

The role of social media sites in spreading a healthy sports culture among the elderly in Algeria.

دور مواقع التواصل الاجتماعي في نشر الثقافة الرياضية الصحية عند كبار

السن في الجزائر

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Received:24/01/2024

Accepted:30/01/2024

Published :07/02/2024

Abstract:

This study aims to identify the role of social networking sites in spreading a healthy sports culture among the elderly in Algeria. Our study has singled out the most important of these sites, which is Facebook, which has had a significant impact on the behavior of many of its pioneers in their various categories. Our study has singled out this study for the elderly. As many of them have been able to access this site in one way or another to keep pace with this development and satisfy their desires like other groups in society, Facebook is one of these sites that has opened many areas for individuals to interact and convey their concerns through building virtual social relationships and making this world a small village due to its ease of use and wide spread, Facebook is also considered a media tool that includes many ideas in various disciplines and a site for promoting ideas and information, which makes individuals affected by the contents it carries, whether positive or negative, which greatly influence the cultural aspect of the individual, and from this standpoint Through this study, we will try to reveal the nature of the

role that Facebook plays in spreading a healthy sports culture for this group by spreading the values and culture of healthy sports practice.

Key words: *social media, Sports culture, the elderly.*

ملخص الدراسة :

تهدف هذه الدراسة الى التعرف على دور مواقع التواصل الاجتماعي في نشر الثقافة الرياضية الصحية عند كبار السن في الجزائر و قد خصت دراستنا هذه أهم هذه المواقع و هو الفيسبوك و الذي أصبح لو تأثير كبير على سلوك العديد من رواده بمختلف فئاتهم ، و خصت دراستنا هذه لكبار السن فقد استطاع الكثير منهم الولوج إلى هذا الموقع بطريقة أو بأخرى لمواكبة هذا التطور و إشباع رغبتهم كغيرهم من فئات المجتمع، و الفيسبوك أحد هذه المواقع فتح مجالات عديدة أمام الأفراد للتفاعل و نقل انشغالاتهم من خلال بناء علاقات اجتماعية افتراضية و جعله لهذا العالم قرية صغيرة نظرا لسهولة استخدامه و انتشاره الواسع ، كما يعتبر الفيسبوك أداة إعلامية تضم العديد من الأفكار في مختلف التخصصات و موقع لترويج الأفكار و المعلومات ، مما يجعل الأفراد يتأثرون بالمضامين التي يحملها سواء كانت مضامين ايجابية أم سلبية المؤثرة بشكل كبير على الجانب الثقافي للفرد، و من هذا المنطلق سوف نحاول من خلال هذه الدراسة الكشف عن طبيعة الدور الذي يلعبه موقع الفيسبوك في نشر الثقافة الرياضية الصحية لهذه الفئة من خلال نشر قيم وثقافة الممارسة الرياضية الصحية .

الكلمات الدالة: مواقع التواصل الاجتماعي، الثقافة الرياضية، كبار السن.

1. Introduction and the Statement of the Problem

Information and communication technology is considered a relatively modern concept, the use of which has spread amazingly and rapidly, especially the Internet. Humanity has never witnessed means of communication with each other that are characterized by speed and effectiveness, and that

affect the lives of people wherever they are, socially, culturally, and developmentally.

In light of the crisis and cultural and social conflict that the mass media has led to, which has led to neglecting the content of the media message, however, according to researchers in the field of media and communication, technological electronic media is one of the most important means that have contributed to changing societies in various fields. This is what made social networking sites merely a system of electronic networks that allow the subscriber to create his own website, and then link it through an electronic social system with other members who have the same interests and hobbies, with the intention of influencing the public to modify some of the behaviors that are now threatening the fate of many individuals. Those who are isolated from what is happening around them on the one hand, and spreading culture in various fields, especially sports culture, and encouraging it to advance it to a high level within society on the other hand. (Al-Shafi'i, 2003, p. 297)

The needs and motives of the elderly may differ when they use social networking sites, and the satisfactions they achieve from this use, which can be explained within the framework of the uses and gratifications theory, which refers to the assumption that an active audience can identify its needs and motives, and choose messages and content that

satisfy its needs. Eh, and he controls This includes factors of individual differences, factors of social interaction, especially ideas and information that are concerned with health care among this group, by attracting information about their various health sports activities through Facebook, because of its great importance in disseminating information related to healthy sports practice. (Mohamed, 2009, p. 35)

From this standpoint, and in view of this sensitive topic, as it targets the elderly group in particular, we decided to pose our problematic question as follows: Do social Media sites (Facebook) contribute to spreading a healthy sports culture among the elderly ?

2- Define search terms:

A- Social Media sites:

A term given to a group of sites on the World Wide Web that allow communication between individuals in a virtual community environment, united by their affiliation to a country, school, or specific group in a global system for transferring information. (Awad, 2014, p. 21)

B- Facebook:

It is a free social network spread on the Internet, allowing registered users to create Browsers or personal pages, uploading photos and videos, and sending messages to friends and

colleagues, with the aim of communicating. (Qamhiyya, 2017, p. 24)

C- Sports culture

It is the collection of science, knowledge, and information from the arts for various sporting activities that the individual acquires from the environment and is provided with through his own experience, whether by watching, practicing, or reading those sporting activities. (Mahdi, 2012, p. 67)

D- The elderly:

He is the person who has reached old age and has lost status and social effectiveness, to face the stage of weakening the connection between him and the family and external community. The elderly person is the person who is over sixty years of age and his dependence on others increases as his physical, psychological and social functions decline. This varies according to the personality of the elderly person and the standards. The social and cultural prevailing in society. (Al-Sukkari, 2000, p. 64)

3- Social Media sites:

3 -1-The concept of social Media sites:

It is “a system of electronic networks that allows its subscriber to create a private website, and then connect it through an electronic social system with other members who have the same interests and hobbies” (Al-Muhtasib Consulting Center, 2017, p. 16)

3-2- Characteristics of social media:

1- Interactive and participatory: Communication through social media is characterized by interactivity in that each member enriches his personal page, whether related to his personality, sports, fashion, or music, or related to his home country, political events, maps or pictures of his city (which he wishes to present to others, and Social media sites allow members to share, comment on, or like these posts.

2- Spontaneity: Communication through social networking sites is characterized by being spontaneous, informal, or expected. There is no planning or coordination for communication between members, as well as the absence of regulations and organizational restrictions governing that communication, as it is characterized by spontaneity between the two parties of communication.

3- Low cost: Registration on social networking sites is free. On the main page of Facebook, it is written that it is free and remains free.

4- Ease of use: The member does not need special skills to use social media networks, and most social media networks provide special pages in the official language of each community.

5- Permanent, non-physical presence: It does not require communication, as a member can contact the

other member by leaving a text message, pictures, or information about movies, music, or other things.

6 - Openness: The content sent by users represents the majority of the content published on social networking sites, and this increases the desire among members for more communication, interaction and participation because they are the ones who carry out the process of producing the content, unlike traditional media in which the person plays the role of the recipient or consumer of the content. (Hatimi, 2015, p. 86.85)

3-3- forms of social Media sites:

1-Facebook: Facebook is considered the most famous social network in the world, as it ranks first on the throne of social networks. The site was founded in 2004 by an American student at Harvard University called Mark Zuckerberg, and the name Facebook was given and its meaning is the Book of Existence, in reference to well-known printed books. B. Existence books, which were distributed to students to learn the names of their classmates. Facebook was initially a simple idea based on creating an interactive website that would allow Harvard students to communicate with each other and maintain their relationship after they graduated.

2- Twitter: Twitter allows its users to send a microblog about their status with a maximum of 140 characters per message, directly or via Twist for updates within instant messaging programs or

applications provided by developers, such as SMS, a short message. Twitter appeared in 2006 as a development project. Research conducted by a San Francisco company, after which the site began to spread as a new service on the scene in 2007.

3- Instagram: It enhances quick communication through photos, comments on them, or registering likes. It is one of the sites that has gained popularity at the individual and institutional levels. Instagram is an application available for exchanging photos in addition to being a social network. The beginning of Instagram was in 2010, when it came up with an application that works on photo points. Add a digital filter to it and send it via social networking services.

4- WhatsApp: The use of WhatsApp has spread among young people due to the ease of dealing with this technology through the mobile phone, the possibility of forming communication groups, transferring text messages and photos, and the possibility of saving. Rather, it has become the popular means of social communication and the effective influence on individual and group behavior, and WhatsApp also contributes. In circulating news, in education, meetings, awareness-raising, advocacy and guidance. (Hayat, 2021, p. 13.12)

4- Facebook:

Definition of Facebook:

It is a free social networking network spread on the Internet that allows registered users to create browsers or personal pages, upload photos and videos, and send messages to family and colleagues, with the aim of communicating. According to some statistics, Internet users in the United States Americans, for example, spend more time on Facebook than any other sites. (Qamhiyya, 2017, p. 24)

4-1- Facebook features:

A-Personal Profile: When you subscribe to the site, you must create a personal file that contains your personal information, photos, and favorite things, all of which is useful information for easy communication with others. It also provides information for companies that want to specifically advertise their goods to you.

B- Add a friend: add friend, with which the user can add any friend or search for any individual on Facebook via email.

C- Create a group: groups: Through the feature of creating an electronic group on the Internet, you can create an electronic community that gathers around a specific issue, be it political, social, sports, etc. You can make participation in this group exclusive to family and friends, or publicly shared by anyone who is interested in its topic.

D- Wall panel: It is a designated space on any user's profile page that allows friends to send various messages to this user.

E- »Pokes»: This allows users to send a virtual joke to attract each other's attention. It is a notification that notifies the user that a friend is welcoming him. "Photos" is a feature that enables users to download albums and photos from...

Personal devices to the location and view.

F- Status: which allows users to inform their friends of their whereabouts and what they are doing at the present time. (Al-Miqdadi, 2013, p. 36.35)

4-2- Benefits and positives of Facebook:

This site provides services to users that facilitate many of their work and communication, including Services:

- Providing the opportunity for friendship and communication between members participating in this site through:

- Providing the opportunity to add any friends the member wishes to add to communicate with them after obtaining their approval. The choice and freedom are available to anyone who wants to add a friend to the site, and it is available for this friend to accept or reject this friendship by answering negatively or positively to the request he receives.

- Referring two friends to each other on this site, even if they do not know each other in real life.

-Suggesting new friends to whomever he wants from old friends he previously knew, thus expanding his network of friendship and communication.

Providing the opportunity to view all friends at once, their names arranged alphabetically with their existing phone numbers

They would give up their lives if these phones were available to friends.

The ability to sort friends and classify them according to any information added about each of them, such as classmates or

Co-workers or by profession.

- 2Facebook also provides the opportunity to download photo albums in a larger and easier way than other sites provide.

-3-Communicating with virtual communities specialized in various topics that benefit the member in training and education from these communities and increasing his experience.

-4Follow the news of famous personalities in all fields.

5- The ability to pin any website, news, pictures, or video clips to Khalil Shakra. (Shakra, 2014, p. 67)

5- Sports culture:

Sports activity has become a necessity for intellectual, educational, artistic, and cultural preparation, and important studies have appeared that use the term physical culture as a synonym or as

an alternative to physical education, and this culture is considered an integral part of every culture.

The individual athlete, both a practitioner and a spectator, must understand and absorb an appropriate amount of sports culture. There are matters and topics of sports culture that have a general cultural layer, such as history related to Olympic and international sports achievements, especially those related to physical fitness, healthy nutrition, and some rules of the game. There is also something to which culture can be applied. Sports, private and specific, which is the culture related to sports and the rules of competitions organized and managed by special plans and strategies.

Sports culture also has an influential and effective role in spreading and consolidating the principles of sportsmanship among players, as well as spreading awareness and blocking undesirable behavior on the other hand. (Mohsen, 2009, p. 108) Sports culture in the modern concept updates the physical concept of research to include psychological, moral, aesthetic, recreational and cultural concepts, and it is an important means of deepening the citizen's connection with his homeland and his reality. What was mentioned above does not happen spontaneously, but rather in a programmed manner, whether in schools or colleges or through television, newspapers, radio and cinema.

Or festivals, the goal of all of which is to educate the citizen culturally.

Al-Shafi'i defines sports culture as the rich increase in human experience through sports activities, which in turn leads to a better understanding and appreciation of the environment in which individuals find themselves a part. And Hussein Ahmed Al-Shafi'i

It is also known as: that comprehensive, complex fabric of ideas, beliefs, customs, traditions, and trends. (Sadiq, 1990, p. 20.21).

5-1- Objectives of sports culture:

Culture has a distinct role in spreading cultural sports awareness among societies

-Raising the individual physically, psychologically, behaviorally and intellectually

-Acquiring useful skills for practical life

-Sports culture has an educational impact on all members of society (young and old, male and female.)

5-2- Areas of sports culture:

The areas of sports culture are embodied in:

A - Cognitive field (mathematical knowledge):

It is the sum of all sports information that an individual has, and includes knowledge of the rules, laws, and game plans that pertain to the sports field.

B- The social field

It is the upbringing of individuals, educating them athletically, and teaching them socially and

athletically acceptable behavior, as well as indoctrinating them with sports knowledge and beliefs that constitute their cultural and civilized environment toward sports.

C- The educational field

Preparing the individual and evaluating his behavior physically, psychologically, morally, socially, and artistically, and acquiring biological, moral, social, artistic, scientific, and economic characteristics and characteristics through sports.

D- Health field:

The individual's ability to care for the safety of his body, take care of it, satisfy his organic needs, and achieve a state of balance between the various bodily functions that makes him feel healthy and physically well. (Othman Mahmoud Shehadeh, 2009, p. 256).

6- Conclusion

Through this study, we tried to identify the impact of social networking sites (Facebook) on spreading a healthy sports culture among the elderly, because of the effects this site has on this group and on all aspects, especially health aspects.

Facebook is considered one of the social networking sites that allows individuals to exchange information and ideas, learn, educate, and entertain. It can also be considered a laboratory for dating processes. This site has been able to reach all

different age groups, from young to old, especially the most important group, which is the elderly group. Through our study of the impact of social networking sites Facebook on disseminating information that includes healthy sports culture among the elderly.

7- Suggestions and Future Recommendations

1- The necessity of promoting and developing the media programs on Facebook in quantity and quality.

2-The need to pay attention to the quality of programs on various sports pages that focus on types of healthy sports practice

3-Emphasis on running healthy cultural and sports programs on Facebook pages and not just on sports news.

4-Emphasis on holding continuous courses for workers in the sports field in order to improve the performance of special programs directed at spreading the culture of healthy sports practice among the elderly in particular.

5-The necessity of holding special programs and seminars on various sports pages regarding the importance of sports and its impact on improving social, cultural and health life.

6- Conduct field research and analytical studies on the role of social media in spreading culture and health sports awareness in Algerian societies.

7- Increase the spotlight on the importance of sport in our lives (physically, health-wise and psychologically) on social media sites.

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