THE IMPACT OF MASS MEDIA AND SOCIAL NETWORKS ON HOW FANS INTERACT WITH SPORTS LIBRARIES IN THE WORLD

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Abstract

Background and Aim: The purpose of this study was to investigate the impact of mass media and social networks on the relationship between fans and sports librarians in the world. Method: In this study, to investigate the role of new media and social networks on the interactions between fans and sports librarians, the role of new media on how fans interact with sports libraries from the review of the research carried out from 2009 onwards. Regarding the use of sports media, given that the category of modern media is a new concept, quantitative research has been conducted on its impact on sport, the creation of jobs, the promotion of communication, and the limited research on the negative effects of these media. The study was followed by a manual review of the studies conducted over the period without such results. Findings: It is not that all interactions between fans of athletes and coaches in the new media are positive. The growing interaction that has emerged between these groups today can have negative aspects. The results showed that the negative aspects of the new media have affected all life's moments of athletes and coaches. Negative tweets are so bad in some cases that most athletes and coaches are forced to turn off their communication devices. Conclusion: It seems that with the development of new media and social networks the wall between athletes, coaches and fans is collapsing and it is possible for new connections between these two groups to be created, this new relationship has a lot of positive and negative effects, although the organization sports exercises allow for a better experience for fans.

Key words: media, fans, sports clubs, social networks.

INTRODUCTION

With the advent of the Internet, the modern world faces a different form of technology. The Internet defines a new communication method for the world. New media such as Facebook, Twitter and blogs have developed this form of communication. People can write stories using their own media, send their pictures or send messages directly to people who have never seen them; this kind of communication, especially with regard to the relationship between professional athletes and coaches and their fans find it meaningful. Before the emergence of new media, most people only contacted players and coaches through watching matches, or they could see their favorite lobbies through pre-scheduled appointments or signing meetings (Pictorial, 2016). Most information about players and coaches was collected through traditional media sources, and this message and feel was transmitted to the fans, allowing face-to-face meetings with those who love them (Pictorial, 2010). Spectators and fans with their favorite players and coaches have an inescapable relationship. With the advent of the new media, fans are now able to create more personalized relationships with sports librarians. The availability of direct communication between players and coaches with fans will make the fans feel closer to these people (Pyragoro and Gina, 2012). A new transparent social world created by social media allows athletes to watch their fans over the curtain that has always been covered by sports heroes. A study by Claudio and Walsh showed that many sports fans still use traditional media as their primary source of information, however, today's fans are using the new media as a way to gather personal information about players and coaches they used. It is often the case that those who come to media like Facebook look for information that cannot be obtained through official media (Clawio & Walsh, 2013).

New media are not just for fans. Sport organizations have also found that the use of new media can benefit them. New media has changed the way that sports organizations work. Facebook and Twitter have become important tools for sports organizations to have fans accessing so that today, almost all sports teams are looking to make Internet calls. Their fans are increasing the awareness of the team's news and promoting the sale of products related to the team (Prosynecky & Grozo, 2012). Organizations are looking to increase their fan base in media like Twitter, so they can send their messages directly to them. According to Whitcompeer et al., The greatest motivations for fans to use Twitter were both entertainment and information

(Whitcompar et al., 2012). Organizations that are equipped with this information can take Twitter to provide information that fans want and seek (Whitcompar et al., 2012). Organizations are officially promoting their Facebook and Twitter accounts, with the promotion of these accounts, these organizations are able to attract the attention of more fans, who may not even have any familiarity with these organizations they had.

The new media has changed the way professional practice works; for example, Twitter allows journalists to do their work at the hands of the audience who could not access them at all (Gibbs and Haynes, 2013). Today, public relations officials use Twitter for information because Twitter is moving more information than traditional media outlets; new media have also created more job tasks for many people working in sports organizations. Professionals people working in sports organizations can look at what fans say in the mass media and provide more services to their followers with messages they receive (Gibbs & Haynes, 2013). Even research has shown that it's fast on Twitter during The visits by the authorities have made it possible for them to respond quickly to the demands of the audience. Sports organizations can use the new media to earn money as well as create jobs. Another benefit of these media is that the voice of the fans Uncensored to the players, the new media features the ability to send images, videos and stories about athletes that can be sent to anyone with access to the Internet. Despite the benefits, the new media has some negative impacts that need to be addressed. The research seeks to measure all the positive and negative effects of the new media in sport.

METHODS

In this study, the role of new media on how fans interact with sports libraries were used to investigate the role of new media on how interactions between fans and sports enthusiasts were. A review of research on sports media from 2009 onwards has been used, considering the fact that the category of modern media is a new concept, little research has been done on its impact on exercise, job creation, communication, and little research into the negative effects of these media, the study has been reviewing the research in the interval It is time to seek such results.

FINDINGS

It's not that all interactions between fans of athletes and coaches in the new media are positive. The growing interaction that has emerged between these groups today can have negative aspects. Sanderson and Travce, in their research by the University of Alabama, said that negative tweaks include the following four negative tweets: taunting, humiliating, engaging and threatening pests. (Sanderson and Travce, 2014). Though there were tweets containing supportive sentences (more than twelve thousand in twenty-four hours), but the number of negative tweets was terrible. Browning and Sanderson's research on how to deal with athlete students with negative tweets. The study used 20 students of the first year athlete as a sample and examined their Twitter habits. The research showed that in four areas that were examined Instead of responding, athletes preferred direct or indirect tweeting to block someone (Browning and Sanderson, 2012). Twitter has instructed athletes how to learn how to deal with those who do such behavior is a violation of another privacy that distorts the relationship between fans, athletes and coaches. In fact, athletes affected by these media are nowadays below The comments are (Sanderson, 2009). The professional athlete Greg O'Donnan's famous professional athlete, Josh Howard, happened in 2009, when he spoke negative things about a star of a team that recorded his file on YouTube Howard's behavior led his team to punish him and sent him to the training sessions for several weeks to engage in coaching. The negative aspects of the new media have affected all the athletes 'and coaches' moments of life. Negative tweaks are so bad in some cases that most athletes and coaches are forced to turn off their communication devices (Sanderson and Travce, 2014). For example, Kentucky basketball player Willy Kovalstein, under his Twitter account, was forced to drop his Twitter account so he continued to do so after reconnecting to Twitter (Sanderson and Travce, 2014).

CONCLUSION

New media and social networks have changed the world of sports. New media allow fans to approach personal and private athletes and trainers beyond communication lines, however, unfortunately, for many athletes, this relationship had negative effects. Some teams and

organizations have set strict rules for the presence of athletes and coaches and behaviors in the media; for example, the NBA and the American National Football League (NFL) both have announced that using Twitter is by Players, coaches, and executive personnel are prohibited during the game, and a bit before and after (McCoy, 2010). The new media has also expanded the way that sports organizations operate, and these media also provide a good communication platform for athletes and coaches to connect with the market have. Sports organizations, through media like Facebook and Twitter, understand what their fans like and want and what problems they are having with their organization. The fans can also personalize their own experiences through writing, photo or video athletes and coaches, and the organization and the team will reach their behaviors. With the development of new media, the wall between athletes, coaches and fans is collapsing and provides new connections between the two groups. This new relationship has many positive and negative effects, although it allows sports organizations to experience provide better fans.

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