

Female Journalists' trends toward electronic sports media
A Sample Survey of Algerian female journalists working in electronic sports media

اتجاهات المرأة الصحفية نحو الإعلام الرياضي الإلكتروني

دراسة مسحية لعينة من الصحفيات الجزائريات العاملات في الإعلام الرياضي الإلكتروني

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Abstract:

This study aims to understand female journalists' trends toward electronic sports media. It was conducted using a descriptive-analytical approach on a sample of 21 individuals, selected using the snowball sampling method due to the lack of information about the study population. A questionnaire was used as a data collection tool and was distributed electronically.

We reached several key findings, the most notable of which are as follows: Female journalists working in electronic sports media chose this field primarily because it provided them with an available opportunity. Additionally, they found that the working method in electronic sports media was well-suited to them. Given the multimedia nature of news reporting in electronic sports media, most female journalists in this domain prefer it over traditional media. Furthermore, they favor electronic sports media as it allows for news publication at any time.

Keywords: Trends, Femal journalist, Sports Media, Electronic Media

ملخص:

تهدف من هذه الدراسة إلى معرفة اتجاهات المرأة الصحفية نحو الإعلام الرياضي الإلكتروني، حيث تم معالجتها بطريقة وصفية تحليلية على عينة بلغ قوامها 21 فرد، تم اختيارهم بطريقة كرة

الثّليج لعدم معرفتنا بأفراد مجتمع الدراسة. واستخدمنا أداة الاستبيان لجمع البيانات، ووزع بطريقة الكترونية.

ووصلنا إلى مجموعة من النتائج أهمها :

الصّحفيات العاملات في الإعلام الرياضي الالكتروني اخترن الإعلام الرياضي الالكتروني لأنه فرصة أتاحت لهن، كما أنهن اخترن الإعلام الرياضي الالكتروني لتناسب طريقة العمل معهن. ونظرا لتعدد الوسائط في كتابة الخبر في الإعلام الرياضي الالكتروني فإن معظم الصّحفيات العاملات فيه يفضلن الإعلام الرياضي الالكتروني على التقليدي، كما أنهن يفضلن هذا الأخير لأنه يسمح لهن بنشر الخبر في أي وقت.

الكلمات المفتاحية: الاتجاهات، الصّحفية، الإعلام الرياضي، الإعلام الالكتروني

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1. Introduction

The field of media and communication has experienced continuous growth and development, particularly in the tools and methods utilized within the media sector. These tools are now widely accessible to a large segment of the public across all demographics, in a way that was not possible in the past. This evolution has led to the emergence of digital media, or what some prefer to call "new media," which has not only introduced new media professionals but also enabled individuals outside of the traditional media field to acquire fluency in the language and mechanisms of new media.

Sports media has not been exempt from this transformation, which has also impacted the gender dynamics within the field, with a notable increase in female representation. New media platforms have provided women with opportunities to express their views on sports-related issues, complemented by the conveniences offered by electronic media organizations. Furthermore, these new tools have significantly altered the landscape of professional media practices.

This leads us to the following question: **Why have female journalists gravitated toward working in electronic sports media?**

This main question gives rise to several sub-questions:

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- Why do female journalists choose electronic sports media?
- Do female journalists prefer electronic media over traditional media?

Study Hypotheses:

The ease of professional practice in electronic media is a reason why female journalists choose electronic sports media.

- Female journalists prefer electronic sports media over traditional media.
- The overall aim of this study is to identify the main reasons why female journalists have trends toward electronic sports media and to attempt a diagnosis of the current state of professional journalistic practice within this field.

2. Study Method :

The methodology employed in this study is the survey method, appropriate for descriptive studies under which our research falls. The survey method, also referred to by Maurice Angers as the "field research method," involves bringing the researcher closer to the target study population and addresses the research topic by following investigative procedures applied to the study's subject population (Angers, 2006, p. 106).

In this study, we used a questionnaire as a data collection tool; a series of questions distributed to a large number of community members (Ahmed Badr, 2011, p. 335). The questionnaire was designed using a three-point Likert scale to measure attitudes.

It was distributed electronically, with responses collected from 21 female journalists working in electronic media.

The statistical methods employed in this study include frequencies, percentages, mean, and standard deviation.

2.1 Study Population and Sample:

The study population consists of female journalists working in electronic sports media. We selected the sample using the "snowball sampling" or "cumulative screening" technique. This method was chosen due to our limited knowledge of the full scope of the study population's locations. Maurice Angers defines snowball sampling as a "non-probability sampling procedure initiated with an initial core group from the study population, who

then refer the researcher to additional members, who in turn continue this process" (Angers, 2006, p. 314). Using our personal connections with some individuals in the target population, we were able to reach and contact additional members. The study sample ultimately consisted of 21 individuals.

2.2 Definition of Study Terms

Trend: The term "Trends" refers to a state of readiness or predisposition, whether neural or psychological, through which a person's experiences are organized, exerting a directive or dynamic influence on their responses to all subjects and situations that evoke this trend. These situations can be positive, negative, neutral, specific, or general. Trends encompass three components: the cognitive component, the affective or emotional component, and the behavioral component (Hamida Semsem, 2005, p. 58).

Femal Journalist: The term "journalist" (feminine: *ṣaḥāfiyyah*, masculine: *ṣaḥāfī*) is derived from *ṣaḥīfah* (newspaper) in Arabic. The profession title "*ṣaḥāfī*" historically referred to those who documented information through written records, like a "*warraq*", or scribe, who conveyed information via printed materials. A journalist, therefore, is an individual who practices journalism, whether spoken or written, gathering information on current events and disseminating it. They are media professionals responsible for collecting and processing news (Hassan Ali Ibrahim Al-Falahi, 2016, pp. 79-81).

Sports Media: media refers to the media activity that specializes in presenting news related to sports and the events arising from it, supporting this with interpretation and analysis. It is directed towards the segments of society interested in sports. Additionally, it is a specialized branch of media aimed at building a knowledge and cultural base in the sports field, attracting all segments of society (Adib Khuddor 1994, p. 8)

Electronic Media: Electronic media refers to media content that is accessed online, through which information (text, images, sound) is published. It is the result of journalistic processing via electronic publishing (Elham Bouthlji, *Electronic Media in Algeria*, p. 3).

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3. Results

3.1 Calculation of the general trend of the sample

Table 1. Represents the general trend of the sample

Trend	Agree	Neutral	Disagree
Degree	3	2	1
Category	3 - 2.34	2.33 – 1.67	1.66 - 1

3.2 Distribution of the Sample by Educational Level:

Table 2. Represents the distribution of the sample by educational level

Educational level	Frequency	Percentage
License Degree	7	33.33%
Master Degree	13	61.90%
Phd. Degree	1	4.76%
Total	21	100%

Source : Prepared by the researcher.

We observe that all members of the study sample have a university-level education. Specifically, 61% of the sample hold a Master's degree, while 33% have a License's degree. Additionally, 4% of the sample are engaged in higher studies. This indicates that the female journalists working in electronic media possess a commendable level of education.

3.3 Distribution of the sample by the field of study

Table 3. Represents the distribution of the sample by the field of study

Academic field	Frequency	Percentage
Media and communication	19	90.48%
Human sciences	1	4.76%
Geology	1	4.76%
Total	21	100%

Source : Prepared by the researcher.

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According to the table above, which represents the academic fields of the respondents, we find that the predominant field is Media and Communication, accounting for 90%. Additionally, there are other fields, each representing 4%, specifically in Human sciences and Geology. This indicates that women are increasingly choosing careers in media, regardless of the type, unlike in the past when many graduates from the National School of Journalism or the Institute of Media and Communication Sciences tended to work in education or administration. It is also evident that media institutions are now more focused on hiring graduates from media and communication faculties.

3.4 Selection of electronic sports media by chance:

Table 4. Represents the frequency of selecting electronic sports media by chance

Option	Frequency	Percentage	arithmetic Average	Standard Deviation	Sample Trend
I Agree	14	66.67%	2.57	6.25	I Agree
Neutral	5	23.80%			
Disagree	2	9.53%			
Total	21	100%			

Source : Prepared by the researcher.

The statement regarding the selection of electronic sports media reveals that 66.67% of the study sample agreed that they chose electronic sports media by chance, with an average of 2.57. This indicates that graduates in Media and Communication tend to seize any opportunity offered to them to work in the media field, regardless of its specific type.

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3.5 Selection of electronic sports media for its appropriate work method:

Table 5. Represents the frequency of selecting electronic sports media for its appropriate work method

Option	Frequency	Percentage	arithmetic Average	Standard Deviation	Sample Trend
I Agree	15	71.43%	2.62	7	I Agree
Neutral	4	19.05%			
Disagree	2	9.53%			
Total	21	100%			

Source : Prepared by the researcher.

The statement regarding the choice of electronic sports media for its suitable work method reveals that 71.43% of the study sample agreed that they chose electronic sports media due to its work style, with an average of 2.29. This reflects the appeal of electronic media, which introduces a new approach to journalistic practice distinct from traditional media. For example, it eliminates the need for daily commutes to the workplace, facilitating women's ability to pursue their profession more flexibly.

3.6 Selection of electronic sports media for its ease of work

Table 6. Represents the frequency of selecting electronic sports media for its ease of work

Option	Frequency	Percentage	arithmetic Average	Standard Deviation	Sample Trend
I Agree	10	47.62%			

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Neutral	4	19.05%	2.14	3	Neutral
Disagree	7	33.33%			
Total	21	100%			

Source : Prepared by the researcher.

The statement regarding the choice of electronic sports media for its ease of work shows that 19.05% of the study sample were neutral about selecting electronic sports media for its ease of work, with an average of 2.29. While the study sample chose electronic sports media due to its work style, they expressed neutrality about the ease of working in it. This indicates that the integration of media and communication technologies with journalistic practice has surpassed the traditional methods of interaction and engagement with new forms of media content. It highlights that the media profession now requires proficiency in web writing and effective use of new media tools and techniques, often referred to as internet media.

3.7 Selection of electronic sports media for breaking the routine of traditional media

Table 7. Represents the frequency of selecting electronic sports media for breaking the routine of traditional media

Option	Frequency	Percentage	arithmetic Average	Standard Deviation	Sample Trend
I Agree	17	80.96%	2.71	8.66	I Agree
Neutral	2	9.52%			
Disagree	2	9.52%			
Total	21	100%			

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Source : Prepared by the researcher.

The statement regarding the choice of electronic sports media for breaking the routine of traditional media shows that 80.90% of the study sample agreed that they chose electronic sports media because it broke the routine of traditional media, with an average of 2.71. This highlights that new media has brought significant changes to journalistic practice, as well as to the content and production of media. The digital revolution has provided broader spaces for content creation, as well as numerous services not found in traditional media, such as real-time news dissemination, multimedia, and hypertext links, etc.

3.8 Selection of electronic sports media for its features suitable to their social status:

Table 8. Represents the Frequency of selecting electronic sports media for its features suitable to their social status

Source : Prepared by the researcher.

Option	Frequency	Percentage	arithmetic Average	Standard Deviation	Sample Trend
I Agree	15	71.43%	2.62	7	I Agree
Neutral	4	19.05%			
Disagree	2	9.53%			
Total	21	100%			

The statement regarding the choice of electronic sports media for its features suitable to their social status reveals that 23.81% of the study sample were neutral about the alignment of electronic sports media with their social status, with an average of 2.9. This may be due to the fact that the features of electronic sports media may not align with their social situation, as the nature of work in sports media, regardless of the medium, may not match the social status of female journalists in Algeria. This includes societal views on

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women entering stadiums and the fact that most of the work environment in sports media is male-dominated.

3.9 Preferring electronic sports media over traditional media due to the variety of media in news reporting

Table 9. Represents the frequency of preferring electronic sports media over traditional media due to the variety of media in news reporting

Option	Frequency	Percentage	arithmetic Average	Standard Deviation	Sample Trend
I Agree	16	76.19%	2.62	7.81	I Agree
Neutral	2	9.53%			
Disagree	3	14.29%			
Total	21	100%			

Source : Prepared by the researcher.

The statement regarding the preference for electronic sports media over traditional media due to the variety of media in news reporting shows that 76.19% of the study sample agreed that they preferred electronic sports media for its feature of multimedia integration in news reporting, with an average of 2.62. This explains that the advantages of electronic media, including the integration of various media formats in news content, are lacking in traditional media. Female journalists working in electronic media have access to all the features available to their counterparts in traditional media across different platforms. They can publish news articles combined with images or videos (mixing text, images, and audio). This diversity is what makes them prefer electronic media over traditional media, where they are confined to a single format for writing (text and images in print journalism, video in television, and audio in radio).

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3.10 Preferring electronic sports media over traditional media for allowing news to be published anytime

Table 10. Represents the frequency of preferring electronic sports media over traditional media for allowing news to be published anytime

Option	Frequency	Percentage	arithmetic Average	Standard Deviation	Sample Trend
I Agree	18	71.43%	2.62	7	I Agree
Neutral	1	4.76%			
Disagree	2	9.53%			
Total	21	100%			

Source : Prepared by the researcher.

The statement regarding the preference for electronic sports media over traditional media for allowing news to be published anytime shows that 85.71% of the study sample agreed that they preferred electronic sports media over traditional media for its timeliness in publishing news, without being bound by any specific time or space constraints, with an average of 2.76. This is due to the various services provided by electronic media, which has transformed the way media content is produced. The feature of "asynchronous publishing" means that any message or content can be sent and broadcast at any time without being restricted by time or space, in contrast to traditional media. For instance, print journalism is limited by the number of pages and space allocated for each page, not to mention the wait for an entire day for the news to be published, due to the printing process that takes many hours. This is why female journalists prefer working in electronic media, which allows them to write and publish news and information whenever they want, without being restricted by time or space.

3.11 The Absence of a Difference Between Electronic Sports Media and Traditional Media

Table 11. Represents the frequencies of the perception of no difference between electronic sports media and traditional media

Option	Repitition	Percentage	arithmetic Average	Standard Deviation	Sample Trend
I Agree	4	19.05%	1.61	4.35	Disagree
Neutral	5	23.80%			
Disagree	12	57.14%			
Total	21	100%			

Source : Prepared by the researcher.

The statement regarding the absence of a difference between electronic sports media and traditional media reveals that 23.80% of the study sample disagreed with the notion of no difference, with an average of 1.62. This indicates that electronic sports media has significantly altered the characteristics of traditional media, both in terms of its practice and content, as well as through the range of services offered by electronic media.

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3.12 Abandoning electronic sports media in favor of opportunities in traditional media

Table 12. Represents the frequency of abandoning electronic sports media in favor of opportunities in traditional media

Option	Frequency	Percentage	arithmetic Average	Standard Deviation	Sample Trend
Agree	10	47.62%	2.14	3	Neutral
Neutral	4	19.05%			
Disagree	7	33.33%			
Total	21	100%			

Source : Prepared by the researcher.

The statement regarding the possibility of abandoning electronic sports media for an opportunity in traditional media reveals that the study sample remained neutral, with an average of 2.14. This neutrality suggests that participants do not have a strong preference for leaving electronic sports media in favor of traditional media, even if such opportunities were available.

4.Discussion of results according to hypothesis:

In analyzing the first hypothesis, which stated that "the ease of professional practice in electronic media drives female journalists to choose electronic sports media," the responses from the study sample showed a neutral trend on this claim. Based on data from Tables 5 and 6, it became evident that sports journalists working in electronic sports media held neutral trends toward the ease and suitability of electronic media work. This suggests that while some aspects of electronic media may offer flexibility, the ease of practice may not be a decisive factor for all respondents in choosing this medium.

The second hypothesis stated: "Female journalists prefer electronic sports media over traditional media." The validity of this hypothesis is reflected in the responses from the study participants. Data and findings from Tables 9

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and 10 reveal that female sports journalists working in electronic sports media indeed favor this medium over traditional media. This preference is largely attributed to the numerous services that electronic media provides in the context of professional media practice.

5. General Study Conclusions

Finally, we conclude that:

- Most respondents chose electronic sports media because it was an available opportunity.
- Most respondents chose electronic sports media due to its work style compatibility with their needs.
- Most respondents were neutral about choosing electronic sports media for ease of practice.
- Most respondents chose electronic sports media because it broke the routine of traditional journalism.
- Most respondents were neutral regarding the compatibility of electronic sports media features with their social status.
- Most respondents preferred electronic sports media for the multimedia options available in news writing.
- Most respondents preferred electronic sports media because it allows them to publish news at any time.
- Most respondents viewed a clear difference between electronic sports media and traditional media.
- Most respondents were neutral about leaving electronic sports media if given an opportunity in traditional media.

In conclusion, it can be stated that electronic sports media has successfully attracted women, owing to the numerous advantages it provides, particularly regarding media practice, which has undergone significant transformations in this new form of media.

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