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Impact of computer and internet as coverage of mass media on the participation of cricket male and female players of M.D. University, Rohtak

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Abstract

To see the impact of mass-media (Computer/internet) coverage in the participation of university players in cricket game The media refers to print and electronic media explored through various means of mass communication. The technological advancements upgraded. The significance of media, for the welfare of societal needs. Now days, sports has become significant need of the society by realizing. The importance of fitness, wellness, life style, sports for all and for competitive sports.

Keywords: Computer and internet as coverage of mass media

Introduction

Media has great impact on the society. The significance of the media has established its presence and validity. Upon various developmental and motivational aspects and issues for the betterment of the society. The media refers to print and electronic media explored through various means of mass communication. The technological advancements upgraded. The significance of media, for the welfare of societal needs. Now days, sports has become significant need of the society by realizing. The importance of fitness, wellness, life style, sports for all and for competitive sports. The presentation of contains and coverage related to these aspects has a great point of attentions and attraction. Most of the persons are now anxious to know more about the recent developments, results, trends and events of above mentioned aspects In view of the fact that the media has great role and responsibilities to update the society in reference to sports, health, lifestyle and wellness. In sports, there are various levels which needs proper attention to motivate the players like; International level, National level, All India inter university level, Inter university zone level, State level, Inter college level, District level and Local levels etc. The attention of media is a foremost requirement along with their intensive training to recognize to a society in a better way. Sometimes it has been observed that in the presence of media, the enhanced performance is projected and also improves the mass participation as well as the level of participation in their respective sports.

Objective of the study

To see the impact of mass-media (Computer/internet) coverage in the participation of university players in cricket game.

Hypothesis

There will be a significant impact of Computer/internet on the performance of cricket, male or female players of M.D. University, Rohtak.

Collection of Data

50 players of cricket were administered with self developed questionnaire on mass-media coverage. The scores of the subjects were considered as raw data. The respondents were delimited only from the age group of 17 to 25 years.

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Classification of sample units related to impact of mass media, participation male and female players in cricket

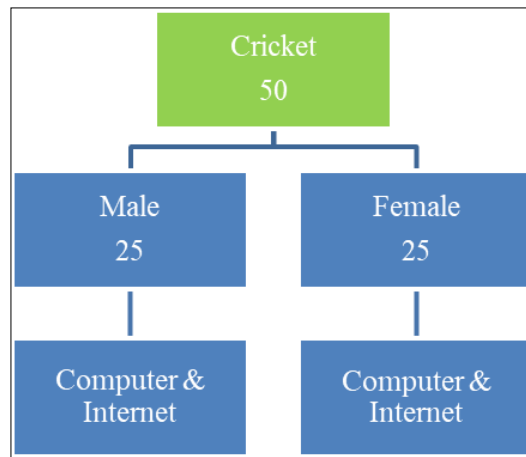


Fig 1: Impact of Computer and internet as coverage of mass-media on the participation of Cricket male and female players of M.D. University, Rohtak

Frequency of Cricket male or female players of M.D. University, Rohtak according to Computer and Internet as coverage media are as follows:

Computer & Internet	Cricket 50	
	Male 25	Female 25
	2	0

Out of 50 Cricket players there is 8% of male and 0% of female players who agree with Computer and Internet as coverage media.

The results of Z-test of independent proportions are as follows:

	Sample Size	No. of successes	Proportions	Difference in Proportions	Average Proportion	Z-statistic	p-value (two tailed)
Male	25	2	0.08	0.08	0.04	1.44	0.1489
Female	25	0	0.00				

* Significance Level=0.05

To know difference in impact of Computer and Internet as coverage media on the participation of Cricket male or female players of M.D University, Rohtak.

Let P1 and P2 denote the proportion of males and females respectively saying that impact of Computer and Internet as coverage media on the participation of Cricket players of M.D. University, Rohtak.

We have to test the null hypothesis

$H_0: P_1 = P_2$

Versus the alternative hypothesis

$H_1: P_1 \neq P_2$

As the two tailed p-value 0.1489 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and so we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of cricket male or female players of M.D. University, Rohtak, $Z=1.44$ $p=0.15$

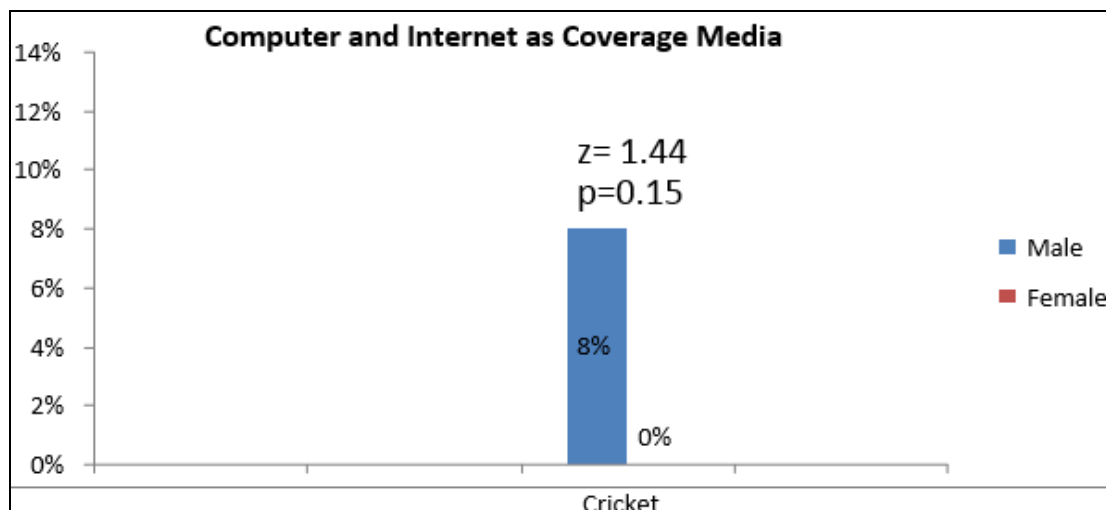


Fig 2: Shows the percentage and Z-test, Impact of Computer and Internet as coverage of mass-media participation of cricket male and female players of M.D University, Rohtak.

The main findings of the study are as following

As the two tailed p-value 0.1489 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of cricket male or female players of M.D. University, Rohtak, $Z=1.44$ $p=0.15$

Conclusion

The impact on team mates publicity by three type of mass media (computer, internet) has highest contribution and as well as in rural sports, urban sports, female and male sports persons. Job opportunities are also increased and mass media is also helping in improving the sports skills. Career building and youth participation in sports are also increased due to the impact of mass media coverage.

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