The journal « sports creativity »

Volume: (17) / N°: (02)-(2026), p 254-270

Promoting Sports Awareness through Official Facebook Pages: A Study of the Algerian Ministry of Sports' Facebook Page

تعزيز الوعي الرياضي من خلال صفحات الفايسبوك الرسمية

(دراسة وصفية تحليلية لعينة من مضامين صفحة وزارة الرياضة الجزائرية)

Benagoune amrane kader [1], bensaad asma [2]

[1] University of Algiers, amranekaderbenagoune@gmail.com

[2] Mohamed Khider University, Biskra , asma.bensaad@univ-biskra.dz

Received: 18/04/2026 **Accepted: 14/08/2026** **Published:30/09/2026**

Abstract: This study examines the contribution of the Algerian Ministry of Sports' Facebook page to promoting sports awareness. A descriptive-analytical approach was adopted using content analysis to examine posts published between October and December 2025, based on a purposive sample of 30 posts. The findings show a predominance of informational and institutional content, mainly focused on national sports policies and programs. Results also reveal limited use of interactive media, with "likes" being the most common form of interaction. The study concludes that while the page contributes to sports awareness, more diversified content and communication formats are needed to achieve a more comprehensive impact.

Keywords: Sports Awareness, Electronic Sports Media, Official Facebook Pages.

الملخص: تهدف هذه الدراسة إلى معرفة مساهمة صفحة وزارة الرياضة الجزائرية على موقع الفايسبوك في تعزيز الوعي الرياضي. واعتمدت الدراسة على المنهج الوصفي التحليلي باستخدام أداة تحليل المضمون، حيث شمل مجتمع الدراسة منشورات الصفحة خلال الفترة الممتدة من أكتوبر إلى ديسمبر 2025، وتم اختيار عينة قصدية مكوّنة من (30) منشورًا. أظهرت النتائج تركيز الصفحة على المحتوى الإخباري والمؤسساتي، مع التركيز على التعريف بالسياسات والبرامج الرياضية، كما كشفت النتائج عن ضعف توظيف الوسائط التفاعلية. وخلصت الدراسة إلى أنّ الصفحة تسهم في تعزيز الوعي الرياضي، غير أنّ ذلك يظل بحاجة إلى تنويع المضامين والأشكال الاتصالية لتحقيق وعي رياضي أكثر شمولًا.

- **الكلمات المفتاحية :** الوعي الرياضي، الإعلام الرياضي الإلكتروني، صفحات الفايسبوك الرسمية.

Methodological Procedures:

Theoretical Framework:

Introduction and Research Problem:

Sports media is a branch of specialized media that plays a fundamental role in conveying news and developments related to the sports field. However, its function is no longer limited to information dissemination; it has expanded to include the promotion of social and ethical values associated with sports, the shaping of public attitudes, and the formation of sports public opinion, particularly in light of rapid digital transformations and the widespread use of social media platforms.

In this context, the concept of *sports awareness* has emerged as a qualitative development of sports culture. It goes beyond the mere acquisition of sports knowledge to encompass awareness of the health, educational, social, and ethical dimensions of sports, as well as their impact on individual and societal behavior. Sports awareness is also an effective tool for promoting sportsmanship, encouraging healthy lifestyles, strengthening national identity, and contributing to social development. As such, it is considered a key indicator of awareness and progress in modern societies.

Sports media, whether traditional or digital, plays a significant role in disseminating sports culture and enhancing sports awareness, as confirmed by several previous studies. For example, Karima Chaabane (2022) found that the Facebook page "Sports Culture" contributes to disseminating accurate and scientifically balanced knowledge and health-related content, while showing varying levels of audience interaction. This reflects the potential of such platforms in promoting sports culture within society.

Similarly, Taibi and Kadri (2013) examined the role of local radio in enhancing sports awareness through a field study on M'sila Radio. Their findings indicate that local media, particularly radio, is an effective tool for promoting sports values and awareness due to its proximity to the audience, its integration into daily life, and its ability to foster direct and participatory communication. The study also emphasized that sports constitute an integral part of modern culture and that local media can contribute to its development through diverse and continuous programming.

Another study on the contribution of electronic sports media to spreading sports awareness within professional football clubs in Algeria, from the perspective of sports journalists, revealed that this type of media plays an effective role in enhancing sports awareness and sportsmanship, as well as in reducing violence and sports fanaticism. This is attributed to the ease of access to information, continuous updates, and the possibility of interaction at any time and place. The study also highlighted the need to develop electronic sports media, create official club pages, and train sports journalists to strengthen its role in promoting sound sports practices.

In a related context, Ben Semicha El Aid (2021) examined the relationship between sports culture and social peace among university students, demonstrating a significant correlation between higher levels of sports culture and the promotion of social cohesion. This confirms the social and ethical dimensions of sports and its role in strengthening societal stability. The study recommended intensifying sports awareness programs to reinforce positive values within the university community.

Facebook pages have become prominent communication tools for disseminating sports discourse due to their rapid reach, interactivity, and ability to engage broad audiences. This role is no longer limited to individual or

unofficial initiatives but now includes official pages of governmental institutions, which increasingly use these platforms as part of digital institutional communication.

The Algerian Ministry of Sports' Facebook page represents a model of this trend, as it seeks to disseminate sports information, communicate with the public, and promote national sports policies and programs. This reflects its role in enhancing sports awareness among different segments of society.

Accordingly, this study aims to examine the role of official Facebook pages in enhancing sports awareness through a descriptive-analytical study of a sample of content from the Algerian Ministry of Sports' Facebook page, in order to identify the nature of the published content, its objectives, the values it conveys, and the forms of audience interaction it generates.

Based on this, the research problem is formulated as follows:

To what extent has the Algerian Ministry of Sports' Facebook page contributed to enhancing sports awareness through its published content during the period from October to December 2025?

Sub-questions:

1. What are the main topics addressed by the Algerian Ministry of Sports' Facebook page?
2. How are formal elements used in presenting digital sports content on the official page?
3. What communication objectives does the page seek to achieve?
4. What sports, educational, and social values are embedded in the published content?
5. What forms of user interaction are observed on the page?

6. Who are the main actors featured in the page's content during the study period?

Research Hypotheses:

Main Hypothesis:

The content of the Algerian Ministry of Sports' Facebook page contributes to enhancing sports awareness among the public.

Sub-hypotheses:

1. The page contributes to disseminating sports knowledge as a component of sports awareness.

2. The published content helps introduce national sports policies and programs.

3. The page contributes to social development through its digital content.

Significance of the Study:

This study is significant as it seeks to highlight the role of official governmental social media pages in enhancing sports awareness by analyzing the content of the Algerian Ministry of Sports' Facebook page. It also aims to examine the nature of official sports discourse and its contribution to promoting health awareness, reinforcing social and educational values, strengthening national identity, and promoting sportsmanship, particularly in the context of increasing reliance on digital institutional communication.

Objectives of the Study:

- To identify the main topics addressed by the Ministry's Facebook page.
- To examine how formal elements are used in presenting sports content.
- To determine the communication objectives behind the published content.

- To identify the sports, educational, and social values embedded in the content.
- To analyze forms of user interaction with the page.
- To identify the main actors featured in the content during the study period.

Key Concepts:

1. **Electronic Media:**

The use of modern information and communication technologies to transmit media messages via the Internet in written, audio, and visual forms, allowing direct interaction with audiences (Mohamed H., 2015, p. 22).

2. **Sports Media:**

The process of disseminating sports news, information, and facts, and explaining the rules and regulations of sports activities to the public in order to spread sports culture and develop sports awareness (Hassan, 1998, p. 15).

3. **Sports Culture:**

A form of general culture concerned with developing sports values and attitudes, and providing individuals with sports-related concepts that facilitate social and health adaptation. It extends beyond the physical dimension to include psychological, ethical, aesthetic, and cultural aspects (Ben Saleh Ibrahim, 2017).

4. **Sports Awareness:**

An understanding of the meaning and importance of sports education, and the enhancement of sports culture through scientific knowledge that contributes to building and developing awareness at both individual and societal levels (Zouaoui, 2018, p. 126).

Applied Part:

1. Methodological Procedures:

Research Method:

This study aims to describe and analyze the content of the Algerian Ministry of Sports' Facebook page. Based on the nature and objectives of the study, the descriptive-analytical method was adopted as the most appropriate approach. It is defined as a method that aims to provide an accurate scientific description of the phenomenon under study through the collection of standardized quantitative data, its classification, analysis, and systematic examination (Mesbah, 2010, p. 86).

Research Instrument:

Content analysis was adopted as the main research instrument in this study. It is a research technique used to analyze various media materials in order to reach scientific inferences and objective results that can be verified through replication (Temmar, 2014, p. 6).

Content analysis also allows the researcher to examine media messages by breaking down their linguistic and semantic components, which helps reveal indicators related to the source, such as its characteristics, motivations, orientations, values, and objectives. It also contributes to understanding the social positions of the source and the groups to which it belongs or aspires to belong, as well as the influence of these groups on shaping its media discourse (Badr, 2008, p. 125).

Design of the Coding Sheet:

Categories of Analysis:

The process of establishing categories aims to organize elements of the same nature into a unified system. It involves classifying content into thematic units directly related to the research problem and objectives, while excluding irrelevant elements (Temmar, 2014, p. 24).

A. Form Categories

Journalistic Genres:

Refers to the way content is presented. It includes: simple news, news with statistics, report, and official press release. This category helps assess the importance of topics based on their journalistic form.

Content Interaction:

Refers to the level of user engagement with the page's posts. It includes: likes, comments, and shares.

Media Formats:

Refers to the way media content is produced and presented. This aspect plays an important role in influencing audience perception. It includes: images, videos, and links.

B. Content Categories:

Topic:

Refers to the different themes addressed by the page during the study period:

National sports topics

International sports topics

Sports-related political topics

Social topics

Objectives:

This category identifies the communicative goals of the content, including:

Dissemination of sports knowledge

Promotion of national sports policies and programs

Enhancement of sports education in schools and universities

Contribution to social development

Actors:

Refers to the main actors represented in the published content during the study period:

Players

Sports institute students

Sports figures

Political figures

Civil society actors

Units of Analysis

Images and video clips were used as the units of analysis for form categories.

Sentences within the text were used as the unit of analysis for content categories.

Validity of the Instrument:

To ensure validity, the analysis form and coding manual were presented to a group of academic experts to evaluate the clarity and accuracy of the concepts and categories used in the analysis. Based on their feedback, necessary modifications were made to improve the instrument.

The form was reviewed by the following experts:

Dr. Naima Dahmash, University of Biskra

Dr. Meriem Abdel Louch, University of Annaba

The study relied on face validity by presenting the instrument to expert reviewers, whose suggestions were taken into consideration to refine and finalize the coding sheet.

Reliability:

Several methods have been proposed to measure reliability in content analysis by examining the relationship between agreement and disagreement across coded units. In this study, Holsti's formula was used (Mohamed Abdelhamid, 2010, p. 24).

The reliability coefficient reached **0.83**, which is considered an acceptable level of reliability, indicating that the selected categories and their subcategories are suitable for this type of content and research problem.

Research Population:

The research population consists of the content published on the official Facebook page of the Algerian Ministry of Sports: https://www.facebook.com/MSports.gov.dz

Sample of the Study:

This study adopted a purposive sampling technique, defined as the deliberate selection of sampling units by the researcher based on their relevance to the research objectives (Tamr, 2010, p. 29).

The sample consists of 30 posts published on the Ministry's Facebook page during the period from October to December 2025. These posts were purposively selected according to their relevance to the study objectives.

2. Presentation, Interpretation, and Discussion of Results:

Quantitative and Qualitative Analysis of Form Categories:

Table 1: Frequency of Journalistic Genres

Journalistic Genres	Frequency	Percentage
Simple news	15	50%
Simple news + statistics	05	16.67%
Report	01	3.33%
Official press release	09	30%
Total	30	100%

Source: Prepared by the researchers

The results of Table 1 show a dominance of simple news (50%), followed by official press releases (30%). This reflects the reliance of the Algerian Ministry of Sports' Facebook page on informational and institutional content. While this ensures clarity and speed in delivering official information, it remains limited in fostering in-depth sports awareness. In contrast, news supported by statistics accounts for 16.67%, while reports are rarely used (3.33%), indicating a limited use of analytical and interpretive journalistic forms.

Table 2: Frequency of Content Interaction Indicators

Content Interaction	Level	Frequency	Percentage
Likes	Weak	00	0%
	Medium	10	33.33%
	Strong	20	66.67%
Comments	Weak	08	26.67%
	Medium	20	66.67%
	Strong	02	6.67%
Shares	Weak	05	16.67%
	Medium	18	60%
	Strong	07	23.33%
Total		30	100%

Source: Prepared by the researchers

The results show that likes represent the most dominant form of interaction, particularly at a strong level (66.67%), indicating quick and positive engagement with the content. However, this type of interaction remains superficial as it does not require cognitive or analytical involvement. Comments are mostly at a medium level (66.67%), reflecting limited in-depth discussion, while shares also remain moderate (60%), indicating restricted content dissemination.

Table 3: Frequency of Media Formats

Media Formats	Frequency	Percentage
Image + text	24	80%
Video + text	01	3.33%
Image + link	05	16.67%
Total	30	100%

Source: Prepared by the researchers

The results indicate a clear dominance of image-based posts accompanied by text (80%), reflecting reliance on easily consumable formats. In contrast, video content is rarely used (3.33%), despite its strong persuasive and explanatory potential. This limits the depth of engagement and awareness-building.

Table 4: Frequency of Topics

Topics	**Frequency**	**Percentage**
National sports	07	23.33%
International sports	06	20%
Sports-related political topics	10	33.33%
Social topics	07	23.33%
Total	30	100%

Source: Prepared by the researchers

Table 5: Frequency of Objectives

Objectives	Frequency	Percentage
Dissemination of sports knowledge	08	26.67%
Promotion of national sports policies and programs	10	33.33%
Sports education in schools and universities	02	6.67%
Contribution to social development	10	33.33%
Total	30	100%

Source: Prepared by the researchers

Table 6: Frequency of Actors

Actors	Frequency	Percentage
Players	10	33.33%
Sports institute students	03	10%
Political figures	10	33.33%
Sports figures	04	13.33%
Civil society actors	03	10%
Total	30	100%

Source: Prepared by the researchers

3. Conclusions and Recommendations

The study concludes that the Algerian Ministry of Sports' Facebook page plays a clear communicative role in promoting national sports policies and contributing to social development. However, its discourse is largely dominated by an informational and institutional approach, with limited emphasis on educational and awareness-oriented content.

The findings also show a heavy reliance on simple news formats, with limited use of analytical genres, which restricts deeper understanding of sports issues. In addition, the dominance of static visual content and the limited use of audiovisual and interactive media reduce the effectiveness of communication.

Regarding interaction, engagement is mostly immediate (likes), while comments and shares remain limited, reflecting weak participatory communication. Furthermore, the focus on specific actors such as players and political figures, with limited representation of educational and civil society actors, reduces the diversity of the discourse.

Recommendations:

Diversify journalistic genres by incorporating more analytical and interpretive formats.

Increase the use of audiovisual and interactive media.

Strengthen educational content, particularly in schools and universities.

Expand the range of actors by including educators, experts, and civil society representatives.

References:

Books

- Atta Hassan, O. (1998). *Sports Media*. Dar Al-Fikr Al-Arabi.
- Badar, A. (2008). *Media Science: Scientific Research – Methods and Applications*. Dar Quba Al-Haditha.
- Hegazy, M. (2015). *New Media: Its Platforms and Applications*. Dar Al-Fikr Al-Arabi.
- Misbah, A. (2010). *Research Methodology in Political Science and Media*. Office of University Publications.
- Tamr, Y. (2010). *Sampling in Media and Communication Studies*. Al-Baghdadi Publications.
- Tamr, Y. (2014). *Content Analysis for Researchers and University Students*. Taxij Publishing and Distribution.
- Abdelhamid, M. (2010). *Content Analysis in Media Research*. Alam Al-Kutub.

Journal Articles:

- Ben Semicha, A. (2021). Sports culture and its relationship with social peace among university students. *Society and Sports Journal*, 4(2), 63–71.
- Chaaban, K. (2022). Manifestations of sports culture through new media: A descriptive-analytical study of the sports culture Facebook page. *Algerian Journal of Social and Human Sciences*, 10(1), 267–290.

- Zouaoui, A. W. (2018). The contribution of electronic sports media to spreading sports awareness in professional football clubs from the perspective of sports journalists. *Sports Creativity Journal*, 9(1), 121–141.

- Taibi, A., & Kadri, H. (2013). The use of local radio and sports awareness. *Sports Creativity Journal*, 4(3), 430–440.