

## عنوان مقاله:

نقش صدا و سیما در افزایش مشارکت های مردمی در ورزش همگانی: مطالعه موردی استان قزوین

## محل انتشار:

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## خلاصه مقاله:

The purpose of this study was to investigate the role of the state Tv and radio in Qazvin province in increasing people participation in sport. The research method was a descriptive-correlative type that was implemented in the field and the statistical population consisted of the citizens of Qazvin, who attended at least one weekly at sports stations, which numbered 5,000 people. The sample size was 250 according to the Morgan table. The data gathering tool was a 24-item questionnaire with Likert scale of 5 and 10 components, whose content and content validity was confirmed by the relevant experts and professors of the university. The reliability was calculated through Cronbach's alpha coefficient of 0.72. To analyze data from a single sample t tests and independent t test, Mann-Whitney and ANOVA (for the difference between Mean) was used. The results showed that the effect of radio and television in Qazvin province on the increase of popular participation in sport is low and ineffective ( $t=-8.87$ ,  $P \leq 0.01$ ). Therefore, production plans in radio and television should be increased and the content of publications should increase with the content of public sport education. Also, local media and local games will be used more widely for community sports and local games, and for attracting more and better investors to the public sport and helping this sport, make attractive plans for the theme of sports, to this end. Through the culture of exercise and physical activity, go public

## کلمات کلیدی:

صدا و سیما، مشارکت مردمی، ورزش همگانی، قزوین

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