rundown to relate all portions.

Social Media and Student Athletes

A lot of research has been documented on sports and social media. Most studies focus on tile equipment and performance of sports clubs, team sports, fans and marketing sports. Various methods have been used such as quantitative and qualitative approaches, descriptive, investigative and communication methods have been widely used. One of the most relevant researches in the recent past has been to focus on establishing factors that motivate sports participants to take a look at the Facebook and Twitter pages of their favorite sports clubs. This study used a mixed methodology and analyzed quality data on interviews, questionnaires and Twitter pages. The analysis revealed that social media increases the participation of fans and sports participants (Carroll, 2018).

There are numerous approaches to utilize social media, and a portion of these ways have begun to be utilized deliberately in sports, especially to play mind games with adversaries. Since social media is another marvel, there is an absence of writing on how social media can influence Competitors' presentation; explicitly, competitors' self - viability. An examination by Michaels's, (2019) has researched how Facebook use impacted sports related anxiety. The writers speculated that the more regularly a competitor utilized Facebook, the more they would encounter various sorts of nervousness. With the direction of self -introduction hypothesis by Schlenker, which was created in mid 1980s the rationale of the examination, was that the members that were progressively worried about different impressions will have more enthusiasm for what is being said on social media. In general context, social media has diverse effects as concluded by Adnan, Mehmood, & Ahmad, (2021) that use of the Facebook and other social media channels has got mixed effects on different aspects of life including education, health as well as social life.

The examination found no connection between social media use and game tension, yet the outcomes found that social media had an effect on competitors' psychological distraction by diverting the competitor from their ideal mental readiness and fixation on undertakings during execution (Wetzels, 2017). Despite the fact that the examination by Schumann, (2010), have built up that social media has an effect on a competitor's psychological distraction, they have not decided whether online life can effect a competitor's impression of capacity. Within the present investigation, if web based life is brought into a competitor's life, turning out to be a piece of their condition, it should impact the competitor's subjective and conduct factors, for example, self - adequacy. As online networking is viewed as a natural factor it is essential to comprehend internet based life and web based life use.

Online life has been nearness on school grounds since the formation of Facebook. Undergrads are utilizing different types of social media regularly, and universities are utilizing social media to draw in future understudies, share understudy encounters, associate understudies with crucial data about the school and grounds occasions, and interface with graduated class and benefactors (Veloutsou, 2016). School athletic projects are additionally clients of internet based life, to draw in potential enlisted people, report scores and news, share pictures of understudy competitors, show the basic beliefs that a school and athletic office has, and advance games.

The criticalness of social media in university sports is a genuine business, and online life is a piece of that business. Competitors consistently should be on their best conduct via social media, since they never realize who will be viewing and the content remains online always (Dholakia, 2014). Since web based life is so new, there is a great deal that is left obscure about how to best utilize different stages and what the prescribed procedures are for every stage. It is something that schools and athletic projects must be educated about in light of the fact that starting at a

Recent report, 98% of understudy competitors uses social media (Fahy, 2016). This is countless understudy competitors and in light of the fact that this number has been developing so quickly, school athletic projects should know about the advantages and issues with web based life.

Online life has had some extraordinary advantages for understudy competitors, such as indicating network administration ventures competitors take an interest in, going to class occasions for more youngsters inside their towns/urban communities, and sharing group recordings with their system. Social media likewise takes into account the making of an individual brand, and to permit the understudy competitors to advance themselves and their institute to their followers, which is incredible for them and their institutes.

Growing accepted procedures is a significant method for assisting with finding equalization in social pictures of the image, and bolsters others in the group, for example, mentors, colleagues, or different games groups (Epstein, 2012). A negative occurrence or post via social media can discolor a competitor's or a school's notoriety in a moment however strong proactive rules, instruction about the potential advantages and entanglements and settled upon best practices can make web based life a helpful and positive device in intercollegiate games.

Online life has become a significant piece of present day society, as it is open to anybody with a web association or mobile phone. Internet based life has additionally been developing at a quick rate, more than 70%. Grown-ups are utilizing social media all the time (Abusage, 2018). Different types of web based life incorporate sites and applications that are intended to permit individuals to share content rapidly, effectively, and continuously (Hudson, 2018). Online networking is a moderately new idea in the 21st century. Facebook was the first of the significant stages, and was established in 2004 as reported by Baldus, (2015). The social locales all have one shared objective, to associate the world and offer substance to the majority.

While Facebook gives a colossal measure of availability for understudies to have the option to connect with one another, setting up a progressively proficient nearness could be a test for a few. Let us have a look at the massiveness of the use of Facebook which is one of the leading social media channels round the globe as there are more than 2.89 billion month-to-month active consumers (Adnan, Mehmood, & Ahmad, 2021). Luckily, other long range informal communication destinations have been set up for this precise reason. Destinations like LinkedIn permit understudies and different experts or partnerships to frame arrange so as to advance further improvement of expert systems and reason (Safko, 2010).

Objective of the Study:

This research was carried out under the following objective:

- ❖ To assess the level of social media use among Tennis Players.

Hypothesis:

The researcher formulated the following hypotheses:

H1: There will be a significant difference in the level of social media use among Tennis Players

H0: There will be no significant difference in the level of social media use among Tennis Players

Material and Methods:

Study Design

The research was conducted under experimental research design involving two groups i.e. training group (n=30) and control group (n=30). A pre & posttest was conducted to analyze the impact of social media on sports performance of tennis players.

This examination was finished in two stages. Initial step of the examination included gathering member segment data, interpersonal organization use, and other's utilization of individual profile. This data was the base for the investigation n, which was utilized to recognize members' perspectives towards online networking. However as the main objective of the study was to analyze the impact of social media on sports performance of tennis players through video training.

In the second part of the study, a Facebook page was created and a video was uploaded to provide training to the Tennis Players. The link of the uploaded video was shared with the participants and video training was provided for 8 weeks followed by the posttest.

Settings:

Data was collected from private clubs of Lahore where college level students come to learn Tennis.

Sample Size:

$n = \text{Sample Size}$

$N = \text{Total Population} = 120$ $e = \text{sampling error} = 0.05$

Sample Size = 60

Sampling Technique:

Purposive Sampling Technique was used.

Formula:

Sample size is determined through Yamane (1967) formula.

Procedure:

- First of all participants' consent was obtained and then demographic data were collected
- Social Media Engagement Scale developed by DeVellis, (2016) was used to identify the level of social media use by the Tennis Players
- Pre and post assessment was done using Tennis Performance Scale developed by Rees, (1999)
- This was followed by a video training session for 8 weeks 3 times a week. Participants' responses were measured after each training session and accumulated score were used for data analysis.

Outcome Measures Independent Variable:

- Use of Social Media
- Video Training through Social Media

Dependent Variable:

- Self-image
- Motivation
- Goal Achievement
- Sporting Performance

Data Analysis:

Data analysis was done using Statistical Package for social; sciences (SPSS) version 23.0 for descriptive and inferential analysis. One Way Analyze is of Variance (ANOVA) and Independent Sample t-test was used for hypothesis testing. Mean contrast impact size, was done to inspect the useful hugeness of the discoveries. The significance level was set at 0.05 to lessen the likelihood of making Type I Error.

Results:

Descriptive Analysis

A total number of 60 lawn tennis players participated in the study with a mean age 17.3 as shown in Table - I (Minimum = 16 & Maximum = 18). Out of 60 players 18.33 % were 16 years of age, 30% were 17 years of age and 51.67% were 18 years of age as indicated in Figure- I below:

Table -1: Age

Age	N	Minimum	Maximum	Mean	Std. Deviation
Valid N list wise	60	16.00	18.00	17.3333	.77387

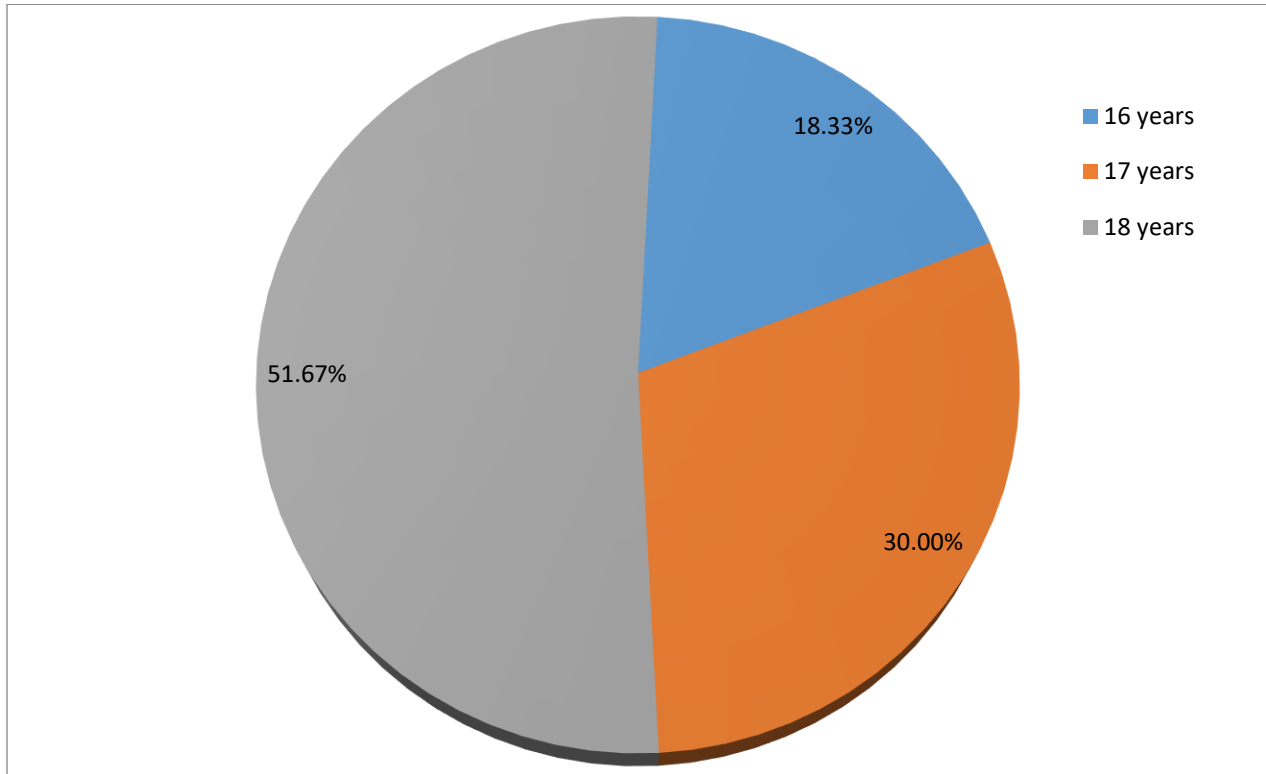


Figure-1

There were 40% girls and 60% boys who participated in this study as depicted in Table -2 and Figure-2 below.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Girl	24	40.0	40.0	40.0
Boy	36	60.0	60.0	100.0
Total	60	100.0	100.0	

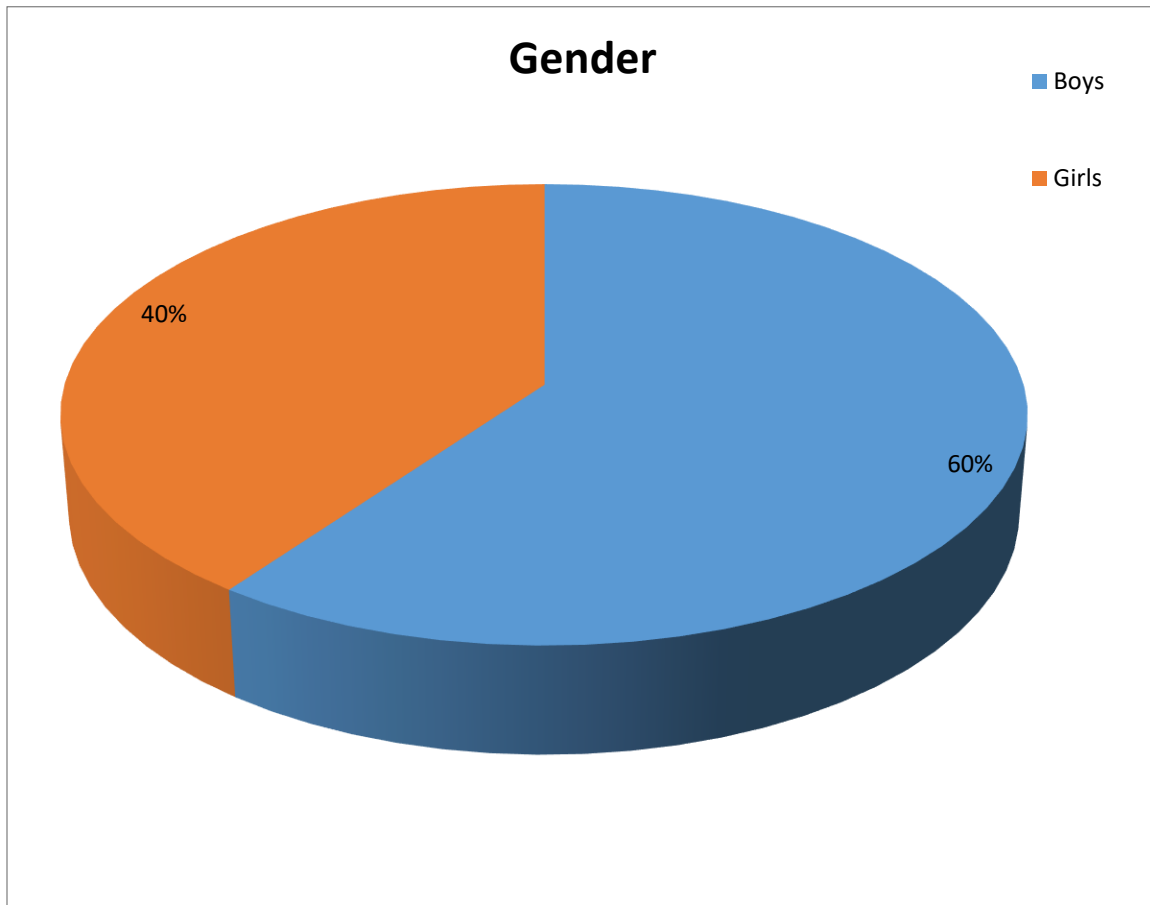


Figure-2

Without any doubt, all the respondents (100 %) reported using social media as depicted in Table - 3 and Figure-3 below.

Table-3: Use of Social Media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	60	100.0	100.0	100.0

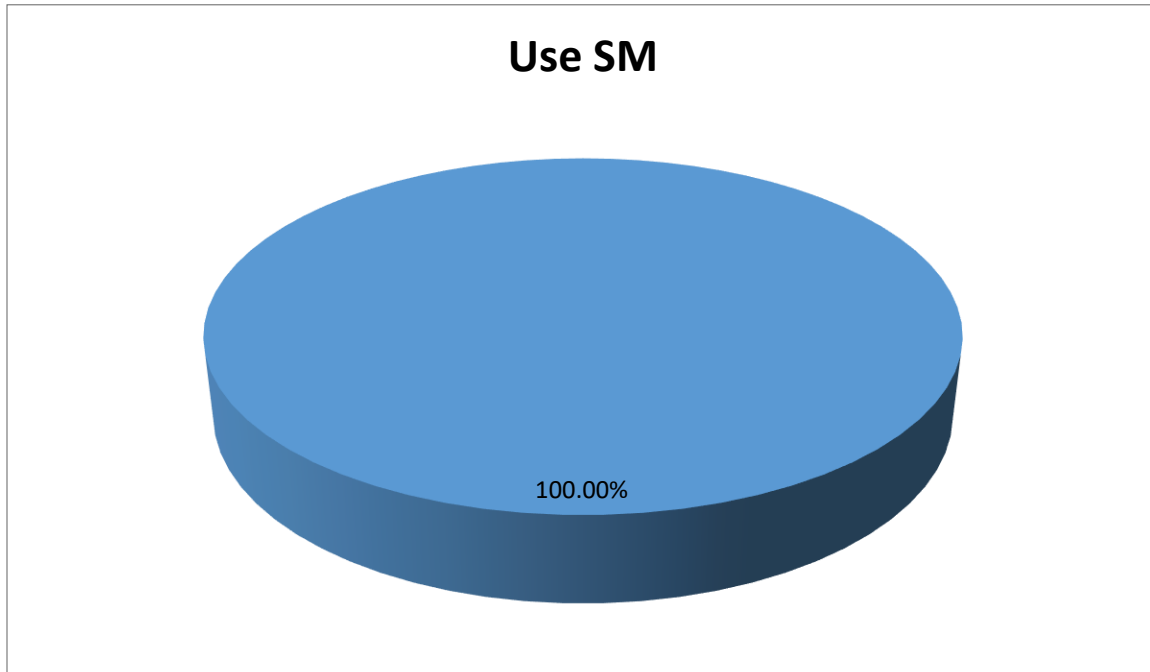


Figure-3

Inferential Statistics As mentioned in Table -2, 100% players reported using social media to update the status and upload their photos. They also reported receiving likes and comments but no significant differences were observed by one way analysis of variance (ANOV A) as p value is larger than

0.05 ($p= 1$) as shown in Table - 6. So, the first null hypothesis is accepted.

	Sum of Squares	di	Mean Square	F	Sig
Likes	.000	1	.000	.000	1.000
Betwe en Groups	753.600	58	12.993		
wihin Groups	753.600	59			
Total					
Comments	.000	1	.000	.000	1.000
Between	53.400	58	.921		
Groups whin					
Groups Total	53.400	59			

No significant differences were observed by one way analysis of variance (ANOVA) on self-image, motivation and goal achievement of both the groups as p value is larger than 0.05 ($p=1$) as shown in Table -4 and Figure -4 . So, the second null hypothesis is accepted.

Limitations:

One of the possible limitations could be a three -phase data envelope analysis (DEA) has been used frequently in football games but is rarely applied in tennis, which can be used for future research rather than using questionnaire. This is a different approach to the traditional approach that requires further research. The future scope may be to overcome the issue of high performance and make this approach more suitable for classification purposes. In addition, one can choose different variables for analysis such as the number of wins received on different court types, player age, and so on. In addition, DEA can also be applied to various individual and team games that can be measured. Can provide benchmarks for the overall performance and comparison purposes of an individual player or a team as a whole.

References

Abosag, I., Roper, S., & Hind, D. (2018). Examining the relationship between brand emotion and brand extension among supporters of professional football clubs. *European Journal of Marketing*, 46, 1233–1251. doi:10.1108/03090561211247810

Adnan, M., Mehmood, F., & Ahmad, B. (2021). Pattern of Facebook Usage and its Impacts on Physical Activity. *THE SKY-International Journal of Physical Education and Sports Sciences (IJPESS)*, 5(1), 44-60. <https://doi.org/10.51846/the-sky.v5i1.1040>

Ahearne, M., Bhattacharya, C., & Gruen, T. (2017). Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing. *The Journal of Applied Psychology*, 90, 574–585. doi:10.1037/0021-9010.90.3.574

Anderson, J., & Gerbing, D. (2017). Structural equation modelling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103, 411–423. doi:10.1037/0033-2909.103.3.411

Auerbach, N. (2013). Athletes Chirp Their Objections; Some Learning The Hard Way About Impact Of Social Media. *USA Today*, 07c. Retrieved from EBSCO Publishing database. (Accession No. JOE082394776013)

Bagozzi, R., & Yi, Y. (2018). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16, 74–94. doi:10.1007/BF02723327

Baldus, B., Voorhees, C., & Calantone, R. (2015). Online brand community engagement: Scale development and validation. *Journal of Business Research*, 68, 978–985. doi:10.1016/j.jbusres.2014.09.035

- Bergkvist, L., & Bech-Larsen, T. (2014). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 17, 504–518. doi:10.1057/bm.2010.6
- Biswas, M. (2013). Health organizations' use of social media tools during a pandemic situation: An H1N1 Flu context. *Journal of New Communications Research*, 5(1), 46-81.
- Blaszka, M., Burch, L. M., Frederick, E. L., Clavio, G., & Walsh, P. (2012). #WorldSeries: An empirical examination of a Twitter hashtag during a major sporting event. *International Journal of Sport Communication*, 5(4), 435-453.
- Blohm, V. (2012). The Future Of Social Media Policy In The NCAA. *Harvard Journal of Sports & Entertainment Law*, 3, 277-296.
- Bowden, J. (2016). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17, 63–74. doi:10.2753/MTP1069-6679170105
- Boyd, D., Golder, S., & Lotan, G. (2010, January). Tweet, tweet, retweet: Conversational aspects of retweeting on Twitter. In 2010 43rd Hawaii International Conference on System Sciences (pp. 1-10), Honolulu, HI.
- Briones, R. L., Kuch, B., Liu, B. F., & Jin, Y. (2011). Keeping up with the digital age: How the American Red Cross uses social media to build relationships. *Public Relations Review*, 37(1), 37-43.
- Brodie, R. (2016). Non-monetary social and network value: Understanding the effects of non-paying customers in new media. *Journal of Strategic Marketing*, 24, 169–174. doi:10.1080/0965254X.2015.1097093
- Brodie, R., Hollebeek, L., Juric, B., & Ilic, A. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66, 105–114. doi:10.1016/j.jbusres.2011.07.029
- Carlson, B. D. & Donavan, T. D. (2013). Human Brands in Sport: Athlete Brand Personality and Identification. *Journal of Sport Management*, 27, 193-206.
- Carroll, B., & Ahuvia, A. (2018). Some antecedents and outcomes of brand love. *Marketing Letters*, 17, 79–89. doi:10.1007/s11002-006-4219-2
- Chen, G. M. (2011). Tweet this: A uses and gratifications perspective on how active Twitter use gratifies a need to connect with others. *Computers in Human Behavior*, 27(2), 755-762.
- Chen, T. (2014). Exploring positively-versus negatively-valenced brand engagement. *Journal of Product & Brand Management*, 23, 62–74. doi:10.1108/JPBM-06-2013-0332

Chinn, S. (2010). Meeting relationship-marketing goals through social media: A conceptual model for sport marketers. *International Journal of Sport Communications*, 3, 422–437. doi:10.1123/ijsc.3.4.422

Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social media content. *Journal of Advertising Research*, 56, 64–80. doi:10.2501/JAR2016-004

Clavio, G., & Kian, T. (2010). Uses and gratifications of a retired female athlete's Twitter followers. *International Journal of Sport Communication*, 3, 485–500. doi:10.1123/ijsc.3.4.485

Clavio, G., & Walsh, P. (2013). Dimensions of social media utilization among college sport fans. *Communication & Sport*, 2, 261–281. doi:10.1177/2167479513480355

Costin, D., & Morris, J. (2011). The Relationship Between Facebook and the Well-Being of Undergraduate College Students. *Cyberpsychology, Behavior, and Social Networking*, 14, 183-189.

Cova, B., & Pace, S. (2006). Brand community of convenience products: New forms of customer empowerment – The case “my Nutella The Community”. *European Journal of Marketing*, 40, 1087– 1105. doi:10.1108/03090560610681023

Cunningham, N., & Bright, L. F. (2012). The tweet is in your court: measuring attitude towards athlete endorsements in social media. *International Journal of Integrated Marketing Communications*, 4(2), 73-87.

Darvell, M. J., Behav, B., Walsh, S. P., White, K. M. (2011). Facebook Tells Me So: Applying the Theory of Planned Behavior to Understand Partner-Monitoring Behavior on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 14, 717-722

Dholakia, U., Bagozzi, R., & Pearo, L. (2014). A social influence model of consumer participation in network- and small-group-based virtual communities. *International Journal of Research in Marketing*, 21, 241–263. doi:10.1016/j.ijresmar.2003.12.004 Downloaded by [94.132.107.225] at 05:48 03 November 2017 52

Dionisio, P., Leal, C., & Moutinho, L. (2008). Fandom affiliation and tribal behaviour: A sports marketing application. *Qualitative Market Research*, 11, 17–39. doi:10.1108/13522750810845531

Di Veronica, J. (2014). One Bad Tweet Can Be Costly To A Student-Athlete. Retrieved August 11, 2015, from Democrat & Chronicle; A Gannett Company website: <http://www.democratandchronicle.com/story/sports/high-school/2014/09/11/social-media-student-athletes-twitter/15473399/>

Donna & Freeman, Jason & Cuttita, Katherine. (2016). Psychological Care of Student-Athletes in a University Environment.

Dunlap, J.C., & Lowenthal, PR. (2010). Tweeting the night away: Using Twitter to enhance social presence. *Journal of Information Systems Education*, 20, 129-135

Dunne, A., Lawlor, M.-A., & Rowley, J. (2010). Young people's use of online social networking sites – A uses and gratifications perspective. *Journal of Research in Interactive Marketing*, 4, 46–58. doi:10.1108/17505931011033551

Ellison, N., Lampe, C., & Wohn, D. (2011). Facebook as a toolkit: A uses and gratification approach to unbundling feature use. *Computers in Human Behaviour*, 27, 2322–2329. doi:10.1016/j.chb.2011.07.011