

# Communication Technology and Its Role in Developing Sports Criticism among Iraqi Youth: Empirical Study

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## Abstract

The research seeks to determine the importance of communication technology and its role in developing sports criticism for Iraqi youth through publications, photos and videos published for them, which bear a critical nature related to tournaments, sports activities and the sports movement taking place in Iraq on various controversial issues and debate, through a field study using the “resolution” and a presentation Hypotheses to know the extent of the role played by information and communication technology in providing and developing the capabilities of criticism among young people who follow social networking sites to come up with several results and conclusions for the purpose of clarifying the paths of scientific research in such topics, as young people naturally tend to try to form themselves through a set of steps standing in The most important of them is imitation and imitation of others, so they assume the roles of influence in society and race in a miniature world in which we live through social networking sites to reach fame and express what they think.

**Keywords:** Sports media , criticism ,citizen journalism and social media.

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## Introduction

Communication technology has played a great role in developing the critical abilities of young people and improving their writing and comments. It plays the role of encouragement and motivator through motivation in interaction, expressing opinion and unleashing their visions in public appearance. The importance of dealing with such a topic stems from several factors, as the research represents an attempt to identify the role The real use of communication technology on young people in editing and publishing critical texts, and the research constitutes a conceptual vision of the current media reality on social networking sites and the role of the citizen journalist in imitating professional journalism, as well as showing the means and methods used by young people in critical expression of sports issues that concern them and the surrounding community. And the disclosure of publications on social media platforms in terms of quantity and quality in terms of their approach to the process of sports criticism on various sports affairs related to the Iraqi issue in particular, and the Arab and international sports system in general, according to the determinants of scientific research related to the title of research, and the scientific courses that determine the goal of research in How information and communication technology contributes to the development of sports criticism skills, which aims to reach To scientific results that contribute to clarifying the role of technology in demonstrating and strengthening journalistic ideas and values, and developing written and critical skills among the public, specifically “youth” as the most used category of technologies and in a field that is popular with them is sports.<sup>1</sup>

## **Methodological framework**

### **Research problem**

We discussed this to the important aspects that nourish the importance of information and communication technology and its role in developing sports criticism among Iraqi youth, according to a field study, and accordingly we raise the scientific problem related to the following main question:

Does communication technology have a role in developing sports criticism among young people? The following sub-questions emerge from it:

1. Does communication technology have a role in expanding the base of sports criticism on social media pages?
2. Is the published content limited to texts? Or is the use of photos and videos to confirm the monetary contents?
3. Is there a real impact of critical publications on the recipient youth?
4. Do journalists interact with these critical publications and are affected by their opinions?
5. What is the nature of critical content? How can the apparent and the implicit be analyzed?

### **Research objectives**

- The researcher tries to show the role of communication technology in developing sports criticism among young people and the extent of its contribution to expanding the base of sports criticism on social media pages, the nature of the published content, its effects and its ability to leave reactions and resonance with journalists and the public and its reflection on critical writings and topics that are circulated and journalists focus on in their topics in various media.

### **Research importance**

1. The research represents an attempt to identify the real role of communication technology on young people in editing and publishing critical texts.
2. The research constitutes a conceptual vision of the current media reality on social networking sites and the role of the citizen journalist in imitating and simulating professional journalism.
3. Show the means and methods that young people use in critical expression of the sports issues that concern them and the surrounding community.
4. The importance of the research is clear in revealing the publications in terms of quantity and quality in terms of their approach to the process of sports criticism on various sports affairs related to the Iraqi issue.

### **Theory-based research**

The research relied mainly on the theory of social learning (Alpert Bandura), which is based on the assumption: that man, as a social being, is affected by the attitudes, feelings, behaviors and behaviors of others, as it is one of the most important sociological theories that explain the process of learning behavior through imitation and simulation. Social media is one of the sources of social learning, as following people with thought patterns for the means of communication leads to a person learning patterns of thinking that he did not have and thus applying them in the form of certain actions.

## **Social learning mechanisms**

Bandura believes that learning includes four main mechanisms, which are:<sup>2</sup>

- The first: reciprocal interaction: human behavior occurs within a triple reciprocal interaction: behavior, environmental variables, and personal factors.
- Second: Substitution processes: It is not necessary for the individual to be exposed to the practice of experience himself in order to learn, but rather it can be acquired in an alternative (indirect) way through observing others.
- Third: Cognitive Processes: Observational learning occurs when the observing person records the responses of the model and stores them in a symbolic manner and then uses them as clues when he wants to perform these responses.
- Fourth: The processes of self-regulation: that the individual regulates behavioral patterns in the light of the expected results, so expecting the consequences determines the possibility of learning the behavior or not.

## **Spatial and duration boundaries**

The research came during the period from the first of December 2019 to the first of February 2020, and it included a wide sample that included ten Iraqi governorates: Baghdad, Basra, Qadisiyah, DhiQar, Salah Al-Din, Diyala, Babil, Kirkuk, Maysan and Wasit.

## **The sample**

The research sample consisted of 427 people, including 381 males (89%) and 46 females (10%) and the age variable included four items (less than 20 years old, 21-30 years old, 31-40 years old, more than 40 years old (while the variable included). The profession has five paragraphs (student, employee, military, self-employed, unemployed) and the same for the educational certificate variable (primary, intermediate, secondary, diploma, bachelor's, higher certificates)

## **Tools**

The research form included twenty questions that focused on following up on sports criticism, the relationship with social media, interaction and response to criticism, and the extent of the impact of information and communication technology on developing young people's abilities in writing and sports criticism and presenting their views.

## **Theoretical framework**

### **Sports criticism**

It is a journalistic form in which the writer puts his vision in a template acceptable to the conscious, neutral reader, and criticism reveals the critic's awareness and his innermost and what drives him and reveals his moral formation and his rich intellectual structure, which helps in the maturity of conscience and contributes to building the human being so that he is able to see in a better way and hear in a better way. And he contemplates in a better way, and the function of criticism is similar to that of a judge, as he seeks after truth and objectivity what talent, knowledge, and honesty have in terms of performance and giving.. Constructive criticism directs the critical person "to the right and right path in the sports field, whoever he is, whether he is a player, coach, or A sports

administrator ... or even a follower from afar<sup>3</sup>.

Thesport criticism is not just a mechanical process of applying strict scientific rules, and coming out of them with specific results, but at the same time it is a science or art or a mixture between the objectivity of science and the subjectivity of the artist.<sup>4</sup>

The Sport Criticism: It is the conscious study of all sport topics in light of the steps and scientific bases to judge them, clarify their value, and explain the interpretation of the aspects of quality and weakness in it .Sports criticism represents one of the functions of sports journalism, depending on the space of freedom that sports journalism enjoys, as it presents all opinions that reflect the various sports trends in the sports community and discusses various sports issues and problems raised in society.<sup>5</sup>

The researcher believes that sports criticism can be defined: it is a negative or positive evaluation view of the sports reality or of an event, championship or match, or of a player, coach, administrator or any sports personality in which the critic identifies strengths and weaknesses, errors and positive factors and puts treatments and solutions in a neutral scientific manner It seeks the public good and the benefit of sport.<sup>6</sup>

### Elements of sports criticism

Criticism is based on five pillars, if one of them fails to be invoked and the plaintiff is subjected to criminal or civil liability or both, and these pillars are<sup>7</sup>:

- **First, the fixed incident:** Sports criticism is a judgment on a fixed and explicit fact that occurred in the sports field. It is not the right of sport criticism for the critic to invent facts and then comment on them and criticize them. If the facts have no basis, then the motive for the right of criticism collapses. And this motive collapses if the facts have been distorted, distorted, or not all mentioned so as to spoil their meaning and essence.
- **Second, Opinion or Comment:** The opinion must be related to the fact that occurred in the field of sports on which this opinion is based and is based on so that it is not separated from it at all in a way that enables the reader to estimate the value of this position. If the opinion is mentioned without the established fact that supports it, this is not a criticism, and the critic who deviates from honesty is His criticism is dishonest, but if there is no such deviation or it is insignificant, the criticism is permissible.
- **Third, a topic of public interest:** That the topic dealt with by the sports critic concerns a large segment of the public, so it is not permissible under the pretext of criticism to expose the private lives of players, coaches, referees or others who work in the sports field and consider their private life as an extension of their public life and that this is indivisible. The scope of the limits within which it must operate.
- **Fourth, the appropriate phrase:**Sports criticism must be formulated in an appropriate or appropriate form for the subject, so that it does not go outside the circle of permissibility, especially if the sports critic resorts to ridicule the person, work or behavior he is criticizing, or if he uses a violent or harsh expression as long as the circumstances and facts make it reasonable or acceptable.
- **Fifth, Integrity of intention:** Good faith in sports criticism consists of two parts:

1. Seeking benefit, i.e., the desire to benefit the public by guiding it to what is right by following it, and alerting it to falsehood in order to avoid it and not to satisfy a purely personal motive of the critic such as revenge or cure.
2. The sports critic's belief in the validity of the opinion he expresses, not the validity of the fact on which this opinion is based. The fact must be proven and its lack of proof does not suffice to believe its validity except in some exceptional cases in which the sports critic is with his efforts in investigation to prove this fact. However, it made a mistake, and I believe that it is proven even though it is not correct.

Among the pillars of sports criticism referred<sup>8</sup>: The educational dimension, as it works on shaping the critic's personality and determining its goals. It is considered a reference for controlling behavior and behavior and making it coherent and strong. On the commitment of the individual athlete to the regulations and laws in letter and spirit, compliance with the decisions of the referees, respect for his competitors before, during and after the competition, and working on the right behavior towards the public. Individuals from several administrative, technical and financial aspects.<sup>9</sup>

### **Communication technology**

The media lexicon defines communication technology as: "the totality of the accumulated and available knowledge and experiences, the material, administrative and organizational tools and means used in collecting, processing, producing, storing, retrieving, publishing and exchanging information, i.e. its delivery to individuals and societies defined it as: the sum of techniques or The various tools, means or systems that are employed to process the content or content that is intended to be communicated through the process of mass or personal communication, through which written, audio, visual, graphic, audio-visual, printed or digital information and data are collected, and then stored And information and then retrieve it in a timely manner, to disseminate it or transfer it from one place to another or exchange it."<sup>10</sup>

### **Manifestations of the media revolution**

Today, the world is experiencing a new stage of technical development in which the results of new revolutions have been mixed, namely the information revolution that resulted in knowledge explosions and the revolution of modern media <sup>11</sup>.

Among the manifestations of this modern media revolution <sup>12</sup>:

1. Facilitate obtaining new information from its direct sources. With just a click on a computer screen or a smartphone, the reader moves from one site to another without restrictions.
2. Facilitating the delivery of information to the public without the control of tyrannical regimes or the monopolists of the media.
3. Being able to deliver the media message in the form and time the sender wants.
4. Low cost communications, making it available to everyone.
5. Distances are no longer an obstacle to communication, which has led to an impact on the traditional structure of the vertical spatial organization on which human life is based, as it began to disappear in favor of the transnational horizontal organization.

Social media, or what is known as social media, has been able to impose itself in the world of media, as it has become a reliable source for many people, as well as television channels,

which in turn have become interested in public opinion to introduce community issues, as most young people resort to social media to share events and exchange ideas. Many members of societies,<sup>13</sup> both men and women, whether ministers, artists, private or public companies, as well as politicians and religious men, have become dependent on social media<sup>14</sup>.

### Feld frame

The researcher chose a random sample of the Iraqi football league fans to distribute the research form, which included 20 questions, where 500 forms were distributed, of which 73 forms were excluded because they were not completely filled out or because their owners expressed their lack of interest in the subject of sports criticism and their answers were marginal.<sup>15</sup>

**Table (1).**Shows the type of sample members

S	Gender	Repeat	Percentage
1	Male	381	89.22%
2	Female	46	10.77%
	Total	427	100%

The research sample consisted of 427 people, including 381 males (89%) and 46 females (10%). It seems logical that males are more interested in sports than females.

**Table (2).**Shows the ages of the sample members

S	Age	Repeat	Percentage
1	Less than 20 years old	52	12,17%
2	0-21 3 years	194	45,43%
3	40- 31 years	162	37,93%
4	More than 40 years	19	4,44%
	Total	427	100%

The age variable included four items less than 20 years old, 21-30 years old, 31-40 years old, and more than 40 years old.

**Table (3).**Shows the professions of the sample members

S	Occupation	Repeat	Percentage
1	Student	123	82.80%
2	Unemployed	93	21.37%
3	Employee	86	20.14%
4	Soldier	74	17.33%
5	free business	51	11.94%
	Total	427	100%

The profession variable included five items (student, employee, military, self-employment, unemployed) and the profession that ranked first is the students, followed by the unemployed in the second rank and the employees in the third rank.

**Table (4).**Shows the academic achievement of the sample members

S	Certificate	Repeat	Percentage
1	Elementary and middle	114	26.69%
2	high school	117	27.40%
3	diploma	30	7.02%
4	Bachelor	138	32.31%

5	higher degrees	28	6.55%
	Total	427	100%

Academic achievement variable (primary, intermediate, secondary, diploma, bachelor's, higher certificates) was ranked first in it for the bachelor's degree and then the secondary certificate in the second place.

**Table (5).**Shows the follow-up to sports criticism

S	Follow up on sports criticism	Repeat	Percentage
1	Yeah	391	91.56%
2	No		
3	Somewhat	36	8.39%
	Total	427	100%

The responses of the respondents regarding sports criticism and the extent of its follow-up were distributed with a majority of 391 respondents, with a rate of 91.56%, in the first place and somewhat in the second.

**Table (6).**Shows satisfaction with sports criticism

S	Satisfaction with sports criticism	Repeat	Percentage
1	Criticism in favor of sports	187	43.79%
2	Bad criticism of sports	114	26.69%
3	ineffective criticism	126	29.50%
	Total	427	100%

As for the extent of their satisfaction with the sports criticism carried out by the media, the answers were that it is a criticism that harms sports and is ineffective. It reached 240 respondents at a rate of 55%, compared to 187 respondents who say that criticism is in favor of sports, at a rate of 43.79%.

**Table (7).**Shows the follow-up to sports criticism on social media

S	Means of following up on sports criticism	Repeat	Percentage
1	Social media	211	49.41%
2	TV	184	43.09%
3	newspapers	32	7.49%
	Total	427	100%

Social media represented the first place for young people in following up on sports criticism, with 211, representing 49.41% respondents, followed by television in the second place with 184, with 43,09% respondents, and newspapers in the third place, with 32 respondents, at 7.49%.

**Table (8).**Shows the most critical social media

S	The most cashed social media	Repeat	Percentage
1	Facebook	183	42.85%
2	sports websites	164	38.40%
3	sports acrobatics	42	9.83%
4	Twitter	21	4.91%
5	Instagram	17	3.98%
	Total	427	100%

Regarding the most social media in which sports criticism appears, Facebook came in the first place with 183 respondents or 42.85%, followed by sports websites in the second place

with 164 respondents, or 38.40%, and in the third place sports groups with 42 respondents, or 9.83 %.

**Table (9).** Shows the most frequently discussed topics

S	Most popular topics	Repeat	Percentage
1	National teams	176	41,21%
2	The reality of Iraqi football	111	25,99%
3	International club struggles	78	18,26%
4	Iraqi club struggles	41	9,60%
5	Elections and sports federations	21	4,91%
	Total	427	100%

Regarding the frequently discussed topics of criticism, and the respondents preferred to raise them, the topics of the national team came in the first place with 176 respondents, or 41.21%, and the issues of the reality of Iraqi football in the second place, with 111 respondents, or 25.99%, and in the third place the international club conflicts, with 78 respondents, or 18.26%.

**Table (10).**Shows the extent of interaction with sports criticism publications

S	The extent of interaction with sports criticism publications	Repeat	Percentage
1	Yes i react	223	52.22%
2	Criticism encourages me to write posts	125	29.27%
3	Refer to you in other ways	79	18.50%
	Total	427	100%

Regarding the extent of interaction with sports criticism publications, the positive interaction with criticism came in the first place with 223 respondents, or 52.22%, and in the second place, criticism encourages them to write publications by 125 respondents, or 29.27 percent, and in the third place they share the original critical publication with 79 respondents. by 18.50%.

**Table (11).**Shows the writing of critical publications

S	Writing critical publications	Repeat	Percentage
1	yes write	341	79.85%
2	Sometimes I write	71	16.62%
3	I don't write, I just react	15	3.51%
	Total	427	100%

Writing critical publications for the respondents came in the first place with 341 respondents, or 79.85%, and in the second place, the respondents indicated that they sometimes resort to writing, with 71 respondents, while respondents said that they only interact and do not write. This option ranked third with 15 respondents, with a rate of 3.51 %.

**Table (12).**Shows the nature of critical publications

S	The nature of critical publications	Repeat	Percentage
1	Critical Comments	236	55.26%
2	Critical photos with comments	103	24.12%
3	Post a critical video	88	20.60%
	Total	427	100%

Regarding the nature of the form of critical publications, the critical comments came in the

first place, with 236 respondents, or 55.26%, and in the second place, the publication and comment of photos by 103 respondents, or 24.12%, and the publication of videos came in the third place, with 88 respondents, or 20.60%.

**Table (13).**Shows the reference of critical writings

S	Critical Writings Reference	Repeat	Percentage
1	Benefit from what is shown in the media	287	67.21%
2	From my own thoughts	72	16.86%
3	I am inspired by the writings of professional critics	68	15.92%
	Total	427	100%

Regarding the reference of the respondents' critical publications' ideas, the benefit from what is presented in the media came in the first place with 287 respondents, or 67.21%, and in the second rank that the publications are the product of the respondents' own ideas by 72 respondents, or 16.86%, and in the third rank that the publications are inspired by the writings of professional critics. 68 respondents, or 15.92%.

**Table (14).**Shows the contribution of communication technology to the development of critical capabilities

S	The contribution of communication technology to the development of critical capabilities	Repeat	Percentage
1	Contributed significantly to the development of abilities towards sports criticism	361	84.54%
2	I contributed a little to the development of their abilities towards sports criticism	56	13.11%
3	did not contribute	10	2.34%
	Total	427	100%

Among the largest number of respondents, communication technology contributed significantly to developing their abilities towards sport criticism, with 361 respondents, or 84.54%, in the first place, and secondly, those who said that communication technology contributed little to developing their monetary abilities, 56 respondents, or 13.11%. Ten respondents, at a rate of 2.34%, indicated that technology did not contribute to their development at all.

**Table (15).**Shows the impact of communication technology on freedom of critical expression

S	The impact of communication technology on freedom of critical expression	Repeat	Percentage
1	Greatly granted freedom of expression	293	68.61%
2	Freedom of expression was granted to a small degree	108	25.61%
3	did not affect	10	6.08%
	Total	427	100%

With regard to freedom of expression, the respondents indicated that communication technology gave them freedom of critical expression and provided them with large areas, with 293 respondents, or 68.61%, and in the second place, that technology gave them freedom to a small degree, with 108 respondents, or 25.61%, and in the third place came the

option that technology affects their The field of free critical expression with 26 respondents, representing 6.08%.

**Table (16).**Shows the contribution of communication technology to the development of criticism writing style

S	The contribution of communication technology to the development of criticism writing style	Repeat	Percentage
1	Contributed significantly to the development of critical writing style	218	51.05%
2	Contributed a little to the development of critical writing style	154	36.06%
3	did not contribute to the writing	55	12.88%
	Total	427	100%

With regard to the critical writing method, it came in the first place that communication technology contributed greatly to the development of their critical writing method by 218 respondents, or 51.05%, and in the second place, technology contributed to a significant degree in developing the method of the respondents' book by 154 respondents and 36.06 respondents. The third place is that technology gave them the opportunity to publish videos and pictures and did not affect their methods, by 55 respondents, or 12.88%.

**Table (17).**Shows the contribution of communication technology to the audience's interaction with critical writings

S	The contribution of communication technology in public interaction with critical writings	Repeat	Percentage
1	The audience is very interactive	164	38.40%
2	The audience reacts little	179	41.92%
3	Public disinterest	84	19.67%
	Total	427	100%

The public interacts with the critical writings that respondents publish on their pages to a large extent, by 164 respondents, or 38.40%, and to a small degree by 179 respondents, or 41.92%, while the public's lack of interest in those publications came in third place, by 84 respondents, or 19.67%.

**Table (18).**Shows the contribution of communication technology to the interaction of journalists with critical writings

S	The contribution of communication technology to the interaction of journalists with critical writings	Repeat	Percentage
1	The media's response to these publications is highly	181	42.38%
2	The media's response to these publications is low	126	29.50%
3	The media did not respond to it	120	28.10%
	Total	427	100%

As for the media's interaction with the critical publications of the respondents, the media's response to these publications came in the first place to a large extent, by 181 respondents, or 42.38%. 28.10%.

## Results

1. Communication technology contributes to developing the abilities of sports criticism among young people, and they owe it to them the freedom to express their views.
2. Young people find in social media their preferred field in following up and practicing sports criticism and interacting with it.
3. Young people imitate the professional sports criticism found on television programs, and the writings of professional critics inspire them to enhance their critical writings.
4. Sports criticism appears not only in the form of comments as posts on social media, but is reinforced by critical videos and photos that carry an enhanced aspect of criticism.
5. Criticism published and presented in traditional media does not enjoy the satisfaction and conviction of young people who resort to criticizing that criticism and critics attack themselves, including media professionals, coaches and active personalities in sports.
6. Sport is the most harmonious space for the desires of young people to practice criticism and try to emulate what is happening in the traditional media

## Discussion

1. In the direction of benefiting from communication technology, the results were expected unanimously by the majority of young people that they gained strength in the presentation and learning in the field of sports criticism by dealing with social networking sites because they provided important opportunities to appear with critical comments, photos and videos that enabled them to show their abilities and developed from their methods.
2. Facebook is the most used means of communication by Iraqi youth compared to other means of communication that come in later ranks.
3. The questionnaire showed that ages (less than 20 years) tend to publish critical videos more than comments (30 videos for males versus 5 comments out of a total of 38, and 11 videos versus no comment for females out of a total of 14, while ages tend to go from (- 21 to 40 years) to critical comments to a greater degree than posting pictures and videos (105 versus 38) and ages (31 to 40) tend to publish pictures with comment to a greater degree than other ages among males, and most ages benefit from what is presented or published in the media They tend to pay criticism (264 vs. 67) for their own ideas stemming from their own observations.
4. The results of the questionnaire at the level of academic achievement showed that the holders of a bachelor's degree are more interactive with publications compared to other certificates and the most commentary, and those with primary and intermediate certificates tend to publish video more than other ages. We believe that the matter is not surprising given the cultural difference between these age groups, and those with lower cultural levels try to have some roles by publishing videos that do not require great efforts or broad cultures.
5. The results of the questionnaire showed that students are the most interactive with critical publications compared to the rest of the segments, which is very natural. On the one hand, they seek to play roles in the field of learning and culture. They also interact with sporting events as they are their favorite hobby and the greatest concern

for them, while business owners appear The free and the least interactive, and we believe that this is justified by their preoccupation with their sources of livelihood and work.

6. The unemployed appear more critical comments. The motive may be that they are the most angry and psychologically stressed as a result of their absence from work and their resentment of their difficult living reality, so they express more emotionally than their counterparts who work in stable professions and jobs, or the least category in critical comments are The military, which we find very logical, because they work in government agencies and abide by their standards, so they stay away from these comments so that they do not fall into legal problems, whether with their subordinates or the parties in which they work.
7. In publishing critical videos, employees and students appear the most, and we believe that the topic is very realistic because they are the most interactive with sports events, in addition to having a space of space that surpasses other professions.

### Recommendations

1. Interest in developing sports criticism and cultural awareness among recipients by using communication technology to reach them.
2. Expanding the areas of using communication technology to develop writing skills and intellectual cross-fertilization.
3. Paying attention to the colors of criticism and not limiting it to texts only by choosing videos and pictures that match the ideas of the caller.
4. Finding more reliable and close relationships between media professionals and youth who carry out the process of criticism in social media in order to serve the sports movement and sports media in a meaningful way.
5. Increasing the attraction of young people and interacting with them in various means of technology to reach other platforms, not just Facebook.

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