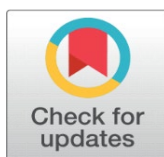


ROLE OF SOCIAL MEDIA IN PROMOTING LESS POPULAR SPORTS

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ABSTRACT

This study investigates the use of social media in promoting less popular sports. Many sports organizations have used social media in recent years to boost their visibility and attract new fans. However, it is unclear how effective social media is in promoting less popular sports. This study aims to identify the strategies of using social media to promote less popular sports and the factors that contribute to the success of social media campaigns. This study will use mixed methods, including surveys and interviews with athletes and journalists. The findings of this study will have implications for sports organizations and marketers looking to promote less popular sports through social media.

Keywords: Social Media, Newspaper, Less Popular Sports

1. INTRODUCTION

Social media and newspapers are two different channels that people can use to consume information and stay up to date on current events. Social media platforms are online spaces where users can share material, engage with other users, and generate new content, and interact with content through likes, comments and sharing. Newspapers, on the other hand, are physical or digital publications that provide information, analysis, and commentary on current events.

One of the key differences between social media and newspapers is the way they present information. Social media platforms focus on breaking news and

trending topics, while newspapers provide in-depth coverage and detailed analysis on current events social media users tend to rely on multiple sources and may they will have a brief view of personal matters There must be enthusiasm.

Another difference is the trust people give to social media over newspapers. While social media may serve as a useful tool for connecting with others and gathering information, it can also be a breeding ground for misinformation and fake news as newspapers often maintain high journalistic standards and have a reputation for delivering reliable and accurate information for them.

In terms of space, social media platforms have a larger audience than most newspapers. Billions of people use social media platforms like Facebook, Twitter, and Instagram worldwide, while even the biggest newspapers have a handful of readers. But newspapers can have a more dedicated and engaged audience, because readers are more loyal to a particular publication and can pay more to get higher quality content.

Overall, social media and newspapers have their strengths and weaknesses when it comes to news and information dissemination. While social media can be a valuable source of breaking news and headlines, newspapers offer in-depth analysis and detailed commentary on current events. Ultimately, it is up to everyone to decide which course of action meets their need to remain informed and effectively interact with the world around them.

1.1. SPORTS IN INDIA

Sports has always played a significant role in Indian culture, and many traditional games and games have been played for centuries. With its growing interest in modern sports in recent years, India has produced many talented athletes who have won national and international titles.

The sport with the greatest popularity in India is cricket, which many people see as a religion. The Indian cricket team is one of the most successful in the world, winning many major tournaments like the T20 World Cup, Champions Trophy and Cricket World Cup.

Football is another popular sport in India although it has not achieved as much success as cricket. The Indian national football team did not qualify for the FIFA World Cup, but the Indian Super League has become a popular domestic league, attracting top talent from around the world.

Other popular sports in India are field hockey, badminton, tennis, and kabaddi. India has a rich history in field hockey and has won many Olympic medals in the sport. Badminton has also grown in popularity in recent years, with athletes like Saina Nehwal and PV Sindhu winning at the highest level.

India has also made great strides in other sports such as wrestling, weightlifting, and wrestling. Indian boxers like Sushil Kumar and Yogeshwar Dutt have won medals at the Olympics, while weightlifters like Mirabai Chanu and Saikhom Mirabai Chanu have also won at the international level.

Overall, the future of sports in India is bright, with interest in modern sports growing and Indian athletes continuing to excel internationally.

1.2. COVERAGE OF SPORTS IN NEWSPAPERS

Indian newspapers cover the game quite a lot, reflecting the popularity of the game in the country. Most major Indian newspapers have dedicated sports sections,

covering a wide range of sports from cricket, football and hockey to tennis, badminton, and kabaddi.

Being the most popular sport in India, cricket dominates the news. Major cricket tournaments like the Indian Premier League (IPL), World Cup, and other international cricket tournaments will have detailed coverage, including in-depth analysis of matches, interviews with players and experts, and editorial opinion.

Soccer also receives important newspaper coverage, with reports on domestic and international soccer matches. Newspapers cover the Indian Super League (ISL), I-League, and other domestic leagues, as well as international football tournaments such as the English Premier League, FIFA World Cup and UEFA Champions League.

Other sports, such as field hockey, badminton, and tennis, also get coverage in the newspapers, with updates on national and international tournaments and stories about top players.

In addition to covering specific sports and competitions, newspapers also cover news related to sports, including developments in the sports industry, changes in laws and regulations, and sports marketing.

Overall, sports coverage in Indian newspapers is comprehensive and reflects the country's interest in sports. It provides readers with the latest news, updates and analysis on sports and their favourite athletes, and is a platform for the promotion and encouragement of sports culture in the country.

1.3. LESS POPULAR SPORTS

While some sports are quite popular in India, there are also many amateur sports that receive little attention but have talented players and passionate fans. Examples of amateur sports in India here are some types:

- 1) **Kho Kho:** This is a traditional Indian game of tag played on a square field. It involves tracking and tagging their opponents, with each team trying to avoid capture. Kho Kho has a long history in India and is popular in many parts of the country, especially in rural areas.
- 2) **Table Tennis:** Although table tennis is not as popular as cricket or football, it has a growing following in India. The country has produced world-class table tennis players like Achanta Sharath Kamal, Manika Batra and G Sahian.
- 3) **Shooting:** India has a strong tradition of shooting, but it doesn't get as much attention as some other sports. Indian shooters have won numerous medals in Olympics and other international competitions, including Abhinav Vindra, Rajyavardhan Singh Rathore and Manu Bhakar.
- 4) **Chess:** Chess is a popular sport in India, with many talented players winning international titles. India has produced many grandfathers, like Viswanathan Anand, who is considered one of the greatest chess players of all time.
- 5) **Volleyball:** Volleyball is a popular sport in many parts of India, especially in rural areas. India has a strong volleyball team that has won numerous medals in Asian Games and other international competitions.

Overall, this underrated sport in India has passionate fans and talented players who deserve more recognition and support. By promoting and supporting this sport, India can further build a strong sporting culture that embraces diversity and encourages excellence in all sports.

1.4. SPORTS AND SOCIAL MEDIA

Sports and social media have become intertwined in India, with millions of fans following their favorite players and teams on various social media platforms. Here are some of the ways sports and social media are linked in India:

- 1) **Fan Engagement:** Social media sites like Facebook, Twitter, and Instagram have developed into potent tools for fan engagement. Sports teams and athletes use social media to engage with their fans, share behind-the-scenes information, and provide updates on their games.
- 2) **Live Streaming:** Platforms for social media also provide streaming services of sports events, allowing fans to watch their favorite teams and players in action. This has made it easy for fans to follow sports anywhere, anytime.
- 3) **Social Media Influencers:** Many sports stars in India have become social media influencers, with millions of followers on platforms like Instagram and TikTok. They use their platforms to share their personal lives, promote brands and connect with their fans.
- 4) **Viral moments:** social media has also given rise to several viral trends in Indian sports, with players and teams becoming an overnight sensation with their social media posts. This has created a renewed interest and enthusiasm for sports in India.
- 5) **Sports marketing:** social media has also become a powerful tool for sports marketing in India. Social media is a tool that brands use to market their goods and services and engage with sports fans through sponsorships and partnerships.

Overall, sports and social media are increasingly intertwined in India, and social media provides a powerful way to engage fans, promote athletes and market sports. With the rise of social media, the relationship between sport and social media is likely to only grow stronger in the future.

2. STATEMENT OF THE PROBLEM

This study examines the role of social media in discussions and debates about controversial issues in sport and how these discussions differ from newspapers. It strengthens the understanding of how social media platforms shape public opinion and understanding of issues such as social justice and inequality in sport. The research can inform media outlets, sports organizations, and other stakeholders on how to effectively use social media platforms to promote social justice and other important issues in sport and effectively connect with their audience.

3. LITERATURE REVIEW

A literature review on the representation of issues in sports through social media compared to newspapers would find that social media supplies a more diverse and varied representation of issues in sports. This is because social media is a decentralized platform that allows for a wide range of voices and perspectives to be shared and heard, while newspapers are often controlled by a small number of large corporations. Additionally, social media allows for real-time updates and commentary on sports events and issues, while newspapers often have a delayed response.

Study conducted by [Nwabuwe et al. \(2023\)](#) found that One of the key contributing factors to Delta State's success in sporting events like the National Sports Festival can be attributed to the mass media's extensive influence on sports development in the state. The need for involvement in recreational activities as well as the facilities that are available have been made more widely known to the public by the mass media.

In a textual analysis of British tabloid sport coverage, tennis player Anna Kournikova's physical attributes were consistently emphasized, and the athletic flaws of other female athletes were highlighted rather than their prowess and skill level, which were often used as descriptors of male athletes [Harris & Clayton \(2002\)](#).

According to [Bhattacharya \(2016\)](#) With fans being able to get the latest information on their favourite team, sport, or event, the Internet has become a crucial medium for sports coverage. Due to technological advancements, more individuals may access information via superfast Internet and smart devices, yet "internet sport journalists," the writers of athletic news websites, have gotten little attention in academic studies to date. People always seek convenience, and they Favour being able to read the news on a single device while sitting comfortably.

According to [Yousuf & Ganjera \(2020\)](#) using videos for social media (Facebook and Instagram) Sports viewing can increase due to marketing. One explanation is because social media platforms like Facebook and Instagram are simple to evaluate and widely used today. Additionally, video is more effective than any other medium at conveying ideas and dispelling misunderstandings because it saves viewers' time and can communicate ideas more clearly than any other medium. Sports enthusiasts devoted a lot of time to keeping up with news about their favourite players and teams, both on and off the pitch [Tapp & Clowes \(2002\)](#). Social media has had a tremendous impact on the world of sport. Impacting teams, athletes, fans, and other similar stakeholders, social media most obviously influences sport through the fact that nearly everything and everyone involved has their own account [Hull & Abeza \(2021\)](#).

Social media is altering how athletes, teams, and spectators communicate with one another in sports. Fans can frequently get news, insights, and opinions directly from the source through live-tweeting games, making caustic memes, and cheerleading from the webosphere. The sport with the greatest popularity in India is cricket, which many people see as a religion [The Impact of Social and Digital Media on Sport. Nest. \(2021\)](#). Virtually every aspect of sports viewing has undergone a rapid transformation because of digital technology, and social media keeps giving it new dimensions. Fans discuss the most thrilling match moments and off-field occurrences on social media [Tripathi \(n.d.\)](#).

Many social media platforms offer new channels of connection for football clubs and fans. Social media techniques make it possible for fans and clubs to engage more frequently, which may be helpful to both parties. Clubs can use a variety of social media techniques to strengthen their brand and increase their chances of attracting more devoted followers [Howeidi & Nadau \(n.d.\)](#). The delivery and consumption of sport have been significantly altered by the rise of social media [Filo et al. \(2015\)](#).

Overall, the literature suggests that while newspapers and social media both play a role in shaping public discourse around issues in sports, social media offers a more dynamic and diverse representation of these issues.

4. METHODOLOGY

In this research, we follow a qualitative and quantitative analysis. According to that, we conducted a survey. Surveys are used to collect data from 200 individuals from Kerala through a stratified random sampling method to know about their perceptions of the representation of minority and less popular groups in sports on social media and in the newspaper.

5. THEORETICAL FRAMEWORK

There are several theoretical frameworks that could be applied to study the role of social media in promoting less popular sports. Here are some possibilities:

- **Uses and gratifications theory:** It is a strategy for understanding why and how people actively seek out media to meet requirements. UGT is a method for comprehending mass communication that is audience focused.
- **Agenda-setting theory:** the "ability (of the news media) to influence the importance placed on the topics of the public agenda" The theory contends that the media may influence public opinion by deciding which topics receive the greatest attention. It has been extensively researched and applied to a variety of media.
- **Social network theory:** focuses on how social relationships affect how information is transmitted, how personal or media influence is channeled, and how attitudes or behaviors might change.

6. RESULTS AND ANALYSIS

1) To examine the role of social media in providing visibility to the less popular athletes or sports personalities.

- **Do you follow any sports-related accounts on social media?**

Figure 1

Count of Do you follow any sports-related accounts on social media?

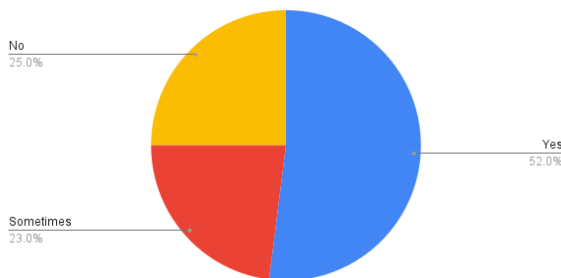


Figure 1 Pie Chart Showing the Number of People Who Follow Sports Related Accounts on Social Media.

The proportion and total number of respondents to the question "Do you follow any sports-related accounts on social media?" who selected Yes, no, or sometimes are shown in Figure 1. Of the 200 respondents, 52% responded "Yes", 25% "No" and 23% "Sometimes." This suggests most users follow social media accounts for sports. Nowadays, most individuals carry smartphones, which makes it simpler for them to follow their preferred sports accounts across several platforms.

- **If yes, which social media platforms do you use to follow sports-related accounts?**

Figure 2

Count of If yes, which social media platforms do you use to follow sports-related accounts?

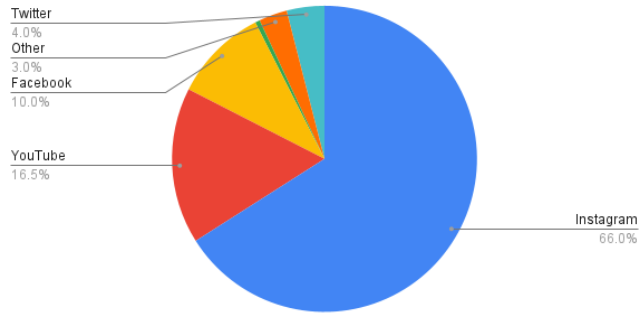


Figure 2 Pie Chart Showing the Types of Social Media Platforms People Use to Follow Sports Related Accounts

The proportion and total number of respondents to the question "If yes, which social media platforms do you use to follow sports-related accounts?" who selected Instagram, YouTube, Facebook, twitter and Other are shown in [Figure 2](#). Of the 200 respondents, 66% responded to "Instagram", 16.5% "YouTube", 10% "Facebook", 4% "Twitter" and 3% "Other". In this most of the people are following Instagram than the other social media platforms mentioned above. Because Instagram is currently popular, people prefer to use it over other social media platforms.

- **In your opinion, do social media platforms provide a platform for underrepresented voices and perspectives in sports?**

Figure 3

Count of In your opinion, do social media platforms provide a platform for underrepresented voices and perspectives in

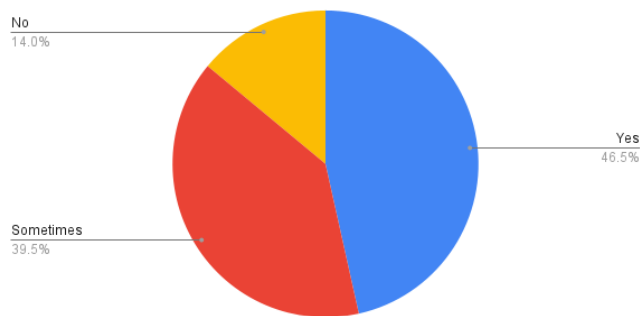


Figure 3 Pie Chart Showing the Opinion of People if Social Media Platforms Provide a Platform for Underrepresented Voices and Perspectives in Sports.

The proportion and total number of respondents to the question "In your opinion, do social media platforms provide a platform for underrepresented voices and perspectives in sports?" who selected Yes, no, or sometimes are shown in [Figure 3](#). Of the 200 respondents, 46.5% responded "Yes", 14% "No" and 39.5% "Sometimes". From this we can understand that more people think that social media

platforms supply a platform for underrepresented voices and perspective in sports. This is because when we take newspaper and social media together social media have no time limit, but newspapers have time limit and space limit.

- **Have you ever engaged with content related to underrepresented groups in sports on social media?**

Figure 4

Count of Have you ever engaged with content related to underrepresented groups in sports on social media?

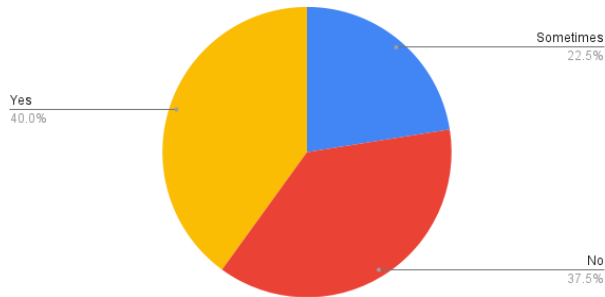


Figure 4 Pie Chart Showing the Opinion of People if they Ever Engaged with Content Related to Underrepresented Groups in Sports on Social Media.

The count and percentage of responses to the question "Have you ever engaged with content related to underrepresented groups in sports on social media?" It is given in [Figure 4](#) out of the 200 responses 40% "Yes", 37.5% "No" and 22.5% fall in "Sometimes". This result proves that people are engaging with content related to less popular groups in sports on social media. Nowadays, most people use social media more often, so if any sports-related content spreads quickly, people can access it.

- **If yes, please provide an example.**

Figure 5

Count of If yes, please provide an example.

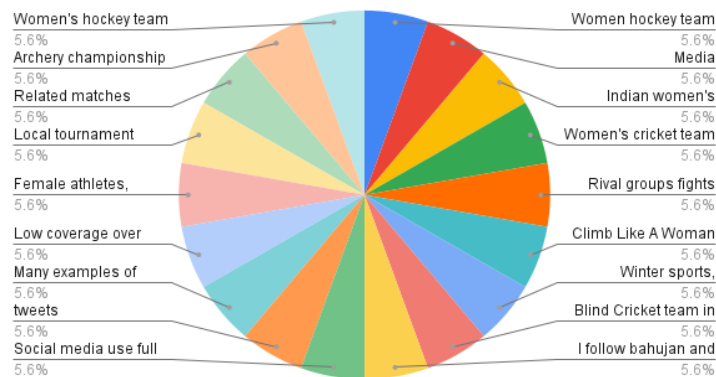


Figure 5 Pie Chart Showing Examples of People Remembering About Content Related to Underrepresented Groups in Sports on Social Media.

[Figure 5](#) provides examples for the previously asked question "Have you ever engaged with content related to underrepresented groups in sports on social

media?". In this people supplied examples like Indian women's hockey team won a bronze medal at Asian cup2022, Winter sports, Blind Cricket team in Kerala etc. From this we can conclude that people are watching this kind of content on social media, and they are aware of this.

- **Do you think the representation of minorities and problems in sports can impact society?**

Figure 6

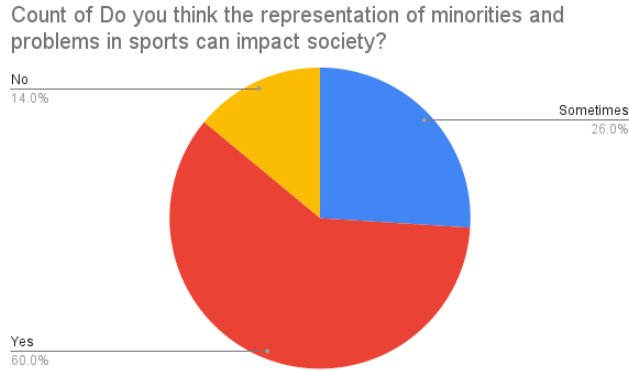


Figure 6 Pie Chart Showing the Opinion of People About the Representation of Minorities and Problems in Sports Can Impact Society.

The count and percentage of responses to the question " Do you think the representation of minorities and problems in sports can impact society?" It is given in [Figure 6](#) out of the 200 responses 60% "Yes", 14% "No" and 26% fall in "Sometimes". This result proves that people believe that through the representation of minorities and problems in sports, sports can impact society. Sports-related issues can have an impact on society because when they occur, people take notice and talk about them.

- **In your opinion, how important is it to have underrepresented groups represented in sports media?**

Figure 7

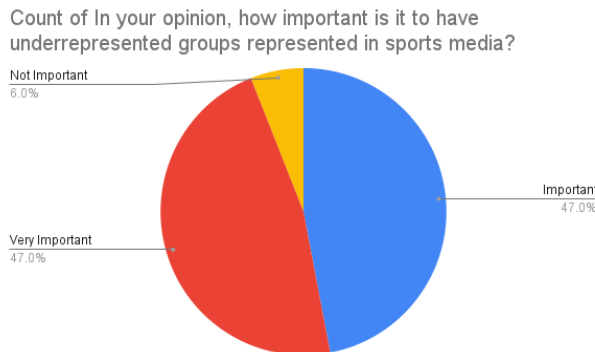


Figure 7 Pie Chart Showing the Opinion of People About the Importance of Underrepresented Groups Represented in Sports Media.

The count and percentage of responses to the question " In your opinion, how important is it to have underrepresented groups represented in sports media?" It is

given in Figure 7 out of the 200 responses 47% "Very Important", 47% "Important" and 6% fall in "Not Important". This result conveys that most people think that the less popular groups in sports should be represented through social media. People chose "very important" because they believe that less well-known groups should receive greater attention on social media as they aren't adequately covered in newspapers.

- **Do you think sports media can play a role in addressing issues related to diversity and inclusion in sports?**

Figure 8

Count of Do you think sports media can play a role in addressing issues related to diversity and inclusion in sports?

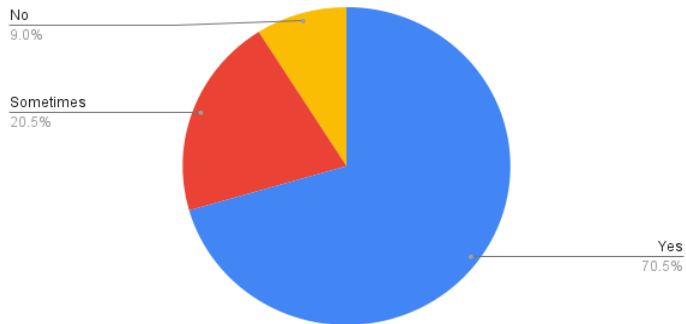


Figure 8 Pie Chart Showing the Opinion of People About Sports Media Can Play a Role in Addressing Issues Related to Diversity and Inclusion in Sports.

The count and percentage of responses to the question "Do you think sports media can play a role in addressing issues related to diversity and inclusion in sports?" It is given in Figure 8 out of the 200 responses 70.5% "Yes", 9% "No" and 20.5% fall in "Sometimes". This result conveys that sports media can play a role in addressing issues related to diversity and inclusion in sports. Sports media has a responsibility to address issues relating to inclusion and diversity in sports, and as such, they play a crucial role.

- **Have you ever seen a social media campaign or movement focused on promoting the representation of minority and underrepresented groups in sports?**

The proportion and total number of respondents to the question "Have you ever seen a social media campaign or movement focused on promoting the representation of minority and underrepresented groups in sports?" who selected Yes, no, or sometimes are shown in Figure 9 of the 200 respondents, 41% responded "Yes", 31.5% "No" and 27.5% "Sometimes." This suggests that most of the people are seeing it and they are aware of this kind of campaign that is focused on promoting the representation of minorities and less popular groups in sports. Because most people utilize social media and other channels to learn about sports, consumers often meet campaigns relating to this.

Figure 9

Count of Have you ever seen a social media campaign or movement focused on promoting the representation of minority and underrepresented groups in sports?

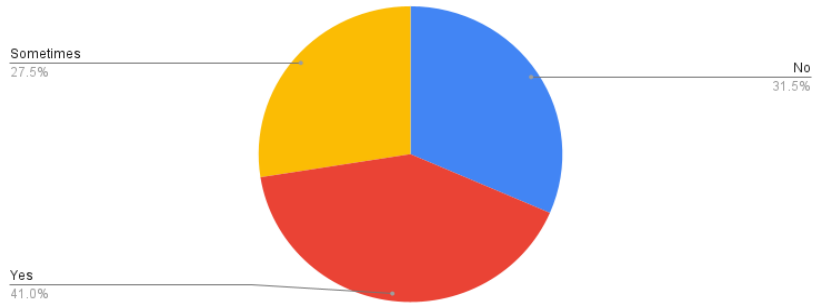


Figure 9 Pie Chart Showing the Opinion of People Who are Seen Social Media Campaign or Movement Focused on Promoting the Representation of Minority and Less Popular Groups in Sports.

- **In your opinion, has social media been successful in amplifying the voices and experiences of minority and underrepresented groups in sports?**

Figure 10

Count of In your opinion, has social media been successful in amplifying the voices and experiences of minority and underrepresented groups in sports?

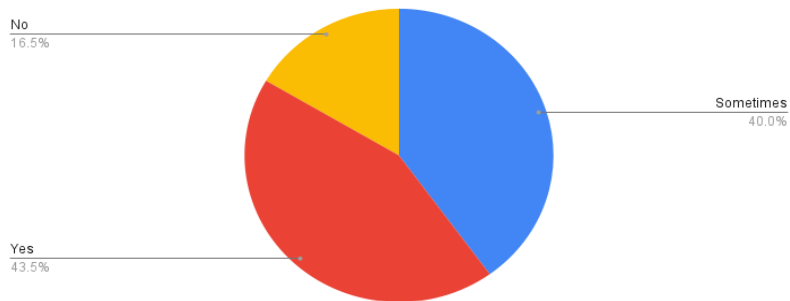


Figure 10 Pie Chart Depicting Public Opinion on Whether Social Media is Effective at Amplifying the Voices and Experiences of Less Popular and Minority Groups in Sports.

The proportion and total number of respondents to the question " In your opinion, has social media been successful in amplifying the voices and experiences of minority and underrepresented groups in sports?" who selected Yes, No, or Sometimes are shown in [Figure 10](#) of the 200 respondents, 43.5% responded "Yes", 16.5% "No" and 40% "Sometimes". In this we can understand that most of the people are thinking that social media is effective at amplifying the voices and experiences of less popular and minority groups in sports. This is because individuals are viewing sports-related information, and because of the many discussions and debates that result, people think that social media is more effective than newspapers at amplifying the perspectives and experiences of less popular and minority groups in sports.

We concluded that social media platforms really assist the less popular athletes or sports personalities represent their issues in sports after going through the questions related to the initial objective was to investigate how social media helped less popular athletes and sports figures gain prominence.

2) To compare the role of social media with newspapers in providing news related to less popular sports.

- **A comparison of social media posts and news articles**

In this comparison we got 6 Instagram posts related to the issues and victories that have been slowly reported in newspapers and other media. The below given post are related to India women's hockey team, India blind cricket team and an incident where the Indian football player Sunil Chhetri is dishonoured in a post-match presentation ceremony.

Figure 11



Figure 11 Showing a Twitter Post of Britain Hockey Team About Indian Hockey Team that Got Viral Through Instagram.

Figure 12



Figure 12 Related to the Victory of the Indian Blind Cricket Team in the 2018 World Cup.

Figure 13



Figure 13 Related to the Victory of the Indian Women's Hockey Team After 16 Years in the 2022 Commonwealth Games.

Figure 14



Figure 14 Showing the Victory of Indian Blind Cricket Team in T20 World Cup Blind 2022.

Figure 15

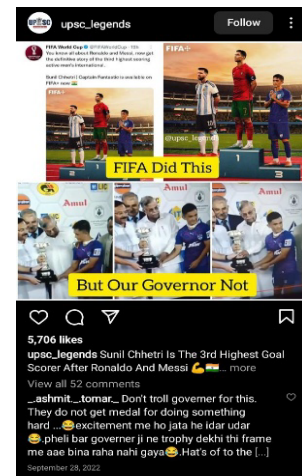


Figure 15 Related to an Instagram Post that is Related to the Incident Where the Indian Football Player Sunil Chhetri is Dishonored in a Post-Match Presentation Ceremony.

Figure 16



Figure 16 That is Related to the Victory of the Indian Women's Hockey Team in the FIH Nations Cup 2022.

In most cases social media reports the news's related to sports in a speedier way and when we take newspaper compared to this, they only give more importance to mainstream sports. Newspaper also have space constrains in including news's in the sports page that are related to sports but in sometimes they are not giving proper consideration for the mainstream sports also the biggest example is the dishonouring of Sunil Chhetri in the post-match presentation ceremony.

- **Have you ever come across content on social media related to underrepresented groups in sports that you may not have seen in Newspapers?**

Figure 17

Count of Have you ever come across content on social media related to underrepresented groups in sports that you may not have seen in Newspapers?

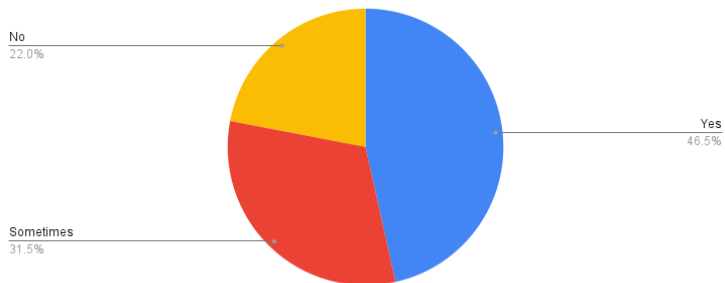


Figure 17 Pie Chart Showing the Opinion of People About the Question " Have you Ever Come Across Content on Social Media Related to Underrepresented Groups in Sports that you May Not have Seen in Newspapers?".

The proportion and total number of respondents to the question " Have you ever come across content on social media related to underrepresented groups in sports that you may not have seen in Newspapers?" who selected Yes, no, or sometimes are shown in Figure 17 Of the 200 respondents, 46.5% responded "Yes", 22% "No" and 31.5% "Sometimes". After analyzing the pie chart, we understand how many people saw content related to less popular groups in sports through

social media than newspapers. Sports-related content about less popular groups is widely available on social media rather than in newspapers.

- **In your opinion, does social media representation of underrepresented groups in sports differ from newspaper representation?**

Figure 18

Count of In your opinion, does social media representation of underrepresented groups in sports differ from newspaper representation?

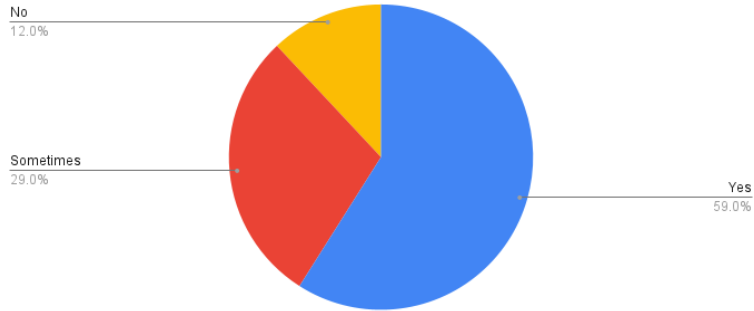


Figure 18 Pie Chart Showing the Opinion of People on Representation of Underrepresented Groups in Sports Differ from Social Media than Newspaper.

The count and percentage of responses to the question " In your opinion, does social media representation of underrepresented groups in sports differ from newspaper representation?" It is given in [Figure 18](#) out of the 200 responses 59% "Yes", 12% "No" and 29% fall in "Sometimes". This result proves that the representation of less popular groups in sports differs from social media than newspaper. This is because social media and newspaper have unique styles in representing News. Social media doesn't have time and space limit but in the case of newspaper it has space limitation and in newspaper they gave more importance to mainstream sports.

- **Do you believe social media can amplify the voices and experiences of underrepresented groups in sports more effectively than newspapers?**

Figure 19

Count of Do you believe social media can amplify the voices and experiences of underrepresented groups in sports more effectively than newspapers?

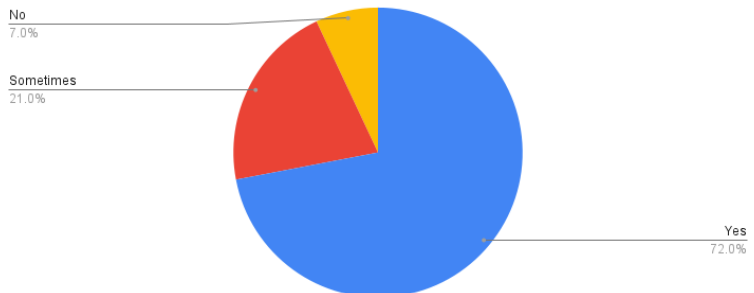


Figure 19 Pie Chart Showing the Opinion of People who Believe Social Media Can Amplify the Voices and Experiences of Underrepresented Groups in Sports More Effectively than Newspapers.

The count and percentage of responses to the question " Do you believe social media can amplify the voices and experiences of underrepresented groups in sports more effectively than newspapers?" It is given in [Figure 19](#) out of the 200 responses 72% "Yes", 7% "No" and 21% fall in "Sometimes". This result supplies a clear understanding that social media can amplify the voices and experiences of less popular groups in sports more effectively than newspapers. This is possible because through social media we can write anything that we need, and it will reach a large audience within a fraction of seconds.

- **Do you believe newspapers are responsible for ensuring the representation of minority and underrepresented groups/problems in sports?**

Figure 20

Count of Do you believe newspapers are responsible for ensuring the representation of minority and underrepresented groups/problems in sports?

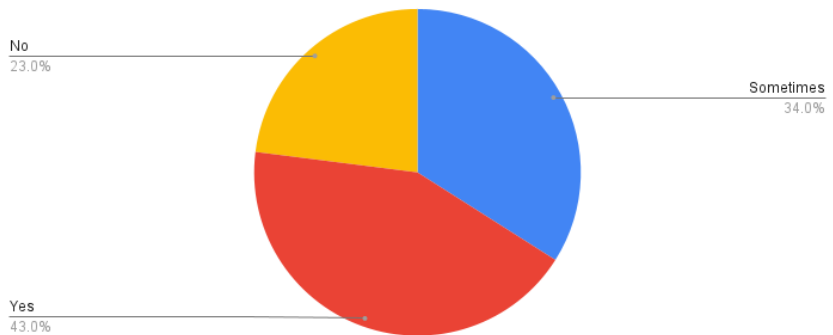


Figure 20 Pie Chart Showing the Opinion of People about Newspapers are Responsible for Ensuring the Representation of Minority and Underrepresented Groups/Problems in Sports.

The count and percentage of responses to the question " Do you believe newspapers are responsible for ensuring the representation of minority and underrepresented groups/problems in sports?" It is given in [Figure 20](#) out of the 200 responses 43% "Yes", 23% "No" and 34% fall in "Sometimes". This result conveys that newspapers are also responsible for ensuring the representation of minorities and less popular groups or problems in sports. All media platforms have the responsibility to ensure the representation of minority and less popular groups or problems in sports, so newspapers also have the responsibility to ensure that.

- **Do you think social media and newspapers can work together to better represent and amplify the voices and experiences of minority and underrepresented groups in sports?**

The proportion and total number of respondents to the question " Do you think social media and newspapers can work together to better represent and amplify the voices and experiences of minority and underrepresented groups in sports?" who selected Yes, no, or sometimes are shown in [Figure 21](#) Of the 200 respondents, 69.5% responded "Yes", 10% "No" and 20.5% "Sometimes". After analyzing the pie chart, we understand that social media and newspapers can work together for a better representation and amplify the voices and experiences of minority and

underrepresented groups in sports. Through working together both mediums can give important information's related to sports in a better manner.

Figure 21

Count of Do you think social media and newspapers can work together to better represent and amplify the voices and experiences of minority and underrepresented groups in sports?

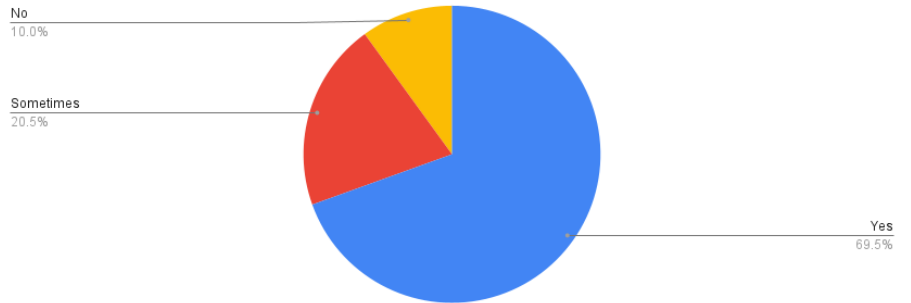


Figure 21 Pie Chart Showing the Opinion of People About the Working of Social Media and Newspaper Together for a Better Representation and Amplify the Voices and Experiences of Minority and Underrepresented Groups in Sports.

- **Do you think that there are challenges faced by newspaper in representing and amplifying the voices of minority and underrepresented groups in sports?**

Figure 22

Count of Do you think that there are challenges faced by newspaper in representing and amplifying the voices of minority and underrepresented groups in sports?

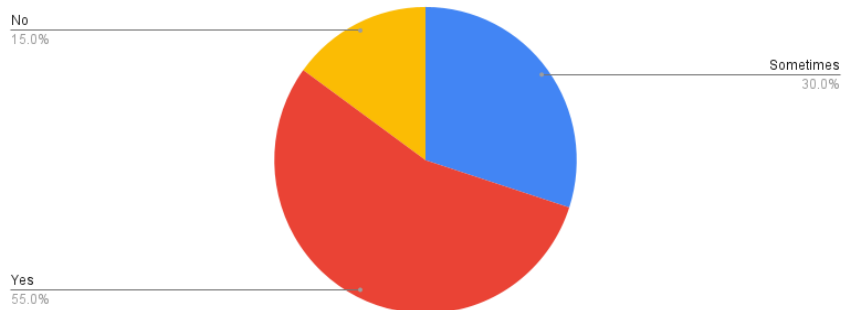


Figure 22 Pie Chart Showing the Opinion of People About if there are any Challenges Faced by Newspapers in Representing and Amplifying the Voices of Minority and Underrepresented Groups in Sports.

The proportion and total number of respondents to the question "Do you think that there are challenges faced by newspapers in representing and amplifying the voices of minority and underrepresented groups in sports?" who selected Yes, no, or sometimes are shown in [Figure 22](#) Of the 200 respondents, 55% responded "Yes", 15% "No" and 30% "Sometimes". This result conveys that most people think that there are challenges faced by newspapers in representing and amplifying the voices of minority and underrepresented groups in sports.

- **If yes, What do you think are the challenges?**

Figure 23

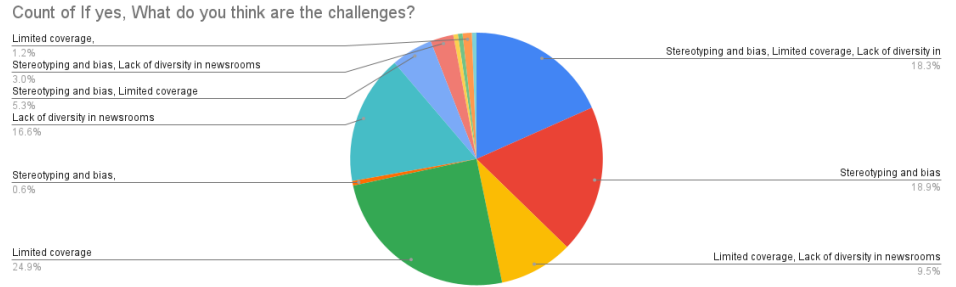


Figure 23 Pie Chart Showing the Opinion of People About the Challenges Faced by the Newspaper in Representing and Amplifying the Voices of Minorities and Underrepresented Groups in Sports.

The proportion and total number of respondents to the question “If yes, what do you think are the challenges?” who selected Limited coverage, stereotyping and bias, limited coverage, and lack of diversity in newsrooms are shown in Figure 23 of the 200 respondents, 1.2% responded to "limited coverage", 3% "stereotyping and bias" and "lack of diversity in newsrooms", 5.3% "stereotyping and bias" and "limited coverage", 16.6% "lack of diversity in newsrooms", 0.6% "stereotyping and bias", 24.9% "limited coverage", 18.3% "stereotyping and bias" "limited coverage" "lack of diversity in newsrooms", 18.9% "stereotyping and bias" and 9.5% "limited coverage" "lack of diversity in newsrooms". This result conveys that most of the people think that all the four options that are given above challenge the representation of less popular sports in newspapers. This is because newspapers have their own limitations in giving news.

- **Is there anything else you want to add related to social media representation of underrepresented groups in sports compared to newspaper representation?**

Figure 24

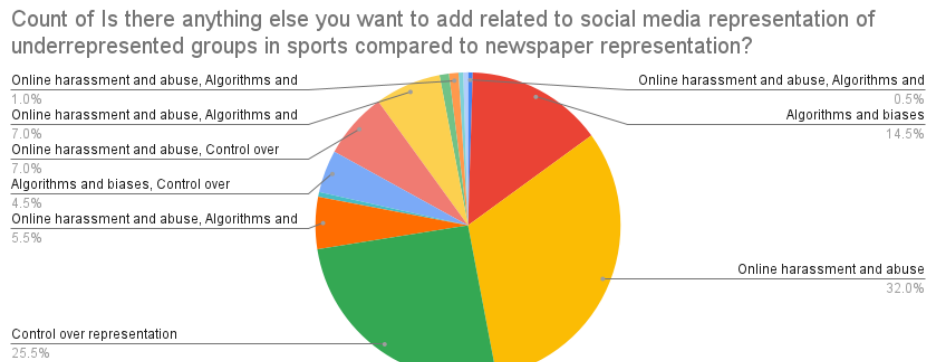


Figure 24 Pie Chart Showing the Opinion of People about What all Things Should I Include in the Research that are Related to Social Media Representation of Underrepresented Groups in Sports Compared to Newspaper Representation.

The proportion and total number of respondents to the question “Is there anything else you want to add related to social media representation of underrepresented groups in sports compared to newspaper representation” who selected online harassment and abuse, algorithms and biases, control over

representation, misinformation are shown in [Figure 24](#) Of the 200 respondents, 1% responded to "online harassment and abuse" "algorithms and bias" "control over representation", 7% "online harassment and abuse" and "algorithms and bias", 7% "online harassment and abuse" and "control over representation", 4.5% "algorithms and bias" and "control over representation", 5.5% "online harassment and abuse" "algorithms and bias" "control over representation", 25.5% "control over representation", 0.5% "online harassment and abuse" "algorithms and bias" "misinformation", 14.5% "algorithms and bias", 32% "online harassment and abuse". This result conveys that most people need to know more about the above-mentioned options. This is all because people are more concerned about the representation of less popular groups in sports.

From the survey and comparison, we concluded that social media has played a crucial role in promoting less popular sports by providing a platform for fans to share information, connect with each other, and raise awareness of these sports. The survey showed that most respondents have discovered less popular sports through social media, which shows that social media has a significant impact on promoting less popular sports.

7. DISCUSSION

The study's aims were to better understand how social media may help less popular athletes or sports figures gain attention and to compare how social media and traditional media can both report on less popular sports. The study included both a qualitative and quantitative method, collecting 200 responses from participants across Kerala for the quantitative analysis and conducting interviews with athletes and sports journalists for the qualitative analysis.

According to the survey, social media has enabled less popular sports to reach a wider audience, which has led to an increase in participation and engagement. Through social media platforms, fans can easily access live streams, highlights, and news updates, which has increased interest in these sports. In most instances, social media broadcasts news about the representation of less well-known sports, according to a comparison of social media posts and newspaper stories. Social media plays a significant role in increasing visibility and driving online engagement about sports [Assad \(2022\)](#).

Archery athlete Hari Krishnan and paralympic athlete Suma says that "social media is acting as a powerful platform for communicating directly with fans and public. And helps to motivate other people. It also gives wider popularity than newspaper". Social media may help athletes interact with their followers, develop their personal brands, and promote themselves [Ma \(2018\)](#).

According to the senior sports journalist Sanil Sha, "social media don't have any time and space limitations but when we take traditional media or popular media it has both time and space limitations. In popular media we don't give regional sports news's more often, this is because of the marketing space in newspapers and limiting time in channels. Traditional media needs to do better when comparing how well they are sports news on social media". Traditional media might be delayed due to press times, whereas social media is immediate [Al-Quran \(n.d.\)](#).

The Uses and gratifications theory suggests that people consciously select media to satisfy particular wants and desires. People may utilize social media to interact with other fans who have similar interests or to learn more about niche sports in the setting of less well-known sports. Agenda-setting theory suggests that the media has the power to influence the importance that people place on certain

issues or topics. In the context of less popular sports, social media could potentially help elevate the visibility of these sports and increase their perceived importance. Social network theory examines the structure of social relationships and how they affect communication and behaviour. In the context of less popular sports, social media could help create and facilitate online communities of fans who can share information, promote events, and support each other.

It is simple for fans to customize their social media feeds, such as by only following the teams they support. In the current digital era, sports news has become more widely available and prevalent [Swarm \(1966\)](#). Sports news and content may now be easily shared on social media platforms as a means of two-way communication that lowers marketing expenses for businesses. In addition, social media provides sports fans with a way to follow their favourite athletes or teams and communicate with other sports enthusiasts [Social Media in Sports: Driving Fan Engagement. \(2022\)](#).

8. CONCLUSION

According to my study's hypothesis- (1) To examine the role of social media in providing visibility to the less popular athletes or sports personalities. (2) To compare the role of social media with newspapers in providing news related to less popular sports. - most of the people agree with the statements and they gave examples for proving the statement.

The survey states that most people think social media platforms provide a platform for less popular voices and perspectives in sports. The survey found that readers feel newspapers are responsible for making sure that minorities, less popular groups, and sports-related concerns are covered. They believe that stereotyping and bias, a lack of coverage, and a lack of diversity in newsrooms make it difficult for newspapers to portray the perspectives of minorities and less popular groups in sports. Most people believe that minorities and issues in sports can have an impact on society and change sports.

The qualitative analysis produced a result that is more likely to be consistent with the survey, showing that social media platforms are covering sports-related topics more often than newspapers.

We can conclude by saying that, compared to newspapers, social media platforms are more likely to expose problems and represent and amplify the opinions and experiences of minority and less popular groups in sports.

9. LIMITATIONS OF THE STUDY

The survey was limited to 200 people from Kerala, who are following and not following sports. The research was also done in a short time due to constraints. The people were not willing to fill in the questionnaire. And in the comparison of newspaper articles and Instagram posts we didn't get many newspaper articles that are related to issues in sports.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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