CHAPTER- 5

FINDINGS, CONCLUSION AND SUGGESTIONS FOR FURTHER STUDIES

INTRODUCTION

A scientific method refers to the body of techniques for investigating phenomena acquiring new knowledge or correcting and integrating previous knowledge. It is based on gathering observable, empirical and measurable evidence subject to specific principles of reasoning. A scientific method consists of the collection of data through observation, experimentation, formulation and testing of hypotheses.

Although the procedures vary from one field of inquiry to another and identifiable features distinguish scientific inquiry from other methodologies of knowledge. The scientific researchers propose hypotheses as explanations of phenomena, and design experimental study to test the hypotheses. These steps must be repeatable in order to predict dependably any future results. The theories that encompass wider domains of inquiry may bind many hypotheses together in a coherent structure. This in turn may help for new hypotheses or place groups of hypotheses into context.

The present study was conducted to give a proper impact of mass media on 200 respondents including selected games (boxing, cricket, wrestling and hockey) in M.D. University, Rohtak.

To analyse the results ‘z’ test and ‘chi-square’ was applied and are described in detail in Chapter – 4. These tests were applied to find out the impact of mass media on 200 respondents including selected games (boxing, cricket, wrestling and hockey) in M.D. University, Rohtak.
The main findings of the study are as following:

CASE 1: Impact of T.V, Display picture and audio video cassettes as coverage of mass media on the participation of boxing male and female players of M.D. University, Rohtak

As the two tailed p-value 1 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of TV, Display picture and audio-video cassettes as coverage media on the participation of Boxing male or female players of M.D. University, Rohtak, Z=0, p=1

CASE 2: Impact of T.V, Display picture and audio video cassettes as coverage of mass media on the participation of cricket male and female players of M.D. University, Rohtak

As the two tailed p-value 1 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of TV, Display picture and audio-video cassettes as coverage media on the participation of Boxing male or female players of M.D. University, Rohtak, Z=0, p=1

CASE 3: Impact of T.V, Display picture and audio video cassettes as coverage of mass media on the participation of hockey male and female players of M.D. University, Rohtak

As the two tailed p-value 0.7773 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of TV, Display picture and audio-video cassettes as coverage media on the participation of Hockey male or female players of M.D. University, Rohtak, Z=-0.28, p=0.78
CASE 4: Impact of T.V, Display picture and audio video cassettes as coverage of mass media on the participation of wrestling male and female players of M.D. University, Rohtak

As the two tailed p-value 0.3961 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of TV, Display picture and audio-video cassettes as coverage media on the participation of Wrestling male or female players of M.D. University, Rohtak, Z=0.85, p=0.39

CASE 5: Impact of News paper and Magazines as coverage of mass media on the participation of boxing male and female players of M.D. University, Rohtak

As the two tailed p-value 0.7766 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of News Paper and magazines as coverage media on the participation of Boxing male or female players of M.D. University, Rohtak, Z=0.28, p=0.78

CASE 6: Impact of News paper and Magazines as coverage of mass media on the participation of Cricket male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5688 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of News Paper and magazines as coverage media on the participation of Cricket male or female players of M.D. University, Rohtak. Z=-0.57, p=0.57

CASE 7: Impact of News paper and Magazines as coverage of mass media on the participation of Hockey male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5688 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of News Paper and magazines as coverage media on the participation of Hockey male or female players of M.D University Rohtak. Z=0.57, p=0.57
CASE 8: Impact of News paper and Magazines as coverage of mass media on the participation of Wrestling male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5688 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of News Paper and magazines as coverage media on the participation of Wrestling male or female players of M.D. University, Rohtak, Z=0.57, p=0.57

CASE 9: Impact of Computer and internet as coverage of mass media on the participation of Boxing male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5515 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of Boxing male or female players of M.D. University, Rohtak, Z=-0.59, p=0.55

CASE 10: Impact of Computer and internet as coverage of mass media on the participation of Cricket male and female players of M.D. University, Rohtak

As the two tailed p-value 0.1489 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of Cricket male or female players of M.D. University, Rohtak, Z=1.44, p=0.15

CASE 11: Impact of Computer and internet as coverage of mass media on the participation of Hockey male and female players of M.D. University, Rohtak

As the two tailed p-value 0.074 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of Hockey male or female players of M.D. University, Rohtak, Z=1.79, p=0.08
CASE 12: Impact of Computer and internet as coverage of mass media on the participation of Wrestling male and female players of M.D. University, Rohtak

As the two tailed p-value 0.5515 is greater than 0.05 level of significance, so we have not enough evidence to reject the null hypothesis and we conclude that there is almost same impact of Computer and Internet as coverage media on the participation of Wrestling male or female players of M.D. University, Rohtak, Z=0.59, p=0.55

CASE 13: Difference the impact on coverage of sports by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the coverage of sports by three types of media as $\chi^2(2)=70.63$, p<.001. Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc. and then by Computer and Internet.

Case14: Difference the impact on coverage of sports motivation for the participation in sports by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

We observe from the above results that there are significant differences in the motivation for the participation in sports by three types of media as $\chi^2(2)=64.51$, p<.001. Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc. and then by Computer and Internet.

CASE15: Difference the impact on team mate publicity by three types of mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the effect on team mate publicity by three types of media as $\chi^2(2)=132.91$, p<.001 Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc. and then by Computer and Internet.
CASE 16: Difference the impact on coverage of rural sports by three types of mass media (T.V, Audio, VCD Cassette, Newspaper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the best reporting for the coverage of rural sports by three types of media as \( \chi^2(2) = 52.09 \), p<.001 Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by Newspaper, Magazines etc. and then by Computer and Internet.

CASE 17: Difference the impact on coverage of urban sports by three types of mass media (T.V, Audio, VCD Cassette, Newspaper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the best reporting for the coverage of urban sports by three types of media as \( \chi^2(2) = 64.03 \), p<.001 Also Computer and internet has the highest contribution followed by T.V., Audio, VCD Cassette, Display Media and then by Newspaper, Magazines etc.

Case 18: Difference the best encouragement of female sports persons by three types of mass media (T.V, Audio, VCD Cassette, Newspaper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the best encouragement of female sports persons by three types of media as \( \chi^2(2) = 80.53 \), p<.001 Also Newspaper, Magazines etc. has the highest contribution followed by T.V., Audio, VCD Cassette, Display Media and then by Computer and internet.

Case 19: Difference the best encouragement of male sports persons by three types of mass media (T.V, Audio, VCD Cassette, Newspaper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the best encouragement of male sports persons by three types of media as \( \chi^2(2) = 266.23 \),
p<.001 Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc and then by Computer and internet.

CASE 20: Difference the coverage of boxing by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is observed from the above results that there are significant differences in the coverage of boxing by three types of media as χ²(2)=79.93, p<.001 Also News Paper, Magazines etc has the highest contribution followed by T.V., Audio, VCD Cassette, Display Media and then by Computer and internet.

CASE 21: Difference the coverage of cricket by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is analysed from the above results that there are significant differences in the coverage of cricket by three types of media as χ²(2)=325.81, p<.001 Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc and then by Computer and internet

CASE 22: Difference the coverage of hockey by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).

It is analysed from the above results that there are significant differences in the coverage of hockey by three types of media as χ²(2)=139.72, p<.001 Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc and then by Computer and internet.

CASE 23: Difference the coverage of Wrestling by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).
It is analysed from the above results that there are significant differences in the coverage of Wrestling by three types of media as $\chi^2(2)=271.39$, $p<.001$ Also T.V., Audio, VCD Cassette, Display Media has the highest contribution followed by News Paper, Magazines etc and then by Computer and internet.

**CASE 24: Difference the coverage of sports leading to award by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).**

It is analysed from the above results that there are significant differences in coverage of sports leading to award by three types of media as $\chi^2(2)=82.81$, $p<.001$ Also T.V., Audio, VCD Cassette, Display Media and News Paper, Magazines etc has the highest contribution followed by Computer and internet.

**CASE 25: Difference the coverage of sports leading to increase in job opportunities by three types of mass media mass media (T.V, Audio, VCD Cassette, News paper, Magazines, Computer and internet).**

It is analysed from the above results that there are significant differences in coverage of sports leading to increase in job opportunities by three types of media as $\chi^2(2)=248.89$, $p<.001$ Also Computer and internet has the highest contribution followed by News Paper, Magazines etc and then by T.V., Audio, VCD Cassette, Display Media.

**CASE 26: To analyse the impact of frequency who believe or not believe in Mass media Coverage for sports influenced by some factors.**

It is concluded from the above results that There is significant difference in frequency of those who believe that Media Coverage for sports is influenced by some factors and those who do not believe it as $\chi^2(1)=14.58$, $p<.001$ Also frequency of those who believe that Media Coverage for sports is influenced by some factors is greater than those who do not believe it.
CASE 27: To analyse the impact of frequency who believe or not believe in mass media coverage help in improving the sports skill.

It is concluded from the above results that all the individuals believe that media coverage help in improving the sports skill.

CASE 28: To analyse the impact of frequency who believe or not believe in mass media encouraging the participation youth in sports.

It is observed from the above results that There is significant difference in frequency of those who believe that media encouraging the participating youth in sports and those who do not believe it as $\chi^2(1)=98, \ p<.001$ Also frequency of those who believe that media encouraging the participating youth in sports is greater than those who do not believe it.

CASE 29: To analyse the impact of frequency who believe or not believe in employment opportunities in sports have increased due to mass media coverage of sports.

It is observed from the above results that There is significant difference in frequency of those who believe that employment opportunities in sports have increased due to media coverage of sports and those who do not believe it as $\chi^2(1)=121.68, \ p<.001$ Also frequency of those who believe that employment opportunities in sports have increased due to media coverage of sports is greater than those who do not believe it.

CASE 30: To analyse the impact of frequency who believe or not believe in mass media coverage the best means for carrier building in sports.

From the above table we observe that 100% believe that media coverage is the best means for carrier building in sports.
CASE 31: To analyse the impact of frequency who believe or not believe that time of participation increased due to sports mass media coverage to 1hr, 2hr 3hr and 4hr different

It is observed from the above results that There is significant difference in frequency of those who believe that time of participation that has been increased due to sports media coverage to 1hr, 2hr 3hr or 4hr as $\chi^2(1)=121.68$, $p<.001$ Also frequency of those who believe that time of participation that has been increased due to sports media coverage to 1hr is more than 2hr and for 3hr or 4hr there is no support.

CASE 32: To analyse the impact of frequency who prefer mass media and coaches for different promoting sports activities.

It is concluded from the above results that There is no difference in frequency of those who prefer media or coaches for promoting sports activities as $\chi^2(1)=.81$, $p=0.67>0.05$ Also frequency of those who prefer media or coaches for promoting sports activities is almost same.

CASE 33: To analyse the impact of frequency of those who are satisfied, fully satisfied, satisfied to some extent and not satisfied with the mass media different sports coverage.

It is concluded from the above results that There is significant difference in frequency of those who are satisfied, fully satisfied, satisfied to some extent or not satisfied with the media for the sports coverage as $\chi^2(3)=146.12$, $p<0.001$ Also frequency of those who are satisfied with the media for the sports coverage is highest followed by those who are satisfied, fully satisfied and not satisfied respectively.
CONCLUSION

1. T.V, audio, VCD cassette, display media has the highest contribution followed by news paper, magazines etc, and then by computer and internet.
2. Impact on coverage of sports motivation for the participation in sports by three type of mass media (T.V., display media, news paper, magazines& computer, internet) has the highest contribution.
3. The impact on team mates publicity by three type of mass media (T.V., display media, news paper, magazines& computer, internet) has highest contribution and as well as in rural sports, urban sports, female and male sports persons.
4. Awards are increased due to the impact of mass media coverage.
5. Job opportunities are also increased and mass media is also helping in improving the sports skills.
6. Career building and youth participation in sports are also increased due to the impact of mass media coverage.
7. Due to the impact of mass media coverage 1 hour of participation is increased in their regular timings and media or coaches also promoting sports activities.

SUGGESTIONS

1. For future research in this area a large sample should be undertaken including two or more Universities.
2. The impact of mass media coverage on the players of M.D. University, Rohtak should be measure on the basis of their appraisal results.
3. The studies may be conducted on the players of Science/Arts/Commerce background at B.A., B.Sc. and B.Com. level.
4. For the further study large number of games should be undertaken.