

Diversity of Sports Content on Social Media Platforms (Whatsapp Application): Arab Sports Journalists as a Model

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Abstract

The concept of content is the latest in what is related to the new media journalism, and the transformations associated with the media content industry related to the role of users in its production. Data of the electronic content produced by Internet users on the WhatsApp website in the group (Arab Sports Journalists), which is run by an Iraqi sports journalist and in which a number of Iraqi sports journalists participate. The research found that Arab sports journalists benefit from this electronic platform in performing the role of the user who sometimes By producing content, another by receiving content, and a third by transferring content, and that Arab sports journalists have invested this technology in producing modern content, but they still need training to make the most of the features provided by digital media to produce distinguished content.

Keywords :Digital media, sports content, WhatsApp and social networking sites.

Introduction

The new media or digital media and the concepts derived from it by the media practice in the new communicative environment have become a phenomenon that deserves the completion of a lot of research on it for many reasons that confirm its importance, but the most prominent of these reasons at all can be summarized in two reasons:

- The first: the speed, breadth, and stability of the technological revolution in the field of communication and informatics, and all the results that resulted from this revolution in the interest of the progress of societies without losing sight of the negative aspects that must accompany this revolution, which is difficult for many to keep pace with its steps and make the most of it.
- Second: Both sports media and technological progress are related to the most prominent category in societies, especially our Arab society in each country, and by this we mean the youth group, which constitutes a very high percentage, and this means that studying the phenomenon of digital media is in fact a study of the reality of Arab youth in the present and what they aspire to establish his future in the field of sports culture with its dimensions extending to various fields of life. Sports are no longer practices and artistic games practiced in the open air, but rather an integrated

life in which all the activities of society overlap, including political, economic, ideological and social, as well as arts and culture with its popular and elitist character.

With this wide eye, we set out to search for specialized media groups on social media platforms, and we chose the group (Arab Sports Journalists) and the content they provide on the WhatsApp application platform combined for our research. The concept of content or content is the latest among the concepts related to the new media after the concepts of citizen journalism, bag journalism and participatory journalism have occupied the field of media research in recent years. Previous studies Within the limits of our knowledge of quite a few Arab media studies that focused on the audience and the communicator, and we mean the audience in this regard who use WhatsApp. ¹The sports journalists in our research are users of the application and producers of content at the same time, which creates an interactive exchange of information and opinions that is also reflected in one way or another on the production of group members outside the application, as all of them work in traditional media institutions.

Research problem

The dream of collecting all media technology (press - radio - television) in one device in the living room or in the office has been realized, which is what is called, multimedia, that is, the use of the personal computer in presenting and integrating text, graphics, audio and video clips with links and tools that make the user interact, He creates and communicates². This is the definition we adopt for the new media. Then the mobile phone became the screen that provides all of the above.

There have been many studies dealing with new media or digital media, and there are many angles of treatment and their theoretical approaches, but they - or most of them - have been dealing with the problems of the medium, the audience or the communicator. This content in digital media platforms is a real problem that must be addressed. The content that took various forms in the light of digital media, especially sports media, needs to be deciphered, especially since these symbols have become invoking ideas and mental images of the recipient, which is known as the meaning that the recipient drops on the words, symbols or images presented to him by the message or the content and not It would be an exaggeration to say that all theoretical and experimental efforts that appeared in the form of models, theories or research generalizations, whether they were an area of agreement or disagreement, ultimately seek to answer one central question regarding the extent to which the media message - as a final product - can achieve the goals. The plan is to reach it ³.

Accordingly, the problem of our research is concentrated in the ordinal question: What is the significance of the diversity of Arab sports content presented by media groups on the WhatsApp application?

Search questions:

1. What are the forms of diversity of Arab sports content in the WhatsApp application, which is provided by media groups?

2. To what extent does the local culture reflect on the content provided by sports journalists in their WhatsApp groups?
3. What is the extent of coverage of Iraqi sports activity in the content presented in the media group on WhatsApp?
4. How is the content management process in the WhatsApp media group?
5. What are the persuasion strategies used in the content provided by the group?
6. Does the presented content reflect unified visions among Arab sports journalists on their common issues?

Research importance

First, the theoretical importance

1. The importance of the study stems from the growing importance of mobile phone journalism, which is considered by media groups on its applications among the most prominent aspects of this journalism.
2. The importance of the segment that follows the content or sports content, and they are the youth who represent the largest percentage in the population of Iraq and the Arab countries.

Second, the practical importance

1. The study deals with a new research field related to mobile phone journalism and the applications that are related to it, most notably the production of content on these application platforms.
2. The importance of being aware of the diversity of sports content in media groups and monitoring its forms and symbols.
3. The importance of informing those in charge of sports media from content makers as well as sports decision makers about the diversity of content in sports media groups and the implications this diversity carries. "As media research and the distribution of symbolic content help to better understand how our society and other societies work, this content is the key to visions of the future"⁴.

Research objectives

1. Recognize the aspects of diversity in the Arab sports content on social networking sites?
2. Monitoring the reflection of the local culture of sports journalists in the production and management of content.
3. Revealing the share of coverage of Iraqi sports activity in the content provided on the platforms of Arab communication sites applications.
4. Learn about the mechanisms of managing the content presented in sports media groups on social networking sites.
5. Expose the persuasion strategies used in the content presented on these sites.
6. To identify the ability of the content presented on these sites to unify the visions of Arab sports journalists towards common issues.

Research Methodology

This research is a descriptive research that is concerned with observing new phenomena in the media content industry, describing and analyzing it. The research also describes these phenomena at the theoretical level, explaining the media implications of the transformations that occurred in the production of content and its relationship with new media within the framework of technical progress that provided an opportunity for media users to contribute. For the production of media content through applications on the Internet, especially in the mobile phone. We have adopted the survey method that studies the phenomenon or topic during the time of the study or survey procedures, as it is characterized by comprehensiveness and obtaining all data on each unit of the research community⁵.

The limits of the study

- Duration: The duration of the research from 1 / 4 / 2021 until 30 / 5 / 2021.
- Objective limit: the content published on the platform of the Arab Sports Journalists Group on WhatsApp.

Theoretical framework

The reality of digital sports media has been reflected in the nature of research in this media. The sports content on the communication sites has become a requirement for accurate formulation of the problem and goals in accordance with the new means and applications developed, and there are those who see that the medium itself is the one that has the greatest impact. Marshall McLuhan, Harold Ennis and Jerry Mander are the classic examples of this opinion⁵, in addition to the selection of the sample, especially since new features of the media audience have emerged with the emergence of this new media and the speed of its development and the growth of its novelty, as well as the new that has occurred in the performance of And the tasks of the communicator.. For example, at the media level, the trends affecting the editorial halls must be taken into account (ie in the preparation process). The World Organization of Newspapers identified the most prominent of these directives in 2006⁷:

- The escalation of the wave of participatory media or the content produced by different groups, whether culturally or ethnically.
- The increasing interest of media institutions in public research to identify new patterns of media use.
- Adoption of the news-on-demand mechanism that is broadcast in the feed base.
- Putting the public at the center of the media process during the rearrangement of the editorial halls.
- Develop new narrative writing genres targeting new channels and new audiences.
- Evaluating the news according to the principle of multimedia, text, audio, video, movement and others.

As well as taking into account the form or template in which the program appears with all its components and all the attractive factors that new technologies provide, whether quickly obtaining information and statistics or with regard to the transfer of activities and related technical and engineering matters. In the face of all this change in media practice, the so-called "multipurpose bag journalist" has emerged, that is, the journalist who possesses different skills while covering the sports event, from filming and recording text, editing and montage.. Although the task is not completely new, the new technology has been added to it. Greater flexibility and a more modern form, and this in its entirety, which necessitated a change in media practice that must be paid attention to and to reformulate its definitions and define its problems and objectives.

In this context, the mobile phone, whether it works as a personal or mass technology, forms part of the symbolic content medium⁸. The researchers have taken what knowledge theories offer - especially information processing - into consideration in the process of interpretation, as individuals and groups vary in communicative experiences and knowledge gained through cultural interaction, which leads to their differences in the interpretation of the single symbol. On the symbol and meaning in the process of constructing meaning and the significance of the symbols that the individual is exposed to daily.

Knowledge framework

The coverage of the "Oklahoma" explosion on the nineteenth of April 1995 in the United States of America, which killed 186 people, is an appropriate starting point for drawing the starting line for the development of Internet journalism. News sites on the Internet played an important role in making available sources that help describe the news picture. However, questions were raised about the credibility of the new medium in the journalistic dictionary, and is the role of these websites an additional role, that is, to provide background information to complement the press reports whose work is carried out by the competing (traditional) media, or is it an alternative to it? Do these sites participate in providing a detailed description of a new type of journalism in general?⁹.

The Internet has created a new media whose great advantage is that it is pluralistic without borders and multi-media to play entirely new roles that the traditional media could not play, as it works in the context of new institutions that differ greatly from what is familiar in the traditional media, and the most prominent foundations on which this new media is based. They are digital, interactive, hyperlink, exclusivity, personalization, and mass¹⁰. One of the faces of the new media is what is called mobile media, as opposed to location-based media, i.e. traditional fixed stations such as television in its well-known form, and since 2004 it has been called the fourth screen, since cinema is the first screen, television is the second, and the computer is the third. The media allows listening and viewing anywhere, whether moving or stationary. The 2006 FIFA World Cup matches in Germany constituted a rich testing ground for the uses of television through the mobile phone¹¹.

Social Media

The term "social networking sites" did not gain this popularity - which it reached - until the year 2000 after the increase in the number of these sites, which Wikipedia estimates - today - between 800 to 5000, the most famous of which are twenty, led by Facebook, Twitter, WhatsApp, Instagram and Telegram.. There are more than one classification of these sites In terms of availability, there are limited sites and open sites, and in terms of blogging: electronic blogs, social blogs, limited blogs, encyclopedias and podcasts, and in terms of participation and interaction: text exchange sites, photo exchange sites, networks, the most famous of which is Facebook ¹².

WhatsApp application

WhatsApp is a multi-platform instant messaging application for smartphones whose users can send photos, voice messages, video and media, as well as written messages. It was founded in 2009 by the American Brian Acton and the Ukrainian Jamcom, and was bought by Facebook in 2014 for nineteen billion dollars. WhatsApp users can chat within groups in addition to individual messaging ¹³, and create groups for work colleagues, that is, communicate with them in different regions of the world, as well as create groups and media channels to exchange information. WhatsApp contributes to the circulation of news, education, meetings, awareness, advocacy and guidance ¹⁴.

There are new features related to groups, including the ability to add a description to the group and grant the administrators of the "admin" groups new permissions, in addition to allowing someone to return to the group, after he had left it.

The research sample

A judgmental sample was designed and it is one of the most prevalent non-probability designs, and it is also called the intentional sample design or the purposeful sample design, in which the researcher chooses a sample according to his personal diligence, a set of vocabulary that has the features that make it the best choice for building a research sample ¹⁵. The selection is deliberately made for scientific considerations or for realistic or logical considerations ¹⁶. All these considerations were available in the sample that was selected for the period from 1/4 to 30/4/ 2021.. the long period guarantees Obtaining all the vocabulary that represents the research community, and this period is characterized by the achievement of sports activity at the top of competition at the Arab and international levels, and there are also activities related to sports, but they are in other fields that are indispensable to be addressed in the sports content, and the specialization of researchers and the experience of each of them in the media The mathematical model for more than thirty years makes the design of the discretionary sample the ideal choice for research.

Research tool

The observation tool was used to collect the research material, as it is the oldest tool in collecting information about phenomena and problems in an organized and planned scientific

manner with the intention of explaining and determining the relationship between variables and predicting the behavior of the phenomenon . The researchers used what is known as observation based on Analysis of inputs, processes and outputs, which is a special type of observations that is not related to the study of traditional news sections, but on the way news topics flow and what happens to them in editorial treatments, as it examines the input information and what happens to it and compares it with its outputs, which qualifies it for use on the content of new media ¹⁷.

Table (1).Show percentage of male and female Arab journalists

Gender	Repeat	Percentage
Male	152	83.98%
Female	29	16.02%
Total	181	100

Table (1) above shows that the percentage of male Arab journalists is the largest compared to the percentage of females, as the percentage reached 83.98% in light of the number of repetitions (152) compared to the number of recurrences for females, which reached (29), which is considered insignificant by women in the Arab world in light of Customs and traditions that may not be encouraged by working in the sports field.

Table (2). Shows academic achievement

S	Academic achievement	Repeat	Percentage
1	Doctorate	3	1.66%
2	master	7	3.87
3	Academic	103	56.9%
4	other	68	37.57%
Total		181	100%

The data of Table (2) indicates that the highest percentage of holders of a university degree, i.e. a bachelor's, was repeated (103) out of 181 journalists, with a rate of (56.9%). This indicates that sports journalists have good qualifications or educational attainment, in addition to the table includes those who hold higher degrees such as masters It came third with a frequency of (7) and a rate of (3.87%), in addition to the presence of those who hold a doctorate degree with a frequency of (3) and a rate of (1.66%), and another category that includes has come in second place with a frequency of (68) and a rate of (37.57%). The final outcome confirms that the sports media, in its selection of workers in sports departments, whether in newspapers, satellite channels or websites, depends on the holders of certificates.

Age, In light of determining the age group of Arab sports journalists, whose ages range between (25-70) years, it is noted that there is a mixture between experience and the youth element, although the experience is abundant in light of the knowledge of the research personnel of the names of the journalists present in the group, which have a strong presence In Arab and international forums, whether in official or unofficial tournaments, by dealing with them.

Table (3).Shows the nationalities

S	Nationalities	Repeat	Percentage	The number of people who participated in the publication	Percentage
1	Saudi	26	14.37%	18	18%
2	UAE	19	10.5%	11	11%
3	Lebanon	16	8.84%	9	9%
4	Egypt	15	8.29%	9	9%
5	Albahrain	10	5.52%	7	7%
6	Syria	10	5.52%	5	5%
7	Sultanate of Oman	10	5.52%	4	4%
8	Qatar	10	5.52%	3	3%
9	Jordan	9	4.97%	7	7%
10	Palestine	8	4.42%	4	4%
11	Tunisia	8	4.42%	1	1%
12	Iraq	7	3.87%	5	5%
13	Morocco, West, sunset	6	3.32%	3	3%
14	Kuwait	6	3.32%	3	3%
15	Alyaman	5	2.76%	3	3%
16	Algeria	5	2.76%	-	-
17	Sudan	4	2.21%	3	3%
18	Libya	3	1.66%	1	1%
19	Mauritania	2	1.1% 1	2	2%
20	Spain Madrid	1	0.55%	1	1%
21	USA	1	0.55%	1	1%
Total		181	100%	100	% 100

Table (3) shows that the number of those who joined the group are (181) sports journalists from different Arab countries and some of them are in foreign countries. 100 users participated in the actual publication during the research period, and Saudi journalists stand in the first place as the number of those who published reached 18 Among (24) journalists, comprising (18%) and then the Emirates with (11) journalists and (11%). Lebanon and Egypt are equal in third place with (9) and by (9%). The table shows Jordan and Bahrain 7 each, Iraq and Syria 5 each, Palestine and Oman 4 each, Qatar, Morocco, Sudan, Kuwait, Yemen 3, Mauritania 2 and one each for Tunisia, Libya, Spain and America.

Table (4).Shows the mathematical content

S	Content	Repeat	Percentage
1	Newspaper publications	572	21.91%
2	Dates	405	15.51%
3	statements	250	9.58%

4	statistics	235	9%
5	consequences	224	8.58%
6	Comments and responses	173	6.63%
7	healthy	137	5.25%
8	Contracts or transfers	120	4.6%
9	Preparations and formations	106	4.06%
10	social	57	2.18%
11	Disagreements, issues and penalties	55	2.11%
12	economic	49	1.88%
13	memories	41	1.57%
14	arbitration matters	33	1.26%
15	elections and appointment	26	1%
16	Suspension of activities and penalties	23	0.88%
17	Politician	21	0.8%
17	cultural	21	0.8%
19	Entertainment, oddity and excitement	16	0.61%
20	meetings	15	0.57%
21	religious	11	0.42%
22	ratings	9	0.34%
23	resignations	8	0.31%
24	Ads or promotional campaigns	4	0.15%
Total		2611	100%

Table (4) above shows that the sports content was in a varying proportion. The content of "newspaper publications" ranked first, with a frequency of (572) and a rate of (21.91%) as a result of the journalists' interest in publishing the covers of newspapers and magazines, both Arab and international, which had the largest share with a recurrence of (475). times and is more superior to what the newspapers said, which amounted to (97) times, and the category of "matches and tournaments" published in the group came in second order with a frequency of (405) times and a rate of 16.61%. 240) repeatedly, and ranked third in the "statements" category, i.e. related to the statements of administrators and athletes by 10.25%, followed by the fourth category (statistics) with a rate of (9.64%). It was noted that there were statements published but without mentioning the entity, then the category (results) i.e. The results of tournaments and matches in different countries came in the fifth place with a percentage of (9.19%), and the same results may sometimes be mentioned due to the reproduction of the content in another way, and the "comments and responses" category on sports issues" got a percentage of (6.63%) and then the "health" category was seventh with a percentage. (5.62%) players' injuries include preferred A about the vaccination campaigns with the Corona epidemic "the campaign of the Lebanese Sports Journalists Association on 9/4/2021, the Al-Kass channel campaign on 14/4/2021" as well as the injuries suffered by journalists and athletes, followed by the category of "contracts and transfers eighth" with a rate of (4.92%), And preparations for "clubs and teams" are ninth with a percentage of (4.35%), and the social content category is tenth with (2.34%), and they included "deaths of media professionals,

administrators and athletes during the period limited to a month as well as club membership, congratulations and births, as happened with the publication of the news that “the French national team player Gerezmann has a third child.” “In addition to the accidents”, the frequencies and percentages of other contents varied, which came in descending order from the 11th to the 17th rank, which are: the category of sports disputes, issues and crises, for example (the sports conflict between Esperance and Zamalek on 4/13/2021, an economic category that I dealt with on “broadcasting rights”). The television broadcast regarding the Asian Champions League on 20/4/2021, “Memories, arbitration affairs, elections, suspension of activities and penalties, political and here was published content that has nothing to do with sports affairs.” Iraqi Prime Minister Mustafa Al-Kazemi’s meeting with Mohammed bin Rashid in the Emirates on 4 /4/20 21 "In addition to political issues related to sports," the meeting of the President of the Iraqi Republic with the Governor of Basra 12/4/2021 about the Gulf Championship, a political refusal regarding the role of the European Super. Then there were cultural categories, entertainment, oddities and excitement, meetings, religious “Ramadaniyas, players fasting and others”, ratings, resignations, advertisements or promotional campaigns. An advertisement was published not related to sports for a series called “Al-Arafa” and also the promotion of sports programs via satellite channels.

Table (5).Shows media arts

S	Arts Media	Repeat	Percentage
1	The news	1150	47.17%
2	Other	469	19.24%
3	Info graphic	415	17.02%
4	Video clips	203	8.33%
5	Report	111	4.55%
6	Breaking News	47	1.93%
7	Conversations and meetings	17	0.7%
8	Article	14	0.57%
9	Press conferences	8	0.33%
10	Info video	3	0.12%
11	Caricature	1	0.04%
Total		2438	100%

It is clear from the above table (5) that the most used media art in the group is news, as it ranked first with a frequency of (1150) times and a rate of (47.17%), and this shows that the group gives priority to news, which is the first art among the arts adopted by the new media. And he was also interested in the news of Arab professionals in the Arab, European and Asian leagues, but there is a matter with regard to publishing the news, which is its repetition of the same event, for example, the punishment of the UAE national team player Ismail Matar on 7/4/2021, as it was published again at another time, and the “other” category came in The second rank with a percentage of (19.24%) and includes most of the media or

journalistic arts combined in the “newspaper or magazine”, and the infographic came third with a percentage of (17.02%), and it is one of the new media arts that the new media focus on, especially with regard to statistics and data and their combination between image and data. Then the video clips ranked fourth with a rate of (8.33%), and the report came in fifth place with a rate of (4.55%), followed by the "breaking news" category with (1.93%), then the "dialogues and meetings" category with (0.70%), and then followed by the categories of "article, conferences". The journalist and the noses A video "with low repetitions and different percentages, and finally the caricature with one repetition, at a rate of (0.04%).

Table (6).Shows the content of sports

S	Sports Games	Repeat	Percentage
1	Football	1858	96.47%
2	Handball	14	0.73%
3	Basket	10	0.52%
4	Volleyball	9	0.47%
5	Boxing	8	0.42%
6	Swimming	5	0.26%
7	Jogestu	5	0.26%
8	Chess	3	0.16%
9	Cars	3	0.16%
10	Hockey	2	0.1%
11	Disabled	2	0.1%
12	Lifting weights	1	0.05%
13	Wrestling	1	0.05%
14	Duel	1	0.05%
15	Table tennis	1	0.05%
16	Running on the ice	1	0.05%
17	School sport	1	0.05%
18	Arabian camels	1	0.05%
Total		1926	100%

It is noticed from the above table (6) that the most covered sports is football, which came in the first place with a recurrence of (1858) times out of the total frequency of (2438) and with a high rate (96.47%), and this is expected because it is the first popular game in the world, which highlights An important point is that Arab sports journalists focus on this game, and the competitions that were held during the specified period of the research were more in number and at various national, Arab and international levels, and the handball game came in second place with a frequency of (14) and at a rate (0.73%), and this came thanks to the allocation of the newspaper The Saudi Cup is a special supplement to the Elite Handball Championship. Basketball came third with a percentage of (0.52%), then the volleyball game, which ranked fourth, with a percentage of (0.47%).

Individual games did not have a greater share of publication by journalists, as their numbers were low, and boxing came in fifth with a rate of (0.42%), which was published in a specific period and most of it related to the death of a Jordanian boxer, and the two games of swimming and jiu-jitsu were equal by (0.26%) and the latter was limited to competitions The jujitsu championship in the UAE, followed by chess and cars, which are not from the Olympic Games, with a percentage of one for each, as well as hockey and sports for the disabled with two recurrences, and finally, with equal percentages for each of them, games (weightlifting, wrestling), which is the only news from Iraq under the title “Adnan Darjal blesses” For a wrestler to win a championship (fencing, table tennis, running on ice) as well as school sports and Arab camels.

Table (7).Shows the geographical division of the content

S	Geographical division	Repeat	Percentage
1	Arabic	1228	50.37%
2	European	682	27.97%
3	Asian	295	12.10%
4	Sweetened	162	6.64%
5	other	38	1.56%
6	African	29	1.19%
7	USA	4	0.16%
Total		2438	100%

The above table (7) reveals that the group has given great priority to the Arab sports contents, which came in the first place with a recurrence of (1228) times and a percentage of (50.37%), with a large difference from the coverage of European topics that won the second rank with a recurrence of (682) and a percentage of (27.97%). Asian subjects came third with a frequency of (295) and a rate of (12.10%), then local topics related to Iraq came in the fourth place with a recurrence of (162) times and a rate of (6.64%), and another category ranked fifth with a recurrence of (38) times and at a rate of (1.56%), followed by African subjects with a frequency of (29) and a rate of (1.19%), and finally the topics of the American continent, which did not receive adequate coverage with (4) recurrences and a rate of (0.16%).

Table (8). Shows the multimedia

S	Media	Repeat	Percentage
1	Photographs	1181	45.79%
2	Info graphics	465	18.03%
3	without pictures	449	17.41%
4	PDF	240	9.31%
5	video clips	233	9.03%
6	Draw	10	0.39%
7	audio clip	1	0.04%
Total		2579	100%

The above table (8) regarding the multimedia that was used in the group indicates that the contents or the photographic category have ranked first, with a wide difference from the rest of the other categories. %) The focus was also on personal photos of athletes, as well as posting pictures of sports games and shots of matches and sports facilities, but at the same time photos of the players were published without news or comment.

The info graphic came second with a frequency of (465) times and a rate of (18.03%). This feature was widely used, especially in statistics about matches and numbers about stars, and a category without pictures ranked third with a rate of (17.41%) and it was noted that the news was published without pictures, especially in News of the results that ends directly, in addition to the fact that some journalists in the group do not publish pictures with news or topics, although they are not real-time as is the case in Lebanon, and the PDF category ranked fourth with a percentage (9.31%), as the group or journalists publish Newspapers, magazines, or sports pages on this system, especially Gulf publications. The short video clips came fifth with a rate of (9.03%). These clips were widely published on the goals scored in the different periodicals, and came in the penultimate order in the category of illustrations with a frequency of (10) Once, at a rate of (0.39%), an illustration of the injury of Manchester City football player Kevin De Bruyne was published, and finally the category of "audio clip" at a rate of (0.04). An audio clip of the Iraqi Minister of Youth and Sports Adnan Darjal was published on 4/27/2021 on Gulf Championship.

Table (9).Shows the most popular users

S	Countries	Repeat	Percentage
1	Saudi	396	30.63%
2	UAE	195	15.08%
3	Iraq	181	14%
4	Oman	93	7.19%
5	Qatar	90	6.96%
6	Egypt	76	5.88%
7	Lebanon	74	5.72%
8	Albahrain	65	5.03%
9	Kuwait	24	1.86%
10	Syria	22	1.7%
11	Mauritania	18	1.39%
12	Morocco, West, sunset	15	1.16%
13	Jordan	14	1.08%
14	Algeria	13	1%
15	Tunisia	7	0.54%
16	Sudan	4	0.31%
17	Alyaman	4	0.31%
18	Libya	1	0.08%
19	Palestine	1	0.08%
Total		1293	100%

Table (9) above shows that users of Saudi journalists are the most publishing sports content among other users in the group with frequency (396) and a rate of (30.63%), and this is due to the large number of sports journalists as well as the capacity of the Internet space that helps them in their work, and their experiences in Dealing with modern technology, and the UAE came second with a frequency of (195) and a percentage of (15.08%), and the application users of Iraqi journalists came in third place, third with (181) and (14%) and then Oman fourth by (7.19%) and by a difference of 3 recurrences Qatar ranked fifth with a percentage of (6.96%), and Egypt came in sixth with a percentage of (5.88%), then Lebanon, Bahrain, Kuwait, Syria, Mauritania, Morocco, Jordan, Algeria, Tunisia, and Sudan and Yemen were equal with a percentage of (0.31%) for each of them. The same applies to Libya and Palestine after To be equal by one repetition at a rate of (0.08%).

Table (10). Show European and foreign countries with the most attendance

S	European countries	Repeat	Percentage
1	Spain	255	48.29%
2	England	154	29.17%
3	Italy	50	9.47%
4	Germany	29	5.49%
5	France	28	5.3%
6	Brazil	4	0.76%
7	Iran	2	0.38%
8	Holland	1	0.19%
9	Portugal	1	0.19%
10	Macedonia	1	0.19%
11	Croatia	1	0.19%
12	Sweden	1	0.19%
13	Senegal	1	0.19%
Total		528	100%

Table (10) indicates that the European countries had a clear control over the number of repetitions, especially the first five leagues in football, as it amounted to 516 repetitions out of 528 recurrences, and Spain came in first place with a repetition of (255) and a rate of (48.29%) and this is due to the great interest in the Spanish League By Arab sports journalists, especially the Spanish football poles Real Madrid and Barcelona and their news, as well as interest in Spanish sports newspapers. English football came in second place with a frequency of (154) and a rate of (29.17%), then Italy third with a frequency of (50) and a rate of (9.47%) and Germany came fourth with a frequency of (29.17%) It reached (29) times, with a rate of (5.49%), two recurrences ahead of France, which had a rate of (5.31%), and Brazil did not get more attention, as it came sixth with (4) recurrences and outperformed Iran by two recurrences. and Senegal, as each of them got one repetition to stand in the last place.

Table (11). Showsources of Content

S	Source	Repeat	Percentage
1	group manager	1045	42.86%
2	Newspapers and magazines	546	22.40%
3	Special	313	12.84%
4	Social Media	312	12.80%
5	Websites	160	6.56%
6	agencies	19	0.78%
7	federations and clubs	13	0.53%
8	Satellite channels	12	0.49%
9	without citing a source	9	0.37%
9	media committees	9	0.37%
Total		2438	100%

Table (11) above shows that there is a big difference between the sources of topics published in the group. The group relied on publishing topics with a greater percentage on the group's manager (the admin), the Iraqi journalist Saif Al-Maliki, who published (1045) repeatedly and at a high rate (42.86%). A number of journalists send topics to the official on the group and then publish them, as we note sometimes there is the word "transferred message" found when publishing, and in the second order came a source (newspapers and magazines) with a frequency of (546) and at a rate of (22.40%), then a source (Special) i.e. the content produced by the journalists in the group in the third rank (313) and (12.84%) who publish more than once per day on the site, i.e. the repetition of names and at the same time another number publishes the sources from which news and sports topics are drawn.

Social networking sites had a share of the sources that the group relied on, as it came fourth with a frequency (312) times and a rate of (12.8%), led by Twitter (258) times, YouTube (41) times, Facebook (7) times, Instagram (4) times and WhatsApp Websites came in the fifth position with a frequency of (160) and a rate of (6.56%), followed by agencies with a frequency of 19 times with a rate of (0.78%) and all of them were from the Mauritanian Sports News Agency except for one source to Reuters for information, and then the sources came The other, in descending order, are "federations, clubs, and satellite channels, and without mentioning a source, media committees" with different frequencies and varying percentages.

Results

1. The lack of the female component in the group, as their percentage amounted to 16.02%, compared to the journalists, when their percentage was 83.98%.
2. Sports journalists, most of them have a high educational attainment of 62.43% compared to the lowest educational attainment rate of 37.57%.
3. The "newspaper publications" category got the largest percentage of sports content with a rate of 21.91%, outperforming the various contents.

4. News acquired the largest percentage of sports media arts, with a percentage of 47.17%.
5. The game of football got the first rank with a high percentage of 96.47 %, with a big difference from all other sports combined, so that it did not reach half the number of the research sample.
6. Team games outperformed individual games.
7. The group paid more attention to the contents that deal with the activity in Arab sports, compared to the other contents, with a doubled rate of 50.37%.
8. The research showed that photographs had more space than other multimedia, as their percentage was 45.79%.
9. Saudi journalists topped their colleagues in terms of the most published in a month, with a rate of 30.63%.
10. The various sources varied in publishing sports contents, and the group manager was the highest with 42.86%.

Conclusions

1. The content of the (Arab Sports Journalists) group was varied in terms of the media arts used as well as the technical ones in which it was presented.. and since the progress of the news in the rest of the arts is a positive point, the matter is not without negativity about not making the maximum use of the technical capabilities available in this media .
2. The diversity of nationalities of journalists employed in the group is sometimes reflected on the issues that are raised, which means different angles of view among them, which means being affected by local culture or ideological reasons.. The new media technology culture has also appeared more clearly in the production of users than others than others. Reflects the ease of access to a wider area of the Internet and opportunities for training and greater practice.
3. The coverage of Iraqi sports activity was characterized by an abundance of content produced by the Iraqi sports journalists in the group, with the exception of what is related to the coverage of the traditional Iraqi sports media activity.
4. The content management process is carried out with the direct intervention of the group manager and with the understanding of the user members, and it appears in the speed of change and modification in the content, which reflects a high degree of interactivity.
5. The Arab sports journalists in the group used emotional appeals in the content as a strategy for persuasion in the issues that are the subject of controversy.
6. Reflecting the content in the group, in most cases, a consensus between the users' opinions, which means forming a single Arab media opinion regarding many important Arab sports issues. Sports administration.

Recommendations

1. The importance of making the most of all the technical capabilities provided by electronic media in the content production process.

2. The differences in the ages of the users, as well as their differences in academic achievement, as well as the weak percentage of the female component among the users, necessitates the multiplication of courses and practices that provide the best ways to exchange experiences and learn about the mechanisms of producing electronic media content.
3. The importance of focusing on the mathematical aspect in producing content and avoiding formulations that may lead to undesirable interpretation, perhaps unintentionally sometimes, and this is what falls within the context of meaning semantics.
4. The importance of benefiting from the contents of these professional media groups - that is, which focus on the production of sports media content - in what is published in the traditional media, so it is necessary to be interactive and integrative.

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