

SPORTS MOTIVATION AND USE OF LOCATIONAL SOCIAL MEDIA THROUGH GPS TECHNOLOGY

Shagufta Akhtar Khan¹, Rahila Nizami², Vishnu Parmar³

ABSTRACT:

The present study is an effort to check out the association among motivation and the use of location-based social media by the young athletes of private universities at Lahore. The lack of communication bound the sports community and young athletes. This study finds out the association between the motivation and the use of location-based social media among young athletes of the private universities at Lahore. To fill this gap location-based social media is the best option because athletes and fans can share sports related activities, comments, photos, videos during different matches. This problem statement is based on personal observation and experience of the researcher. The results show that there is very little awareness and knowledge and not much research is done to explore the location-based social media use in sports activities. The study will also be helpful for sports field and associations to make strong communication among sports or young athletes. The rapid growth of social media and location-based social media platforms has highlighted the need to understand the audiences that are utilizing these mediums. 101 young athletes between 18-39 participants participated in this study, the sample was selected using simple random sampling technique and data was gathered using questionnaire about motivation developed by Relletier L.G. et al. 2013 and second was about usage of social media developed by Clavio G. and Frederick E., 2014. Sports motivation attract more people towards sports, so that they can engage in sports and the get benefits of a healthy and active lifestyle.

Keywords: sports motivation, locational-based social media, global positioning system (GPS).

¹ The University of Lahore, Pakistan

² The University of Lahore, Pakistan

³ University of Sindh Jamshoro, Pakistan

Introduction

Social media usage is increasing day by day in each profession as well as in daily life routines. Everyone is familiar with social media's influences on our lives as it has transformed individuals and societies. Social media is a platform through which people have social interactions, they gain all sort of information from these social sites by using the internet and Global Positioning System (GPS). Moreover, the development of interpersonal interaction locales is straight forwardly connected with the scholastic presentation of the understudies. This a significant illustration of web-based social media popularity understudies nowadays. This observation turned into induced by means of a preference to research greater about how generational disparities among users influence how they utilize social media to obtain their interests. Uses and gratifications of Internet users, especially scholars investigating social media, have created pleasures and achieved the given task. National hobby in the sport is giant, illustrated by means of the capacity crowds within the latter levels of the All-Ireland Championships, with over 82,000 spectators found in Croke Park on All-Ireland finals day. In latest many years, the popularity of Gaelic games has increased the world over. The All-Ireland finals in 2020 were viewed in over one hundred seventy nations via the GAA's country wide streaming carrier GAAGO.

Researchers tell us that how technologies help event planner, organizers and create ideas to explore and find out solutions after using digital technology, we can utilize business model in sports field and it can be increased through digital technology. Hassan, A. (Ed.). (2022).

In Australian football rules such facts are typically captured via multiple (paid) spectators working for sports through data analytics companies to accomplish the task. This data is enlarging from GPS tracking device in players clothing. The researcher observed on exploring the feasibility of action recognition in Australian rules football through deep learning and use of 3-dimensional networks. We also identify several key actions that players perform kick pass, non-action events, images of the crowd. Luan, S. K., Yin, H., & Sinnott, R. (2022). Facebook, Twitter and other social media tools are considered extremely popular with new users joining them every day. People engage with each other to share and communicate their personal feelings with their followers (Ilyas & Anjum, 2021). They frequently communicate, express their ideas, feelings, interests, life in form of chatting, images and videos. Social media platforms like Facebook, twitter, Instagram and

YouTube are some of its examples (Zamri, Zaihan, & Samat, 2018). From the last five years locational social media is emerging as a new trend. This type of media is opening new avenues for users because they can easily share their geospatial location-related content in physical world through online media sites or Global Positioning system (Bao, Zheng, Wilkie, & Mokbel, 2013). Locational social media has a tremendous impact on the sports community. It is a bridge connecting digital online world with physical world. One research revealed that during the football matches held between the teams of five colleges, fans interacted with each other through locational social media and enjoyed it more. This social interaction among the fans enhanced their gratification. Many sports organization, professionals and experts are taking interest in locational social media (Bao, Zheng, Wilkie, & Mokbel, 2015).

In location-based networks, location generates new relations. It provides information about user's context, history, preferences and behaviors. These networks establish a recommendation system that help and guide sports fans regarding specific sports event or services (Bao et al., 2013). For example, a researcher suggested that locational social media like foursquare serve a greater purpose for sports fans, as checking in at one's favorite sports venue acts as a valuable status symbol where the individual can engage with the game entity. Other social media possess locational social media features and characteristics, including Facebook with its check-in feature, the crowd-sourced review app Yelp, and Twitter with its relatively nascent geo-tagging features. A researcher highlighted the importance of broadcasting of our thoughts and activities via social media as an opportunity for getting entertainment and rich experiences related to sports. Social sharing of sports events encompasses a good sort of social media activities, including user's feelings on a product or service, their past, current, or future activities, their likes and dislikes, and even images and video that specialize in a specific event or occurrence. Social sharing has become a serious part of the architecture of web sites like Facebook and Twitter during the lifespan of both social medium's developments (Rhee, Bayer, Lee, & Kuru, 2021). In this decade, social media platforms like Twitter and Facebook have changed the way we engage with others, providing centralized digital locations for interaction. The utilization and usage of online media has increased throughout the world. Young men and ladies are frequently utilizing online media sources, for example, contributing to a blog, Facebook, Twitter, My Space, Tumblr, Pinterest, LinkedIn, Instagram, and so on. Day by day occasions, from having breakfast to passing a mid-term,

are communicated to the world from a miniature level to a large-scale crowd (Clavio & Walsh, 2014).

People assemble and share data about the world occasions immediately, and educate each other continuously. They express their distinctions, disappointments, convictions, dreams, and general emotions or temperaments and keep in touch with other companions through this medium. The trap of interconnectivity becomes thicker and thicker with each passing tweet, post, pin, and association. The convergence where the common experience of sports meets the mutual experience of online media makes a novel and charming situation. Sports competitors are utilizing their web-based media as a stage to form their own image through posting pictures, audios and videos of sports occasions, giving remarks about the world sports events and expertly reviewing sports events (Nisar & Whitehead, 2016). The purpose of current study was to provide empirical evidence indicating how locational social media is impacting the fan's experiences and the wants and desires of individuals about the use of these applications. Additionally, it supplied recommendations for sports management practitioners regarding the utilization of these applications to get more advantages in sports.

Internet and social media have turned the world into a global village i.e., a universe of availability and junctions of different networks. The world has changed in the manner it connects today and gain an extraordinary significance in our lives. It has affected all walks of life along with the profession of sports and physical education. Media has brought life to the sports events. It is a great entertainment for all type of people throughout the world. There are unlimited and variety of social media platforms. Some examples of social media are sites about image sharing, social review, video hosting, discussion, blogging, social networking and wiki etc. Thus, allowing friends, families, businesses and customers to gain rapid access to what they want. More and more users are joining it and social media is evolving day by day and providing new platforms tik-tok, Instagram, Facebook, you tube etc. This literature review is limited to the locational social media and their usage to motivate young athletes of universities to participate more in sports. Following are some more domains of locational social media usage in sports and its relationship with motivation.

Recent advances in position localization techniques have fundamentally enhanced social networking services, allowing users to share their locations and location-related content, such as geo-tagged photos and notes. We refer to these social networks as location-based social networks

(LBSNs). Location data both bridges the gap between the physical and digital worlds and enables a deeper understanding of user preferences and behavior (Bao et al., 2013). This type of networking includes location which is added to an existing social network and new social structures formed by the individuals connected from their location in the physical world also their location tagged media content like images, text etc. We can say that locational social media is defined as any media application that allows users to engage in social interaction based on their physical location by utilizing the GPS data on their smartphone (Clavio & Frederick, 2015). For example when using Foursquare, fans can check-in and receive reward in form of meeting a sport entity during sport event (Buchheim, 2011). It is evident that these people not only share same location but their interests and activities may also be the same (Zheng, Zheng, Xie, & Yang, 2012). Locational social media is quite different from commonly perceived social media because young athletes can engage in social interaction based on their physical location by utilizing the GPS data on their smartphone. All other type of social media has locational social media features and properties such as Facebook has its own check-in features and Twitter has geo-tagging attributes (Clavio & Frederick, 2015; Haffner, Mathews, Fekete, & Finchum, 2018). So according to (Bolton et al., 2013) there are three main types of location based social media services. They are as follows;

Geo-Tagged based services: It is the process of identifying a location label on photos, videos, websites, SMS messages etc. Users can see their content in the context of the specific geographical location in which it was created. These services are available on sites like Flickr, Geo-twitter, Facebook, Instagram etc.

Point-location based services: In this type points and badges are awarded for checking in at venues. The individuals can easily discover friends for combined social activities in their physical location. Applications like Foursquare and Google latitude are some examples of it.

Trajectory-based services: These types of services include Bikely, SportsDo, and Microsoft GeoLife. They have more enhanced features like recording point location, route connecting the point location, information about distance and duration and user's experiences in form of tags, photos etc. People can get access of this information through digital maps or GPS enabled phone.

Consumer's value social media as a form of communication far more than they value traditional communication channels. Therefore, customers of sports services tend to use social networks to post about their experiences. These posts extend these experiences beyond sports practice and

make social networks a crucial communication channel in sports services. Social networks are thus an important part of a company's marketing strategy to ensure consumers identify with the company and in some cases even feel part of the company (Nisar & Whitehead, 2016). Social media communication is expanding and becoming more widely accepted. This expansion has led to an increase in the number of Internet tools designed to reach potential users. Such tools include social networks and corporate websites. Few studies have examined the use of social networks by users of sports services. One study revealed that the combination of the use of different social networks and sporting event performance predict athlete's satisfaction (Prado-Gascó, Calabuig Moreno, Añó Sanz, Núñez-Pomar, & Crespo Hervás, 2017). Individuals create a virtual identity by using location based social networking sites.

Locational social media has rapidly permeated the professional and amateur sports world. It is now a trend to use this media for promoting sports events, products and players. It is also being used to establish an interactive relationship between fans and team personnel (Williams & Chinn, 2010). They share information, content links for pictures and videos, upcoming sports events and promotions. Young athletes broadcast their views on variety of sports related subjects (Sanderson, 2011). The aim of the current study was to find the association between motivation and use of locational social media by young athletes of the private universities of Lahore. There is a great need to explore the patterns of information and trends of the communities of that particular area in the field of sports. At international level less research is done in the use of location-based social media. Researcher found no empirical research on the use of locational social media by young athletes in Pakistan.

Objective of study: To find out the association between the motivation and the use of location-based social media among young athletes of the private universities at Lahore.

Hypothesis:

H_0 : There is no significant relationship between motivation and the use of social media by young athletes of the private universities at Lahore.

H_1 : There is significant relationship between motivation and the use of social media by young athletes of the private universities at Lahore.

Material and Method

This was a quantitative study conducted through an online survey. The two private sector universities i.e., The University of Lahore and University of Central Punjab were included in the study. The study duration was 9 months. The population of the study was composed of the young athletes of the two private universities at Lahore i.e. The University of Lahore and University of Central Punjab. These universities were selected because athletes here were more active, energetic and enthusiastic about participation in sports events. The use of location-based social media is common in them and they have better equipment and technology. They frequently attend different sports activities physically or virtually and share photos, videos, comments with each other. Stratified sampling technique was used to select the male and female young athletes of aged between 18-39 years from these two private universities. Sample size was calculated through Yamane (1967) formula. Both male and female young athletes of age between 18-39 years were selected from these universities. Two validated rating scales were used for data collection from young athletes of these universities. One validated scale was about motivation developed by Relletier L.G. et al. 2013 and second was about usage of social media developed by Clavio G. and Frederick E., 2014. The completed forms were received from 101 study subjects.

Results

The data was organized and entered in SPSS version 23 and analyzed. Demographic data was summarized in form of figures and tables. Pearson correlation analysis was done to find out the relation between motivation and use of social media by young athletes. Descriptive statistics was used to classify and summarize the data and Pearson correlation analysis was done to find out the relationship between sports motivation and use of locational social media by young athletes of the private universities. Figure 1 shows that the majority (74.3%) participants were of age between 21-29, (19.8%) participants were of age between 18-20 and (5.9%) of participants were of age between 30-39 from two private universities at Lahore.

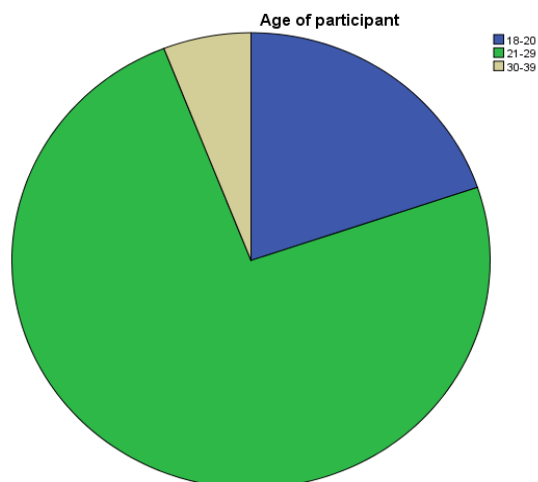


Figure 1: Age distribution of participants

Figure 2 shows that (65.3%) were male participants and (34.7%) were female participants selected from both private universities at Lahore.

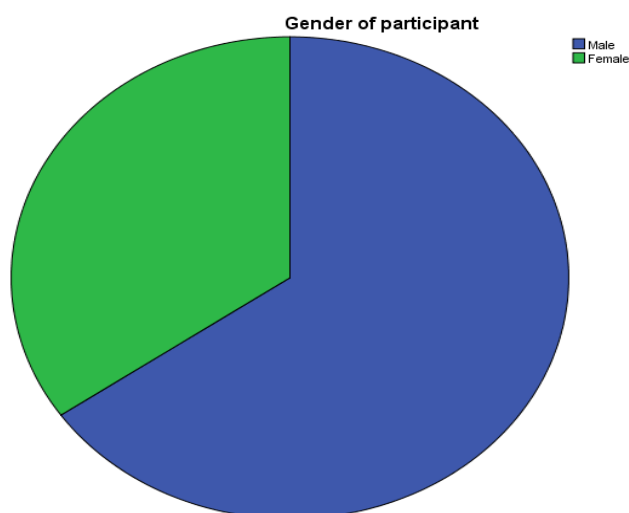


Figure 2: Gender of the participants

Table 1: Using application tool as How do you get sports information? Where you get professional sports information?(n=101)

Area	Frequency	Percent
Face Book	26	25.7
Twitter	57	56.4
WhatsApp	18	12.9
Total	101	100.0

Table 1 shows that the majority (56.4%) participants use twitter, (25.7%) participants use Facebook and (12.9%) participants use WhatsApp application for sports information. To find out the relationship between motivation and the use of social media by male and female young athletes of two private universities at Lahore.

Table 2: Coefficient of Correlation (n=101)

	Correlations		
		Social Media all	Motivation
Pearson Correlation	Social Media all	1.000	0.593
	Motivation	0.593	1.000
Sig. (1-tailed)	Social Media all	.	.000
	Motivation	0.000	.
N	Social Media all	101	101
	Motivation	101	101

Correlation is significant at the 0.000 level (1-tailed).

The correlation coefficients of two study variables are listed in table 3, this table shows that Sports motivation has ($r=0.593$) level correlation with young athletes which is positive significant. The social media has ($r=1.000$) which is also positive significant.

Discussions

This quantitative study was to find out the relation between motivation and the use of locational social media by the young athletes of the universities aged (18-25). Researcher found very limited research on current researched topic about motivation behind the use of social media by young athletes of the universities of Pakistan. Correlation analysis showed that young athletes become more motivated and energetic when they share sports events on social media sites. They share events by using locational social media application or using location-based features of other social media sites like Facebook, Twitter, Instagram etc. It requires internet or most of the time only GPS system to operate and connect people with each other present on that specific physical location. Other athletes from different areas can also join them virtually. In this way athletes and fans not only able to share their content but also their physical location.

This is very exciting, advanced emerging trend in sports field nowadays. Locational social media is being popular today because it gives opportunities to fans or young athletes to share their real-life experiences during sports events. They can find more people experiencing the specific sport event in the specific area. They are in contact with the players who are playing the game and engaged with more remote audience by visiting these sites. This category of social media helps to mine human mobility patterns and their social interconnection attributes (Khetarpaul, Gupta, &

Subramaniam, 2016). All of them communicate with each other and share valuable information, enjoy more and pull more fans or young athletes towards games. As a researcher concluded that social media is a faster tool to reach a multitude of audiences with no time restriction for sharing the information and little amount of cost. More important, it is probably the most receptive way (Gdovka & Chen, 2021).

Researcher in this inquiry came to know that young athletes have different intentions to use locational social media. Some are eager to know about the sports events going on in their area. They like to hear and read about the feedback, compliments and expressions of others. They are interested to become knowledgeable about the activities during and after the game. In this way they try to follow the latest trends of technology in the field of sports. As this is evident from other researches too (Williams & Chinn, 2010). Some fans or athletes are very much excited to get some reward from the specific locational media offered at the time of sports event. Those who belong to remote areas can get rewards virtually. Some get in form of concessions on tickets, discounts on the usage of internet etc. A study was conducted on young athletes who wanted to enjoy the status of super fan by check-in to their favorite team rather than any tangible benefit like discount on tickets or merchandise from this activity. Sometimes it is a best platform for putting their voice, dedication and loyalty on display during the game or sports event (Clavio & Frederick, 2015).

Some participant of this study viewed the use of social media to enhance their purpose of life and attachment to the sports (Rhee et al., 2021). They try to find new learning opportunities in sports, as well as improve their performances, want to get access to special interviews and stories of team that nonparticipant is not able to gain. Other researchers also explored that this type of social networking is a digital representation of real-world social networks (Bao et al., 2015). This allows young fans to increase their knowledge and potential through communicating their ideas, activities, events, news, and interests in much easier fashion. Location histories of different users shows their preferences and become a cause to makeup a social opinion (Bao et al., 2013). The findings of the study are beneficial for coaches to get information about player's total physical activity during games and practices so that they can modify training according to the needs of players (Fried & Mumcu, 2016). In this way youth can be more benefitted from the expert opinions related to sports. Their motivation and enthusiasm for participation nationally and internationally in sports increases. It is thus proved through this research that locational social media is impacting the lives of young athletes.

Conclusion

Social media has a positive impact on the lives of young athletes which increases their motivational level to participate in different sports. They communicate and interact with each other as well as with sports players, coaches and celebrities. This study is a pathway to explore more about the use of locational social media among youth for promotion of sports activities in Pakistan. It is necessary to expand the use of locational social media by improving the digital infrastructure and provision of internet and GPS availability for users. The participants of this study were young athletes of the universities. More research can be done on fans, coaches, players to explore the use of locational social media and their motivational level to involve in any sports activity. It is also obvious that there is very limited research done in this area especially in Pakistan. In this way fans can utilize more social media for fan-to-team or team-to-fan onsite communication. Finally, the result is that by using this medium we can decrease communication gap. Author suggests that future research can be conducted to measure the impact of technology application in sports activities.

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