

Levels of University Youth Interaction with Iraqi Sports Events through Social Media, the Iraqi Football League Events as a Model

Dr.Khamael Zidane Khalaf

Mustansiriyah University/ college of Literature - Department of Media/ Iraq.

Corresponding Author: Kzadin602@gmail.com

Abstract

Today, the world is experiencing the results of media technology and the Internet, which have changed the course of the traditional communication process, and new media applications have played an important role in the dissemination of sports media content. “Newly” is a form of communication, which is the two-way communication or the so-called interactive communication, which is one of the most important features of enabling active participation and interaction, whether between the user and the medium or between the users themselves, and meeting the needs of the recipients according to their interests and preferences. Sports media content in general is characterized by being mass and addressing various sectors of society and attracting the attention of young people for its diverse sports material that conveys to them events and competitions as they occur with the possibility of interacting with this content. Here lies the problem of the research: to know the levels of university youth interaction with Iraqi sports events through social networks

Keywords: interactive, sports media, university youth and social networking sites.

Introduction

Problem of research

In light of the great and accelerating development of new media and the emergence of interactive applications represented in social networks, which have become important media and interactive media and have increased their use by the public, especially the “youth category” in following up on events and issues, including sports events, which requires knowing the motives for their use in following up sports content, levels and forms Interacting with this content presented through social networks. Hence, the research problem revolves around a main question: What are the levels of university youth interaction with Iraqi sports events presented through social networks, specifically the Iraqi Football League events?

Sub-questions emerge from this question:

1. To what extent do Iraqi university youth use sports social networking pages?
2. To what extent do university youth rely on social networks in following up on the events of the Iraqi League?
3. What are the most used social networking sites by university youth?

4. What are the motives of university youth to follow the events of the Iraqi Football League through social networking sites?
5. What are the gratifications achieved for university youth as a result of following the events of the Iraqi Football League through social networking sites?
6. What are the sports social networking pages that university youth interact with the most?
7. What are the forms of interaction that university youth engage in with Iraqi sports events presented through social networks?
8. What are the most prominent sports events and topics that university youth follow and interact with?

Research objectives

1. Recognize the extent to which university youth follow Iraqi sports events through social networking sites.
2. To know the extent to which university youth depend on social networking sites in following up on the events of the Iraqi Football League?
3. Revealing the motives of university youth to follow the events of the Iraqi League through social networks.
4. Learn about the most interactive social networking pages by university youth
5. Knowing the forms of social interaction that university youth undertake to interact with Iraqi sporting events.
6. Knowing the most attractive sports topics for university youth on social networking sites.

Research importance

1. The importance of the research stems from the importance of the stage covered by the research, which is the youth group.
2. The sports field has gained a great deal of interest in Iraqi society, especially the “youth category.”
3. The great media role played by social networks, which is to provide young people with information and the latest developments in sporting events.
4. This research is considered a future reference for researchers on levels of interaction with new media and also sports media.

Research Methodology

This research is a descriptive research that aims to describe phenomena and identify their elements and components by collecting information and data, analyzing and interpreting them in a way that helps provide an accurate and objective picture of the phenomenon ¹. On data and information about the phenomenon under study, with the aim of forming the required information and data, and then describing the opinions and trends of the sample, allowing the results to be generalized to the community from which the sample was drawn.

Research community and sample

The process of defining the research community is a basic and important process, as the sample is chosen from it, so it must be determined precisely in order to reach accurate results that can be generalized. In the first phase, the researcher chose Mustansiriyah University as a representative sample of the universities in the style of a simple random sampling lottery (random test) and in the second phase, a scientific college was chosen, the College of Engineering, with a rate of (60) students” and the Humanities College is the College of Literature , with (60) students in the same random way. In the third stage, the Civil Department was chosen, representing the College of Engineering, and the Media Department, representing the College of Literature .

Research fields

- Duration: the research was applied during the time period 04/15/2021 until 5/15/2021
- Spatial field: the research was applied to some colleges of Mustansiriyah University in the governorate of Baghdad, and the humanities colleges were represented by the College of Literature , while the College of Engineering represented the scientific colleges.
- The human field: represents the human field of research for university students for the academic year 2020-2021.

Research tools

The research procedures required the use of several tools for data collection, namely observation, interview and questionnaire, which included three axes:

1. The first axis: youth use of social networking sites.
2. The second axis: the motives and gratifications of following the events of the Iraqi league through social networking sites.
3. The third axis: levels of interaction with the events of the Iraqi league through social networking sites.

Validity and Stability

Validity means that the questionnaire measures what it was designed to measure. The apparent validity was verified as it was presented to a group of experts ²and the appropriate modifications were made to achieve the research objectives. To ensure stability, the researcher used the re-test method by re-applying the form to 10% of The sample has a stability ratio of 0.89, which indicates the accuracy and clarity of the resolution.

The statistical methods used in the research

The researcher used the statistical analysis of the search data using the (SPSS windows) program, and the research used the following statistical tests:

1. Simple Frequencies and Percentages.

2. Mean and standard deviations.
3. Percentile weights.
4. T_ Test.
5. Tests for sample orientation.

The theoretical side

First, Media theories that explain research

A. The theory of diffusion of innovations

This theory takes the hypothesis of the flow of communication in stages and through several individuals and focuses attention on the spread of innovations in stages and on the basic knowledge of the factors that help to adopt the innovation studied by people³. The world of communication B. Garrison considers that the basis for adoption is the comfort that those who try to use modern technologies find and affect them "positively" .

Rogers divided the stages of adopting a new innovation into five stages⁴

- A. The stage of knowledge: the individual becomes aware of a new idea
- B. The stage of interest: the individual develops an interest in the idea
- C. Evaluation stage: In this stage, the individual collects the pros and cons of the idea and works on evaluating it until he decides to reject it or subject it to testing.
- D. Application stage: It is the stage at which the individual becomes ready to experiment with this idea
- E. Adoption stage: the user reaches the point of confirming the idea's support

B. The theory of uses and gratifications

The research depends on the uses and gratifications approach. This approach is considered an important turning point in media studies and research, as the main question shifted from what do the media do with the public? What does the public do with the media? The approach is based on a saying: that the audience chooses a specific media or specific media messages to satisfy a specific need or needs.

Katz and his colleagues summarize the assumptions of this theory in:⁵

- A. Members of the public are active participants in the process of mass communication and use the means of communication to achieve goals that meet their expectations.
- B. The use of means of communication expresses the needs that the public perceives, and thus controls individual differences and social interaction.
- C. The public is the one who chooses the media content that satisfies his needs.
- D. The public is able to determine the motives for their exposure and the needs that they seek to establish, so they choose the appropriate means to satisfy these needs.

The uses and gratification approach achieves many goals :⁶

- A. Discover how the public uses the means of communication to satisfy its needs and goals.
- B. Understand the motives for exposure to a particular medium and the interaction that occurs as a result of this exposure.
- C. To reveal the required gratifications that the individual seeks to achieve as a result of his use of these means.

This approach is used in the research by answering two questions: How and why Iraqi university youth use social networking sites and what are the motives that make them use these means to obtain information about Iraqi sports events? What are the gratifications that they achieve as a result of this use?

Second, The concept and levels of interaction

Today, interactive media has become one of the new media terms that have increased in importance with the presence of technological media and new media, and it is one of the tools that changed the course of the communicative process to a circular model in which the sender and receiver exchange roles and participate in the displayed content. Interactive media is defined as the process of simultaneous integration in the method of communication between the sender and the receiver, where the material or message is the focus of this merger for the purpose of communicating the idea or being convinced of it.

The most important characteristics of interactive communication are :⁷

- A. Response: that is, interactive communication goes beyond the limits of human communication to communication and interaction with the medium itself, not between the individual and the parties to the communication process.
- B. Interactive communication is used as an alternative to group communication through modern technologies
- C. Communication roles are exchanged
- D. Obtaining a state of equality between the participants in the communication through the free exchange of opinions without the interference or influence of other sources

Interest in the study of interactivity began since Wiener emphasized the importance of echo in 1948, but its use in communication research has declined in recent decades due to the nature of unidirectional media imposed by mass communication, in which there is no opportunity to exchange roles between the sender and the receiver, but one of the main characteristics of the new communication It provides an interactive communication style. Durlak defined interactive as:⁸ the process in which there is control over the means of communication through the ability of the receiver to manage the communication process remotely, and Refaell also defined it as one of the channels that can transmit the audience's reaction to the sender and describe it as a response .⁹

As for the levels of interaction, scientists and researchers have identified four levels of interaction:¹⁰

1. Interaction between user and editor
2. Interaction between the user and other users
3. The user himself becomes a “source” when he has the ability to comment on the material and publish his point of view
4. The interaction between the user and the material itself through his control of the form of information he is exposed to interactivity has three methods:
 - A. Participation: It refers to the number of participants and the way in which they participate. It may be a sharing between two people or a sharing between one person and many people. The higher the participation rate, the higher the interaction.¹¹
 - B. Synchronicity: It refers to the time frame in which the interaction takes place. Synchronous interaction means that all participants are present, while asynchronous interaction means that the participants are not present at the same time. Interactivity declines whenever it becomes asynchronous.¹²
 - C. Symmetry: It means that both sides use the same media.

Third, The concept and characteristics of social networking sites

The demand of young people on social networking sites is increasing for several reasons, including the easy technical characteristics and other reasons represented in being a source of information and news in addition to entertainment and entertainment. Friendster appeared in California, then the American site My Space appeared in 2003¹³. Facebook, which appeared in 2004, is one of the most famous social networking applications in the world. It works to form friends and helps to exchange information, photos, videos and audio files, comment on them, and the ability to chat, instant chat, and join Groups¹⁴ YouTube comes in third place in terms of the most viewed sites after Yahoo and Google. It appeared in 2005 and its idea is based on the ability to share videos so that users can watch them, add comments and interact with content¹⁵ and in 2006 the Twitter application appeared, which is one of the social networking sites A form of micro-blogging that allows users to briefly express their lifestyle through Qusay messages In the year 2010, the Instagram application appeared, which is a social networking site for sharing photos and videos.¹⁶

Mayfield defined social networking sites as: a new group of media on the Internet that share the following characteristics:¹⁷

1. Participation: it encourages contributions and feedback (comments) and blurs the lines between media and recipients.
2. Openness: Social networking sites are open services for feedback, participation, information exchange and comments
3. Conversation: It depends on the two-way conversation, unlike the traditional media, which adopt the principle of information transmission and dissemination in one direction to all recipients.
4. Gathering: Networking allows people to gather, communicate effectively, and connect gatherings with common interests

Fourth, The effects of digital sports media on youth

The communication process is one of the most important characteristics of the human being, and social interaction is a kind of influences and responses in social sciences. With the advent of technology and the spread of the Internet, interest in another concept, digital media, represented by websites, electronic press, social networks...etc.¹⁸ They work to provide tools that increase and assist the audience's interaction with the content and media messages directed through these means.¹⁹

The sports media content is the school that performs the work of the various sports institutions and highlights its role in raising the level of sports culture for young people and increasing sports awareness and introducing them to the importance of the role of sports in life²⁰ In light of the spread of the Internet and rapid technological development, the importance of electronic sports content is highlighted in the need to provide young people with the latest developments. Sports and information that helps in forming a correct opinion about the issues of the sports field after the emergence of a generation that no longer interacts with traditional media as much as it interacts with digital content called the Internet generation or the network generation and social media has become the means of communication between them ²¹Sports media content is defined as the process of disseminating news, information and sports facts and explaining the rules and laws of sports and sports activities with the aim of spreading sports culture among members of society²²

One of the most important characteristics of digital sports media is:²³

1. The digital sports media is popular and addresses large segments of the masses
2. Sports media is characterized by its endeavor to attract the largest number of audiences through the interactive element, which allows the audience to interact and express their views.
3. Sports media is characterized by freedom of choice, allowing the public to choose the site, platform or application that suits their needs and desires. There are social networking pages for a specific sport.
4. It is interactive and the audience can interact with the displayed content or between them

There is no agreement between media and communication professors on how traditional and electronic media in general, and sports media in particular, affect the public, although there is agreement on the impact of these media on the public ²⁴. The sports audience is a mixed mixture of individuals. Each individual differs from the other in the way he receives media content. There are a number of factors that affect the impact of sports content and its implications for young people and their interaction with them²⁵.

1. Gender: The impact of media content differs between males and females due to the presence of many physiological and psychological variables that distinguish each gender from the other.
2. Social site: The social status of individuals affects the degree of interaction with the sports media message provided by the platforms ²⁶.

3. Beliefs: The youth's interaction with the sports media content depends on their own beliefs and convictions. The more the message is close to their beliefs, the greater their interaction and influence with them.
4. Perception of the message: The public differs in perceiving, understanding and interacting with media messages, and that this discrepancy occurs as a result of the presence of many psychological and physiological variables²⁷.

Field side of research

Table (1).Distribution of respondents by gender

S	Gender	Repeat	Percentage
1	Male	85	70.8%
2	female	35	29.2%
	Total	120	100%

It is clear from the data of Table (1) that the percentage of males from the sample amounted to (70.8%), while the percentage of females amounted to (29.2%), which is a natural result considering that the most interested in sports events are male youth.

Table (2). Distribution of respondents by specialization

S	Specialization	Repeat	Percentage
1	scientific	60	50%
2	Humanitarian	60	50%
	Total	120	100%

Table (2) shows the respondents according to the study. The number of respondents was equal in terms of scientific and humanitarian level, and the percentage of (50%) for each of them.²⁸

Table (3). Distribution of respondents according to the extent of their use of social networking sites

S	Option	Repeat	Percentage	Ranked
1	Always	111	92.5%	First
2	Sometimes	6	5%	Second
3	rarely	3	2.5%	Third
	Total	120	100%	

It is clear from the results of Table (3) that the percentage of young people who use social networking sites permanently amounted to (92.5%), and in the second place came the category (sometimes") at a rate of (5%), and in the third place was young people who use social networking sites rarely, with a percentage of (2.5%), the researcher believes that the percentage (92.5%) of the sample that uses websites permanently is an indication that a large number of them are addicted to staying with these means that meet their desires and motives.²⁹

Table (4). Distribution of respondents according to the time they spend using social networking sites

S	Time	Repeat	Percentage	Ranked
1	More than 6 hours	71	59.1%	First
2	3_6 hours	30	25%	Second
3	1_3 hours	19	15.9%	Third
	Total	120	100%	

The results of Table (4) indicate that more than half of the sample spend a long time using social networking sites, as the use came in the first place (more than 6 hours) and by (59.1%) and in the second place the duration of use (3-6 hours) and by (25%) and in the last place the duration of use (1-3 hours) and at a rate of (15.9%).

Table (5). Distribution of respondents according to the degree of their follow-up to the events of the Iraqi League through social networking sites

S	Follow-up degree	Repeat	Percentage	Ranked
1	I follow her a lot	65	54.15%	First
2	I follow it on average	30	25%	Second
3	I follow her a little	25	20.9%	Third
	Total	120	100%	

The results of Table (5) indicate that (54.1%) of the sample follow the events of the Iraqi league largely through social networking sites, and in the second place, the follow-up category ranked in an average manner at a rate of (25%) and in the third place is the follow-up category in a small way, as it got A percentage (20.9%) and these results confirm that social networking sites are an important source for young people to obtain sports information and follow up on events through them.³⁰

Table (6). Distribution of respondents according to the most used social networking sites" to obtain information about the events of the Iraqi League

S	Locations	Repeat	Percentage	Ranked
1	Facebook	47	39.1%	First
2	Instagram	33	27.5%	Second
3	Youtube	26	21.6%	Third
4	Twitter	11	9.1%	Fourth
5	snap chat	3	2.5%	Fifth
	Total	120	100%	

The respondents' answers in Table (6) indicate that the Facebook application is the most used social networking site in following up the events of the Iraqi League, as it came in the first place with a percentage of (39.1%) and in the second place is the Instagram application with a percentage of (27.5%) YouTube ranked third with a rate of (21.6%), and in fourth place was Twitter, with a rate of (9.1%), and in the last place came the Snapchat application, with a rate of (2.5%). Sports events are due to the feature of the live broadcast of the matches, which the application offers and the ability to interact during the broadcast and present their views.

Table (7). Distribution of respondents according to sports events and topics that you follow through social networking sites

S	Sports topics	Repeat	Percentage	Ranked
1	Sports club news	35	29.1%	First
2	Live broadcast of the matches	28	23.3%	Second
3	Player transfers and contract offers	24	20%	Third
4	stadium injuries	18	15%	Fourth
5	sports figures	15	12.5%	Fifth
6	coaches news	9	7.5%	Sixth
7	Funding and sponsoring sports clubs	6	5%	Seven
8	sports press conferences	6	5%	Seven

It is clear from Table (7) that sports club news is the most sporting topic that university youth follow through social networking sites, as it came in the first place with a rate of (29.1%) and in the second place (live broadcast of sports matches) at a rate of (23.3%). And in the third place was the transfers and offers of player contracts, at a rate of (20%), and the follow-up of (players injuries) came in the fourth place with a rate of (15%), and the follow-up of sports personalities came in the fifth place, at a rate of (12.5%), and in the sixth place came the follow-up to coaches' news with a rate of (7.5) The follow-up paragraph (finance and sponsorship of sports clubs) and (sports press conferences) ranked seventh, with a rate of (5%) for each.³¹

Table (8). Distribution of respondents according to the motives for their reliance on social networking sites to obtain information about the events of the Iraqi League

S	Motives	Always		Sometimes		Scarcely		No		Mean	SD	weight percentile	T-TEST	sample direction	Rank question
	Degree	4		3		2		1							
		K	%	K	%	K	%	K	%						
1	Watch sports videos and photos	80	66.6%	22	18.3%	11	9.1%	7	5.8%	3.46	0.89	86.5%	11.82	Always	1
2	Find out about sports club news	73	60.8%	25	20.8%	12	10%	10	8.3%	3.34	0.97	83.5%	9.55	Always	3
3	Follow the activities of the team I support	69	57.5%	30	25%	15	12.5%	6	5%	3.35	0.89	83.8%	10.52	Always	2
4	A sense of interaction with the events of the Iraqi League	64	53.3%	29	24.1%	17	14.1%	10	8.3%	3.23	0.98	80.6%	8.08	Sometimes	5
5	Discuss league topics	61	50.8%	35	29.1%	14	11.6	10	8.3%	3.23	0.96	80.6%	8.30	Sometimes	4

	with others														
6	For fun and entertainment	58	48.3	32	26.6%	21	17.5%	9	7.5%	3.16	0.97	79.0%	7.43	Sometimes	9
7	Help me predict the trajectories of the league's events	55	45.8%	38	31.6%	20	16.6%	7	5.8%	3.18	0.91	79.4%	8.09	Sometimes	6
8	To know the news of the players	52	43.3%	42	35%	20	16.6%	6	5%	3.17	0.88	79.2%	8.28	Sometimes	7
9	spending spare time	47	39.1%	50	41.6%	18	15%	5	4.1%	3.16	0.83	79.0%	8.69	Sometimes	8
10	Help me take a sports opinion	39	32.5%	55	45.8%	18	15%	8	6.6%	3.04	0.86	76.0%	6.87	Sometimes	10
11	To increase my ability to cash	37	30.8%	62	51.6%	7	5.8%	14	11.6%	3.02	0.92	75.4%	6.18	Sometimes	11

Degree of freedom = 119 at the tabular level = 5% T-TEST = 1.98

Motives	Always	Sometimes	Scarcely	No
Category	3.25	4	2.5	3.25
			1.75	2.5
			1	1.75

The results of Table (8) indicate that the most prominent motives of young people in following the events of the Iraqi league through social networking sites are watching sports videos and pictures in the first place with a percentage weight (86.5%), and in the second place came the motive (following up on the activities of the team I encourage) with a percentage weight (83.8%) while the motive (getting to know the news of sports clubs) came in third place with a percentage weight of (83.5%). These results reveal to us the great and important role of social networking sites in providing young people with the latest videos, photos, information and news about sporting events.

Table (9). Distribution of respondents according to their gratifications as a result of their use of social networking sites to follow the events of the Iraqi League

S	Gratifications	Always		Sometimes		Scarcely		No		Mean	SD	weight percentile	T-TEST	sample direction	Rank question
	Degree	4		3		2		1							
		K	%	K	%	K	%	K	%						
1	Increasing my interest in my favorite team and league competitions	71	59.1%	33	27.5%	10	8.3%	6	5%	3.41	0.85	85.2%	11.77	Always	2

2	Increasing my skills in following up and analyzing the events of the Iraqi League	69	57.5%	40	33%	7	5.8%	4	3.3%	3.45	0.75	86.3%	13.80	Always	1
3	Raising the level of my sports culture	66	55%	39	32.5%	9	7.5%	6	5%	3.38	0.83	84.4%	11.54	Always	3
4	Satisfying the love of entertainment and spending free time	61	50.8%	48	40%	5	4.1%	6	5%	3.37	0.79	84.2%	12.05	Always	4
5	Help me to discuss with sports specialists	54	45%	50	41.6%	11	9.1%	5	4.1%	3.25	0.77	81.3%	11.15	Always	5
6	Let me express my sports opinions freely	45	37.5%	50	41.6%	12	10%	13	10.8%	3.13	0.90	78.2%	7.31	Sometimes	6
7	Strengthening my relationships with athletes	40	33.3%	48	40%	20	16.6%	12	10%	2.97	0.95	74.2%	5.37	Sometimes	7
8	Reducing work and life stress	23	19.1%	60	50%	17	14%	20	16.6%	2.72	0.96	67.9%	2.46	Sometimes	8

Degree of freedom = 119 at the tabular level = 5% T-TEST = 1.98

Gratifications	Always	Sometimes	Scarcely	No
Category	3.25	4	2.5	3.25
	1.75	2.5	1	1.75

The results of Table (9) indicate that the most prominent gratifications achieved for university youth from their follow-up to the events of the Iraqi league through social networking sites came in the first place (increasing my skills in following up and analyzing the events of the Iraqi league) and with a weight percentage (86.3%), and in the second place came the satisfaction (increasing my interest in my team Favorite and league competitions) with a percentage weight (85.2%) and in the third place (Raising the level of my sports culture) with a percentage weight (84.4%).

Table (10). Distribution of respondents according to the most attractive sports pages for them in following the events of the Iraqi League

S	Sports pages	Repeat	Percentage	Ranked
1	TV channel pages	78	65%	First

2	local league pages	56	46.6%	Second
3	Sports club pages	44	36.6%	Third
4	Players Profile	37	30.8%	Fourth
5	Specialized sports pages	24	20%	Fifth
6	Sports Journalists Pages	20	16.6%	Sixth
7	Football Association Pages	18	15%	Seven
8	Government website pages	9	7.5%	Eighth

It is clear from the results of Table (10) that the most attractive sports pages on social networking sites for university youth are (TV channel pages), as they came in the first rank (65%) and in the second rank (Local League pages) with (46.6%) In the third place are sports club pages, with a percentage of (36.6%), while (players' personal pages) in the fourth place, with a percentage of (30.8%), and in the fifth place (specialized sports pages) with a percentage of (20%), and in the sixth place (Pages of sports journalists) with a percentage of (16.6%), and in the seventh place (Pages of the Football Association) with a percentage of (15%) and in the last place came (pages of government websites) with a percentage of (7.5%).

Table (11). Distribution of respondents according to their level of interaction with the events of the Iraqi league through social networking sites

S	Interaction level	Repeat	Percentage	Ranked
1	Always	82	68.3%	First
2	Sometimes	22	18.3%	Second
3	Rarely	16	13.3%	Third
	Total	120	100%	

The results of Table (11) indicate that a large percentage of young people interact with the league's events through social media on a permanent basis, with a percentage of (68.3%), and in the second place came the category (sometimes) and by a percentage (18.3%), and in the third place came the category (sometimes, rarely) and a percentage (13.3%).

Table (12). Distribution of respondents according to the forms of their interaction with the events of the Iraqi league through social networking sites

S	Forms of interaction	Repeat	Percentage	Ranked
1	All of the above	83	69.1%	First
2	write comments	15	12.5%	Second
3	Like sign	14	11.6%	Third
4	share work	8	6.6%	Fourth
	Total	120	100%	

The results of Table (12) indicate a large percentage of young people who use all forms of interaction with sports events that they follow through social networking sites, as (69.1%) of the sample confirmed that they use the options of comments, likes and participation while interacting with events, while (12.5%) are satisfied with comments only to express their interaction with sports events, and a percentage (11.6%) uses the feature of admiration to interact with events, and in the last rank is the category that uses the feature to participate in interaction with the events of the Iraqi League.

Table (13). Distribution of respondents according to the repercussions of their interaction with the events of the Iraqi League through social networking sites

S	Reflections	Repeat	Percentage	Ranked
1	Dialogue with users via comments	67	55.8%	First
2	Interact with other users and posted content	33	27.5%	Second
3	Provide information about events that are of interest to me	18	15%	Third
4	other	2	1.6%	Fourth
	Total	120	100%	

It is clear from the results of Table (13) that the impacts of university youth interaction with sports events are represented in the first place (dialogue with users through comments) at a rate of (55.8%) and in the second place (interaction with other users and published content) at a rate of (27.5%). The paragraph (providing information about the events that fall within my interests) came in the third place with a percentage of (15%), and in the last place was the category (others) with a percentage of (1.6%).

Table (14). Distribution of respondents according to the most used media and with which they interact through social networks

S	Media used	Repeat	Percentage	Ranked
1	video clips	90	75%	First
2	Pictures	55	45,8%	Second
3	audio clips	22	18%	Third

The results of Table (14) indicate that the most media that young people interact with on social networking sites of a sports nature are (video clips), as it came in the first place with a rate of (75%) and in the second place came (photos) with a rate of (45.8%). The audio clips came last with a rate of (18%).

Research results

1. Most university students regularly use social networking sites, with a percentage of 92.5%.
2. (59.1%) of university youth spend more than 6 hours a day using social networking sites, and this result indicates that some of them have reached the stage of addiction in use in particular, and that most research and studies confirm that the use of the Internet for more than 38 hours per week A person enters the stage of addiction
3. University students largely follow the events of the Iraqi Football League through social networking sites, at a rate of 54.1%
4. Facebook is the most used social networking site by university students to obtain information about the events of the Iraqi League, and in the second place is the Instagram application
5. Sports club news is the most prominent sports topic that university students follow through social networking sites, and in the second place is the live broadcast of matches.
6. The most prominent motives of university youth to follow the events of the Iraqi league through social networking sites are watching sports videos and photos with a percentage weight (86.5%), and in the second place came the motive of following the activities of the teams they encourage
7. The increase in skill in analyzing the events of the Iraqi league is the most prominent gratification achieved for university students as a result of their follow-up to the

events of the Iraqi league through social networks, with a percentage weight of (86.3%).

8. The TV channel pages on social networking sites are the most attractive to university youth, by 65%, and the local league accounts on social media are in second place.
9. A large percentage of university youth, amounting to 68.3%, interact with the events of the Iraqi League while following social networking sites
10. A large percentage of university youth (69.1%) use all forms and levels of interaction (comments, likes, participation) while they follow the sports media content of the Iraqi League through social networking sites.
11. The dialogue with users through the comments is the most important reflection of the university youth's interaction with the events of the Iraqi League through social networking sites.
12. Most university youth, 75% of whom are university students, interact with videos as one of the tools used in sports media content.

Recommendations

1. Providing all available capabilities and means to work for purposeful sports media
2. The need for there to be communication by workers and those in charge of sports communication sites with the public and to provide them with information about any topic that is raised with accuracy and transparency and take their opinions out of the public interest and constructive criticism and not as a matter of personal and intentional abuse
3. Emphasis on the necessity of employing the media for social networking sites and benefiting from them as a means of identifying the most important interests of the public within the framework of the interactive relationship that develops between the public and the new media.

References

1. Alsaid Ahmed Mustafa Omar, Scientific Research: Its Concept, Procedures and Methods, 3rd Edition, Kuwait, Al Falah Library for Publishing and Distribution, 2008, p. 211.
2. Samir Muhammad Hussein, Media Research: Foundations and Principles, Cairo, World of Books, 1992, pg. 147.
3. Abdul-Jawad Al-Hais, Social interaction through social networking sites and its social repercussions on university youth, Muscat, Sultan Qaboos University, 2012
4. Zinedine Boukhari, The Role of Written Sports Media in Covering Sports Events, Mohamed Boudiaf University, Faculty of Sports Science and Techniques, Department of Sports Media and Communication, 2017.
5. Muhammad Zakaria Khaif, The Role of Sports Media in Spreading Sports Culture among Algerian Youth, Unpublished Master's Thesis, Oum El Bouaghi University, Faculty of Humanities and Social Sciences, Department of Humanities, p. 103.
6. Bashir Al-Alaq, Communication: An Integrated Introduction, Amman, Dar Al-Yazuri Scientific Publishing, 2011, p. 81.
7. Bruce Garrison ,Online information use in newsrooms Alongitudinal Diffusion study ,apaper presented to the newspaper division,Association for education in Journalism and mass communication 2000,p18.
8. Melvin Devler, Sandra Rokich, Media Theories, translated by Kamal Abdel Raouf, Cairo, International House for Publishing and Distribution, 1991, p. 300

9. Ahmed Ali Saad, University students' uses of communication technology and the gratifications achieved from it, unpublished master's thesis, Benha University, Faculty of Education, Department of Educational Media, 2012, p. 66
10. Mohamed Abdel Hamid, Media Theories and Influence Trends, 2nd Edition, Cairo, World of Books, 2003, p. 22
11. Hassan Imad Makkawi, Laila El-Sayed, Communication and its Contemporary Theories, Beirut, Egyptian Lebanese House, 2006, p. 241
12. Hassanein Shafiq, Interactive Media, Cairo, Dar Fikr wa Fann for printing, 2010, p. 7
13. Hassanein Shafiq, a former source,
14. Mustafa Youssef Kafi, Interactive Media, Amman, Dar Al-Hamid, 2016, p. 34
15. Feryal Muhanna, Communication Sciences and Digital Societies, Cairo, Dar Al-Fikr Contemporary, 2002, p. 417
16. Magdy Muhammad Abu al-Atta, The Basic Reference for Internet Users, Cairo, The Arab Library for Computer Science, 2000, p. 147
17. Saeed Muhammad Ghareeb Al-Najjar, Interactivity in Arab Newspapers on the Internet, International Conference (New Technology for a New World), 7-8 April 2009, available at the link <http://www.nmconf.uob.edu.bh/research>.
18. Fadela Toumi, Interactivity and its means in Algerian television, unpublished MA thesis, University of Algiers, Faculty of Sciences and Communication, 2000, p. 43
19. Naha El-Sayed Abdel-Moaty, Citizen Journalism towards a New Communication Style, Emirates, Dar Al-Kitab Al-Jami, 2015, p. 78
20. Ahmed Abdel Ghaffar Bassiouni, The New Digital Media, Alexandria, University Youth Foundation, 2018, p. 74
21. Saad bin Muharib Al-Muharib, The New Media in Saudi Arabia, Kuwait, Jadaal for Publishing and Distribution, 2011, p. 113
22. Nick Koldry, Social Media Networks and Media Practices, translated by Heba Rabie, Cairo, Arab Thought House, 2014, p. 187
23. Ali Abdel-Fattah Kanaan, Sports Media, Amman, Dar Al-Yazuri, 2014, p. 129
24. Abdul Razzaq Al-Dulaimi, Specialized Media, Amman, Dar Al-Yazuri, 2015, p. 93
25. Adeeb Khaddour, Sports Media: A Practical Study of Sports Editing in the Press, Radio, Television, Damascus, Media Library, 1994, pg. 77
26. Rajhi Saber, The Effect of Visual Sports Media on the Development of Sports Culture for Secondary School Students, Unpublished Master's Thesis, Muhammad Kheider University, College of Humanities and Social Sciences, Department of Physical Education, 2012, p. 24
27. Issa Al-Hadi, Suleiman Lawson, Sports Media System, Cairo, Dar Al-Kitab Al-Hadith, 2015, p. 53.
28. Khair El-Din Ali Owais, Atta Hassan Abdel Rahim, Sports Media, Cairo, Al-Kitab Publishing Center, 1998, p. 29.
29. Khair Al-Din Al-Owais, Hassan Atta Abdel Rahim, previous source, p. 33
30. The same source as the previous one, p. 66
31. Zainuddin Bukhari, The Role of Written Sports Media in Covering Sports Events, pg. 200.