

Empirical Research on Basketball News Audience

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Abstract: Since the 1990s, along with China's information industry development and basketball professionalization, basketball news became the attention focus of media communication and the audience. This study uses stratified random sampling and questionnaires to people within the Third Ring Road in Beijing, 4400 questionnaires were returned, 4400 copies reclaimed, 41900 copies of valid questionnaires. The information of audience received from the mass media generally has two types, information type of satisfaction and information type of method. Primary role of information type of satisfaction is to provide social emotional identity for the recipients, provide emotional meet and aesthetic home for the recipients. The study found that the main motive of general audience of basketball news accept that the basketball news is interesting in sports, the main motive of random audience is entertainment, however, whether interest or entertainment, emotional needs and identity are the main motives of the basketball news audience contact sport media. Therefore, under the premise of basketball news resources are limited and gathering is costly, the media should prepare for the depth development of basketball news resources, broaden the coverage area, emphasize on basketball edge coverage, enhance the value of basketball news and information, in the report form, enhance human touch, pay attention to detail, fully tap the emotional nature of basketball news, highlight the highly emotional feature of basketball news.

Keywords: Information Industry; Basketball News; Media Communication

1. Introduction

Since the 1990s, along with China's information industry development and basketball professionalization, basketball news became the focus of attention media communication and the audience. Until 1999, the country had 44 kinds of professional basketball newspapers, 39 basketball channels. Among them, five professional basketball newspapers, there are 5 newspapers had volume of circulation 20 to 50 million copies, there are 2 newspapers more than 1 million copies. The prosperity of the basketball media makes basketball news communication phenomenon an important area of research of journalism that can't be ignored. Regrettably, however, the focus on audience research today, whether academic or basketball industry are still in the perceptual stage on audience understanding, lack of in-depth understanding of this group structure, media exposure psychology and behavior. Filling this gap, it has an important reference value and significance both to improve and enrich our news media audience research, and for the rapid development of the basketball media^[1].

2. Research Methods

This study uses stratified random sampling and questionnaires to the people within the Third Ring Road in Beijing, 4400 questionnaires were returned, 4400 copies reclaimed, 41900 copies of valid questionnaires. All data in this survey use social science statistical software SPSS10.0 for statistics and processing.

3. Empirical Analysis of Basketball News Audience

Audience number is an important indicator to reflect the size of the media market, the survey shows that people in the survey of Chengdu, there are 90.8% basketball news audience. A large number of audience provides a huge development space for the basketball media development. Grasp the structure of the audience, is the starting point for the audience understanding. Gender composition, most obvious feature of basketball news audience is the male is more than female, male to female ratio was 290:100, male audience is almost three times than the female audience; from the age point of view, 17 to 35 years old of young people accounted for more than half the audience of basketball news, small number of basketball news audience over the age of 56; from the occupational composition, covering basketball news audience is almost all socio-professional; academic qualifications,

Chengdu basketball news audience has 63.2 percent of people have received post-secondary and higher education, tertiary education for the peak, respectively, decreased to high school, college and university education. Basketball news audience, the monthly income mainly 1 000 yuan ~ 2,000 yuan, from the income level of Chengdu, 78% of Chengdu basketball news audience are in the middle or above average income levels.

Characteristics of TV basketball audience^[2]. In age, income, education and occupational distribution, television basketball viewers have wider distribution of than the professional basketball newspaper readers, 92.7% are young people, 90.0 % middle-aged and 89.9% the older people watch TV basketball programs, academic distribution is very balanced, the audience are similar from middle school to post-graduate; occupational distribution

is also more widely, mainly in cultural and educational health staff (96.1%), office workers (93.1%), company management (88.7%) and self-employed (89.4%); income of 1,000 yuan to 3,000 yuan. The motive of basketball news audience is to accept basketball news. In the survey, we list the nine kinds of motivation to accept sporting news, statistics of the results of the survey found that the main motivation to accept basketball news is like basketball (W = 3338), the following are entertainment (W = 3276), enrich knowledge (W = 4112), understand the development of basketball (W=3148), get the spirit inspiration (W = 2056), concerned about the idol (W = 2 013), and then get the talk (W = 2 842), get support and recognition for their point of view from media (W = 1 840), and finally the concern for Lottery (W = 2352).

Table 1. Comparison of the Audience Number of Five Basketball Media

Media	Basketball News Audience				Non-basketball
	Every Day(Number / Percentage)	Often(Number /Percentage)	Occasionally(Number / Percentage)	Total(Number/ Percentage)	
Professional Sports Daily	62 / 6.5%	155/16.1%	550/57.3%	767/79.7%	193/20.1%
Comprehensive newspaperS	220/22.9%	301/31.4%	339/35.3%	860/89.6%	100/10.4%
TV station	156/16.3%	385/40.1%	331/34.5%	872/90.8%	88/9.2%
Radio stations	29/3.0%	145/15.1%	438/45.6%	612/63.8%	348/36.3%
Website	157/16.4%	25/26.1%	291/30.3%	699/72.8%	261/27.2%

Table 2. The Access to Motivation (%)

The Access to Motivation	%	Order Number
Increase the new knowledge in sports	40.2	1
Understanding of national and international sporting events	39.7	2
Look for amusement	27.3	3
Love sports	20.5	4
ports star 's personality charm	19.2	5
Understanding of local events	17.8	6
kill time	17.4	7
have a chat with friends	15.1	8
Shopping Directory	14.2	9
curiosity	11.6	10
Enter belong to individual small world	11.3	11
Seeking to solve actual problem of sports	7.8	12
Author, presenter, commentator style	5.1	13
The referee's style	2.4	14
Perennial habit	6.3	15
Passive participation	5.5	16
other	9.7	17

In terms of age, young people accounted for more than half of basketball news audience, the older, less concerned about the basketball news. From the professional composition, basketball news audience almost cover a variety of social occupations, but in volume terms, enterprise workers have a slight advantage, but if analyze from point of view of the positive audience, the general audience and the random audiences^[3], you can see business owners, students, government workers and corporate

staff are active audience. In terms of academic qualifications, basketball news audience mainly have a college education, in highly educated audience, the positive audience was significantly higher than other types of audiences, the general audience and the random audience are based on high school education^[4], with qualifications increase was significant downward trend. From the revenue point of view, the monthly income level of basketball news audience is in middle income, but income of active audience was significantly higher than the general audience and the random audience, monthly salary less than random audience is in the majority of the audience.

Table 3. University of Different Sex on the Internet Sports Information Needs

The access to motivation	Male %	Female %
Increase the new knowledge in sports	41.7	39.8
Understanding of national and international sporting events	40.5	27.9
Look for amusement	27.2	20.4
Love sports	21.8	19.5
ports star 's personality charm	19.2	18.3
Understanding of local events	18.1	18.1
kill time	18.3	14.2
have a chat with friends	15.6	14.9
Shopping Directory	13.7	15.1
curiosity	11.5	12.3

4. Characteristics Analysis of Basketball News Audience

Basketball news spread phenomenon occupies an important position in person to person spread. Although there are different types in the basketball audience, different types of audiences with different structural characteristics and interests, the three types of basketball news audience, without exception, take basketball news as the main elements of interpersonal communication. Decide the person whether to accept information provided by mass media, factor is the individual's aesthetic taste and information needs. In group life, communication within group assimilates aesthetic taste of the group's members. If a person want to get group identity to gain a sense of belonging, must remain basically the same mode of discourse and conversation topics with the majority of the group members, basketball news position in spread from person to person within the group is a result of assimilation. From another perspective, it also shows that the basketball news market is a field full of potential^[5]. Competition, conflict, interest, knowledge, and suspense of sport making is the main topic of the people entertainment gossip. Therefore, basketball news is not only a pleasure and sympathy of the audience "public domain", but also a lubricant to enhance the relationships. As the positive audience in basketball news receiving show pos-

itive initiative, physical information demonstrated frequent and rich basketball news interpersonal communication behavior, would normally be considered "opinion leaders" of the person in charge, but the survey results show that more than a half of the positive audience think that their view of the basketball events will not impact on others. In addition, the survey shows that when the audiences' views on basketball events and media are different, although some positive audiences are willing to openly express their views, but from the audience point of view, this figure seems too insignificant. Because the presence of the silent majority in the audience, and the feedback rate is too low, even if the audience is active, in front of the mass media, he is in a passive position, less intervention of spread behavior of the media, resulting in the most relaxed, free basketball, media still has an absolute "hegemony"^[6]. This shows the popularity of mass media provides a convenient channel for freedom and equality of information resources for the audience, "personal opinions" of positive audience can easily be merged by the flood of mass media "public opinion", on the other hand, the lack of feedback channels makes the media "hegemony" and the wealthy basketball news interpersonal communication are intertwined, the proliferation of the "public opinion" relieved the influence of "personal views", which makes the media's agenda setting function into full play.

basketball news of the overwhelming majority of the audience, without the need to pursue professional features. As professional basketball newspaper, its audience is characterized by young^[8], higher educated and income, so the strategy should be positioned on the advertising market, seize the characteristics of consumer spending power of the audience and strong sense of consumption, go through professional basketball reports strategy to lead advertising, broaden the profitable channels; young and highly educated characteristics of network basketball news audience determined their greater potential development, but need time; characteristics of the basketball radio audience are also difficult to be clear, difficult to locate.

The information audience received from the mass media has generally two types: information type of satisfaction and information type of method. Primary role of information type of satisfaction is to provide social emotional identity for the recipients, provide emotional meet and aesthetic home for the recipients. The study found that the main motives of basketball news audience accept the basketball news because interest in sports and entertainment, however, whether interest or entertainment, emotional needs and identity are the main motives of the basketball news audience contact sport media. Communication thinks that, factor decide individuals whether to accept the information provided by mass media is the individual's aesthetic taste and information needs, in the group life, communication within the group assimilates

Table 4. Motivation to Accept Basketball News

Motivation	Degree			Weight
	Main	Sub-main	Non-essential	
like basketball	569	233	232	2638
concerned about the idol	205	353	339	2013
entertainment	369	376	182	2417
enrich knowledge	331	366	211	2302
obtain materials of conversation	151	351	386	1892
concerned about the lottery	185	196	508	1651
get support and recognition from media	173	305	406	1840
get inspiration from basketball	276	305	313	2056
understand basketball development in China	311	304	303	2148

Since basketball TV and the comprehensive newspaper are important ways of basketball news audience to get news, then both should play to their strengths^[7], locate focus on the audience market, the breadth of the basketball audience of basketball TV and comprehensive basketball version as the media to meet with the audience every day, decide both to keep the characteristics of popular and timeliness to meet the general requirements for

aesthetic taste of the group's members. As a basketball news spread object, sports are full of competition, conflict, interest, knowledge, and suspense, the basketball news is to meet the aesthetic taste of the audience, and also to some extent to meet the information needs of the audience, at the same time also allows the audience obtain group belonging in the course of information acceptance^[9]. It can be said that, basketball news audience in the process of receiving basketball news, the gregarious performance is not only the reason of spread assimilation within the group, but also the result of spread assimilation within the group. If a person wants to get group identity to gain a sense of belonging, must remain basically the same mode of discourse and conversation topics with the majority of the group members. Therefore, the gregarious nature of the basketball news audience is conducive to the further spread of basketball news and affects the development of basketball media.

Chinese Taiwan's Huang Anbang, Xu Yaohui^[10] think that football culture can as a mirror of social culture, fully reflects the various characteristics existent in social culture, and also has roles and functions impact on society and culture, at least reflected the positive role in the improvement of social class to bring the social conflict and hatred. Football with culture features participated to and improve society institutionalization and promote the formation of good order of society, with a natural cultural advantage, the theory has broad prospects. Football culture constructs football media, reaction impact of football culture and its social construction can't be ignored, mainly in meet the hero complex, escapism need of reality, the transfer of attack instinct, need for social interaction, self-nature recovery. Football culture spread itself has the elements of national integration, and the opportunities to achieve convergence of national culture. To create a relaxed, good political institutional environment has an important role for promoting football culture.

5. Conclusion

The information of audience received from the mass media generally has two types, information type of satisfaction and information type of method. Primary role of information type of satisfaction is to provide social emotional identity for the recipients, provide emotional meet and aesthetic home for the recipients. The study found

that the main motive of general basketball news audience accept the basketball news is interest in sports, the main motive of random audience is entertainment, however, whether interest or entertainment, emotional needs and identity are the main motives of the basketball news audience contact sport media. Therefore, under the premise of basketball news resources are limited and gathering costly, the media should be prepared for the depth development of basketball news resources, broaden the coverage area, emphasize on basketball edge coverage, enhance the value of basketball news and information, in the report form, enhance human touch, attention to detail, fully tap the emotional nature of basketball news, highlight the high emotional feature of basketball news.

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