Role of Electronic Media and Mobile Technology in Sports

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Abstract

Sports and mass media enjoy a very symbiotic relationship in Society. An activity which is governed by a set of rules and custom and often engaged in competitively is called as Sports. Sports commonly referred to activities were the physical capabilities of the competitor are the sole or primary determinant of the outcome (winning or losing), but the term is also used to include activities such as mind sports and motor sports. One university went as far as banning the use of social media sites for its players. Using Twitter is relatively more private than the use of Facebook, being that pictures, schools, dating status and names are listed on an individual's Facebook page. It is difficult to tell what a "friend" really is on Facebook, and this is a direct issue for NCAA athletes. Universities have adopted policies to limit the amount of information to be posted on a Facebook page. The video game industry is an almost ten billion dollar a year industry in America. There has always been competition between video game manufacturers to find the next best thing in order to be more profitable than the competition. New media has opened a brand new door in the sports video gaming world with the emergence of the internet and with video game consoles' ability to connect to the internet.

Keywords: Media, Sports, Internet, Facebook, Twitter, mobile.

Introduction

Media plays an important in sports. Media is universal, and has many branches which flows each part of the world. In the world of technology boon electronic media is no exceptions. The point that is being made in this paper is to show how Electronics media important to the progress of sports and how it promotes sports within a society through mass communication.

Media are essential agents of social change, and the specific kind of social change they are expected to help accomplish in the transition to new look towards physical education and sports, in some cases, to different social relationships. With the advancement of science and technology a revolutionary change has taken place in the field of Media and Information Technology. New technology has enabled fans and clubs to create their websites and has provided fans with a better experience. In addition to being able to go on your mobile phones and browse the internet for information about your favorite teams, there has also been the recent emergence of applications like ESPN mobile. ESPN mobile, also known as ESPN MVP, is a mobile phone application that allows sports fans to view highlights and stats about their favorite players as well as teams. It covers sports from all over the world and is one of the most up-to-date networks for sports in the entire world For all of the good that comes out of sports figures using social media to interact with fans, it is just as much a liability, particularly in the eyes of school programs or the league in which they play in. Many players, coaches, and owners tend to post tweets that can get them into trouble soon after. It is difficult to count how many times a sports figure has had to publicly apologize for a tweet. Leagues go as far as fining players for

such acts. Characteristic features of humanity and its various faculties like memory, imagination, observation, reasoning etc.

Types of Media and Technological devices

Print media, eg. Newspapers, books, journals pamphlets, Banners etc.

Electronics Media, e.g, radio, television, cell phones, satellite channel, etc.

Computer device, which can be seen at any house commonly.

Mass storage devices, which are used for data storage, Entertainment, etc.

Tablet P.Cs, a mini, handy computer device popularly known as TAB is very famous among all ages of people.

Internet, the world of knowledge on a single click, through which one can connect to other in a second.

Whether you are watching your favorite team play from your home, at the sports UFO telecast in cinema hall or among 10,000 screaming fans at the stadium, each environment will give you a different experience. Researchers at the University of Glasgow are working on ways to connect those three different environments of fans and customize the use of technology within each setting. "People watching at home don't feel part of the game, but have the advantage of being able to choose services such as viewing footage from different camera angles or even catching up on a different game," said project leader Matthew Chalmers. "We are exploring how to let people interact at a game, such as by sharing video clips, pictures, or even footage of their favorite goals using something like a Bluetooth network." scientists are partnering with Microsoft's Socio-Digital Systems research group in Cambridge and Arup, a global developer of sports venues including the Beijing National Stadium, to develop the "augmented stadium" which will combine the use of mobile technology with the fan experience.

To understand how spectators interact with the game, the researchers will first observe and record fans, looking for opportunities where technology could enhance the experience. Combining sociology of sport concepts with crowd interaction research, the team hopes to discover the patterns of communication that may be possible. Designing for "crowd-centric computing" includes not only the experience of each fan, but also the experience of the crowd as a whole. Fan to fan, fan to crowd and fan to team communications could all be enhanced with the right technology.

In present world, media influences every activities and sport is no exception. In order to make use of media for popularizing various sports activities and motivating young masses and children to participate more and more in various games and sports, a systematic and well planned strategy is required. With this strategy, we may increase number of viewers of various sports and games being telecast, live or recorded, and number of persons having up- to-date information of the different aspects of games and sports. Such strategy provides information about various games and sports institutes, coaching camps, clubs and association of individual games devoted to prepare good player, rules of games, coaching and such activities which encourage participation of young people and children in various games. Media should also highlight success stories of a good player by not glamorizing them but by introducing the hard task they put in for achieving their targets. As far as sports and games are concerned, the media, specially the electronic media, should act as a teacher and a fellow partner.

Applications like Major League Baseball's *At Bat 2009*, an iPhone/iPod app that will include in-game video and audio along with updated stats, scores and news, are the first step towards live interactive information.

Chalmers considers those applications as complementary to his research. "I see them as 'more of the same' in that they are examples of the traditional norm of 'official' content providers distributing their information their way.

3G and Wi-Fi

In an interview with *The Scotsman*, Stuart Reeves, another researcher on the Glasgow team, explained: "The idea is to give some power back to sports fans, so they can share information and make their own record and analysis of matches and get more out of the experience. We will then use this information to design data-sharing applications which enable photo-sharing and blogging in real time, using Wi-Fi, GPS and 3G,technology."
Of course, trying to connect thousands of mobile device users in a small geographic space, like a stadium, presents a technical challenge. While some of the team's prototype applications have relied on 3G or Wi-Fi technology, Chalmers is also considering the concept of mobile ad-hoc networks, or MANETs.

These networks rely on each wireless device to be a receiver and a router, so that a network can be instantly built between devices without the support of a central infrastructure. "This will allow fans to make use of their own commodity phones to have a kind of independent communication infrastructure to do their own thing on -- and avoid many of the problems of limited bandwidth provided locally and commercially," Chalmers said. "They can use that infrastructure in the stadium.

Conclusion:
The revolution in information technology and media technology takes sports in to new direction. Physical education and sports has become popular & hold major place in sports industry shaped society. Physical education and sports make the people aware about physical health education, games & sports.

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