

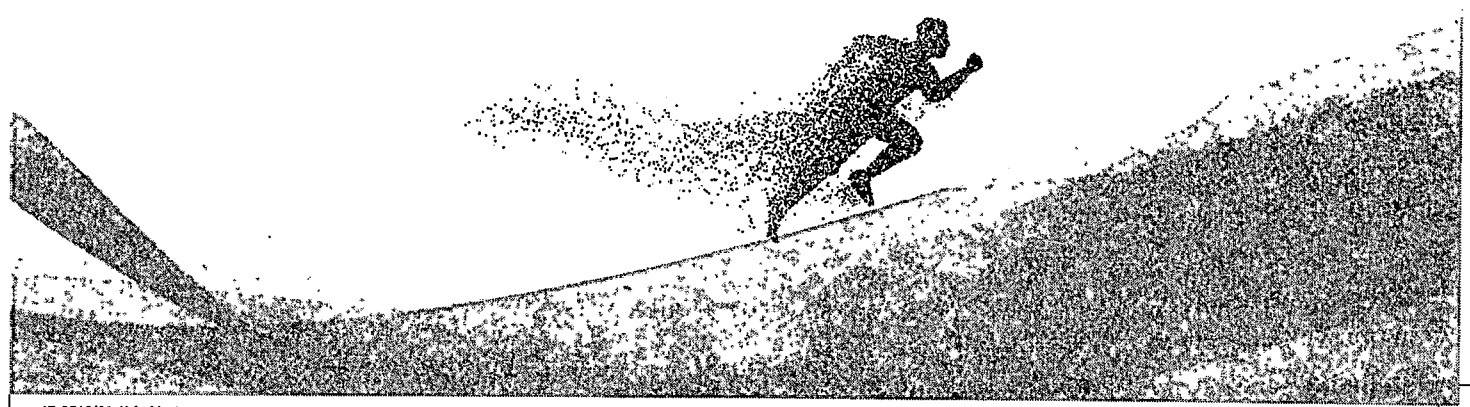
PROCEEDINGS

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Sport media exposure of students in Institute of Physical Education Bangkok Campus

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Abstract

The objectives of this research were to study behaviors regarding sport media exposure and compare behaviors of students of different age, gender, faculty, and year. The sample group of this research were 280 students from Institute of Physical Education Bangkok Campus and the tool used was in a form of questionnaire. Statistics used for data analysis were percentage, average, standard deviation, t-test and f-test.

The research findings showed that sport media exposure of the students was in a moderate level. Considering each type, students watched sport media that had following characteristics: 1) presentation is appropriate with the competition duration; 2) Real-time use of music, narration and subtitle 3) use of special techniques in the presentation. It was also found that male and female students watched sport media with real-time use of music, narration and subtitle differently. Moreover, students of different faculties had different behaviors of watching media that used special techniques with statistical significance of 0.05 while students of different years' behaviors had no difference.

Key Words: media exposure, sport media

Background and Significance of Research

Sport is an important factor in improving quality of life of people, community and society. Today, sport is highly popular; sport competition is interesting and attracts a lot of audiences. Moreover, communication is rapidly developed, from original media to digital media, which can reach recipients fast. Sport program therefore can enable audiences to gain more sport knowledge, sport skills and techniques and good and moral attitude. It can also be appropriately applied to their everyday life. Sport programs with both audio and visual components entertain the audience more. Also, the use of camera angles and special techniques such as slow motion allows audience who cannot catch the game to watch again through replays which are presented at different angles, making it even more interesting.

Studying behaviors regarding exposure to sport media from Institute of Physical Education Bangkok Campus allows us to learn their behaviors and attitudes towards sport media and needs of sport media presentation techniques that are appropriate for knowledge building. Besides, it teaches the youth, who are the foundation of sport, to be strong and leads them to suitably participate in sport in the future.

Research Methodologies

The population of the research was 1,024 students from Institute of Physical Education Bangkok Campus. Size of the sample group was determined by Taro Yamane's formula, resulting in 280 samples. Quota sampling was used, the proportion was specified from variables related to the studied population, namely gender, faculty and year of study, categorized as follows: