

A Comparative Study of the Media Coverage of the 25th Arabian Gulf Cup by Iraqi and Gulf Channels from the Perspective of Media Department Students at the College of Arts, University of Tikrit

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Abstract

Study Goals: From the perspective of students in the University of Tikrit's Media Department, this study seeks to determine the extent of media coverage provided by both Iraqi and Gulf sports channels. Additionally, it seeks to comprehend the role that Iraqi channels played in covering the 25th Arabian Gulf Cup in comparison to that of Gulf channels.

To get at the study's conclusions, the researcher constructed scales for the media coverage of Gulf and Iraqi channels using the descriptive method in conjunction with survey and correlational methodologies. The researcher came to the following results and suggestions:

Conclusions:

- Gulf sports media contributes to the public's increased passion among individuals.
- Gulf channels reinforce beneficial features among students and the community.
- The predisposition to watch Iraqi stations is poor since they highlight uninteresting subjects for their viewers.

Recommendations:

- Using the guidelines that Gulf broadcasters use as a baseline for drawing viewers.
- Sports media in Iraq ought to focus more on subjects that raise viewers' awareness of other cultures.
- Iraqi sports media ought to concentrate on raising audience Knowledge levels.

Keywords: Media Coverage, Arabian Gulf, Iraqi and Gulf Channels, College of Arts Students

1-1 Introduction and Research Importance:

Like other sciences, sports have a broad appeal, which exposes them to a variety of influences, chief among them the media, especially sports media. Viewers now have the option to watch a wide variety of sporting events thanks to the growth of satellite channels in various regions of the world that broadcast live sports events. This has prompted nations to focus on elite sports and to vie to host international competitions in order to display their achievements in a variety of sectors, present a favorable picture of their nation, and boost tourism. Through the marketing of products and equipment, increased airport traffic, and exposure to the nation's cultural legacy, this improves the country's economic and cultural elements. These factors have caused many nations to increase the amount of money allotted to producing champions and to concentrate more on using sports to create a favorable public perception and elicit strong feelings from the public through contemporary sponsorship, marketing, and promotional techniques as well as the formation of strategic partnerships.

On the other hand, a few niche sports channels have brought up moral concerns that pertain to professional ethics. Since most of them run without oversight over the content of their media messages, which frequently do not help to instill the concept of sportsmanship or reduce provocative behavior in stadiums, or even through certain sports programs where bias is evident in the topics presented by the program host or guests, satellite channels and online platforms have evolved into sources of fanaticism, tension, and violence as events have developed. This results in conversations that are biased and disconnected from the morality and admirable goals of the media. Due to sports media's provocative nature, which elicits excitement and a range of reactions—both positive and negative—many nations have experienced a decline in diplomatic relations. As

a result, sports media has frequently been the source of excessive tension between rival teams or disruptive audiences.

In light of this, the researcher uses this methodology to compare how Iraqi and Gulf channels covered the 25th Arabian Gulf Cup and the responses that followed, as well as to evaluate the media coverage. The study's significance stems from the part sports media play in developing and strengthening connections as well as the effect of content provided by sports media on a national and worldwide scale, capitalizing on the fervent and involved sports viewers.

2-1 Research Problem:

The researcher noticed that there were variations in the coverage of the tournament and the audience, with some coverage being positive and others negative, through his interest in sports events, specifically the 25th Arabian Gulf Cup in Basra, and the sports programs that accompanied the tournament on many Iraqi and Gulf channels. While some channels had a detrimental effect by drawing attention to specific flaws, others were successful in drawing viewers and contributed significantly to the tournament's success. The notion of comparing these channels separately to ascertain their beneficial or detrimental impacts originated from this insight.

- The research problem is encapsulated in the following questions:

Are there specific media plans in place to uphold and strengthen the function of intentional media in attaining a favorable influence in regional and global competitions?

- Does the media in Iraq or the Gulf region have a bigger say in highlighting the advantages of Iraq's capacity to hold competitions?

3-1 Research Objectives:

1. To create ratings for the media coverage of Gulf and Iraqi sports networks from the viewpoint of University of Tikrit (Morning) media department students.

2. To evaluate the quality of media coverage by Gulf and Iraqi sports networks from the viewpoint of University of Tikrit media department students.

3. To ascertain, from the viewpoint of the University of Tikrit Media Department, the role that Iraqi channels performed in covering the 25th Arabian Gulf Cup in comparison to the coverage provided by Gulf channels.

4. Research Areas:

1-4-1 Human Domain: Students of the College of Arts, Media Department, University of Tikrit.

2-4-1 Time Domain: From 19/2/2023 to 6/4/2023.

3-4-1 Location Domain: Classrooms in the College of Arts, Media Department, University of Tikrit.

5-1 Definition of Terms:

1- Media Coverage: Refers to the process by which a journalist or media professional gathers information about developments and details related to various aspects of events, incidents, and statements¹.

2. Research Methodology and Field Procedures:

1-2 Research Methodology:

The researcher employed the descriptive method using the survey approach, which is suitable for the nature of the research problem.

2-2 Research Population and Sample:

1-2-2 Research Population:

The research population consisted of 261 students from the Media Department, College of Arts, University of Tikrit, for the academic year 2022-2023.

1-1-2-2 Construction Sample:

166 students were included in this sample, who were specifically chosen from the third and fourth years. Out of all the surveys that were delivered, the researcher obtained 116 completed questionnaires. Eleven students, or 4.21% of the entire research population, comprised the exploratory sample. Since the first and second years were relatively new to the subject, 90 students (34.48% of the total) were removed in order to prevent poor responses. This distribution can be seen in Table 1.

¹ <https://www.ahewar.org/debat/show.art.asp?aid=439580>

Research Population	Total Population	Research Sample	Exploratory Sample	Construction Sample	Application Sample	Excluded
First Year	45	-	-	-	-	45
Second Year	50	-	-	-	-	50
Third Year	76	76	6	45	25	-
Fourth Year	90	90	5	55	30	-
Total	261	166	11	100	55	90
Percentage	100%	59.92%	4.21%	38.31%	21.07%	34.48%

3-2 Tools and Methods for Data Collection:

- Questionnaire.
- Dell Computer.
- A4 Paper.
- Pens.

4-2 Steps for Conducting the Research:

1-4-2 Design of Media Coverage Scales for Iraqi and Gulf Channels:

This includes the procedures followed to obtain a scale that meets the psychometric properties such as validity, reliability, and objectivity.

2-4-2 Determination of Scale Statements:

The scale's original 21 statements were created by the researcher and evaluated by a panel of specialists from the University of Tikrit's College of Physical Education and Sports Sciences and College of Arts' Media Department. The statements' construction, suitability for evaluating the targeted concepts, the direction of the positive and negative statements, and the appropriateness of the rating scale ("Always," "Sometimes," "Never") were all requested to be evaluated by the experts. One comment was removed because it did not fit the extent of media coverage that Iraqi channels were willing to provide, based on the feedback and opinions of the experts. These standards were adhered to by the researcher when crafting the remarks.¹:

- The content of the statement should be clear, straightforward, and direct.
- Avoid complex and confusing language in the statements.
- The statement should engage the respondent, encouraging them to answer honestly.
- Avoid using words with multiple meanings.
- Preferably, do not use long statements.
- The statements should include the necessary elements to help the respondent choose the appropriate answer.

3-1-4-2 Face Validity:

One of the most crucial aspects of a successful exam is validity. The phrase "face validity" refers to a validity type where the scale's external appearance determines whether it measures the trait or feature for which it was intended.² The validity of the scale was confirmed using face validity. Face validity is a measure of the scale's overall appearance, which includes the items' impartiality and clarity as well as the instructions' intelligibility. It evaluates how relevant and suitable the scale seems to be for certain people.³

The initial version of the scale was shown to specialists in the University of Tikrit's College of Physical Education and Sports Sciences and College of Arts' Media Department in order to ascertain the veracity of the statements. This was done in order to get their feedback on the scale items and determine whether or not they were suitable for quantifying the phenomena from the viewpoint of third- and fourth-year College of Arts Media Department students. Table (2) provides an example of this.

¹ **Mohammad Ahmad Al-Khatib, Ahmad Hamed Al-Khatib;** *Psychological Tests and Measurements*, 1st ed. (Amman: Dar Hamed Publishing, 2011), pp. 47-48.

² **Abdul Moneim Ahmed Jassim;** *Basics of Measurement and Testing in Physical Education*, 1st ed. (Cairo: Center for Book Publishing, 2019), p. 86.

³ **Mohammad Sobhi Hassanein;** *Measurement and Evaluation in Physical Education and Sports Sciences*, 6th ed. (Cairo: Dar Al-Fikr Al-Arabi Publishing and Distribution, 2004), p. 141.

Statement	Number of Experts	Number of Agreeing Experts	Percentage (%)	Number of Disagreeing Experts	Percentage (%)
1. The media coverage relied on reliable and truthful sources.	9	8	88.888%	1	11.111%
2. It presented programs that are of interest to young people.	9	7	77.777%	2	22.222%
3. It used various persuasive techniques to support its viewpoint.	9	8	88.888%	1	11.111%
4. It relied on modern technology when covering matches and programs.	9	8	88.888%	1	11.111%
5. It addressed various issues that concern the sports audience.	9	7	77.777%	2	22.222%
6. It was objective in its coverage of sports news and programs.	9	7	77.777%	2	22.222%
7. It ensured that the information presented was truthful.	9	9	100%	0	0%
8. It was able to follow sports events in real-time.	9	7	77.777%	2	22.222%
9. It focused on details and specifics when covering events.	9	8	88.888%	1	11.111%
10. It presented multiple viewpoints from sports analysts without bias.	9	9	100%	0	0%
11. It made sure to separate opinions from facts in its coverage.	9	9	100%	0	0%
12. It was biased in reporting news towards a specific side.	9	9	100%	0	0%
13. It adhered to attributing statements and remarks to their explicit sources.	9	9	100%	0	0%
14. It made sure to obtain information from specific sources relevant to the topic.	9	8	88.888%	1	11.111%
15. It aimed to increase the attractiveness of the news or topic while persuading the audience with the communication message.	9	8	88.888%	1	11.111%

16. There was a mix between opinion and news when presenting sensitive topics on the channel.	9	8	88.888%	1	11.111%
17. It relied on precise numerical data rather than probability language in its coverage.	9	9	100%	0	0%
18. It ensured that the content of daily programs was based on reality.	9	7	77.777%	2	22.222%
19. It diversified the sources from which it obtained sports news.	9	8	88.888%	1	11.111%
20. It ensured the citation of documents and evidence when presenting topics.	9	9	100%	0	0%
21. It ensured that the content was of interest to young people.	9	4	44.444%	5	55.555%

3-5 Pilot Test for the Scales:

From February 19, 2023, until April 9, 2023, a pilot test was carried out on ten randomly selected children from the population, or 4.62% of the research sample.

3-6 Construct Validity:

3-6-1 Discriminative Power of Scale Items:

An item's discriminative power is its capacity to distinguish between people who score highly and poorly on the attribute under examination.¹ Due to its ability to distinguish between people who score highly and those who score poorly on the assessed trait, this method is thought to be appropriate for separating things.²

To determine the discriminative power, the scale was applied to a construction sample of 99 players, following these steps:

- Calculate the total score for each questionnaire from the construction sample.
- Arrange the questionnaires in descending order based on their total scores.
- Determine 27% of both the high and low scores of the scale.
- Calculate the discriminative power between the two groups for each item of the scale to find the value of (t) for independent samples. Table (3) shows this.

Table (3): Mean Scores, Standard Deviations, and t-values (sig) Significance Levels for the Items of the Media Coverage Scale for Iraqi Channels for the Upper and Lower Tertile Groups

Item Number	Lower Group Mean (\bar{S}) ± SD	Upper Group Mean (\bar{S}) ± SD	t-value	Sig (Significance)
1	1.629 ± 0.791	2.148 ± 0.718	2.521	0.015
2	1.703 ± 0.668	2.629 ± 0.564	5.496	0.000
3	1.703 ± 0.668	2.259 ± 0.594	3.226	0.002
4	1.814 ± 0.681	2.666 ± 0.620	4.804	0.000
5	1.740 ± 0.764	2.407 ± 0.500	3.791	0.000
6	1.740 ± 0.764	2.444 ± 0.640	3.667	0.001

¹ Jaafar Abdul Kazem Al-Miyahi; *Educational Measurement and Evaluation*, 1st ed. (Amman: Dar Knouz Al-Ma'arifa for Publishing and Distribution, 2011), p. 178.

² Ali Hussein Hashim Al-Zamili; *Construction and Standardization of Psychological Scales*, (Baghdad: Dar Al-Kutub wal-Watha'iq, 2017), pp. 54-55.

7	1.814 ± 0.833	2.777 ± 0.423	5.350	0.000
8	1.740 ± 0.712	2.740 ± 0.446	6.182	0.000
9	1.814 ± 0.681	2.481 ± 0.642	3.698	0.001
10	1.629 ± 0.629	2.518 ± 0.642	5.135	0.000
11	2.111 ± 0.506	2.481 ± 0.509	2.680	0.010
12	1.740 ± 0.712	2.481 ± 0.752	3.714	0.000
13	1.814 ± 0.735	2.666 ± 0.620	4.600	0.000
14	1.777 ± 0.697	2.444 ± 0.640	3.657	0.001
15	1.629 ± 0.838	2.444 ± 0.640	4.011	0.000
16	2.000 ± 0.733	2.629 ± 0.629	3.384	0.001
17	1.814 ± 0.786	2.592 ± 0.572	4.155	0.000
18	2.037 ± 0.649	2.592 ± 0.500	3.521	0.001
19	1.666 ± 0.679	2.518 ± 0.509	5.214	0.000
20	1.703 ± 0.668	2.148 ± 0.601	2.567	0.013

Table (3) makes clear that all of the estimated t values fell between 2.521 and 6.182, and that all of the significance values (Sig) fell between 0.000 and 0.015, both of which are below the 0.05 recognized level of significance. This proves that the assertions are unique by showing that there are statistically significant differences in the t values.

3-6-2 Internal Consistency:

The degree to which "a person's score on a portion of the test is highly correlated with their score on the entire test" is known as internal consistency..¹ As a criterion for the test's validity, it can be ascertained by examining the correlation between the test items and the person's overall score. And table (4) demonstrates that.

Table (4): Correlation Coefficients Between Statements and Scale Strength and Significance Values for the Iraqi Media Coverage Scale Statements

Statement No.	Correlation with Total Score	Significance Value (Sig)	Statement No.	Correlation with Total Score	Significance Value (Sig)
1	0.320	0.001	11	0.298	0.003
2	0.513	0.000	12	0.365	0.000
3	0.335	0.001	13	0.406	0.000
4	0.451	0.000	14	0.437	0.000
5	0.399	0.000	15	0.435	0.000
6	0.412	0.000	16	0.400	0.000
7	0.510	0.000	17	0.382	0.000
8	0.535	0.000	18	0.393	0.000
9	0.331	0.001	19	0.449	0.000
10	0.451	0.000	20	0.287	0.004

Table (4) makes it clear that no statements on the scale were eliminated because every significance value is less than 0.05. This proves the scale's internal consistency by showing that the correlation coefficients are statistically significant. Following statistical analysis, three statements were eliminated based on discrimination, leaving the final version of the Gulf channels scale at 17 statements.

2-6-2-1 Reliability of the Scale:

Numerous techniques, such as test-retest, split-half, comparable forms, and Cronbach's Alpha, can be used to assess reliability. The investigators chose to employ two techniques, split-half and Cronbach's Alpha, as utilizing several approaches improves procedure reliability.

¹ Samir Abu Maghli and Abdul Hafiz Salama; *Measurement and Diagnosis in Special Education*, 1st ed. (Amman: Dar Al Yazouri for Printing and Publishing, 2010), p. 43.

3-4-2-1-1 Split-Half Method:

The correlation coefficient between the two halves of the scale was 0.623. Using the Guttman formula, it was 0.768, and using the Spearman-Brown formula, it was 0.89.

3-4-2-6-3-2 Cronbach's Alpha Coefficient:

The reliability of the scale was checked using Cronbach's Alpha, which was 0.734.

3-7-1 Construct Validity:

3-7-1-1 Discriminatory Power of the End Groups:

Using the same procedures as the Leadership Scale, the scale was administered to a sample of 99 students from the Department of Media in order to ascertain the discriminatory power. A table (5) shows this.

Table (5): Means, Standard Deviations, t-values, and Significance Levels for Statements of the Gulf Channels Media Coverage Scale for the Upper and Lower End Groups

Item No.	Lower Mean	Group	Lower Group (±SD)	SD	Upper Mean	Group	Upper Group (±SD)	SD	t-Value	Significance (Sig)
1	2.111		.697		2.851		.362		4.895	.000
2	2.222		.423		2.703		.465		3.976	.000
3	2.037		.758		2.740		.446		4.154	.000
4	2.000		.620		2.925		.266		7.126	.000
5	2.111		.640		2.629		.492		3.336	.002
6	2.037		.649		2.592		.636		3.176	.003
7	2.111		.506		2.666		.480		4.136	.000
8	2.111		.640		2.777		.506		4.243	.000
9	2.074		.675		2.592		.572		3.044	.004
10	1.963		.706		2.629		.492		4.025	.000
11	1.925		.615		2.925		.266		7.745	.000
12	2.222		.423		2.777		.423		4.818	.000
13	2.037		.854		2.555		.506		2.714	.010
14	1.963		.587		2.963		.192		8.410	.000
15	2.185		.681		2.592		.500		2.503	.015
16	2.111		.800		2.592		.572		2.542	.014
17	2.111		.697		2.814		.395		4.557	.000
18	2.111		.697		2.666		.554		3.238	.002
19	1.925		.675		2.925		.266		7.157	.000
20	2.037		.758		2.666		.480		3.644	.001

Table 5 shows that all items' significance levels ranged from (0.000-0.015) and the estimated t-values between (2.503-8.410), all of which are below the generally accepted significance level of (0.05). This suggests that the items can be separated because there are statistically significant differences for the t-values.

3-7-1-2 Internal Consistency of the Scale:

The same procedure used to determine the internal consistency coefficient of the Visionary Leadership Scale was applied to determine the internal consistency coefficient of the Talent Management Scale. As shown in Table (6).

Table (6): Correlation Coefficients between Items and the Total Score, and Significance Levels for the Media Coverage Scale Items of Iraqi Channels

Item No.	Correlation with Total Score	Significance Level	Item No.	Correlation with Total Score	Significance Level
1	.378	.000	11	.671	.000
2	.369	.000	12	.438	.000
3	.493	.000	13	.353	.000
4	.636	.000	14	.599	.000

5	.420	.000	15	.227	.023
6	.382	.000	16	.242	.015
7	.394	.000	17	.382	.000
8	.412	.000	18	.348	.000
9	.362	.000	19	.661	.000
10	.467	.000	20	.479	.000

3-7-1-3 Reliability of the Scale:

3-7-1-3-1 Split-Half Method: The correlation coefficient between the two halves of the scale was 0.610. Using the Guttman formula, it was 0.758, and using the Spearman-Brown formula, it was 0.772.

3-7-3-3-2 Cronbach’s Alpha: The reliability of the scale was verified using Cronbach's Alpha, which was 0.96.

3-8 Statistical Methods: The researcher used the SPSS statistical package to analyze the results and data, including:

- Percentage
- Mean
- Standard deviation
- Independent samples t-test
- Pearson’s correlation coefficient
- Cronbach’s Alpha formula

4. Presentation, Analysis, and Discussion of Results:

4-1 Presentation and Discussion of Research Results: To achieve the research goal, which is to (identify the level of the media coverage scale for Iraqi sports channels from the perspective of the Media Department at Tikrit University), the researcher calculated the mean and standard deviation and compared them with the hypothetical mean for both scales, as shown in Table (7).

No.	Scale	Mean	Standard Deviation	Hypothetical Mean	t Value	Sig	Percentage
1	Iraqi Channels Media Coverage Scale	44.036	5.686	40	5.264	0.000	73.393%
2	Gulf Channels Media Coverage Scale	46.545	3.867	40	12.552	0.000	77.575

As can be seen from Table (7), the Iraqi Channels Media Coverage Scale is ranked at position (2) since its mean score of 44.036 with a standard deviation of 5.686 is greater than the hypothetical mean of 40. The Gulf Channels Media Coverage Scale, in contrast, scored first with a mean score of 46.545 and a standard deviation of 3.867, both greater than the fictitious mean of 40.

The higher mean score, which indicates that the sample believes that Gulf channels receive more favorable media coverage than Iraqi channels, is how the researcher explains these results. Hammad Al-Hamoud Taher (2017) supports this result by quoting Abdul Aziz Al-Hami and Iman Mohamed Sabri, who contend that coordinated attempts to shape society attitudes and beliefs are what media impact is all about.¹

Table (8) about the differences in media coverage between Iraqi and Gulf channels.

Coverage	Sample Size	Mean (M)	Standard Deviation (SD)	t-value	Sig	Significance
Iraqi	55	44.036	5.264	2.706	0.008	Significant
Gulf	55	46.545	3.867			

¹ Hammad Al-Hamoud Taher, *The Role of Electronic Sports Journalism on Students' Attitudes Towards Engaging in Sports Activities at the University of Sumer*: (Sumer University Journal, Volume (2), Issue (3), p. 19).

Table (8) makes it clear that there is a substantial difference between the Iraqi and Gulf channels, with the Gulf channels being the more favorable one, with the computed t-value being (2.706) and the significance level being (0.008).

The study ascribes this to the higher degree of general culture in covering meaningful subjects that help sports teams, as well as the diversity of professional cultures among media people in Gulf channels as opposed to Iraqi channels.

Ramadan Al-Amri (2022), cited by Ahmed Al-Quraishi, confirms this. He says that interactive programs on Gulf channels show that the networks are keeping an eye on the preferences and interests of their sports audience, sharing their thoughts and engaging with them on platforms and shows like Al-Majlis and others¹.

5- Conclusions and Recommendations

5-1 Conclusions:

- Gulf channels play a role in promoting positive aspects among students and the community.
- Gulf visual sports media contribute to enhancing fan enthusiasm among individuals.
- There is a weakness in the tendency to follow Iraqi channels due to the topics they present, which do not benefit the audience.

5-2 Recommendations:

1. Adopt the policies followed by Gulf channels as a primary criterion for attracting audiences.
2. It is important for Iraqi sports media to pay more attention to topics that align with the audience's culture.
3. The Iraqi visual sports media should enhance the knowledge aspect for the audience.

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¹ Ramadan Al-Amri; *The Impact of Social Networks on Interactivity in News Coverage: A Comparative Study*, published in *Al-Risala Journal for Human Studies and Research*, Volume 7, Issue 1, 2022.

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