

The responsibility of digital media in spreading sportsmanship among fan groups in stadiums:
A study on a sample of followers of the official page of the Algerian sports website "El Heddaf"

مسؤولية وسائل الإعلام الرقمية في نشر الروح الرياضية بين رابطات المشجعين في الملاعب
دراسة على عينة من متابعي الصفحة الرسمية للهداف الرياضي الجزائرية.

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Received: 13/01/2026

Accepted: 24/02/2026

Published: 30/03/2026

Abstract : This study aims to highlight the responsibility of digital media in fostering sportsmanship among fan clubs, especially given the recent surge in stadium violence. The study seeks to identify the ethical and professional responsibilities that should be present in content published through digital media and to address the key challenges of shaping and framing virtual public opinion through various communication channels that produce sports content for the public. The study employed a survey methodology and an online questionnaire to track the extent to which digital sports media contributes to spreading sportsmanship among fans. The study targeted a sample of followers of the official page of the Algerian sports club, El Heddaf, on the digital platform, a page followed by many individuals within fan clubs who respond to its published content.

The study reached several conclusions, most notably: digital sports media influences the formation of public opinion on sports issues; fan clubs worldwide contribute to spreading sportsmanship through a positive framework of digital media; and there is a statistically significant positive correlation between the content published on digital sports pages supporting influencers and celebrities and the spread of sportsmanship among fan clubs in stadiums.

Keywords: Digital sports media, sportsmanship, fan associations, virtual public opinion, digital space, stadium violence .

الملخص : تهدف الدراسة لتسليط الضوء على مسؤولية وسائل الإعلام الرقمية في ترسيخ الروح الرياضية بين رابطات المشجعين، خاصة وأن ظاهرة العنف في الملاعب عرفت انتشارا واسعا في الآونة الأخيرة، والدراسة تحاول تشخيص تلك المسؤوليات الأخلاقية والمهنية التي يجب أن تتوفر في المضمون المنشور عبر وسائل الإعلام الرقمية، والتطرق لأهم تحديات تشكيل وتأطير الرأي العام الافتراضي، من خلال قنوات اتصالية متعددة، تعمل على إنتاج محتويات رياضية موجهة للجمهور، تم استخدام المنهج المسحي، وأداة الاستبيان إلكتروني، لتتبع مدى مساهمة الإعلام الرياضي الرقمي

في نشر الروح الرياضية بين الجماهير، و تستهدف عينة متبعي الصفحة الرسمية للهداف الجزائرية على المنصة الرقمية فيسبوك، حيث يتابعها العديد من الأفراد ضمن رابطات المشجعين، ويستجيب للمضامين المنشورة عبرها. توصلت الدراسة لعدة نتائج أهمها: يؤثر الإعلام الرياضي الرقمي في تشكيل الرأي العام حول المسائل الرياضية، تساهم رابطات المشجعين عبر العالم في نشر الروح الرياضية من خلال تأطير إيجابي للإعلام الرقمي، توجد علاقة إيجابية دالة إحصائية بين ما تنشره الصفحات الرقمية الرياضية حول مساندة المؤثرين والمشاهير وانتشار الروح الرياضية بين رابطات المشجعين في الملاعب.

- الكلمات المفتاحية : الإعلام الرياضي الرقمي، الروح الرياضية، رابطات المشجعين، الرأي العام الافتراضي، الفضاء الرقمي، العنف في الملاعب.

Introduction:

Many countries face challenges related to shaping and framing online public opinion. These countries rely on enhancing security within sports stadiums through targeted digital media outlets that strive to establish guidelines for media social responsibility. This is achieved through their widespread reach, close coverage of local and international sporting events, and their highlighting of numerous issues.

The world has recently witnessed several incidents of violence in stadiums. While the causes varied, digital media played a prominent role by including statements that inflamed and inflamed the sports community in general, and fan groups in particular. This necessitated a re-evaluation of the role of fan groups in stadiums. Their positive role was clearly demonstrated during the World Cup in Qatar and the most recent Arab Cup in December 2025, where the establishment of fan groups significantly contributed to spreading sportsmanship. However, digital media is a double-edged sword, especially in sports, where some content disseminated through digital media outlets can lead to the spread of false and misleading information. This makes shaping public opinion in the virtual sphere a difficult task, necessitating a critical examination of the responsibilities that digital media bear in promoting sportsmanship among fan groups in stadiums.

Digital media can be a double-edged sword, particularly in sports. Media responsibility in the digital sphere is manifested through supporting the establishment of sportsmanship values in stadiums, rather than inciting fan violence and encouraging it. Often, the media contributes to chaos and creates tension among fans when producing sports programs that are disseminated through social media, hosting figures who make statements that anger viewers. This influences public opinion online, leading to the rapid spread of negative content. The media then becomes a mouthpiece for inciting violence and inflaming passions, potentially transforming scenes from sporting events into tragedies, and turning sports from a source of entertainment into an arena of violence and animosity. Therefore, educating fan groups in stadiums is a key objective for various sports clubs worldwide, in cooperation with digital media outlets that promote positive media coverage. This includes boosting morale among sports fans, fostering acceptance of match results, refraining from insulting the visiting team, and other aspects that demonstrate the media's responsibility in establishing sportsmanship in stadiums.

This leads us to the following main question:

How does digital sports media contribute to fostering sportsmanship among fan groups in stadiums?

This main question encompasses the following sub-questions:

- What are the responsibilities of digital sports media?
- What are the pillars and mechanisms for promoting sportsmanship in stadiums?
- What are the mechanisms for shaping public opinion in sports to achieve security in sports stadiums?
- What challenges does digital media face in shaping virtual public opinion on sports issues?

The methodology is considered the path through which truth is revealed by following specific stages. (Al-Najm, 2003) This study employed the survey method, which is one of the methods concerned with collecting information and data related to individual behavior and its connection to the phenomenon under study, namely the responsibility of digital media in promoting sportsmanship among fan groups in stadiums.

Research Population and Study Sample: The study population consists of a group of individuals representing a statistical category. The research population includes followers of the digital pages of sports media institutions, while the study sample comprises followers of the Algerian sports news page "El Heddaf" on Facebook, who interact with the news published on the page. The study aimed to gather indicators that could promote sportsmanship among followers.

Sample Size: The study utilized a convenient sample of 218 online questionnaires from followers of the official "El Heddaf" page, collected between October 30, 2025, and December 30, 2025. This timeframe was chosen due to the study's overlap with two major sporting events: the 2025 Arab Cup in Qatar and the 2025 Africa Cup of Nations.

Study Instrument: The study employed an online questionnaire distributed to followers of digital media via Facebook. It included three main themes:

The first theme: The responsibility of digital media in promoting sportsmanship.

The second theme: The role of digital communication content in raising awareness among fan groups in sports stadiums. Third axis: The challenges of digital media in disseminating and framing virtual public opinion towards sports issues.

Theoretical Background of the Study:

Our study intersects with the Uses and Gratifications Theory, considering that the audience browsing the Koora website seeks to satisfy their needs,

namely access to sports news in general and football news in particular, and to benefit from the site's content (videos, articles, images, etc.). This theory is suitable for understanding the audience's trends, needs, and motivations regarding electronic sports media and how they use it.

Previous Studies:

The first study, titled: An article on electronic sports media and its impact on developing sports culture among university students, by researchers Al-Hadi Issa and Raash Kamal. Published in Al-Hikma Journal for Media and Communication Studies, Volume 8, Issue 1, pages 67-89, dated June 26, 2020, the study reached several key findings, including: Sports media contributes to the development of sports culture among university students. Sports media plays a significant role in developing sports culture due to students' engagement with sports websites and online newspapers. This stems from the speed with which they receive news, information, and sports events through various forms of electronic sports media.

Our study differs from the previous one in that it focuses on a different dependent variable: sportsmanship among fan clubs. The previous study, however, concentrated on sports culture among university students.

The second study, published in 2008 by researcher Al-Hadi Issa, is titled: "The Impact of Television Sports Programs on Spreading Sports Awareness." In this study, the researcher analyzed the content of Algerian television programs and reached several conclusions, the most important of which is:

The sports programs broadcast by Algerian television channels do not contribute to spreading sports awareness among the public.

This previous study differs from the current one in that it focused on traditional media and delved into analyzing related indicators. By spreading

sports awareness, which includes the sportsmanship index, while the current study focuses on digital media.

The third previous study, entitled "The Contribution of Electronic Sports Media to Spreading Sports Awareness in Professional Football Clubs from the Perspective of Sports Journalists," by researcher Zouazi Abdelwahab from Boudiaf University - M'sila, centered on the problem of: the extent to which electronic sports media contributes to spreading sports awareness among Algerian professional football clubs. It included the following sub-questions:

- Does electronic sports media in Algeria contribute to spreading sports awareness among Algerian football clubs?
- Does electronic sports media contribute to spreading sports culture among Algerian football clubs?
- Does electronic sports media in Algeria spread sportsmanship among Algerian football clubs?

The study reached several conclusions, including: that electronic sports media provides a media platform on websites, radio, television, and their online pages for defining and spreading sports awareness and sports culture, including the importance of professionalism in sports clubs in the first and second divisions, and the necessity of including it in their professional programs to reject all forms of fanaticism and sports violence and guide them towards positive behaviors, awareness, and noble principles. For the spirit of athletes.

The previous study differs from the current one in that it focused on raising awareness of sports within professional football clubs from the perspective of sports journalists. The current study, however, focuses on spreading sportsmanship among fan groups, from the perspective of followers of content published on the Algerian sports website, El Heddaf.

1. Conceptual Definition (Sports Media, Sportsmanship, Fan Clubs)

1.1 Sports Media:

It is the process of disseminating sports news, information, and facts, and explaining the rules and regulations of sports games and activities to the public. It aims to spread sports culture among members of society to develop and raise awareness of sports. It is a part of specialized media, as it focuses on sports issues and news related to athletes. (Awais, 1998)

It is the process of disseminating news, information, and facts related to sports and explaining the rules and regulations governing games and aspects of sports activity, with the aim of spreading sportsmanship among fan clubs. (Al-Hamami, 2006, p. 98)

1.2 Digital Sports Media: Operationally, it is the use of digital communication tools to disseminate media content through available media. This is in response to the changing digital environment.

1.3 Importance of Digital Sports Media:

- Spreading sports culture by familiarizing the public with the rules and regulations of various sports games and activities, as well as any modifications, through digital platforms across multiple media.
- Reinforcing and preserving sports values, principles, and trends, as every society has a value system that shapes and defines patterns of sports behavior in accordance with those values and principles, making conformity a characteristic of the society. (Imam, 1995)
- Disseminating news, information, and facts related to contemporary sports issues and problems, attempting to interpret and comment on them, so that the public in the sports field is informed and given the opportunity to make decisions regarding these issues or problems. This is the clearest objective of sports media, which aims to raise public awareness and educate them about sports by providing them with sports information that is relevant to their lives at both the

local and international levels. (Imam, 1995) - To entertain and amuse the public in ways that alleviate the difficulties of daily life.

2. Sportsmanship:

This is one of the most important characteristics of high-level sports that we must possess to elevate sports to its highest levels. Sports are a means of enjoyment, not fanaticism or conflict. When sports become a message of love between nations and countries, they unite people from all corners of the globe. An athlete must possess qualities that make them respected by others, meaning they must be characterized by good morals and sportsmanship. This respect can only be achieved through self-respect and respect for others. Sportsmanship means having a high degree of tolerance, addressing the audience with sportsmanship, and anticipating all possibilities. In other words, an athlete or fan of a particular club must refrain from insulting others and avoid verbally abusing anyone, whether a fellow fan or a colleague. (Khalaf, 2014)

Goldstein and Aswahola both agreed on the need for a comprehensive definition of sportsmanship, explaining that contemporary sports culture makes it difficult for many to grasp a precise concept of it. (Khalaf, 2014)

Researcher Feezell defined sportsmanship as "the behavior of athletes that expresses fair and clean competition." Feezell also indicated that sportsmanship acts as a balance between excessive seriousness and violent, rough play. This definition emphasizes that a player must be serious and fully responsible while playing to win, without harming or assaulting the opponent. (Feezell, 1988, p. 21)

3. The Role of Sports Media in Instilling Sportsmanship in Fans.

Sportsmanship is a modern term whose definition originated from competition in sports activities. It has gradually been extended to describe other competitive activities, such as competition in the workplace.

Sportsmanship can be defined as the spirit and belief that a particular activity (such as sports) is practiced with fairness, respect, and adherence to values as primary goals in competition. It is the awareness and understanding of the impact of your behavior and actions on others and on how they enjoy the game. Sports and competition within them are, above all, a source of enjoyment. (Sbeity, 2022)

Sportsmanship can be defined as being a "good winner" just as well as a "good loser," meaning that respect for ethics, respect, and the values of competition should remain the same whether your team wins or loses. (Sbeity, 2022) The concept of sportsmanship encompasses many interconnected values and principles, foremost among them being fairness, respect, commitment to fair play, and dignified conduct in both victory and defeat.

Fairness means adhering to the principles of equality in playing conditions and not competing against an opponent who does not have fair competitive conditions. For example, forcing an opponent to play on a field that does not meet minimum requirements when you are accustomed to it. Another example is subjecting an opponent to conditions that prevent them from using their full potential in the game and competition, which does not achieve fairness and equality between the two sides. (Sbeity, 2022)

Respect includes respecting yourself, your opponent, the referee, the fans, and even the field and surrounding environment. Commitment to fair play encompasses all the aforementioned values, in addition to refraining from harming the opponent, fair competition, assisting the injured opponent, not exploiting the opponent's injury, and not using illegitimate means to achieve victory, especially if used in deceptive circumstances such as deceiving the referee. (Sbeity, 2022)

Respectful conduct in both victory and defeat means adhering to civilized behavior in both words and actions, regardless of the match's outcome.

4. Communication Strategies for Promoting Sportsmanship:

Media outlets employ numerous communication strategies aimed at supporting and promoting sportsmanship. Some educational systems have moved towards integrating media literacy into the curriculum, making sportsmanship a fundamental concept taught to children in institutions and schools.

Commitment to sportsmanship is demonstrated through:

- Treating others with respect and kindness before, during, and after sporting events.
- Thoroughly studying and understanding the rules of the game and adhering to them.
- Maintaining composure, even if provoked by opposing team supporters, whether during or after the competition.
- Objectivity in judging matters, even if they are not in favor of the team being supported.
- Avoiding resolving conflicts with force and violence. Accepting differing viewpoints.
- Accepting referees' decisions, even if they are not in favor of the team, as long as the mistakes were not intentional.
- Avoiding insulting others and attacking their symbols, and congratulating the winner on their victory with true sportsmanship.

These are the fundamentals of sportsmanship in its broad sense, but it differs from the common understanding in the Arab region, specifically in Egypt. There, sportsmanship is often reduced to the loser congratulating the winner and not attacking them upon defeat (Awais, 1998).

5. The Importance of Educating Fans in Sports Stadiums.

Digital media plays a significant role in educating and raising awareness among fan clubs through:

Marketing meaningful content through digital media and utilizing social media influencers to foster positive emotions among the public and followers.

Establishing agreements with marketing, advertising, and public relations companies that may not be directly related to football, such as companies that produce shoes and sportswear, which can play on the emotions of football fans. This reinforces feelings of satisfaction with the team, even if it consistently loses. Encouraging sports clubs to participate in volunteer campaigns and share posts on the official pages of digital media outlets.

Giving importance to the opinions and suggestions of fans who follow what is published on digital media pages by setting a specific agenda. Marketing strategists determine the desires, trends, and requirements of football fans for years to come. The amplified emotions created by advertising increase fans' commitment to their club, especially when a famous star is present.

Focusing on specific aspects of the matches played by professionals in British clubs. For club fans, rather than national fans, the match appeared as if it were a match between France and Senegal, and England and France. (Sbeity, 2022)

6. New Digital Skills and the Requirements of Media Work

Information and communication technologies have witnessed rapid developments, and millions of users, including media professionals, now rely on social media platforms characterized by intensive digital interaction. This collaborative reality necessitates that professionals continuously acquire modern and advanced digital skills, especially in the media sector, which faces digital challenges requiring constant monitoring of technologies and their integration into training programs.

7. The Role of Content Creators and Influencers in Shaping Public Opinion:

Influencers in the digital sphere play a crucial role in shaping public opinion, influencing consumer behavior, and shaping social trends through the creation of engaging content on social media platforms. This grants them immense power in marketing, changing perceptions, and impacting purchasing and social decisions, particularly among young people. They achieve this by building trust with their large audiences, who view them as role models and sources of information and entertainment.

Key Roles of Influencers:

Marketing and Advertising: Promoting products and services for brands and effectively guiding purchasing decisions, thus creating a new content economy. Building brands and increasing brand awareness faster than traditional advertising methods (Smart Touch, 2023). Shaping public opinion and behavior: Influencing young people's opinions and social issues, and transforming them into new opinion leaders. Their contribution to shaping individuals' digital identities and influencing their self-confidence and daily behavior, especially among children and adolescents (Safe Space, 2024). Leading opinion and content: Producing diverse content covering areas such as fashion, cooking, sports, and entrepreneurship, making them trusted sources for the public. Creating sports content on social media is the process of creating and publishing digital content related to sports across platforms such as Twitter, Instagram, and TikTok, with the aim of engaging with the public, building personal brands, marketing, and spreading sports culture.

8. Challenges of Framing Virtual Public Opinion:

The digital space is considered a soft power and a pressure point that can be exploited to influence audiences and followers. Therefore, many sports entities resort to investing in influencers, activists, and celebrities on social media

platforms, which are considered a virtual space capable of directing public opinion towards deliberate beliefs and behaviors. This is what makes digital sports media face several challenges in promoting sportsmanship, especially during important and decisive matches. Therefore, sports clubs are striving to raise the level of support within their fan clubs.

9. Mechanisms for Achieving Security in Sports Stadiums Through Digital Media

The charged message in a media outlet seeps into the subconscious, subsequently shaping a biased or fanatical stance among fans. Therefore, coordination among sports media outlets is essential to address issues of public concern.

The collective excitement that characterizes sports media can make a difference at any moment, but it is most effective during times of crisis. Reaching the largest possible audience, acting effectively during crises, and being able to deal with the data and circumstances of the crisis can be achieved by using sports media to influence the public and steer them in the desired direction—that is, to arouse and mobilize the public to adapt to the crisis. Sports media must be characterized by objectivity in its presentation of media content and prepare the public for such crises, based on the understanding that sports involve both winning and losing.

Digital sports media possesses a remarkable ability to manipulate human emotions through its use of presentation methods that engage the intellect. And the subconscious, which will contribute to guiding the public towards convictions and ideas that elevate sportsmanship, by addressing the subconscious. (Al-Daif, 1999, p. 33)

Applied: This includes analyzing the themes of the electronic survey questions.

The first theme: The responsibility of digital media in spreading sportsmanship.

The second theme: The role of fan associations in sports stadiums.

The third theme: The challenges of digital media in disseminating and framing virtual public opinion on sports issues.

Table 1: The responsibility of digital media in promoting sportsmanship

The responsibility of digital media in spreading sportsmanship among fan groups is fulfilled through	the total		percentage	repetitions	percentage	repetitions
	percentage	repetitions	% no	no	% Yes	Yes
Hosting influencers and celebrities through digital media encourages the spread of sportsmanship	%100	218	%4.22	9	95.87 %	209
Avoid spreading hate speech in digital content	%100	218	%00	00	%100	218
Sharing positive content about published sporting events	%100	218	%90.83	198	%9.17	20
Sharing videos that contribute to spreading sportsmanship across digital media platforms	%100	218	%57.80	126	%42.20	92
Follow the fans' reactions in the comments accompanying the posts	%100	218	%51.37	112	%48.63	106

Source: sadki fouzia, 2026, Results of the study.

The results of the table above, which outlines the mechanisms for digital media to fulfill its responsibility in promoting sportsmanship among fan groups, show that the respondents' answers were as follows: First, the item "Avoiding the dissemination of hate speech in digital content" received 100% approval, with 218 respondents answering "yes." All respondents emphasized that digital media outlets must refrain from publishing content and speeches that incite violence and hatred, a responsibility that Al-Haddaf Al-Riyadi (The Sports Goal) prioritizes on its official page.

Second, the item "Hosting influencers and celebrities on digital media platforms encourages the dissemination of sportsmanship" received 95.87% approval, with 209 respondents answering "yes." This is because followers of these digital sports pages pay attention to what influencers and celebrities share, as the adoption of sportsmanship among the public is a reflection of the statements made by influential sports figures and celebrities hosted by these digital platforms. Third: "Sharing videos that contribute to spreading sportsmanship through digital media platforms," where 42.20% of respondents confirmed that it contributes to spreading sportsmanship, i.e. 92 respondents answered yes, while "sharing positive content about published sporting events" and "following the reactions of fans in the comments accompanying the posts" are not considered to be among the basic mechanisms in achieving the responsibility of digital media towards spreading sportsmanship among the public, as they came in very small percentages of 9.17% and 7.33% respectively.

Table 2: The role of digital communication content in raising awareness among fan groups in sports stadiums.

The role of digital communication content in raising awareness among fan groups in sports stadiums		the total	percentage	repetitions	percentage	repetitions
percentage		repetitions	no %	no	yes%	yes
Positive campaigns via digital media	%100	218	%0.45	1	%99.54	217
Promoting behaviors and ethics that encourage respect for the opposing team, regardless of the match result	%100	218	%1.38	3	%98.62	215
Adopting slogans that boost the morale of the fans without harming the opponent	%100	218	%7.80	17	%92.20	201
Avoid negative slogans that provoke public anger	%100	218	%63.30	138	%36.70	80

Source: sadki fouzia, 2026, Results of the study.

The results of the table above regarding the role of digital communication content in raising awareness among fan groups in sports stadiums are as follows:

First: Positive campaigns via digital media, confirmed by 99.54% of respondents.

Second: Promoting behaviors and ethics that encourage respect for the opposing team regardless of the match result, with 98.62% of respondents

agreeing. **Third:** Adopting slogans that boost fan morale without attacking the opponent, confirmed by 92.20% of respondents.

Fourth: Avoiding negative slogans that incite fan anger, 36.70% agreed, as negative slogans do not affect aware fans, and sports clubs educate their supporters about not displaying negative slogans that could lead to penalties against their team.

Table 3: Challenges of digital media in shaping virtual public opinion on sports issues

The challenges of digital media in framing virtual public opinion towards sports issues	repetitions	percentage
The inability of digital media to convince sports fans to respect .the supporters of the opposing team, regardless of the result	51	23.4%
A lot of information was published in a short period of time	19	8.71 %
Digital media organizations use artificial intelligence when formulating and disseminating content across social media networks	25	11.5 %
Rapid sharing of sports information in the digital space	101	46.3%
The diversity of audience tastes and beliefs	22	10.09%
Total	218	100%

Source: sadki fouzia, 2026, Results of the study

The table above, outlining the challenges of digital media in shaping public opinion on sports issues, reveals the following:

- Rapid sharing of sports information in the digital space (46.3%).
- Inability of digital media to persuade sports fans to respect opposing team supporters regardless of the score (23.4%).
- Use of artificial intelligence by digital media outlets when crafting and disseminating content across social media networks (11.5%).
- Diverse tastes and opinions among audiences (10.09%).
- Abundant information published in a short period (8.71%).

Digital media can overcome these challenges by studying the sports audience and followers of official pages, analyzing their opinions, and optimally leveraging the digital participation of celebrities and fan groups in shaping public opinion on sports issues. Furthermore, it can combat violence in stadiums by disseminating accurate information and avoiding racist remarks and hate speech. Conclusions and Recommendations:

The shift towards digital media is considered an important alternative for sports media institutions, enabling them to respond to the rapid advancements in new technologies. This represents a crucial stage in the transformation of media influence within the digital environment, especially as the sports audience has become decidedly digital.

- New tasks have emerged in the media, particularly as sports media now utilizes artificial intelligence software to monitor comments and shape virtual public opinion to promote sportsmanship among fan groups. Sports media institutions employ smart applications to analyze public opinion, leveraging the high level of professionalism inherent in the digital production of sporting events, utilizing modern filming and editing tools.

- Digital media contributes to shaping fan groups' understanding of sports issues by contributing to public awareness and education. This achieves the positive objectives of using multimedia to promote sportsmanship.
- Digital media institutions must verify information and adhere to professional ethics before publishing it. Sports media is a fundamental element in achieving development. Therefore, methods must be adopted to monitor and regulate media content. This requires sound planning of sports media programs as a vital means of communicating with the public. Consequently, it necessitates coordinating efforts with fan associations, which represent the passionate supporters of their respective teams, and working collaboratively to promote sportsmanship and acceptance of the outcome, regardless of the result.
- Sports media has a responsibility to promote sportsmanship and discourage violence in stadiums. Sports media helps raise awareness among sports fans.
- It is essential to develop purposeful sports programs that incorporate initiatives encouraging sportsmanship.
- It is crucial to support and financially fund fan associations, recognizing their vital role in maintaining security in stadiums.
- It is essential to promote fan associations through media outreach to raise awareness and encourage participation, given their significant contribution to fostering awareness within sports arenas. Recommendations:
 - The necessity of media training on the most important aspects of sports content creation in the digital environment.
 - The need for collaboration between sports administrations and sports influencers on social media. This collaboration should be based on well-

considered policies, and dealing with these platforms should not depend solely on the players' wishes, but rather on their alignment with the team's overall direction.

- The need to educate fan groups, given their attraction to sports content on social media. The necessity of monitoring digital platforms through algorithm analysis and tracking digital media outlets that spread discord and incite violence in sports stadiums.

- Framing virtual public opinion in the sports field according to ethical and professional standards.

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