



Research Proposal for Dissertation

The Role of Social Media in Shaping Public Opinion on Sports: A Study of the Impact of Social Media on Public Discourse and Attitudes towards Sports- related Issues

Louai Al-Jeerani

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Dr. Mahitab Elrafii

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Introduction

Social media has become an integral part of our daily lives, with over 4.2 billion active social media users worldwide as of January 2021 (Statista, 2021). In recent years, social media has gained significant traction in the sports industry, with more and more fans and sports enthusiasts relying on social media platforms to stay updated on the latest sports news, events, and discussions. In fact, a survey conducted by Nielsen Sports (2018) found that 45% of sports fans worldwide use social media to follow their favorite sports teams and athletes.

The impact of social media on sports-related issues is a topic of growing interest, as it has the potential to shape public opinion on various sports-related matters. Sports organizations, athletes, and fans alike are leveraging the power of social media to engage with their audiences, promote their brands, and influence public discourse on sports-related issues. For example, a study conducted by Facebook IQ (2018) found that 60% of sports fans on Facebook and Instagram follow sports-related accounts to stay up-to-date on the latest news and events.

This research aims to investigate the role of social media in shaping public opinion on sports, with a particular focus on the impact of social media on public discourse and attitudes towards sports-related issues. The study will explore how social media is being used in the sports industry in different countries around the world, with a specific emphasis on Saudi Arabia.



Despite the growing popularity of sports in Saudi Arabia, there is limited research on the role of social media in shaping public opinion on sports-related issues. This study aims to fill this gap by investigating the impact of social media on public discourse and attitudes towards sports-related issues in Saudi Arabia.

The study will employ a mixed-methods approach, combining qualitative and quantitative data collection methods, to gather data from sports fans, athletes, and sports organizations in Saudi Arabia. The study will also compare the findings from Saudi Arabia to those from other countries around the world, to provide a global perspective on the role of social media in shaping public opinion on sports-related issues.

By exploring the role of social media in shaping public opinion on sports, this study aims to contribute to the growing body of literature on the impact of social media on various industries. The findings of this research will provide valuable insights into the impact of social media on public opinion towards sports-related issues, and will be of interest to sports organizations, policymakers, and academics in Saudi Arabia and beyond.



Literature Reviews

Several international studies have investigated the impact of social media on sports-related issues. Gibbs and Sanderson (2013) found that social media had transformed the way fans consumed and interacted with sports content, enabling them to engage in discussions and debates about sports-related issues. Hambrick and Mahoney (2011) explored the impact of social media on sports journalism and found that social media had become a primary source of news and information for sports fans. Kim and Jeong (2017) found that social media was an effective tool for sports organizations to connect with fans and promote their brand, enabling them to reach a wider audience and increase their revenue.

When it comes to Saudi Arabia, social media has become a critical platform for shaping public opinion on sports-related issues in the country. In a study by Al-Rodhan (2013), it was found that social media had become a popular platform for fans to engage with sports-related content, share their opinions, and connect with other fans and athletes. Alzahrani and Alqahtani (2014) examined the impact of social media on sports journalism in Saudi Arabia and found that social media had become a primary source of news and information for sports fans. Alshammari and Al-Ahmari (2016) explored the impact of social media on the consumption of sports-related content in Saudi Arabia and found that social media had significantly changed the way fans consumed and interacted with sports content.

Alhawiti and Almohiy (2018) examined the impact of social media on the fan experience in Saudi Arabian football and found that social media had enabled fans to interact with each other and with the team, creating a



more engaging and immersive fan experience. Alghamdi et al. (2019) investigated the impact of social media on the marketing of sports events in Saudi Arabia and found that social media had become an essential platform for promoting and marketing sports events.

More recently, Al-Rodhan (2019) examined the sociopolitical influence of social media on sports-related issues in Saudi Arabia, finding that social media had become a platform for discussion and debate on a range of social, political, and cultural issues related to sports. Alqarni and Alqahtani (2021) investigated the influence of social media on sports-related discussions and debates in Saudi Arabia and found that social media had become an important platform for fans to express their opinions and engage in discussions about sports-related issues. Almalki and Alzahrani (2021) examined the impact of social media on the branding of sports teams in Saudi Arabia and found that social media had enabled sports teams to connect with fans, promote their brand, and increase their revenue.

Overall, these literature reviews highlight the critical role that social media has played in shaping public opinion on sports-related issues in Saudi Arabia. They provide insight into how social media is being used by fans, athletes, and sports organizations to engage with sports-related content and promote their brand, as well as how social media has transformed the way fans consume and interact with sports content.

Social media has become an increasingly important aspect of daily life in Saudi Arabia. According to a report by the global marketing agency We Are Social and social media management platform Hootsuite, as of January



2021, there were 22.7 million active social media users in Saudi Arabia, with a penetration rate of 64% (We Are Social & Hootsuite, 2021). The most popular social media platforms in Saudi Arabia include YouTube, WhatsApp, Facebook, Twitter, and Instagram (We Are Social & Hootsuite, 2021).

Social media is used by Saudis for a variety of purposes, including socializing, entertainment, and staying informed about news and current events (Al-Rodhan, 2019). Social media is also used as a platform for discussion and debate on a range of social, political, and cultural issues (Al-Rodhan, 2019). In the context of sports, social media has become an important platform for fans to engage with sports-related content, share their opinions, and connect with other fans and athletes.

Social media is a popular platform for sports-related content in Saudi Arabia, with many fans using social media to stay updated on the latest news and developments related to their favorite sports and teams (Al-Rodhan, 2019). Social media has also enabled fans to engage in discussions and debates about sports-related issues, and to connect with other fans and athletes from around the world (Al-Rodhan, 2019).

In addition to fan engagement, social media has also become an important platform for sports organizations to connect with fans and promote their brand. For example, the Saudi Arabian Football Federation (SAFF) has a strong presence on social media, with active accounts on platforms such as Twitter and Instagram (SAFF, n.d.). The SAFF uses social media to share news and updates about the Saudi Arabian national football team, as well as to promote events and engage with fans.



Overall, social media has become an integral part of the sports landscape in Saudi Arabia, providing fans with unprecedented access to real-time updates and enabling them to engage in discussions with other fans, athletes, and sports organizations.

In my opinion the literature reviews presented provide valuable insights into the impact of social media on sports-related issues in Saudi Arabia. The studies suggest that social media has transformed the way fans consume and interact with sports content, enabling them to engage in discussions and debates about sports-related issues, and connect with other fans and athletes. It has also become a primary source of news and information for sports fans, and an important platform for sports organizations to connect with fans and promote their brand.

The studies also highlight the critical role that social media has played in shaping public opinion on sports-related issues in Saudi Arabia. They indicate that social media has become a platform for discussion and debate on a range of social, political, and cultural issues related to sports. This suggests that social media has the potential to influence public opinion on sports-related issues in the country.

The fact that there are over 22.7 million active social media users in Saudi Arabia, according to the report by We Are Social and Hootsuite, underscores the importance of social media in the country. The report also indicates that social media is used by Saudis for a variety of purposes, including socializing, entertainment, and staying informed about news and current events, which points to its widespread use.



Overall, the literature reviews presented provide a comprehensive understanding of the impact of social media on sports-related issues in Saudi Arabia, and suggest that social media has become an integral part of the sports landscape in the country.

Problem of the study

The problem of this research study is to investigate the impact of social media on shaping public opinion on sports-related issues. Specifically, the study aims to examine the role of social media in influencing public discourse and attitudes towards sports-related content in Saudi Arabia. The research seeks to explore how social media has transformed the way fans consume and interact with sports content, and how it has affected the branding of athletes and sports organizations. Furthermore, the study aims to determine the impact of social media on revenue generation in the sports industry. By providing a comprehensive understanding of the role of social media in shaping public opinion on sports-related issues, this research aims to contribute to the literature on sports communication and inform sports organizations on how to leverage social media to enhance fan engagement, promote their brand, and increase revenue.



Importance of the study

The study of the impact of social media on public opinion on sports-related issues in Saudi Arabia is important for several reasons:

1. Enhancing understanding: This research will contribute to a deeper understanding of the role of social media in shaping public opinion on sports-related issues in Saudi Arabia. By examining the impact of social media on fan engagement, athlete and sports organization branding, and revenue generation, the study will provide valuable insights into the ways in which social media has transformed the sports industry.
2. Informing decision-making: The findings of this research will inform the decision-making of sports organizations in Saudi Arabia. By providing an understanding of the impact of social media on fan engagement, athlete and sports organization branding, and revenue generation, the study will help sports organizations to make informed decisions about how to leverage social media to enhance their brand and increase revenue.
3. Addressing a knowledge gap: Despite the widespread use of social media in Saudi Arabia, there is limited research on the impact of social media on public opinion on sports-related issues in the country. This research will address this knowledge gap by providing a comprehensive understanding of the role of social media in shaping public opinion on sports-related issues in Saudi Arabia.



4. Supporting industry growth: By providing insights into how social media can be leveraged to enhance fan engagement, promote athlete and sports organization branding, and increase revenue in the sports industry in Saudi Arabia, this research has the potential to support the growth of the industry.

Overall, the study of the impact of social media on public opinion on sports-related issues in Saudi Arabia is important because it has the potential to contribute to a deeper understanding of the role of social media in the sports industry, inform decision-making by sports organizations, address a knowledge gap, and support industry growth.

Objectives of the study

The objective of this study is to investigate the impact of social media on shaping public opinion on sports-related issues in Saudi Arabia. Specifically, the study aims to:

1. Examine the role of social media in influencing public discourse and attitudes towards sports-related content in Saudi Arabia.
2. Determine the impact of social media on fan engagement and the way fans consume and interact with sports content.
3. Evaluate the impact of social media on athlete and sports organization branding in Saudi Arabia.
4. Determine the impact of social media on revenue generation in the sports industry in Saudi Arabia.
5. Provide insights into how social media can be leveraged to enhance fan engagement, promote athlete and sports organization branding, and increase revenue in the sports industry in Saudi Arabia.



Overall, the objective of this study is to provide a comprehensive understanding of the impact of social media on public opinion on sports-related issues in Saudi Arabia, and to inform the sports industry on how to leverage social media to enhance fan engagement, promote branding, and increase revenue.

Study questions

Here are the study questions:

1. To what extent does social media influence public discourse and attitudes towards sports-related issues in Saudi Arabia?
2. How has social media impacted fan engagement with sports-related content in Saudi Arabia?
3. What are the effects of social media on athlete and sports organization branding in Saudi Arabia?
4. How does social media impact revenue generation in the sports industry in Saudi Arabia?
5. What are the best practices for leveraging social media to enhance fan engagement, promote athlete and sports organization branding, and increase revenue in the sports industry in Saudi Arabia?

These study questions will be instrumental in guiding the research process and generating data that will provide valuable insights into the role of social media in shaping public opinion on sports-related issues in Saudi Arabia.

Study concepts

Here are the concepts that are included in the topic:



1. Social Media: Refers to online platforms and tools that allow users to create, share, and exchange information, opinions, and content.
2. Public Opinion: Refers to the views, beliefs, and attitudes held by the general public on a particular topic or issue.
3. Sports: Refers to physical activities and games that are organized, competitive, and involve skill and physical exertion.
4. Shaping: Refers to the influence or impact that social media has on public opinion on sports-related issues.
5. Study: Refers to an organized and systematic attempt to investigate a particular issue or problem, using a research methodology and data analysis.
6. Impact: Refers to the effect that social media has on public discourse and attitudes towards sports-related issues.
7. Public Discourse: Refers to the conversations, debates, and discussions that take place in the public sphere on a particular issue or topic.
8. Attitudes: Refers to the general opinions, feelings, and beliefs that people hold towards a particular issue or topic.

Study hypotheses and assumptions

Here are the study hypotheses and assumptions:



Hypotheses:

1. The use of social media positively correlates with increased fan engagement with sports-related content in Saudi Arabia.
2. Social media has a significant impact on shaping public opinion on sports-related issues in Saudi Arabia.
3. The use of social media positively affects athlete and sports organization branding in Saudi Arabia.
4. Social media has a significant impact on revenue generation in the sports industry in Saudi Arabia.
5. Effective use of social media can enhance fan engagement, promote athlete and sports organization branding, and increase revenue in the sports industry in Saudi Arabia.

Assumptions:

1. The study assumes that the sample of participants is representative of the broader population of sports fans in Saudi Arabia.
2. The study assumes that the data collected is accurate and reliable.
3. The study assumes that social media use among sports fans in Saudi Arabia is widespread and varied.
4. The study assumes that the impact of social media on public opinion on sports-related issues is significant in Saudi Arabia.
5. The study assumes that the findings of this research will be relevant and applicable to the sports industry in Saudi Arabia.



The theoretical framework

The theoretical framework for this study is based on several key concepts, including social media, public opinion, sports, and branding. The framework draws on the social constructionist perspective, which suggests that social reality is constructed through the interactions and interpretations of individuals within a specific social context (Alshahrani, 2021).

Social media is a key concept in this framework, as it has become a primary means of communication and information-sharing in modern society. Social media platforms have enabled individuals to connect with others, share their opinions and thoughts, and engage with content related to their interests, including sports.

Public opinion is another important concept in this framework, as it refers to the attitudes and beliefs of individuals within a particular society or community. Public opinion can be shaped by a range of factors, including social media, traditional media, personal experiences, and social norms (Alshahrani, 2021).

Sports are also a key concept in this framework, as they are a significant part of modern society and culture. Sports bring people together, promote physical activity, and generate significant economic activity through revenue generated by athletes, sports organizations, and other stakeholders (Alshahrani, 2021).

Finally, branding is a critical concept in this framework, as it refers to the way in which athletes and sports organizations present themselves to the public. Branding can be influenced by a range of factors, including social media use, fan engagement, and public opinion (Alshahrani, 2021).



Through this theoretical framework, the study aims to examine the ways in which social media use and engagement with sports-related content shape public opinion on sports-related issues in the Eastern Province of Saudi Arabia, with a particular focus on male and female sports fans aged 15-50. The framework will be used to guide the development of research questions, the collection and analysis of data, and the interpretation of findings (Alshahrani, 2021).

The methodological framework of the study

Research Design:

The study will employ a mixed-methods research design, which will involve both quantitative and qualitative data collection methods. This design will allow for a comprehensive understanding of the impact of social media on public opinion on sports-related issues in Saudi Arabia.

Data Collection:

The study will collect data through the following methods:

1. Online Surveys: The study will conduct online surveys to collect quantitative data on the use of social media by sports fans in Saudi Arabia, the impact of social media on fan engagement with sports-related content, and the effects of social media on athlete and sports organization branding. The survey will be distributed through social media platforms and other relevant channels.
2. Interviews: The study will conduct semi-structured interviews with key stakeholders in the sports industry in Saudi Arabia, including athletes, sports organizations, and social media influencers. The



interviews will explore the impact of social media on revenue generation in the sports industry and the best practices for leveraging social media to enhance fan engagement and promote branding.

3. Content Analysis: The study will conduct content analysis of social media posts related to sports in Saudi Arabia, including posts from fans, athletes, and sports organizations. The analysis will explore the framing of sports-related issues on social media and the impact of social media on public discourse and attitudes towards sports-related issues.

Data Analysis:

The study will use both quantitative and qualitative data analysis techniques to analyze the data collected.

The quantitative data will be analyzed using descriptive statistics, correlation analysis, and regression analysis.

The qualitative data will be analyzed using content analysis and thematic analysis.

Ethical Considerations:

The study will follow ethical guidelines for research involving human subjects, including obtaining informed consent from participants and ensuring the confidentiality and anonymity of participants. Additionally, the study will ensure that the data collected is accurate and reliable.

Overall, the methodological framework for this study will employ a mixed-methods research design and collect data through online surveys, interviews, and content analysis. The data will be analyzed using both quantitative and qualitative data analysis techniques, and ethical considerations will be followed throughout the research process.



Data collection tools and study measures

Data Collection Tools:

1. Online Surveys: The study will use online surveys to collect quantitative data on the use of social media by sports fans in Saudi Arabia, the impact of social media on fan engagement with sports-related content, and the effects of social media on athlete and sports organization branding. The survey will be developed using an online survey platform such as SurveyMonkey or Qualtrics.
2. Interviews: The study will use semi-structured interviews to collect qualitative data from key stakeholders in the sports industry in Saudi Arabia, including athletes, sports organizations, and social media influencers. The interviews will be conducted in-person or remotely using video conferencing software such as Zoom or Skype.
3. Content Analysis: The study will use content analysis to analyze social media posts related to sports in Saudi Arabia. The posts will be collected using social media listening tools such as Hootsuite or Sprout Social.

Study Measures:

1. Social Media Use: The survey will include questions to measure the frequency and types of social media used by sports fans in Saudi Arabia, including Facebook, Twitter, Instagram, and Snapchat.
2. Fan Engagement: The survey will include questions to measure fan engagement with sports-related content on social media, including the frequency of social media use for sports-related purposes, the



types of sports-related content consumed on social media, and the level of interaction with social media posts related to sports.

3. Branding: The survey will include questions to measure the impact of social media on athlete and sports organization branding, including the level of awareness and perception of athletes and sports organizations on social media.
4. Public Discourse and Attitudes: The content analysis will measure the framing of sports-related issues on social media, including the tone and sentiment of social media posts related to sports, and the impact of social media on public discourse and attitudes towards sports-related issues.
5. Revenue Generation: The interviews will measure the impact of social media on revenue generation in the sports industry in Saudi Arabia, including the use of social media for sponsorships and advertising.

Overall, the data collection tools and study measures will be used to collect quantitative and qualitative data on the impact of social media on public opinion on sports-related issues in Saudi Arabia.



Study areas

The impact of social media on public opinion on sports-related issues among male and female sports fans aged 15-50 in the Eastern Province of Saudi Arabia: This study area will explore the overall impact of social media on public opinion on sports-related issues among male and female sports fans aged 15-50 in the Eastern Province of Saudi Arabia, including social media use by sports fans in the region, fan engagement with sports-related content on social media, the impact of social media on athlete and sports organization branding, public discourse and attitudes towards sports-related issues on social media, and revenue generation in the sports industry through social media. The study will use a mixed-methods research design and collect both quantitative and qualitative data through online surveys, interviews, and content analysis, specifically targeting male and female sports fans aged 15-50 in the Eastern Province. The data will be analyzed using both quantitative and qualitative data analysis techniques, and ethical considerations will be followed throughout the research process.

Overall, this study area will provide a comprehensive understanding of the role of social media in shaping public opinion on sports-related issues among male and female sports fans aged 15-50 in the Eastern Province of Saudi Arabia and will have practical implications for athletes, sports organizations, and other stakeholders in the sports industry in the region.



Proposed statistical measures and tests to be used

Here are the proposed statistical measures and tests that I will use to analyze the data collected in the study:

1. Descriptive statistics: Descriptive statistics will be used to summarize the characteristics of the sample, including measures such as mean, median, standard deviation, and range.
2. Correlation analysis: Correlation analysis will be used to examine the relationship between variables, such as the relationship between social media use and fan engagement with sports-related content.
3. Regression analysis: Regression analysis will be used to examine the relationship between a dependent variable, such as public opinion on a sports-related issue, and one or more independent variables, such as social media use, fan engagement, and athlete or sports organization branding.
4. Factor analysis: Factor analysis could be used to examine the underlying factors that contribute to public opinion on sports-related issues in the Eastern Province of Saudi Arabia.
5. Content analysis: Content analysis will be used to analyze social media posts related to sports in the Eastern Province of Saudi Arabia, including the tone and sentiment of social media posts related to sports, and the impact of social media on public discourse and attitudes towards sports-related issues.
6. Chi-Square tests: Chi-square tests could be used to examine the relationship between categorical variables, such as the relationship between gender and social media use for sports-related purposes.



7. T-tests and ANOVA: T-tests and ANOVA could be used to compare means between different groups, such as the mean level of fan engagement between male and female sports fans aged 15-50 in the Eastern Province of Saudi Arabia.

Overall, the proposed statistical measures and tests will be selected based on the research questions and the data collected and will be used to analyze the quantitative and qualitative data collected in the study.

Proposed outline according to the timeline

Here's the proposed outline for the research project according to the timeline:

1. Research proposal development: June 17-July 15
 - Develop research questions and objectives
 - Develop a research design and methodology
 - Develop a data collection plan
 - Develop a proposal and submit it for approval before July 15

If the proposal gets approved, then the plan will be like the following:

2. Data collection: July 23-August 1
 - Develop and distribute online surveys
 - Conduct semi-structured interviews with key stakeholders
 - Collect social media data through content analysis



- Ensure data quality and accuracy
3. Data analysis: August 2-6
 - Conduct descriptive statistics to summarize the sample characteristics
 - Conduct correlation and regression analysis to examine the relationship between variables
 - Conduct factor analysis to examine underlying factors
 - Conduct content analysis to analyze social media posts
 - Conduct statistical tests to compare means between different groups
 4. Findings and results: August 7-8
 - Analyze and interpret the data collected
 - Draw conclusions based on the findings
 - Write up the results section of the research report
 5. Discussion and implications: August 9-10
 - Discuss the implications of the findings
 - Discuss the limitations of the study
 - Discuss areas for future research
 - Write up the discussion and implications section of the research report
 6. Finalize research report: August 11
 - Edit and finalize the research report, then submitting the research report by the deadline of August 12



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Appendices of the study.

Informed Consent Form

Title of Study: Public Opinion on Sports-related Issues in the Eastern Province of Saudi Arabia

Principal Investigator:

Introduction:

You are being invited to participate in a research study. This form provides you with information about the study and your rights as a participant. Please read this form carefully and ask any questions you may have before agreeing to participate in the study.

Purpose of the Study:

The purpose of this study is to understand public opinion on sports-related issues in the Eastern Province of Saudi Arabia, with a particular focus on the perspectives and experiences of male and female sports fans aged 15-50. The study will explore the ways in which social media use and engagement with sports-related content shape public opinion on sports-related issues, such as athlete and sports organization branding, fan engagement, and public discourse.



Procedures:

If you agree to participate in this study, you will be asked to complete an online survey that will take approximately 15 minutes to complete. The survey will include questions about your social media use, fan engagement, and public opinion on sports-related issues. You will also be asked to participate in a semi-structured interview that will take approximately 15 minutes to complete. The interview will be conducted via a video call on Zoom or face to face. Additionally, social media posts related to sports in the Eastern Province of Saudi Arabia will be collected through content analysis.

Risks and Benefits:

There are no direct risks associated with participating in this study. However, you may feel uncomfortable answering certain questions or discussing certain topics during the interview. You may also experience some inconvenience or discomfort while completing the survey or participating in the interview. The benefits of participating in this study include contributing to a better understanding of public opinion on sports-related issues in the Eastern Province of Saudi Arabia, and the potential to inform and improve the sports industry in the region.

Confidentiality:

Your participation in this study will be kept confidential to the extent provided by law. Your responses will be assigned a unique ID number to protect your anonymity. The data collected in this study will be kept secure



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and will only be accessible to the research team. The results of the study will be reported in aggregate form and will not include any identifying information.

Voluntary Participation:

Participation in this study is completely voluntary. You may choose not to participate or may withdraw from the study at any time without penalty or loss of benefits to which you are otherwise entitled. If you choose to withdraw from the study, any data collected up to that point will be destroyed.

Consent:

I have read and understand the information provided above. I voluntarily agree to participate in this study and understand that I may withdraw at any time without penalty.

Participant's Signature: _____ Date: _____

Principal Investigator's Signature: _____ Date: _____



Interview Guide

Introduction:

Thank you for participating in this study. The purpose of this interview is to understand the impact of social media on public opinion on sports-related issues in Saudi Arabia. Your input is valuable, and we appreciate your time and effort. Before we begin, we would like to obtain your consent to participate in the study and record the interview for transcription and analysis purposes. Do you have any questions or concerns before we begin?

Section 1: Background Information

1. Can you please tell us about your role in the sports industry in Saudi Arabia?
2. How long have you been involved in the sports industry in Saudi Arabia?
3. Can you describe your experience with social media and how it has impacted your work in the sports industry?

Section 2: Social Media Use by Sports Fans in Saudi Arabia

4. How do sports fans in Saudi Arabia use social media to engage with sports-related content?
5. What social media platforms are most popular among sports fans in Saudi Arabia?
6. How has social media impacted fan engagement with sports-related content in Saudi Arabia?
7. What are the benefits and drawbacks of social media use by sports fans in Saudi Arabia?



Section 3: Impact of Social Media on Athlete and Sports Organization Branding

8. How do athletes and sports organizations in Saudi Arabia use social media to promote their brand?
9. What are the benefits and drawbacks of social media use for athlete and sports organization branding in Saudi Arabia?
10. How has social media impacted revenue generation in the sports industry in Saudi Arabia?

Section 4: Best Practices for Leveraging Social Media in the Sports Industry in Saudi Arabia

11. What are the best practices for leveraging social media to enhance fan engagement and promote athlete and sports organization branding in Saudi Arabia?
12. How can social media be used to address sports-related issues in Saudi Arabia, such as gender inequality or doping scandals?

Conclusion:

Thank you for your time and participation in this interview. Your insights are valuable and will contribute to the understanding of the impact of social media on public opinion on sports-related issues in Saudi Arabia. If you have any additional comments or suggestions, please feel free to share them with us.



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Survey Questionnaire

Introduction:

Thank you for participating in this study. The purpose of this survey is to understand the impact of social media on public opinion on sports-related issues in Saudi Arabia. Your input is valuable, and we appreciate your time and effort. Please read each question carefully and answer to the best of your ability.

Section 1: Demographic Information

1. What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

2. What is your gender?

- Male
- Female



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3. What is your highest level of education?

- High school diploma or less
- Some college or associate degree
- Bachelor's degree
- Master's degree or higher

Section 2: Social Media Use by Sports Fans in Saudi Arabia

4. Which social media platforms do you use to follow sports-related content? (Check all that apply)

- Facebook
- Twitter
- Instagram
- YouTube
- Snapchat
- TikTok
- Other (please specify)

5. How frequently do you use social media to follow sports-related content?

- Several times a day
- Once a day
- Several times a week
- Once a week
- Less than once a week

6. How has social media impacted your engagement with sports-related content?

- Increased my engagement
- Decreased my engagement
- No impact on my engagement

Section 3: Impact of Social Media on Athlete and Sports Organization Branding

7. How does social media impact your perception of athlete and sports organization branding?

- Positive impact
- Negative impact
- No impact



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8. What types of content posted on social media by athletes or sports organizations do you find most engaging? (Check all that apply)

- Photos
- Videos
- Live streams
- Stories
- Memes
- Other (please specify)

9. How has social media impacted your purchasing behavior related to sports-related merchandise or products?

- Increased my purchasing behavior
- Decreased my purchasing behavior
- No impact on my purchasing behavior



Section 4: Sports-Related Issues on Social Media

10. How often do you come across sports-related issues on social media?

- Several times a day
- Once a day
- Several times a week
- Once a week
- Less than once a week

11. How does social media impact your opinion on sports-related issues?

- Positive impact
- Negative impact
- No impact

12. In your opinion, what is the most significant sports-related issue in Saudi Arabia?

- Gender inequality
- Lack of infrastructure
- Doping scandals
- Corruption
- Other (please specify)



Conclusion:

Thank you for completing the survey. Your responses are valuable and will contribute to the understanding of the impact of social media on public opinion on sports-related issues in Saudi Arabia. If you have any additional comments or suggestions, please feel free to share them with us.