Research on Evaluation Index System of Media Performance in Sports Events

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Abstract: With access to relevant literature and information, we use research methods of questionnaire survey, expert interviews, analytic hierarchy process and so on, through related research work after careful organization, in combination with manual calculation, and implement the validation of computing procedure. Data analysis shows that the computing procedures are effective, practical, and can be widely used. It establishes data quantification support for the media impact on social identity for future to hold a series of major international sports events. The final case analysis suggests that the participation and interaction of social celebrity can increase the influence of sports media communication, which is an important reference method to unite a variety of communication forces to construct public opinion impact. Strong communication strategies are out of the historical stage, and flexible communication strategies refer to the potential.   Flexible political ideology in some news reports let the audience inadvertently accept the established political ideas and positions, which is also the political communication field that countries in the world are committed to develop currently.

Keywords: Sport Events; Social Appraisal; Evaluation Index System

1. Introduction

Star athletes are the participation situation of world-class star athletes in international competitions. In a single sporting event, more than 80%world-class players have participated in, for example, 2010 South Africa Soccer World Cup, teams everywhere, stars bright, worthy of the party of world football stars, the event attraction is undoubtedly the biggest [1-4]. Events publicity and service are the efficiency evaluation problem of sports media publicity in the process of reporting, an increasingly important role of modern media, few sports fans watch the games at the site, sports fans around the world through the media generally to enjoy sporting events [5], professional level and service quality of media tournament coverage will directly influence the audience's cognitive status for sports events. Strength of the host country and international impact mean the soft power of host country in the event and social status in the international influence, such as the Olympic Games held in the U.S. in general, excellent results were achieved in the politics, economy, culture [6-7], science and technology, education aspects, which is closely linked to the world's superpower - America's soft power and international community impact, the soft power of the host country itself is an action mode to influence sports events cognition of the audience [8-10].

2. Construction of Index System on Sports Events to Social Appraisal

2.1. The Judgment Influence of Each Index on the Reproduction of Media Politics to Sports Events Social Appraisal

This task is a quantitative analysis of influence degree among levels in the index system above. Analytical hierarchy process (AHP) is the multi-aim, multi-principle method suggested by American operational research experts Satty, it's a new simple way to make judgment on some complicated things. It was combined by qualitative analysis and quantitative analysis, it will decompose the question into some factors according to the goal of the question in a general perspective and build a hierarchy model according to the dominance relationship, determine the relative importance between factors of program decisions by using the comparison method in order to get a satisfactory result. The figure of relative importance among indexes reflects people's estimation on the importance of the index, for example, the factor A in the first level has something to do with the factors B1, B2…Bn in the second level, the importance of comparison between B1, B2, Bn is expressed by the way of 1-9 and the reciprocal of them such as the Table 1. If Bij=1, it means factor Bi and Bj have equally importance; Bij=3, means factor Bi is slightly important than Bj, and so on. There is

a general rank sorting after the level rank, calculates the weight of relative importance of all the factors in the same level to the top level. This process is carried on from the top to the bottom like the followings. If Bij=1, it means factor Bi and Bj equally importance; Bij=3, means factor Bi is slightly important than Bj, and so on. There is a general rank sorting after the level rank, calculate the weight of relative importance of all the factors from the same level to the top level. This process is carried on from the top to the bottom like the followings.

Make the weight vector of A-B matrix W=（0.1018, 0.4781, 0.1440, 0.2760）rank in the second line in table 2, then formulate the weight of B1-C matrix by sequence. So the calculation formula of general rank sorting of level C is:

0.103553×0.224288+0×0.4619828+0×0.143308+0×0.170422=0.023226

0.439340×0.224288+0×0.4619828+0×0.143308+0×0.170422=0.098539

Table 1. The Gemeral Rank Sorting of Level C

Level B / Level C	B1 The Factor of Game	B2 The Factor of Media	B3 The Factor of Broadcast-ing	B4 The e Fac-tors of Au-dience	The Weight of General Ranking	The Rank-ing
	0.224288	0.461982	0.143308	0.170422		
C11 The brands in games	0.103553				0.023226	18
C12 The athletic stars	0.439340				0.098539	3
C12 The promotion and service of game	0.146447				0.032846	11
C14 The strength and international influer of host country	0.310660				0.069677	5
C21 The agenda setting		0.250984			0.115950	1
C22 The reported content		0.054883			0.025355	16
C23 The media service		0.063565			0.029366	12
C24 The assistant funds		0.057412			0.026523	14
C25 The quality of media workers		0.062738			0.028984	13
C26 The media classifying		0.230401			0.106441	2
C27 The influence of media		0.134740			0.062247	6
C28 The development of new medias		0.093423			0.043160	8
C29 The run system of media		0.051854			0.023956	17
C31 The guarantee system			0.030541		0.004377	25
C32 The participation of government			0.326605		0.046805	7
C33 The participation of NGOs			0.070303		0.010075	20
C34 The participation of the sport industry			0.068091		0.009758	21
C35 The participation of the celebrities			0.056456		0.008091	23
C36 The spread in schools			0.16y0529		0.023005	18
C37 The theme activities			0.183991		0.026367	15
C38 The manifestation of political content			0.058290		0.008353	22
C39 The options of broadcasting ways			0.045194	0.227351	0.006477	24
C41 The educational background					0.038746	9
C42 The knowledge about sport issues				0.227351	0.038746	9
C43 The social stratification and in-come				0.122152	0.020817	19
C44 The recognition of athletic stars				0.423147	0.072114	4

"Agenda setting" factor ranked the first factor, which clearly shows that sport political communication has its inherent regularity, not arbitrary pile of sports informa-tion dissemination, which pay attention to communica-tion strategies, media concepts, information integration capabilities. In western society, some of the important

positions of media politics, must be charged by experts and scholars with the ability to grasp the macro-sports information strategies, for example, editor of "Journal of International Sports Communication" (JISC), Paul M Pedersen published a book "Sports Communication Strategy", proposed theory of strategic sports communication model (Strategic Sport Communication Model, SSCM) and its classification and application, had a holistic, macro understand and grasp in all aspects of sports communication theory and practice. Another example is the editor of "Journal of Sports Media" (JSM), Brad Schultz, published a book "Sports Media: Coverage, Production and Planning", which is a comprehensive tutorial on sports broadcast, related to the skills throughout sports coverage, i.e. writing guide, style, communication skills, site selection, editing, live production, ethics, recording procedures, and job skills, focusing on the characteristics of sports news needs and the necessary skills of sports media digitalization [11]. The ability of these outstanding experts and scholars contributed wisdom reference of agenda setting to the political representation of sporting events social identity of the media, it is precisely because of their wisdom, knowledge, and role and impact of the "media gatekeeper", aspects of agenda setting are full of challenges, also get industry status and high paying jobs, which is the ultimate purport ideal for each person to pursue. "Media typecast" factor ranked the second factor, with the advent of information society and the rise of new media, traditional media are facing challenges and business strategy adjustment, which gradually formed the two-strength pattern of traditional media and new media, media typecast has become a trend without reverse, the general types include newspapers, periodicals, books, radio, television, film, new media, etc., the inherent laws of each media type are not the same, only by in-depth study and understanding of each media type, and opera-

tion system creation of media typecast [12], agenda setting goal of political dissemination can be better achieved, the media effects of political content can be better promoted. The general rank sorting must be under conformance exam from the top to the bottom. Assume the conformance index of a factor in level C to Bi, the random conformance index is RI, so the conformance ratio of general rank sorting in level C is,

$$\frac{\sum_{i=1}^{n} a_i CI_i}{\sum_{i=1}^{n} a_i RI_i}$$

Where a^i is the ith component of W, when CR<0.1, the judgment that upward sloping has the conformance in whole. The conformance exam of general rank sorting of this example is:

$$\sum_{i=1}^{4} a_i CI_i = W \times CI + W \times CI + W \times CI + W \times CI =$$
0.2242888×0.040440+0.461982×0.116205+0.143308×0.086903+0.170422×0.003452=0.075797

$$\sum_{i=1}^{4} a_i RI_i = W \times RI + W \times RI + W \times RI + W \times RI$$
=0.2242888×0.94+0.461982×1.45+0.143308×1.45+0.170422×0.94=1.248700

$$CR = \frac{\sum_{i=1}^{n} a_i CI_i}{\sum_{i=1}^{n} a_i RI_i} = \frac{0.075797}{1.248700} = 0.060701 < 0.1, \text{ so it's}$$

passed the examination in conformance.

Table 1. The Ranking of all Factors in the Index System

Level C					Weight	The Ranking
C21 The agenda setting		0.250984			0.115950	1
C26 The media classifying		0.230401			0.106441	2
C12 The athletic stars	0.439340				0.098539	3
C44 The cognition of athletic stars				0.423147	0.072114	4
C14 The strength and international influence of host country	0.310660				0.069677	5
C27 The influence of media		0.134740			0.062247	6
C32 The participation of government			0.326605		0.046805	7
C28 The development of new medias		0.093423			0.043160	8
C41 The educational background				0.227351	0.038746	9
C42 The knowledge about sport issues				0.227351	0.038746	9

3. Conclusion

Survey showed that the communication process factors are composed of nine aspects of system security, government participation, civil organization participation, sports industry participation, social celebrities participation, school communication, theme activities, showing forms of political content, the choice of propagation paths. System security is highlighting the role of rules and regulations in the information dissemination process of the sports media, or the introduction of temporary laws and regulations to support, ensure the social legitimacy of sports political communication, such as the Beijing Olympic Games not only greatly promoted China's media-related rules and regulations building, but also accumulated rich experience in the implementation of the media system, provided intangible resources reserves for similar major sports events worldwide in the future. Sports political communication process, the Government's active participation is essential, especially in a socialist country like China, media communication resources allocated by the state. And civil organizations participation mobilized social forces, played a secondary role in the spread of sports politics, the social forces were released and had impact on social construction, for example, Education Action Plan in the Beijing Olympics, some non-government organizations actively involved in, assisted the implementation of education action plans by the executive branch, achieved a good spread effect of the Olympic education strategy. Professional guidance of sports industry representatives, sports industry participated and pointed out direction, sports political communication is more effective, also has the role of highlighting sports fields thinking tank. At the same time, the participation and interaction of social celebrities can increase the influence of sports political communication, and is an important reference method to join a variety of media forces to construct public opinion effect. There are about 300 million Chinese student groups in reading, which is a huge group for countries in the world, coupled with China's education administration has more power on the school, school will undoubtedly become the best way to influence public opinion of political communication. The activities are carried out around the sports events to promote the dissemination activities, some of its applications and methods of marketing tools, marketing content started from a topic of the sport event. Manifestation of political content is divided into rigid and flexible at least, rigid refers to the use of a number of mandatory measures, to implement media strategy with no audience feedback, as opposed, the spread results received may not be ideal, strong communication strategy has been out of the stage of history, and flexible communication strategies mean potential, flexible political ideology in a number of news reports, so the audience inadvertently set to accept the established political ideas and positions, which is also the field of political communication countries committed to develop in the current world. Propagation path choice is a selection of newspapers, periodicals, radio, television, film, Internet and other media channels, the possible role of transmission and the impact of public opinion is not the same in each channel, for example, a comparison between newspapers and movies, newspapers pay attention to "new" and "fast", and movie relatively pays attention to the significance and narrative of the contents, in general, the former provided sports information recently occurred, the analysis and reflection of information are weak, the latter provides historic and significant sports information, although the content dissemination of sports information lags behind, the analysis and thinking of information are more deeply, different sports political communication content will determine the using of different media channels.

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