



## INFORMATION EXPOSURE OF ATHLETIC PERFORMANCE, IDOLIZING AND SPORTSMANSHIP ON SPORTS FAN STUDENTS

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### Abstract

**Background.** Teenagers who are into sports seek information about their sport, including information about their idol athletes. Idol athletes use social media platforms to distribute information to build their brand image among their fans. One of the social media platforms currently widely used by teenagers as well as by athletes to establish the athletes' brand is Instagram. One type of information about athletes spread on Instagram includes aspects of athletic performance. Referring to the athlete brand image model, they reveal that athletic performance contains elements of sportsmanship. Sportsmanship is a material embedded in sports education as well as an attitude that each adolescent should develop.

**Study purpose.** The purpose of this study was to elicit an overview of the effect of exposure to information about athletic performance on social media as well as its relationship with idolizing and the formation of sportsmanship values within themselves, both expressed directly and through online media.

**Materials and methods.** The respondents of this study were 580 adolescents who actively took part in sports activity units at their respective schools and universities. This study applied means to compare followed by simple regression analysis.

**Results.** The results show that adolescents prefer information that contains elements of sportsmanship, and rivalry. Exposure to information related to athletic performance disseminated by athletes through social media affects adolescents' idolizing attitudes. Idolizing attitude also affects adolescents' sportsmanship shown directly, however, it does not significantly affect sportsmanship being expressed through social media.

**Conclusions.** Adolescents in different sociodemographic categories have different preferences in selecting information related to athletic performance from their idolized athletes on social media. The formation of sportsmanship in adolescents can be supported by their exposure to information that is related to athletic performance.

**Keywords:** athletic performance, sportsmanship, sports education, idolizing, social media.

### Introduction

The sport has been transformed into an industry and popular culture. The development of mass media has paralleled this into a mass culture industry. Socially, through the media, the sport has become the background of social identity, even fueling the emotions of its fans, becoming fanatics. The phenomenon of fanaticism can occur because fans are passive and pathological victims of the media

(Syahputra, 2016). In Indonesia, fanaticism in sports, especially football teams, has become a social problem of its own.

A significant number of clashes between fans have caused material losses and even deaths. Several studies have been produced on the phenomenon of fanaticism in sports. One of them states social media can arouse a sense of love for clubs (including favorite athletes), as well as resentment towards opposing clubs (Bajari, 2017). The love for the favorite club and hatred for the opposing club escalates into an attitude of militancy from the fans. Some football clubs in Indonesia have types of fans described as thugs, rioters, and agents of chaos (Fuller, 2015), who are far from the values of sportsmanship.

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This condition certainly is contradicting the common understanding that sport teaches sportsmanship. It is because sports education for adolescents teaches lessons about teamwork, perseverance, and competition (Huston & McKeon, 2017), including sportsmanship. Therefore, one suggestion given in this research is to foster teenage supporters by instilling sportsmanship (Alim et al., 2020). Hence, this study intends to answer this call by conducting research related to sportsmanship among adolescents, especially high school and university students.

Sport has been acknowledged as part of the educational process in forming adolescents to be equipped with the skills to cooperate, negotiate, learn to find solutions, and resolve moral conflicts. Sport is said to help people to learn to display virtues, including fairness, responsibility, team loyalty, teamwork, conformity, and doing what is needed for the common good. It is believed that the positive values people have when engaging in sporting activities support their behavior in public (Lata & Mondello, 2010). The positive values in question include sportsmanship.

The information received by these individuals can influence the establishment of attitudes within individuals. Therefore, there is an expectation that the model information containing sportsmanship sourced from significant others as communicators can encourage the formation of sportsmanship spirit within the communicant. Popular athletes are individuals who have the potential to provide role models for adolescents, especially athletes who are idolized.

An athlete's popularity can be associated with a certain brand image. In connection with the Athlete's brand image, a study examining the behavior of sports team supporters states that brand love and brand personality have a significant effect on brand loyalty (Suhaemi, 2021). Consequently, fans' love and loyalty to a favorite athlete or team can be directed to form sportsmanship and fair play (Nevzat, 2015) in fans through the dissemination of information from the athletic performance aspect which also contains elements of sportsmanship (Arai et al., 2014), through social media. Especially to their adolescent fans.

As individuals, adolescents go through experiences of self-development in every aspect of their lives. An opinion states that sometimes adolescents view sports celebrities are heroic celebrities, and they are more intense in idolizing sports celebrities than other celebrities (Hyman & Sierra, 2010). At the same time, adolescents are also learning to develop their values, such as sportsmanship in a social bond. One aspect that can be used in fostering social bonds is participation and involvement in conventional activities, such as sports (Vermillion, 2014). Socialization and values formation through the field of physical culture and sport for learners in micro and macro environments are related to school, family, and community factors (Krutsevich et al., 2021), as well as the media.

Considering that adolescents receive more information from social media and all learning activities that used to be done offline are now available online, including reading articles, and books, watching films/videos, following social media posts, etc. (Lukianets & Lukianets, 2020). On the other hand, athlete brand formation can also be done on social media (Linsner et al., 2021; Na et al., 2020) through Instagram followers (Hasaan et al., 2016), so information

about the athlete's performance can be disseminated by popular athletes through Instagram social media to strengthen their brand as idol athletes while stimulating the development of their fans' sportsmanship attitudes.

Recently, there has been a phenomenon of conflict among sports fans (e.g. football) that occurs in the real world (clashes between the spectators in stadiums) and online (hate speech wars between fanatical fans). The phenomenon of hate speech wars and bullying each other on social media between these fanatical fans show an expression of the lack of fan attitudes in upholding sportsmanship values.

*The aim of this study* is to determine the exposure of information about athletic performance on social media, as well as its relationship with idolizing and the creation of sportsmanship values within themselves, both expressed directly and through online media. The proposed research objectives include: adolescents' preferences based on sociodemographic to the type of athletics performance information, the relationship between athletics performance variables, idolizing, and sportsmanship among adolescents, and the influence of athletics performance variables on idolizing, and idolizing variables on sportsmanship among adolescents.

## Materials and methods

### *Study participants*

The study participants were high school and university students in DKI Jakarta and West Java provinces, Indonesia. The population was those who were actively involved in sports activities. G\*power was used to determine the minimum sample size. The size of  $z$ ,  $d$ , the confidence interval, and the sample proportion base on similar research. The required sample size was 384 (Dida et al., 2021), however, the responses from respondents reached 580. The total number of respondents based on sociodemographic categories is presented in Table 1.

The study was conducted in accordance with the ethical principles of the Helsinki Declaration for human research and was approved by the Research Ethics Committee of the Universitas Padjadjaran.

### *Study organization*

This study used a survey research design. We conducted an online survey by distributing a Google form link to a number of WhatsApp groups of sports activity units in schools and universities and included informed consent at the beginning of the questionnaire.

The questionnaire contained several questions comprising items/constructs that related to the measured variables. The questions asked to adopt similar research with the same indicators (Arai et al., 2014). Some questions include Athletic performance Information; information that presents athletics expertise, competition style, sportsmanship, and rivalry (Arai et al., 2013). As for idolizing, we adopted indicators from previous research (Biskup & Pfister, 1999) with indicators of physical ability, appearance, and social behavior.

Furthermore, we asked questions about the variable of sportsmanship displayed directly; we adopted from

**Table 1.** Information preferences related to athletics performance elements (athletics competence, competition style, sportsmanship, and rivalry) are based on sociodemographic (gender, age, region of origin, economic status, and exposure to information from social media)

Sociodemographic	Category	Athletics competence	Competition style	Sportsman-ship	Rivalry
Gender	Male (n=204)	10.838	10.765	10.877*	10.784
	Female (n=376)	10.601	10.516	11.029	11.157*
Age	Adolescent (n=166)	10.639	10.536	10.886*	10.801
	Early adulthood (n=414)	10.703	10.630	11.012	11.116*
Region	Rural (n=399)	10.649	10.526	10.932	10.962*
	Urban (n=181)	10.762	10.773	11.072	11.166*
Economy	Lower (331)	10.625	10.601	11.003*	10.864
	Middle (n=206)	10.762	10.650	10.893	11.218*
	Upper (n=43)	10.767	10.395	11.163	11.349*
Social media exposure	Low (n=163)	10.460	10.748	11.172	11.239*
	High (n=417)	10.772	10.547	10.899	10.942*

\*highest score

similar research (Nevzat, 2015), which is termed fair play. Indicators of this variable include those relating to respect towards teammates, respect conventions, gamesmanship, and cheating. As for the items to measure sportsmanship in online media, we adopted the concept of instigation adapted to the context of online media from previous research (Dwyer et al., 2016) which applies to the concepts examined in this study.

#### Statistical analysis

Each item was measured using a Likert scale. Point values range from 1 “strongly disagree to 7 strongly agree” and the reverse value for negative questions. In order to avoid potential problems that might be missed, the researcher conducted a pre-test. The pilot study was conducted among 30 respondents who were asked to respond to the questionnaire to ensure its validity of the questionnaire. Furthermore, the researcher also conducted academic discussions with peers. The researcher made some changes to the sentence structure and checked the display format of the questionnaire so that they can access it properly through mobile phone and computer screens.

The purpose of this study is to provide an overview of the exposure to information that contains athletic performance displayed by idol athletes in their social media. This exposure is hypothesized to have a relationship with idolizing, which is a mediating factor in the formation of adolescent sportsmanship attitudes expressed in person and through online media.

Researchers used SPSS version 22. In order to answer the first research objective, researchers calculated the mean of each type of athletics performance information, namely athletics expertise, competition style, sportsmanship, and rivalry (Arai et al., 2013) based on sociodemographic categories. In addition, the researchers conducted a correlation test between the variables studied, namely information related to athletics performance, idolizing, and sportsmanship attitudes. Finally, the researcher conducted a regression analysis of the athletics performance information variable on idolizing and the idolizing variable on sportsmanship attitudes.

## Results

### Information preference based on sociodemographic

The researcher computed comparative means to determine information preferences based on sociodemographic. Research results regarding the information preferences shown by respondents related to athletics performance elements based on sociodemographic illustrate of information containing elements of sportsmanship, and rivalry is preferred by respondents over information containing elements of athletics competence, and competition style. The results of the calculation and comparison of means are presented in Table 1.

The data in Table 1 shows that although the Mean values between each type of information are not too far apart, the respondents prefer the type of information that contains elements of rivalry to the type of information that contains elements of sportsmanship. It showed this result by the female gender group, early adulthood, from urban and rural areas, middle-and upper economy, and respondents who received low and high exposure to social media information.

### Correlation

Further, researchers calculated bivariate correlations to identify correlations between variables of athletics performance (AP), idolizing (ID), sportsmanship shown in person (OFFSP), and sportsmanship expressed through social media (ONSP). The results of the correlation calculation between variables are presented in Table 2.

The results of the study in table 2 show a significant correlation between the variables of athletics performance

**Table 2.** Correlation analysis results

Var	AP	ID	OFFSP	ONSP
AP	1			
ID	0.246**	1		
OFFSP	0.500**	0.566**	1	
ONSP	0.392**	0.069	0.367**	1

(AP) with idolizing (ID), and sportsmanship shown directly (OFFSP), as well as sportsmanship expressed through social media (ONSP). However, the variables idolizing (ID), and sportsmanship expressed through social media (ONSP) did not show a significant correlation. So the researcher continued the calculation of partial regression analysis.

**Regression analysis**

In this section, researchers conducted regression analyses to answer several proposed hypotheses, including:

H<sub>1</sub>: there is an influence of athletics performance (AP) on idolizing (ID)

H<sub>2</sub>: there is an influence of idolizing (ID) on sportsmanship shown directly (OFFSP)

H<sub>3</sub>: there is an influence of idolizing (ID) on sportsmanship expressed through social media (ONSP)

H<sub>4</sub>: there is an influence of sportsmanship shown directly (OFFSP) on sportsmanship expressed through social media (ONSP).

Researchers conducted statistical analyses using Statistical Product and Service Solution (SPSS) software. We used a simple linear regression test to analyze the data.

**Table 3.** R Square Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
AP-ID	0.246	0.060	0.059	5.3774
ID-OFFSP	0.566	0.320	0.319	10.9697
ID-ONSP	0.069	0.005	0.003	6.4813
OFFSP-ONSP	0.367	0.135	0.133	6.0437

**Table 4.** F-test Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1. AP-ID	Regression	1074.908	1	1074.908	37.17	.000*
	Residual	16713.815	578	28.917		
	Total	17788.722	579			
2. ID-OFFSP	Regression	32745.483	1	32745.483	272.12	.000*
	Residual	69552.715	578	120.333		
	Total	102298.198	579			
3. ID-ONSP	Regression	115.492	1	115.492	2.75	.098
	Residual	24280.515	578	42.008		
	Total	24396.007	579			
4. OFFSP-ONSP	Regression	3283.783	1	3283.783	89.90	.000*
	Residual	21112.224	578	36.526		
	Total	24396.007	579			

\*sig < 0.05

**Table 5.** t-test Results

Hypothesis	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Decision
		B	Std. Error	Beta			
H <sub>1</sub>	AP*ID	0.259	0.042	0.246	6.097	0.000*	accepted
H <sub>2</sub>	ID*OFFSP	1.357	0.082	0.566	16.496	0.000*	accepted
H <sub>3</sub>	ID*ONSP	0.081	0.049	0.069	1.658	0.098	rejected
H <sub>4</sub>	OFFSP*ONSP	0.179	0.019	0.367	9.482	0.000*	accepted

\*sig < 0.05

Table 3 shows the R Square value, which is the determinant coefficient defined as the ability value of the independent variable to explain the dependent variable. The highest R Square value is shown by the independent variable idolizing (ID) in explaining the dependent variable sportsmanship shown directly (OFFSP). The lowest R Square value is shown by the independent variable idolizing (ID) in explaining the dependent variable sportsmanship expressed through social media (ONSP).

Table 4 shows the calculation based on ANOVA or F-test. If F-count > F-table and Sig < 0.5 then it means that the independent variables proposed in a model can predict the dependent variable being tested. Based on the regression analysis results in table 4, we can see that the F-test results of the calculation of each independent variable in models 1, 2, and 4 can predict the dependent variable being tested. To test the hypothesis, the researcher conducted a t-value test.

Based on the hypothesis, test criteria stated that if the t-count > t-table value and sig < 0.5, then H<sub>0</sub> is rejected and H<sub>i</sub> is accepted. The t-test results in table 5 show that H<sub>1</sub>, H<sub>2</sub>, and H<sub>4</sub> are accepted, and H<sub>3</sub> is rejected.

**Discussion**

Research results show that athletic performance is a significant predictor of shaping idolization. Adolescents who are active in sports activities have idols from among athletes. It is likely that the athletes they idolize are athletes who come from the sport they are involved in. This is under the research that states that sport has a significant role in selecting idols from among athletes (Ilić, 2013). We found a positive relationship between idolizing and sportsmanship.

The potential cause of this result is because the information containing athletic performance also contains

elements of sportsmanship. Because sportsmanship is indeed one indicator of athletic performance (Arai et al., 2014). Apart from forming idolization, a previous study stated that athletic performance positively influenced fan loyalty (Mahmoudian et al., 2021). So the athletes who are developing their brand image among fans should consider disseminating information related to athletic performance to increase the love and loyalty of their fans.

Athletic performance is included in the athlete's on-field attributes (Hasaan & Fişne, 2021). There are several aspects that affect athletic performance (Watt & Hogan, 2018). One of them is communicating with a significant other because communicating with family and friends can have a positive impact on athletic performance (Hayes et al., 2019).

For an adolescent who is in the phase of psychological and social development, the figure and character of the idol will color the shaping of his attitudes and values, including the shaping of sportsmanship. This is because various aspects of value orientation formation have relevance to activities in physical culture and sports (Bakiko et al., 2022). A positive value orientation will at least prevent someone from cheating. This is in line with the opinion that behavioral control and perceived moral obligations significantly predict the intention and motivation of an athlete's deviant behavior in sports (Kang et al., 2021).

In this era of information openness, it can spread misconduct behavior among athletes through interpersonal mechanisms and through the media. Either verbal or non-verbal (Vveinhardt, 2017). In the sports world, deviant behavior that is currently rife includes racist verbal violence shown even when the athlete is competing and broadcast live on television. This condition is quite concerning, considering that some of their fans are adolescents who are still forming their personalities, including learning to be sportsmanlike people.

In the world of sports, the concept of sportsmanship is still difficult to understand. Because on the one hand, most people consider sports as a vehicle to build a strong character. But in the end, the perception of strength leads to a victory-orientated mental attitude (Lata & Mondello, 2010). Whereas victory is the result that must be got through a long process.

This creates its own risks when considering the number of adolescents who idolize the athletes. Adolescents who initially only idolize sports celebrities can shift into fans who have unhealthy obsessions (Hyman & Sierra, 2010) as showing excessive support and imitation. Especially if the idol athlete exhibits "win at all costs" behavior. Then it is not impossible if many adolescent sports participants will adopt a similar mentality (Lata & Mondello, 2010). This is because sports are not only about skill and winning, but also about prioritizing how to work together as a professional team (Dijkstra et al., 2014).

This research has several implications. First, it directs adolescents to choose idols more carefully. Although adolescence is a phase where the peer group position is considered more dominant (Raviv et al., 1996). However, at this point, the role of the family is needed in directing adolescents to choose idols and adopt role models from their idols.

The further implication of this study is to provide consideration to educational institutions in sport, especially higher education. Although studies of both the intellectual and life skills benefits of athletic participation have been conducted in several empirical studies, athletic-centered curricula have not traditionally been offered for academic credit in higher education (Molly & Weight, 2019).

This study has several limitations, including not measuring the level of influence of each variable in adolescent groups based on demographics and social ethnography. In relation to the use of information through digital media, there is a health study that states that various results from searching for information on the Internet are most strongly predicted by gender (Rice, 2006). Another study found that boys and girls showed differences in indicators of self-esteem, physical development, and priority in the choice of value orientation (Bakiko et al., 2022). So for future research, we recommend it to test the exposure of athletic performance information on the formation of adolescent attitudes in several categories, for example, based on gender.

## Conclusions

The information preferences shown by respondents related to athletics performance elements (athletics competence, competition style, sportsmanship, and rivalry) based on sociodemographic (gender, age, region of origin, economic status, and exposure to information from social media) illustrate that information containing elements of sportsmanship, and rivalry is preferred by respondents than information containing elements of athletics competence. Respondents prefer the type of information that contains elements of rivalry to the type of information that contains elements of sportsmanship. There are different preferences shown by each group in the sociodemographic category. The female gender, early adulthood, urban and rural, middle and upper economic groups, and respondents who received low and high exposure to social media information preferred information containing rivalry elements, while the male gender and lower economic status groups preferred information containing sportsmanship elements.

The information exposure related to athletics performance disseminated by athletes through social media affects the attitude of idolization by adolescents. Idolizing attitudes also affect adolescent sportsmanship shown directly, however, it does not significantly affect sportsmanship expressed through social media. However, sportsmanship shown directly affects sportsmanship expressed by adolescents through social media. Therefore, the researcher suggested to future researchers to examine the simultaneous effect among the concepts examined in this study.

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## Conflict of interest

The authors state that there is no conflict of interests.

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## ІНФОРМАЦІЙНИЙ ВПЛИВ СПОРТИВНИХ ПОКАЗНИКІВ, ПРОЦЕСУ СТВОРЕННЯ КУМИРІВ І СПОРТИВНОЇ МАЙСТЕРНОСТІ НА УЧНІВ І СТУДЕНТІВ-ФАНАТІВ РІЗНИХ ВИДІВ СПОРТУ

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Авторський вклад: А – дизайн дослідження; В – збір даних; С – статаналіз; D – підготовка рукопису; Е – збір коштів

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**Історія питання.** Підлітки, які займаються спортом, шукають інформацію про свій вид спорту, а також інформацію про своїх спортсменів-кумирів. Спортсмени-кумири використовують платформи соціальних мереж для поширення інформації з метою створення свого образу бренду спортсмена серед своїх фанатів. Однією з платформ соціальних мереж, якою зараз широко користуються підлітки, а також спортсмени для створення свого бренду спортсмена, є Instagram. Один із видів інформації про спортсменів, що поширюється в Instagram, включає аспекти спортивних показників. Звертаючись до моделі образу бренду спортсмена, вони виявляють, що спортивні показники містять елементи спортивної майстерності. Спортивна майстерність є одним із матеріалів, закладених у спортивне виховання, а також ставленням, яке має розвивати в собі кожен підліток і юнак.

**Мета дослідження.** Метою цього дослідження було отримання огляду щодо впливу інформації про спортивні показники в соціальних мережах, а також її зв'язку зі створенням кумирів і формуванням цінностей спортивної майстерності в них самих, як безпосередньо, так і через онлайн-мережі.

**Матеріали та методи.** Учасниками цього дослідження були 580 підлітків і юнаків, які активно брали участь у спортивних секціях у своїх відповідних школах та університетах. У цьому дослідженні застосовували засоби порівняння з подальшим простим регресійним аналізом.

**Результати.** Результати показують, що підлітки та юнаки віддають перевагу інформації, яка містить елементи спортивної майстерності та суперництва. Інформація про спортивні показники, яку спортсмени поширюють через соціальні мережі, впливає на ставлення підлітків до створення кумирів. Ставлення до створення кумирів також впливає на спортивну майстерність підлітків, яка демонструється безпосередньо, однак воно не суттєво впливає на спортивну майстерність, яка виражається через соціальні мережі.

**Висновки.** Підлітки та юнаки в різних соціально-демографічних категоріях мають різні переваги у виборі інформації, пов'язаної зі спортивними показниками, яку їхні спортсмени-кумири розміщують у соціальних мережах. Формуванню спортивної майстерності підлітків і юнаків можна сприяти шляхом їх ознайомлення з інформацією, яка стосується спортивних показників.

**Ключові слова:** спортивні показники, спортивна майстерність, спортивне виховання, створення кумирів, соціальні мережі.

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