

Impact of social media on violence reduction in sports stadiums

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ABSTRACT

This study aimed to identify the role of sports media based on social media in reducing the phenomenon of violence in stadiums from the viewpoint of Sports Science Faculty students at the University of Jordan. A descriptive method was employed, and a sample of 190 students (120 males and 70 females) participated. A comprehensive review of relevant research and collection of pertinent information led to the development of a tailored questionnaire. The instrument consisted of four axes and 24 items, answered using a five-point Likert scale. Statistical data processing was conducted using the SPSS program. The results indicated that, from the students' perspective, the role of sports media based on social media in reducing violence was moderate. Additionally, statistically significant differences ($p < 0.05$) were found according to gender across all study axes, where males achieved higher arithmetic averages. Significant differences ($p < 0.05$) were also observed according to academic year in the axis of professional commitment to sports media, with second-year students showing higher arithmetic averages. The researchers recommend that sports media based on social media adopt a balanced language when describing matches.

KEYWORDS

Social Media; Sports Media; Violence Phenomenon; Sports Science Faculty Students; University of Jordan

1. INTRODUCTION

The curriculum of the Sports Science Faculty is one of the well-planned curricula and a direct approach through which activities, methods, and strategies are used to help individuals in Jordanian society achieve their goals. This curriculum nourishes both body and mind by providing enjoyment through participation in various sports activities, promoting physical health, and developing mental

skills. It also includes watching matches, appreciating the aesthetics of sports skills, digital achievements, and the artistry of different performances.

This emphasis on sports has encouraged and increased the interest of successive governments in sports affairs, leading to the construction of sports facilities and the organization of competitions in various games such as football, basketball, and handball. These events attract a wide audience, especially youth who attend stadiums to follow and support their teams. Football, in particular, is one of the most popular sports in the Hashemite Kingdom of Jordan, offering both entertainment and community support. However, these matches are sometimes accompanied by acts of violence and riots, both inside and outside the stadiums.

The importance of social networks appears in their use through major marketing companies, associations, charitable organizations, and unofficial clubs, to attract associates and change their educational attitudes in university and school education, libraries, and e-learning, integrated and inverted in various forms. The development of sports awareness among members of Jordanian society and the spreading of a culture of competitive spirit among players and masses, especially young people, is due to the result of the strength of the influence of social media, print, and visual sports media (Al-Wakeel, 2017). From this logic, the researchers will try to reveal the nature of the role played by the sports media based on social media in reducing, eliminating, or increasing the phenomenon of violence inside the stadiums. Sports media based on social media is also defined as the media activity that specializes in providing news and information related to sports activities and events through clarification, interpretation, comment, and guidance for the various community layers that are interested in sports (Al-Khatib, 2015).

Social networks such as Facebook, Twitter, and others have emerged as powerful tools that influence public opinion, organize communities, and help achieve common goals, such as resisting high prices, addressing domestic violence, advocating for human rights, and fighting corruption. These platforms have played a significant role in activating and succeeding in these efforts (Renihardt & Zeinder, 2011).

Twitter, created in 2006 by an American company called Obvious, developed a microblogging service that allows users to write text limited to 140 characters (Bob, 2018). Syed Idrus et al. (2014) stated that social media has become a focal point for all sectors of society and organizations. It is an inevitable reality that has become an integral part of modern life. Social network sites such as Facebook, Twitter, etc. are tools of change and alteration to affect the value

system as a hidden curriculum that can be negative or positive that helps to transfer knowledge and achieve a great deal of freedom and express an opinion on the fundamental issues affecting citizens (Syed Idrus et al., 2014).

The great spread of social media has encouraged workers and those in charge of school and university educational institutions in the countries of the world for its wide launch to use open teaching methods that depend on communication and participation to be the basis of the educational process. The use of electronic and integrated learning strategies in different forms, as an alternative to direct teaching strategies in addition to increasing experiences, seeing the experiences of others, increasing creativity and innovation among students (Junco et al., 2011).

Mears et al. (2015) showed great interest in their study in learning about modern ways to educate the elderly about the danger of being victims of fraud and identifying the best social means to sensitize them. The results of the study showed the effectiveness of social media in reducing crime rates and awareness of the elderly about the dangers of the internet, and commitment to a number of professional values such as neutrality, objectivity, accuracy, balance, and non-alignment. Concern for societal peace, protecting society, preserving social unity, avoiding strife and sectarian conflict, and raising awareness of the principle of citizenship are essential. It is important to respect societal principles, establish justice, consider national interests, avoid generalizations, ensure accuracy and honesty in published information to prevent excitement among followers, respect the right to privacy, and avoid rushing to spread judgments.

Jordan is one of the countries where the phenomenon of violence and riots in stadiums has evolved. In this context, the role of sports media, particularly through social media with various visual and written formats, becomes crucial. Sports media can help limit or prevent non-sporting behaviors such as vandalism of sports facilities, profanity among fans, and riots outside the stadiums. It also plays a role in enhancing sports culture and raising awareness among fans, players, and team administrators to combat violence and maintain sportsmanship and honorable competitive spirit (Al-Sakka, 2011; Awartani & Ibrahim, 2009).

Al-Shafi'i (2003); Mahli (2014); Ibrahim (2013) believe that the role of sports media, based on social media and its various means, contributes to the advancement of games and sports competitions. This includes preparing specialized media personnel for individual and team sports, developing courses for sports media professionals, and creating plans for local and international competitions and tournaments in all sports.

Through a review of many relevant studies, it became clear that while these studies have focused on the role of sports media, based on social media, in reducing riots inside sports fields from the viewpoints of coaches, administrators, or university professors, they have not addressed the role of sports media in reducing violence in stadiums from the viewpoint of sports science faculty students.

The studies reviewed revealed a variety of goals. Many focused on examining the role of various sports media in reducing riots in stadiums, including studies by Al-Shidi (2018); Al-Rabee (2014); Falkawi (2016); Thunaibat (2014); Tamie (2014); Al-Sufi (2013); Al-Lawzi (2013); Al-Hajji (2015). Other studies aimed to identify the role of sports media based on social media in raising the cultural level of Jordanian women, such as the study by Zyoud (2013). Additionally, some studies focused on understanding the causes and forms of sports aggression in football fields, including research by Al-Hamdoun (2015); Alawneh (1996). Other studies investigated the role of sports media based on social media in stadium riots, like the study by Al-Shuhimat (2015), and the importance of electronic newspapers in shaping public opinion towards sports, as seen in the study by Al-Zyoud et al. (2016).

This variation in focus prompted the researchers to investigate the specific problem of understanding the role of social media-based sports media in reducing violence inside stadiums from the perspective of students at the College of Sports Science at the University of Jordan. Given that these students are affiliated with sports clubs and national teams their insights could be valuable in addressing this issue comprehensively.

1.1. Research Problem

The problem of the study stemmed from the researchers' experiences in teaching, university education, and their roles as coaches in fitness, football, and athletics. After discussing with colleagues, reviewing theoretical literature and previous studies related to the topic, and consulting specialists in football and athletics, the researchers noted that some fans follow leaders who are unqualified, do not adhere to moral values, and lack an understanding of the concepts of winning and losing. The real goals should be to increase national pride and raise the Jordanian flag in international forums. However, a segment of these fans, while watching matches, engage in riots and violence, vandalize sports facilities, and use profanity. As a result, many followers who wish to enjoy sports tournaments refrain from attending, watching, or supporting the teams. This led the researchers to

investigate the role of social media-based sports media in reducing the phenomenon of violence in stadiums from the viewpoint of Sports Science Faculty students at the University of Jordan.

1.2. Research Importance

The importance of the study is highlighted by its unique focus on examining the role of sports media on social media in mitigating sports violence within Jordanian stadiums, an area not extensively covered by existing research. The study's findings could inform effective strategies for addressing and reducing sports violence, providing valuable insights for planning and intervention. Additionally, it may inspire further research in the fields of media and sports, encouraging more exploration into how social media can be leveraged to curb sports violence.

1.3. Research Objectives

The study aims to achieve the following objectives: 1) to assess the role of sports media based on social media in reducing stadium violence from the perspective of Sports Science Faculty students at the University of Jordan, and 2) to explore differences in perceptions of this role based on gender and academic year among the students of the College of Sports Sciences.

1.4. Research Questions

This study will seek to answer the following questions:

- 1) What is the role of sports media on social media in reducing stadium violence from the perspective of Sports Science Faculty students at the University of Jordan?
- 2) Are there statistically significant differences at the level of ($\alpha \leq 0.05$) in the sports media's role based on social media in reducing the violence phenomenon in stadiums from the viewpoint of students, based on gender and academic year?

2. METHODS

2.1. Study Design and Participants

The descriptive method was employed to align with the study's nature and objectives. The study population comprised all 1,559 students specializing in sports sciences at the University of Jordan. A sample of 190 Sports Science Faculty students was selected, as detailed in Table (1). The study's spatial scope was the Faculty of Sports Science at the University of Jordan, while the

temporal scope was the first semester of the 2022/2023 academic year, focusing specifically on the Sports Science Faculty.

Table 1. Numbers and proportions of the research sample members by gender and academic year

Variables	Category	NO.	Percentage
Gender	Males	120	63.2
	Females	70	36.8
	Total	190	100
Academic Year	First	26	13.7
	Second	78	41.1
	Third	55	28.9
	Fourth	31	16.3
	Total	190	100

2.2. Instrument

To prepare the study instrument, a comprehensive review of relevant previous research and collection of pertinent information led to the development of a questionnaire tailored to the study's nature and objectives. The final version of the instrument comprised four axes with 24 paragraphs, which were rated using a five-point Likert scale: 1) Strongly Disagree, 2) Disagree Very Much, 3) Agree with a Moderate Degree, 4) Agree Very Much, and 5) Strongly Agree.

The scale was divided into three levels, and the following equation was used to extract the description range.

$$\text{Class length} = \frac{\text{weight of the upper limit for responses} - \text{weight of the lower limit for responses}}{\text{Number of classification categories}}$$

$$\text{Class length} = \frac{5-1}{3} = 1.33$$

(1.00 -2.33) Low rating

(2.34 - 3.67) Average rating

(3.68 - 5.00) High rating

2.2.1. Instrument Validity

To ensure the validity of the instrument, it was presented to an expert reviewer for feedback. The reviewer provided insights and suggestions, and appropriate amendments were made accordingly, finalizing the tool for use in the study.

2.2.2. Instrument Stability

To assess the stability of the instrument, internal consistency was measured using Cronbach's Alpha. Table 3 shows the stability of the fields concerning the role of sports media on social media in reducing stadium violence, based on internal consistency (Cronbach's Alpha) with a sample size of 190.

Table 3. Fields stability of sports media role based on social media in reducing the phenomenon of violence inside the stadiums in a way of internal consistency

Fields/ Roles	Paragraph No.	Cronbach Value (α)
Sports media's role based on social media in spreading culture	6	0.790
Sports media based on social media and its role in spreading awareness	6	0.770
Professional commitment to sports media based on social media	6	0.779
Sports media based on social media and the masses	6	0.707
The overall role of sports media based on social media	24	0.865

Table 3 shows that the role of sports media on social media in reducing stadium violence, as perceived by Sports Science students at the University of Jordan, exhibits high stability values. Specifically, the stability value for the role of sports media in spreading culture is 0.790, in spreading awareness is 0.770, in professional commitment is 0.779, and in sports media based on social media and the masses is 0.707. The overall stability value for the role of sports media on social media in reducing violence in stadiums is 0.865, all exceeding the acceptable minimum threshold of 0.70, indicating appropriate and sufficient stability for the study's purposes.

2.3. Statistical Analysis

The data were analyzed using the Statistical Package for Social Sciences (SPSS) software to determine the significance of differences between variables. The researchers performed descriptive statistics, and Cronbach's alpha for internal consistency. Additionally, the T-test was employed to

identify differences in the study's domains, and analysis of variance was conducted to interpret these differences.

3. RESULTS

3.1. Results of the First Study Question

"What is the sports media's role based on social media in reducing the violence phenomenon in stadiums from the viewpoint of Sports Science Faculty students at the University of Jordan?". Table 4 presents students' perceptions regarding the role of sports media based on social media in reducing stadium violence (listed in descending order by arithmetic averages).

Table 4. Students' perceptions regarding the role of sports media based on social media in reducing stadium violence

No.	Fields/ Roles	SMA	SD	Level	Rank
4	Sports media based on social media and the masses	3.35	0.71	average	1
2	Sports media based on social media and its role in spreading awareness	3.22	0.86	average	2
1	The role of sports media based on social media in spreading culture	3.20	0.85	average	3
3	Professional commitment to sports media based on social media	3.16	0.82	average	4
	The overall role of sports media based on social media	3.23	0.62	average	5

Classification of SMA values (1-2.33: low, from 3.34 - 3.67: average and from 3.68 - 5.00: high)

By reviewing the arithmetic average of the total score representing the role of social media based on sports media in reducing the phenomenon of violence, it is found that the average score is 3.23. This value achieves an average level according to the classification standard used. Additionally, it is noted that the sports media based on social media and the masses achieved the highest value among the SMA, reaching 3.35, which is classified as an average level. On the other hand, professional commitment to sports media based on social media ranked the lowest among the SMA, with an average value of 3.16, which also represents an average level. The values of arithmetic averages varied between these two values.

Table 5 presents the results of students' perception regarding the role of media in spreading culture (listed in descending order by arithmetic averages).

Table 5. Students' perception regarding the role of media in spreading culture

No.	Paragraph (Sub-roles)	SMA	SD	Level	Rank
3	Sports media based on social media contribute to knowing the dates of sporting events	3.28	1.29	average	1
5	Sports media based on social media explains the importance of sports to community members in light of local changes	3.2	1.25	average	2
4	Sports media based on social media presents topics in the objectives of sports science.	3.21	1.16	average	3
6	Sports media based on social media is interested in spreading good sports behavior, far from intolerance.	3.21	1.17	average	3
2	Sports media based on social media displays sports news in a scientific way.	3.15	1.21	average	5
1	I learn through sports media based on social media about the benefit of sport in various fields.	3.06	1.22	average	6
	The role of sports media based on social media in spreading culture	3.20	0.85	average	

Classification of SMA values (1 – 2.33: low, from 2.34 - 3.67: average, and from 3.68 - 5.00: high)

It turns out that the overall average reached 3.20, which is classified as an average level according to the classification standard used. It is noted that paragraph 3, which expresses the sub-role "The sports media based on social media contribute to knowing the dates of sporting events," achieved the highest value among the SMA, reaching 3.28, which is classified as an average level. Meanwhile, paragraph 1, which expresses the sub-role "I learn through sports media based on social media about the benefit of sport in various fields," had the lowest value among the averages of paragraphs expressing sub-roles, with an average value of 3.06, also representing an average level. The values of arithmetic averages ranged between these two values.

Table 6 shows the results of students' perceptions about the role of the media in spreading awareness (listed in descending order by arithmetic averages). The overall average reached 3.22, which is classified as an average level according to the classification standard used. It is noted that paragraph 6, which expresses the sub-role "The sports media based on social media contribute to educating the masses about the dangers of riots in sports stadiums," achieved the highest value among the arithmetic averages, reaching 3.48, classified as an average level. Meanwhile, paragraph 5, which expresses the sub-role "Sports media based on social media contribute to clarifying the penalties imposed on rioters in sports stadiums," had the lowest value among the averages of paragraphs expressing sub-roles, with an average value of 3.01, also representing an average level. The values of arithmetic averages ranged between these two points.

Table 6. Students' perceptions about the role of the media in spreading awareness

No.	Paragraph (Sub-roles)	SMA	SD	Level	Rank
6	Sports media based on social media contribute to educating the masses of the dangers of riots in sports stadiums.	3.48	1.22	average	1
2	Sports media based on social media shows that sports riots are a negative phenomenon that can evolve with time	3.29	1.29	average	2
1	Sports media based on social media work within an organized strategy with (gendarmierie forces) to reduce the violence phenomenon inside stadiums.	3.29	1.20	Average	2
3	Sports media based on sports social media is an actual partner in developing the sports system	3.13	1.29	Average	4
4	Sports media based on social media is a major partner with sports federations to prevent riots in sports stadiums	3.12	1.20	Average	5
5	Sports media based on social media contributes to clarifying the penalties arranged against rioters in sports fields	3.01	1.32	Average	6
	Sports media based on social media and his role in spreading awareness	3.22	0.86	Average	

Classification of SMA values (1- 2.33: low, from 2.34-3.67: average, and from 3.68 - 5.00: high)

Table 7 shows the results of students' perceptions about the professional commitment to sports media based on social media (listed in descending order by arithmetic averages).

Table 7. Students' perceptions about the professional commitment to sports media based on social media

No.	Paragraph (Sub-roles)	SMA	SD	Level	Rank
4	Sports media based on social media explains sports events in a realistic way.	3.26	1.19	Average	1
1	Sports media based on social media plays an effective vital role in combating racism among the masses.	3.21	1.25	Average	2
6	Learn through sports media based on social media, the method of proper encouragement	3.14	1.19	Average	3
3	Sports media based on social media avoids negative charging to fans during sports events	3.14	1.18	Average	3
2	Sports media based on social media dealt with sports news honestly.	3.13	1.14	Average	5
5	Reports in sports media based on social media include accurate information about the sporting event	3.07	1.18	Average	6
	Professional commitment to sports media	3.16	0.82	Average	

 based on social media

Classification of SMA values (1-2.33: low, from 2.34 - 3.67: average, and from 3.68 - 5.00: high)

The overall average for professional commitment to sports media based on social media reached 3.16, achieving an average level according to the classification standard used. It is noted that paragraph 4, which refers to the sub-role "Sports media based on social media explain sports events in a realistic way," achieved the highest value among the SMA, reaching 3.26, classified as an average level. Meanwhile, paragraph 5, which reflects the sub-role "Reports in sports media based on social media include accurate information for the sporting event," had the lowest value among the averages of paragraphs expressing sub-roles, with an average value of 3.07. This average also represents an average level, and the values of arithmetic averages ranged between these two points.

Table 8 presents students' perceptions about the role of sports media based on social media and the public (listed in descending order by arithmetic averages).

Table 8. Students' perceptions about the role of sports media based on social media and the public

No.	Paragraph (Sub-roles)	SMA	SD	Level	Rank
5	The topics published through sports media based on social media contribute to creating riots inside sports stadiums	3.47	1.13	Average	1
3	I think that sports media based on social media has a role in the spread of riots inside sports stadiums	3.41	1.23	Average	2
4	I noted that the bias of sports media based on social media to one party without the other while covering sports events	3.40	1.27	Average	3
1	The bias of sports media based on social media contributes to provoking riots among the masses inside the stadiums	3.31	1.19	Average	4
2	Sports media based on social media seeks to respect the sports masses	3.29	1.25	Average	5
6	Which is published through sports media based on social media does not fit with the customs of Jordanian society	3.23	1.21	Average	6
	The role of sports media based on social media and the masses	3.35	0.71	Average	

Classification of SMA values (1-2.33: low, from 2.34 -3.67: average, and from 3.68 - 5.00: high)

The overall average reached 3.35, which is classified as an average level according to the classification standard used. It is noted that paragraph 5, which refers to the sub-role "The topics published through sports media based on social media contribute to creating riots inside sports stadiums," achieved the highest value among the SMA, reaching 3.47, also classified as an average

level. Conversely, paragraph 6, which reflects the sub-role "The content published through sports media based on social media does not align with the customs of Jordanian society," had the lowest value among the averages of paragraphs expressing sub-roles, with an average value of 3.23. This value represents an average level, and the values of arithmetic averages vary between these two points.

3.2. Results of the Second Study Questions

"Are there statistically significant differences at the level of ($\alpha \leq 0.05$) in the sports media's role based on social media in reducing the violence phenomenon in stadiums from the viewpoint of students, based on gender and academic year?"

Table 9 displays the results of the t-test, examining the significance of differences between the averages of the role of sports media based on social media in reducing violence in stadiums from the perspective of Sports Science Faculty students at the University of Jordan, according to gender.

Table 9. Differences according to the gender variable

Fields / Roles	Gender	No.	SMA	SD	t-value	p value
Sports media's role based on social media in spreading culture	Male	120	3.33	0.90	2.697	0.008
	Female	70	2.99	0.70		
Sports media based on social media and his role in spreading awareness	Male	120	3.36	0.91	2.968	0.003
	Female	70	2.99	0.69		
Professional commitment to sports media based on social media	Male	120	3.28	0.90	2.630	0.009
	Female	70	2.96	0.62		
Sports media based on social media and the masses	Male	120	3.59	0.69	6.727	0.000
	Female	70	2.94	0.55		
The overall role of sports media based on social media	Male	120	3.39	0.68	4.769	0.000
	Female	70	2.97	0.36		

The significance values shown in Table 9 indicate that the role of sports media based on social media in spreading culture ($p = 0.008$), spreading awareness ($p = 0.003$), professional commitment ($p = 0.009$), and media's impact on the public ($p = 0.000$) all fall below the 0.05 threshold, indicating statistically significant differences. The overall role of sports media in reducing stadium violence also has a p value of 0.000 ($p < 0.05$). These values demonstrate that the differences in averages are statistically significant. Among Sports Science Faculty students, the significance of

these differences favors males, who achieved higher arithmetic averages compared to females, as detailed in Table 9. Table 10 presents the differences according to the variable of academic year.

Table 10. Differences according to the variable of academic year

Field/ Roles	Year	No.	SMA	SD
Sports media role based on social media in spreading culture	First	26	3.19	0.78
	Second	78	3.25	0.84
	Third	55	3.21	0.87
	Fourth	31	3.06	0.91
Sports media based on social media and his role in spreading awareness	First	26	3.36	0.64
	Second	78	3.35	0.83
	Third	55	3.09	0.86
	Fourth	31	3.03	1.01
Professional commitment to sports media based on social media	First	26	3.25	0.66
	Second	78	3.31	0.73
	Third	55	3.07	0.85
	Fourth	31	2.85	1.00
Sports media based on social media and the masses	First	26	3.33	0.69
	Second	78	3.34	0.74
	Third	55	3.40	0.71
	Fourth	31	3.28	0.66
The overall role of sports media based on social media	First	26	3.28	0.52
	Second	78	3.31	0.59
	Third	55	3.19	0.66
	Fourth	31	3.06	0.66

Reviewing these values reveals that the averages vary according to academic year level. To assess the importance and statistical significance of these differences, a one-way ANOVA test was used. The following table presents the results of this analysis.

Table 11. Results of the one-way ANOVA test for the role of sports media based on social media in reducing stadium violence, according to academic year

Field/ Roles	Contrast source	Total Square	Freedom degree	Average Square	f-value	Sign. level
Sports media role based on social media in spreading culture	Academic year	0.84	3.00	0.28	0.384	0.765
	Error	135.78	186.00	0.73		
	Total	136.62	189.00			
Sports media based on social media and his role in spreading awareness	Academic year	3.90	3.00	1.30	1.802	0.148
	Error	134.27	186.00	0.72		
	Total	138.17	189.00			
Professional commitment to sports media based on social media	Academic year	5.43	3.00	1.81	2.768	0.043
	Error	121.59	186.00	0.65		

	Total	127.02	189.00			
Sports media based on social media and the masses	Academic year	0.32	3.00	0.11	0.208	0.891
	Error	95.08	186.00	0.51		
	Total	95.40	189.00			
The overall role of sports media based on social media	Academic year	1.65	3.00	0.55	1.453	0.229
	Error	70.57	186.00	0.38		
	Total	72.22	189.00			

Reviewing the significance values in the table reveals the following: the role of sports media based on social media in spreading culture has a p value of 0.765, while spreading awareness has a p value of 0.148. The professional commitment to sports media based on social media has a p value of 0.043, and the impact of media on the public shows a p value of 0.891. For the overall role of sports media in reducing violence in stadiums, the p value is 0.229.

Comparing the significance values to the 0.05 threshold shows that most values are above this threshold, indicating no statistically significant differences ($p > 0.05$) between academic year levels, except for professional commitment to sports media ($p < 0.05$). The LSD test was used to identify significant differences in arithmetic averages among academic years, as detailed in the following table.

Table 12. The least significant difference (LSD) results for academic year differences in professional commitment to sports media based on social media

Field /Role	SMA	Year	Second	Third	Fourth
Professional commitment to sports media based on social media	3.25	First			
	3.31	Second	-		0.008*
	3.07	Third		-	
	2.85	Fourth			-

Table 12 shows that the differences in professional commitment to sports media based on social media are limited to comparisons between the second and fourth years. The significance of this difference favors the second year, which achieved a higher arithmetic average compared to the fourth year, as shown in the table.

4. DISCUSSION

4.1. Discussing the First Question

To address the first question, "What is the role of sports media on social media in reducing violence in stadiums from the perspective of Sports Science Faculty students at the University of Jordan?" we analyzed Tables 4, 5, 6, 7, and 8. The results from these tables indicate that the role of sports media on social media in mitigating stadium violence is perceived to be moderate by the Sports Science Faculty students at the University of Jordan. This finding aligns with previous studies by Falkawi (2018), Al-Shuhimat (2015), Thonybat (2014); Tamie (2014). However, it contrasts with the studies of Al-Shidi (2018); Al-Hajji (2015).

The researchers believe that the reason for the presence of an average consensus of the sports media role based on social media in reducing the violence phenomenon is because sports media based on social media spread awareness among the recipient masses of the media message, which is continuously following it. This follow-up provides them with various knowledge, concepts, and laws for various sports and games. The role of social media and sports media should be clearer so that it can be read and observed by all members of Jordanian society, which among them are Sports Science Faculty students, and sports media based on social media also play a relative and little role in combating racism among the masses. The organizers and followers of the sports media based on social media should avoid negative charging to sports masses during sports events in a realistic way, they also learn about the benefit of sport in various fields, and all this contributes to providing them with a medium-sized sports culture.

In examining the role of social media and sports media in spreading cultural awareness, the highest-ranked statement was paragraph (7): "Sports media based on social media contribute to knowing the dates of sporting events." This finding but contrasts with the study by Al-Sufi (2013). The researchers believe that sports media in Jordan effectively disseminate information about sporting event dates and match locations across various social media platforms.

Conversely, the lowest-ranked statement was paragraph (1): "I learn through sports media based on social media about the benefits of sport in various fields." This result agrees with the study by Zyoud (2013). The researchers attribute this low ranking to a lack of focus by social media and sports media on promoting the benefits of sports, particularly at the local level and among university students. This deficiency is likely due to the absence of educational programs designed to highlight the positive effects of sports, which are essential for fostering ideal encouragement and enthusiasm.

In the field of spreading awareness, the highest-ranked statement was paragraph (6): "Sports media based on social media contribute to raising awareness of the dangers of riots in sports stadiums." The researchers believe that while sports media on social media play a role in educating the public about the dangers of violence and riots in stadiums, this role is relatively minor. The lowest-ranked statement was paragraph (5): "Sports media based on social media contribute to clarifying the penalties for rioters in sports stadiums." This result is consistent with the studies of Tamie (2014). The researchers suggest that Jordanian media fail to effectively communicate the penalties imposed on those who engage in rioting and violence, such as vandalism and assault, within stadiums.

In the field of professional commitment, the highest-ranked statement was paragraph (4): "Sports media based on social media interpret sporting events in a realistic way." This result aligns with the study by Zayoud (2013). The researchers believe that sports media on social media offer realistic and logical analyses of sports matches and events by engaging analysts, experts, and talented individuals across various sports disciplines. The lowest-ranked statement was paragraph (5): "Reports in sports media based on social media include accurate information about the sporting event." This result is consistent with the study by Al-Sufi (2013). The researchers suggest that social media and sports media in Jordan selectively provide reports for certain matches while excluding others, which may foster intolerance among some audiences.

In the field of sports media based on social media and its influence on the masses, the highest-ranked statement was paragraph (5): "Topics published through sports media based on social media contribute to creating riots inside stadiums." This result contrasts with the studies by Al-Shidi (2018) and Al-Sufi (2013). The researchers believe that media can indeed incite intolerance and riots in Jordanian stadiums, albeit to a small extent, by broadcasting programs that provoke the audience. This provocation often occurs through field interviews with fans before matches, which can lead to heightened emotions and anger among the masses. Conversely, the lowest-ranked statement was paragraph (6): "Content published through sports media based on social media is not commensurate with the customs of Jordanian society." The researchers believe that sports media on social media generally respects the customs of Jordanian society. This respect for societal norms, including the promotion of good morals and respect for others, contributes to reducing violence in stadiums.

4.2. Discussing the second question

Are there statistically significant differences at the level of ($\alpha \leq 0.05$) in the sports media's role based on social media in reducing the violence phenomenon in stadiums from the viewpoint of students, based on gender and academic year?"

4.2.1. Gender differences about the role of sports media based on social media in reducing the phenomenon of violence inside the stadiums

Returning to the results, Table (9) indicated statistically significant differences at the level of significance ($\alpha \leq 0.05$) in the gender variable between males and females across several axes: the role of sports media based on social media in spreading culture, its role in spreading awareness, professional commitment in sports media, and the relationship between media and the masses. These differences were in favor of males, who had a higher arithmetic average compared to females. This finding aligns with studies by Al-Zyoud et al. (2016); Zyoud (2013), but contrasts with studies by Tamie (2014), Falkawi (2016); Al-Shaidi (2018).

The researchers believe that the reason for this is due to the nature of Jordanian society, where the male group shows a keen interest in matches and competitions between sports teams. Males watch these events through sports media based on social media and follow these platforms to stay informed about the dates of sporting events between local and international teams. This interest is driven by the intense competition between the sports clubs, which males avidly follow and support as part of their fan base.

4.2.2. Differences in the sports media role based on social media in reducing violence in stadiums according to the academic year variable

Returning to the results of Tables (10, 11, and 12), it was found that there are statistically significant differences in the role of sports media based on social media in reducing violence inside stadiums, specifically in the axis of "professional commitment to sports media based on social media," according to the variable of the academic year. The results favored second-year students, aligning with the study by Thonybat (2014) and differing from the study by Tamie (2014).

The researchers attribute this to the increased awareness of second-year students, who have been exposed to more educational programs and experiences within the Faculty of Sports Science. This exposure enhances their understanding and awareness, leading them to reject any negative behavior that promotes hatred and could lead to electronic crimes. Social media use assists specialists

in providing constructive criticism and employing various communication methods to guide social network followers towards avoiding violence and riots inside stadiums, preventing sectarian strife, and promoting fair play with a high sporting spirit.

5. CONCLUSIONS

In light of the research results, the researchers concluded that, according to students' perceptions, sports media based on social media plays an average role in addressing or limiting violence in sports stadiums. Football is identified as the most significant sport of interest for the Jordanian masses. The contribution of sports media based on social media to spreading sports culture among the public is moderate. Additionally, visual social media is recognized as one of the most influential forms of sports media impacting the masses.

6. RECOMMENDATIONS

Based on our study results, we recommend the following:

- Focus on young groups by developing their sportsmanship and enhancing their dialogue and communication skills.
- Sports media based on social media should allocate programs aimed at educating community members to reject fanaticism and sports violence.
- Implement supervision over sports programs and their sources to prevent content that excites fans and leads to stadium riots.
- Host sports personalities who exemplify sportsmanship to help educate and positively influence the masses.

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CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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