

Electronic Sports press and its role in publish the sports culture among the students at the Faculty of Physical Education, Minia University, Arab Republic of Egypt and the students at the Faculty of Sports Studies , Masaryk University , Czech Republic, (comparatives study)

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Abstract :-

This article aims to identify the difference between students response toward the role of Electronic press in publish the sports culture among students at the Faculty of Physical Education, Minia University, in the Arab Republic of Egypt and the students at the Faculty of Sports Studies ,Masaryk University in the Czech Republic. The Methodology used in this article was based on descriptive method with the survey style. The authors used questionnaire form designed by Lobna.M Senosy (2013). After making some modifications to suit with the nature of the study and its sample. Included (4) axes as a main tool to collect data after rationing in terms of honesty and Stability. The total sample (n=339) divided in two university students Minia University (n=231), Masaryk University (n=108) also were excluded (n=5) for non-completion the data. The pilot study (n=30) while the main study(n=304) .The results concluded that the concept and importance of the Electronic Sport press was more clear to students at the Faculty of Physical Education, Minia University, Egypt than students at the Faculty of Sports Studies, Masaryk University ,Czech Republic. Also the results refer that the obstacles to use of electronic sports press was more clear to students at the Faculty of Sports Studies, Masaryk University, Czech Republic. Than students at the Faculty of Physical Education, Minia University, Egypt.

Keywords: *Electronic Sports press, Sports Culture*

Introduction:

At the beginning of 25 January 2011, Egypt has experienced a popular, peaceful and social revolution which the communication and technology means had a main essential role, especially social media that led to the revolution. It also changed the Egyptian people's vision about tools of Communication and information technology. These tools have become an important platform for the freedom of opinion and expression, as well as, a good outlet to participate in public affairs and find solutions to the issues of the community. Nowadays the world is witnessing a real revolution in the field of Communication and information technology. Any country which aspires development, in order to achieve sustainable development in all of its aspects, will not succeed without establishing this field as one of its fundamental pillars [MCIT, 2012]

The media in general, is a methodology. Through it, the goals of enlightenment and education can be achieved. It also provides with credible information that flows inside the minds and collective consciences of the individuals. This, as a result, raises their level,

drives them to work at the interest of the public, and creates among them a healthy and active atmosphere of harmony, and active movement. [El- Hendawy,A.M,2001,12]

The press is a means of satisfying an ancient requirement of publishing news and informing the public opinion with the events that happens day after day. However, historically, it is one of the oldest forms of mass media compared to television, radio, or cinema. Having said that, we do not mean that ancient Egyptians and Romanians knew press like some historians claim; we cannot consider the news engraved on stones or written on papyrus as press., rather, we mean that press is the oldest form of mass media. This is because it emerged after the invention of movable-type printing press, which allowed the creation of two identical copies at once [Mubarak,H.A, 2003,28]

Developing the electronic press is a real revolution. If the meaning of revolution is the transformation from one case to another, then this is exactly what the newspaper is currently going through. After it has always been a printed product, it is starting to become a product that can be read on screens. Although the categorization of mass media into electronic and printed could be a common practice, the present nature of communication technology captures all means of communication within one technological framework, unifying both as a electronic [Amin .R.A, 2007,93]

Some Scientists Have Introduced Definitions of Electronic Press as Follows:

- The term of electronic press often refers to the use of information rules. However; it refers to the usage of the Internet to obtain sources, documents and information on millions of subjects. It is the paperless journal, which is available in the Internet and is read, browsed and searched by the reader; in addition to memorizing the material he wants, and printing what he wants to print. [Naser.H.M, 2003, 62]
- They are an electronic newspapers and magazines which issued and published on the Internet, whether in the form of electronic issuing of printed-paper, or a summary of the most important contents ;or in the form of newspapers and electronic magazines that have no ordinary issues printed on paper. It includes a mix of newsletters, articles, stories, comments, images and reference services. The electronic newspaper is that which based on the usage of the Internet and the creation of sites with certain characteristics of the international network. It also combines the paper publication and the usage of CDs (DVD or CD) to provide content by the tools .Therefore, it allows users to choose the materials and topics they want and. It also meets their interests and needs. [Ghafer, H, 2004,238]
- It's a process of press communication via the Internet through multiple electronic media, and benefiting from the technological advantages. Periodically, it is issued and has a specific website. Moreover, it depends on computer technology in the analysis and formulation of the newspaper contents. In addition, It provides the newspaper to the reader via the Internet to create an atmosphere of interaction with him by providing him with the possibilities of interaction with the text; and the ability to browse, find , search

its contents, save and review it by the easiest ways. [Trebian ,M,S, 2008, 98]

- It's a computer version of the newspaper. This version comes from storing information electronically, and managing and finding it. Whether this extraction and storage had been done from a material which had already been issued, or input directly with its words, images, and graphics onto the personal PC screen or the interactive TV. [Abdel-Hakim.M,2003,4]

Electronic press advantages:-

Press field has become so immense; and there are always new developments, perhaps every day. Although researchers agreed that the electronic newspaper had the features of the foliar one and performed its functions, others think that the electronic newspaper can do what the radio and television services do. This is because of its ability to introduce news and the audio -recorded services by video techniques at any time. It takes the advantage of the high-tech and hypertext technology that is available on the web. It also allows the reader to choose the right time to see it. The advantages of the electronic newspaper are outlined below:

- The possibility of viewing it throughout the day, so, the reader is exposed to see the news and information over the twenty-four hours while the other reader is waiting a full day to get the new issue of the daily newspaper.
- The possibility to follow up the updated news at any time, especially with the update service that is inserted on the electronic newspapers throughout the day. This is not available in the foliar newspaper because of the high cost of issuing additional editions of it to follow up the new events.
- The possibility of producing it according to the reader request. Electronic newspapers unlike newspapers and radio & television services can transfer news and topics to the audience based on his request; and at any time he is exist . This service is known as "Demand News On". It enables users to choose the information they want to see from the many information provided by the newspaper.
- The possibility of modification to meet the personal needs of the reader. Because it does not need a traditional audience distribution, the electronic newspaper can "be personalized" (i.e. to be elaborated according to each person's desire) to include only news and topics of each reader interest. This service can be included in the electronic newspaper or it can be left to the reader to run it according to his requires. The product of the newspaper can prepare a list of news selected by the reader- previously- to be ready for viewing as soon as the user accesses the website of the newspaper. The user can also request the news and topics he or she wants from the headlines list ,or by searching inside the newspaper using an opening word [EL Akabawy, B. A 2005, 61-62]

Sports culture:

In fact the period in which we live now is characterized by scientific progress and rapid development. Therefore, we find that the countries of the world are racing to take care of cultural integration in all its sources. Especially, those programs which given in all areas of cultural development. The strategic objective of these programs is the cultural growth of the countries. It depends on the scientific research and objective studies to create a good citizen. This is a step forward to overcome misconception among those who think that culture is an aspect or a tendency which the educated person is characterized in the community he lives in. This concept contains some mistakes. Culture contain a different kinds of behavior and the reasons for thinking, dealing and harmony in life that some members of a society have agreed to accept so that they all become different from other societies.

It should also be marked that in addition to the term of "sporty culture", which expresses the state of intellectual development, there is another term associated with it. This term called the "physical culture". It is an old term appeared in the late of the 19th century in line with other expressions used at that time, including religious, social and intellectual culture. The term of culture has been used as a synonym for physical training. It implies that the practicing of different activities improves health. In general, this term is currently used in some countries, especially the socialist countries, previously. And it has not been used in capitalist countries at the present time. Physical culture is therefore important as it becomes a part of the general and social culture; it related to the future of society and the nation. It is the system used to maintain physical growth, fitness, mobility and public health of the individual. It constitutes an educational system that meets individual and social needs [El Hashimy, A,2003,189-190]

Sporty culture is a social phenomenon which is inherent to societies. There is no society without any animated and sporty activity. It has been accompanied by human since the beginning of life ; and it contributed in developing life, and spreading the concept of cooperation among individuals . It is a part of the general culture that affects the different systems of society. It also affects the family system . It's certainly, that the family members who play together, subscribe in one club and practice kinds of sports are Physically more strong and more cohesive than others who lack this essential factor in building the character .

It is also a factor affecting the social system. It works on ensuring a healthy life for the individual , safeguarding his vitality and improving his functional and physical efficiency. In addition, it is an important factor for mental, psychological and moral development. Healthy individuals are the main factor of the economic system [Ahmed.S,2005,15]

The Search Problem:-

There is no doubt that the sports culture is a heritage accumulation over different times of the sports information which passed on from one generation to another within the framework of the complementary relationship between sports culture and the media as a tool to develop and support the cognitive framework and informational ,meeting the individual needs and keeping up with sports development.

The electronic press was one of the important media which must be exploited by purposeful and targeted way for the transfer of these sports information through what it shows of news and programs. This consistent with "Abdel-Fattah.A (2011)" study whose results prove that the electronic sports press was one of the most important sources of

sports culture benefiting the students at Mansoura University. This also agree with "Abdul Qader'S study (2003)" whose results prove- in general-that the electronic press increases the students' information at Suez Canal University.

It is necessary to not leave these spontaneous and automatism programs so the positive impact of it is not decreased; or occurring trends and negative effects on the audience.

Despite the high rates of Internet usage beside the advantages broadcasted by the electronic press, the fact is that the percentage of access to electronic press is weak. and did not reach a sufficient degree. This is return to that the most of the users follow other sites. Especially social media. Moreover, (We are Social) site that monitoring the status of the Internet in the world. This shows the number of Face book users in Egypt which has reached to about 41% of the Egyptian people daily.

So it was necessary to develop a study to explain the sports information whether it is physical, social, or cognitive. We need to take advantage of this media tool to address the targeted audience (The Student) more than other media so, we can work on the development of sport.

when the student community in the universities of Egypt was relatively new in the electronic sports press, unlike the student community in the Czech universities. Also there were differences between kind and quality of education between Egypt and the Czech Republic. This recognized by one of the authors while he was studying in the Czech Republic during his scholarships . It is normal to find differences in the nature of the concept of sports culture between the students of the two countries. all of this encourage the authors to find out the role of electronic sports press in publishing sports culture among two groups of students different culturally and socially..

The Research objective:-

1. Identify the concept of electronic press among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic.
2. Identify the importance and advantages of electronic press among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic.
3. Identify the role of Electronic press to publish the sports culture among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic.
4. Identify the obstacles to the usage of electronic sports press among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic.

The Research Questions:-

1. What is the concept of electronic press among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic?

2. What are the importance and the advantages of electronic press among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic?

3. What is the role of electronic press in publish the sports culture among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic?

4. What are the obstacles to the usage of electronic sports press among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic?

The Research procedure:-

- **Methodology:** The authors used the descriptive approach with the survey method because it's appropriate to nature of the study and the objectives.
- **The study society :** all students enrolled at the Faculty of Physical Education, Minia University, in the Arab Republic of Egypt as well as, all students enrolled at the Faculty of Sports Studies ,Masaryk University in the Czech Republic.
- **The study sample:** Represented in a random sample of Students total (n= 339) Equal 10% of each academic year of bachelor degree divided as follows :-
 - Student at the Faculty of Physical Education, Minia University (n=231)
 - Student at the Faculty of Sports Studies ,Masaryk University (n=108)
 Also were excluded (n=5) For non-completion the data or found random in their answers, and the pilot study (n=30) while the basic study (n=304), They are who has been conducting statistical them processors.

Table (1)

Distribution and numerical repetition and the percentage of classification and distribution of the sample on the pilot study and main study

No	Sample	Total Sample		Total of Excluded		Total pilot Study		Total Main Study	
		F	%	F	%	F	%	F	%
1	Student at the Faculty of Physical Education, Minia University	231	68.15	3	12.9	22	9.52	206	67.76
2	Student at the Faculty of Sports Studies ,Masaryk University	108	31.85	2	1.85	8	7.40	98	32.24
	Total	339	100	5	14.75	30	16.92	304	100

- **Data collect Tools:** The authors used interviews and questionnaire. (Designed by Lobna.M.Senosa (2013)). After making some modifications to suit with the nature of the study and its sample. Contain (4) axes with total (35) Items as following:-
 - First axis : The concept of electronic sports. (5) Items.
 - Second axis: The importance and the advantages of electronic press.(10) Items.
 - Third axis: The role of electronic sports press in publish the sports culture.(13) Items.
 - Fourth axis: The obstacles to the usage of electronic sports press. (7) Items.
 with a four-point questionnaire (highly agree, agree, , not agree, not highly agree) was used (4,3,2,1) Respectively and the maximum degrees to the questionnaire is (140) and the minimum degrees to the scale is (35) degrees.

Also had verified of the honesty and Stability of the questionnaires by: -

Table (2)

1. Calculate the correlation coefficients between the degree of each phrase and total degree of axis which belong to it (n=30)

No	Axes	Phrases					
		No.	1	2	3	4	5
1-	The concept of electronic sports.	No.					
		correlation coefficients	0.48	0.83	0.73	0.85	0.83
2-	The Importance and the advantages of electronic sport press.	No.	6	7	8	9	10
		correlation coefficients	0.65	0.75	0.81	0.86	0.70
3-	The roles of the electronic sports press in publish the sports culture.	No.	11	12	13	14	15
		correlation coefficients	0.79	0.78	0.81	0.84	0.86
4-	The obstacles to the usage of electronic sports press.	No.	16	17	18	19	20
		correlation coefficients	0.77	0.90	0.73	0.73	0.83
		No.	21	22	23	24	25
		correlation coefficients	0.77	0.76	0.72	0.58	0.80
		No.	26	27	28		
		correlation coefficients	0.71	0.79	0.71		
		No.	29	30	31	32	33
		correlation coefficients	0.77	0.84	0.87	0.68	0.74
		No.	34	35			
		correlation coefficients	0.73	0.83			

CHI² table on p ≤ 0.05=0.361

-Seen from the table (2) as follows: -

Correlation coefficients ranged between the degree of each phrase and the total degree of which axis belong to it (0.48: 0.90), statistically significant correlation coefficients. that refer that the axes and phrases have a high coefficient of honesty.

Table (3)

2. Calculate the correlation coefficient between first and Second application for the questionnaire (n=30)

No	Axes	The value of the correlation coefficient
1	The concept of electronic sports.	0.74
2	The Importance and the advantages of electronic sport press.	0.86
3	The roles of the electronic sports press in publish the sports culture.	0.88
4	The obstacles to the usage of electronic sports press.	0.79

CHI² table on p ≤ 0.05=0.361

-Seen from the table (3) as follows: -

Correlation coefficients between first and second application for questionnaire ranged between of (0.74: 0.88), a statistically significant correlation coefficients .which refer that the questionnaire have a high coefficient of stability.

Pilot study : The authors apply the questionnaire on a group of student as a pilot study (n=30) at the Faculty of Physical Education, Minia University and Faculty of Sports Studies, Masaryk University to identify the following:-

- Sample members understanding to questionnaire items.
- Duration of application.

Main Application : Main application was performed on the main sample (n=304) The authors collected questionnaires for correction data analysis knowing that the authors translated the questionnaire to coincide with the official language of each country's participation in the study. The application took one month from 1/5/2015 to 30/5/2015.

Statistical Treatment: The authors used the Statistical decision which appropriate to nature of the research.

Also has been adopted the follows limit as a confidence Interval of the difference:-

- Lower than (0.66).The phrases do not be realized.
- From (0.66 : 0.83).The phrases are realized in moderately degree.
- Upper than (0.83). The phrases are realized in high degree.

Table (4)

**Redundancy and the percentage of the (sample) responses to the first axis phrases:
The concept of electronic sports (n=304)**

Show and results discussion:-

1. What is the concept of electronic press among students at the Faculty of Physical Education Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies Masaryk University in the Czech Republic?

Confidence Interval of the Difference Upper (0.83)

No	Highly agree		Agree		Not agree		Not highly agree		CH ²	Relative Weight	Average response rate	Relative Importance
	Rep.	%	Rep.	%	Rep.	%	Rep.	%				
Faculty of Physical Education - Minia University - Egypt												
X1	89	43.20	106	51.46	11	5.34	0	0.00	74.75	696	0.84	1
X2	76	36.89	75	36.41	53	25.73	2	0.97	70.00	637	0.77	5
X3	80	38.83	79	38.35	38	18.45	9	4.37	69.07	642	0.78	4
X4	66	32.04	104	50.49	30	14.56	6	2.91	106.78	642	0.78	3
X5	69	33.50	107	51.94	21	10.19	9	4.37	111.89	684	0.79	2
The Total Degree of The Axis										3301	0.79	
Faculty of Sports Studies - Masaryk University - Czech Republic												
X1	24	24.49	64	65.31	9	9.18	1	1.02	96.04	183	0.47	3
X2	0	0.00	33	33.67	64	65.31	1	1.02	60.76	262	0.67	1
X3	44	44.90	49	50.00	5	5.10	0	0.00	35.53	157	0.40	5
X4	44	44.90	49	50.00	0	0.00	5	5.10	35.53	162	0.41	4
X5	9	9.18	88	89.80	0	0.00	1	1.02	141.57	189	0.48	2
The Total Degree of The Axis										953	0.48	

Confidence Interval of the Difference Lower (0.66)

-Seen from the table (4) which refers to redundancy and the percentage of the (sample) responses on the first axis phrases: (the concept of electronic sports) that the average response rate of the viewpoints of students at the Faculty of Physical Education Minia

University ranged between (0.77:0.84). The phrase No. (1) was over the upper limit of the confidence which indicates its highly applicable to the reality of the concept of electronic sports press. On the other hand, the phrases No (2, 3, 4, and 5), ranged between the lowest and the highest limit of the confidence, which indicates that it is moderately applicable to the reality of the concept of the electronic sports. Moreover, the total degree of the axis was (0.79). It ranges between the lowest and highest limit of the confidence, which indicates that it is moderately applicable to the reality of the concept of the electronic sports press.

-The authors attribute that the benefit in the electronic press and social media appeared after the revolution of January 25, 2011. The International Telecommunication Union (ITU) report stated that the ratio of internet usage in Egypt was less than (1%) in 2000. And then it gradually rose to (5%) in 2004, 24% in 2009, and jumped to (53.2%) in 2014. these results consistent with " Zaki, Y. S (2008)" study which refers that those who are aged from 15 to less than 22 are the highest percentage of youth who access the internet. It is almost the same age group of students of the university level in Egypt. This proves the obvious knowledge of the concept of electronic press among the students of the Faculty of Physical Education at Minia University. Moreover, these findings are consistent with "El Sayed, S.A (2011)" study which indicates to the positive trends of the usage of youth to the internet. In addition, the internet is their first and primary means of gaining information and knowledge. So they access it from two to six hours every day. Thus, It allows them to visit the websites of football celebrities , football clubs, and various sports; and it increases their sports culture.

- Furthermore the average response rate of the students at the Faculty of Sport Studies at Masaryk University ranged also in the first axis phrases (the concept of electronic sports press) between (0.40: 0.67). The phrase No. (2) ranged between the lowest and the highest limit of the confidence which indicates that it is moderately applicable to the reality of the concept of the electronic sports. On the other hand, the phrases No (1, 3, 4 and 5) were less than the lowest limit of the confidence, which indicates that they did not applicable to the reality of the concept of electronic sports press. Moreover, the total degree of the axis was (0.48). It is less than the lowest limit of the confidence, which indicates that they did not applicable to the reality of the concept of electronic sports press.

-The authors attribute that the concept of electronic press is an old concept, and is not a modern one as for Czech culture. Telecommunication and Internet technology has been existing for a long time in the Czech Republic. Therefore, the interaction of students at the Faculty of Sports Studies is not as the same level as those of Faculty of Physical Education in Egypt. In general they consider the e-press as a collection of topics and files on websites. Hence, the reader can browse, interact , and comment on, and send suggestions via email. It is also a part of a more wide and inclusive concept of the "Electronic Publishing". In the electronic press: the reader searches, browses and looks into it. Besides, he can store the material he wants, and print what he wants to. The chosen students also have a good concept of the electronic press. They think that it is distinguished by having various means including colored videos and images of various sizes, which illustrate many facts.

2- What are the importance and the advantages of electronic press among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic?

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- Seen from the table (5) which refers to redundancy and the percentage of the (sample) responses on the second axis phrases (The Importance and the advantages of electronic

sport press) that the average response rate of the viewpoints of students at the Faculty of Physical Education Minia University ranged between (0.69 : 0.86). The phrase No. (6) was over the upper limit of the confidence ,which indicates its highly applicable to the reality of the Importance and the advantages of electronic sport press . On the other hand the phrases No. (7, 8, 9, 10, 11, 12, 13, 14, and 15). Ranged between the lowest and the highest limit of the confidence, which indicates that it is moderately applicable to the reality of the Importance and the advantages of electronic sport press for the research sample . Moreover, the total degree of the axis was (0.79).It ranges between the lowest and highest

Table (5)
Redundancy and the percentage of the (sample) responses to the second axis phrases:
The Importance and the advantages of electronic sport press (n=304)

Confidence Interval of the Difference Upper (0.83)
 Confidence Interval of the Difference Lower (0.66)

No	Highly agree		Agree		Not agree		Not highly agree		CH ²	Relative Weight	Average response rate	Relative Importance
	Rep.	%	Rep.	%	Rep.	%	Rep.	%				
Faculty of Physical Education - Minia University - Egypt												
X6	108	52.43	85	41.26	12	5.83	1	0.49	163.59	712	0.86	1
X7	85	28.16	123	64.08	10	4.85	6	2.91	200.29	654	0.79	2
X8	65	31.55	70	33.98	67	32.52	4	1.94	58.66	608	0.74	7
X9	39	18.93	95	46.12	55	26.70	17	8.25	36.13	568	0.69	10
X10	80	38.83	86	41.75	30	41.56	10	4.85	81.30	648	0.79	3
X11	71	34.47	83	40.29	43	20.87	9	4.37	63.13	628	0.76	6
X12	78	37.86	94	45.63	24	11.65	10	4.85	96.84	652	0.79	4
X13	77	37.38	82	39.81	43	20.87	4	1.94	75.90	644	0.78	5
X14	49	23.79	94	45.63	56	27.18	7	3.40	74.04	597	0.72	9
X15	66	32.04	69	33.50	61	29.61	10	4.85	45.22	603	0.73	8
The Total Degree of The Axis										6296	0.67	
Faculty of Sports Studies - Masaryk University - Czech Republic												
X6	1	1.02	69	70.41	28	28.57	0	0.00	71.78	267	0.68	6
X7	0	0.00	39	39.80	44	44.90	15	15.31	14.71	220	0.56	9
X8	18	18.37	55	56.12	25	25.51	0	0.00	23.65	287	0.73	5
X9	37	37.76	56	57.14	5	5.10	0	0.00	40.67	326	0.83	4
X10	0	0.00	18	18.37	71	72.45	9	9.18	68.71	205	0.52	10
X11	0	0.00	58	59.18	37	37.76	3	3.06	47.16	251	0.64	8
X12	0	1	65	66.33	32	32.65	1	1.02	62.71	260	0.66	7
X13	81	15.31	15	2.04	2	0.00	0	0.95	109.86	373	0.95	1
X14	56	38.78	38	4.08	4	0.00	0	0.88	42.69	346	0.88	3
X15	68	69.39	30	30.61	0	0.00	0	0.00	14.74	362	0.92	2
The Total Degree of The Axis										2915	0.73	

limit of the confidence, which indicates that it is moderately applicable to the reality of the Importance and the advantages of electronic sport press for the research sample.

-The authors attribute that as a result of the usage of the online research samples. This resulted in acquiring its importance in knowing the information of sports. These results consistent with studies of both Abdel -Qader.S, (2003)", and EL-Husseini ,A. (1998), which mentions that the electronic newspapers comes in the second rank at being a source of information and culture. In addition, the conclusions are also consistent with "Al- Rahbani ,A.S (2009)" study . which refers that the motive of exposure for electronic press represent in the knowledge and access to information This motive reached 73.9% from the research samples. On the other hand, kadry,F.R (2010) indicates to the large interest of the audience in electronic press and their engagement with it. Despite the low benchmarks of interactions in the Arabic electronic press in comparison to the western electronic press.

- Furthermore the average response rate of the students at the Faculty of Sport Studies at Masaryk University ranged also in the second axis phrases (The Importance and the advantages of electronic sport press) between (0.52 : 0.95). The phrases No. (9, 13, 14, and 15) were over the upper limit of the confidence ,which indicates its highly applicable to the reality of the Importance and the advantages of electronic sport press for the research sample. The phrases No. (8, 6 and 12) ranged between the lowest and the highest limit of the confidence, which indicates that it is moderately applicable to the reality of the Importance and the advantages of electronic sport press for the research sample. As well as, the phrases No. (7, 10, and 11) were less than the lowest limit of the confidence, which indicates that they did not applicable to the reality of the Importance and the advantages of electronic sport press. Moreover, the total degree of the axis was (0.73). It ranges between the lowest and highest limit of the confidence, which indicates that it is moderately applicable to the reality of the Importance and the advantages of electronic sport press for the research sample.

-The authors attribute that to the importance and advantages of the electronic press; it grants the individual the chance to read it at any time he chooses, and contributes in the formation of his personality. The electronic sports press is greatly persuasive and affective, as it allows the usage of more than a sense, such as sight and hearing, during viewing the videos, animation, and scripts it presents. College students also have a free time to read electronic press that can be followed frequently on social media such as face book and tweeter. On these websites, an individual can subscribe to electronic press through their online pages to express opinions, comment, participate in news-making, and share all of this with friends and others subscribers. Moreover, electronic press provide all the information and facts supported by colored images and videos at the same moment the sports events end. These findings are also consistent with Mueller & Kameron (1995)" study, which noted that the electronic press is more feasible, flexible, and easier to read than the printed newspapers, however, it does not replace it. Moreover, the most favorable topics are the exciting news followed by international news, brief and short stories, national news and caricatures, arts, weather, markets, businessmen news, readers' mail, nutrition news, horoscopes, and finally the sports news. These findings are also consistent with "Christopher Harper (1996)" study on the electronic press, which concluded that electronic press provides an economic alternative to high-cost printed newspapers in production, printing and distribution.

3- What is the role of electronic press in publish the sports culture among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic?

Table (6)

Redundancy and the percentage of the (sample) responses to the third axis phrases:

The role of the electronic sports press in publish the sports culture (n=304)

Confidence Interval of the Difference Upper (0.83)

Confidence Interval of the Difference Lower (0.66)

No	Highly agree		Agree		Not agree		Not highly agree		CH ²	Relative Weight	Average response rate	Relative Importance
	Rep.	%	Rep.	%	Rep.	%	Rep.	%				
Faculty of Physical Education - Minia University - Egypt												
X16	133	64.56	62	30.10	5	2.43	6	2.91	213.30	734	0.89	1
X17	64	31.07	122	59.22	16	7.77	4	1.94	167.83	658	0.80	6
X18	72	34.95	103	50.00	21	10.19	10	4.85	111.17	649	0.79	7
X19	100	48.54	79	38.35	25	12.14	2	0.97	121.57	689	0.84	3
X20	65	31.55	105	50.97	33	16.02	3	1.46	111.44	644	0.78	9
X21	133	64.56	49	23.79	16	7.77	8	3.88	190.31	719	0.87	2
X22	74	35.92	89	43.20	27	13.11	16	7.77	73.26	633	0.77	10
X23	61	29.61	90	43.69	39	18.93	16	7.77	58.04	608	0.74	13
X24	71	34.47	80	38.83	40	19.42	15	7.28	51.59	619	0.75	11
X25	101	49.03	73	35.44	29	14.08	3	1.46	112.06	648	0.83	4
X26	98	47.57	70	33.98	37	17.96	1	0.49	102.23	677	0.82	5
X27	60	29.13	91	44.17	51	24.76	4	1.94	75.52	619	0.75	12
X28	80	38.83	82	39.81	40	19.42	4	1.94	80.21	650	0.79	8
The Total Degree of The Axis										8574	0.80	
Faculty of Sports Studies - Masaryk University - Czech Republic												
X16	64	65.31	34	34.69	0	0.00	0	0.00	9.18	358	0.91	5
X17	89	90.82	9	9.18	0	0.00	0	0.00	65.31	383	0.98	1
X18	57	58.16	41	41.84	0	0.00	0	0.00	2.61	351	0.90	6
X19	9	9.18	89	90.82	0	0.00	0	0.00	65.31	303	0.77	10
X20	89	90.82	9	9.18	0	0.00	0	0.00	65.31	383	0.98	2
X21	44	44.90	50	51.02	4	4.08	0	0.00	38.29	334	0.85	9
X22	72	73.47	0	0.00	26	26.53	0	0.00	21.59	340	0.87	7
X23	45	45.92	53	54.08	0	0.00	0	0.00	0.65	339	0.86	8
X24	67	68.37	31	31.63	0	0.00	0	0.00	13.22	361	0.92	4
X25	85	86.73	13	13.27	0	0.00	0	0.00	52.90	379	0.97	3
X26	0	0.00	54	55.10	44	44.90	0	0.00	1.02	250	0.64	11
X27	0	0.00	39	39.80	16	16.33	43	43.88	13.00	192	0.49	13
X28	0	0.00	59	60.20	7	7.14	32	32.65	41.41	223	0.57	12
The Total Degree of The Axis										4196	0.82	

- Seen from the table (6) which refers to the redundancy and the percentage of the (sample) responses on the third axis phrases (the role of electronic press in publish the sports culture) that the average response rate of the viewpoints of students at the Faculty of Physical Education Minia University, ranged between (0.74: 0.89). The phrases No. (16,19, and 21) were over the upper limit of the confidence, which indicates its highly applicable to the role of electronic press in publish the sports. The phrases No. (17,18,20,22,23,24,25,26, and 27) ranged between the lowest and the highest limit of the confidence, which indicates that it is moderately applicable to the role of electronic press in publish the sports culture for the research sample. The total degree of the axis was (0.80). It ranges between the lowest and highest limit of the confidence, which indicates that it is moderately applicable to the role of electronic press in publish the sports culture for the research sample.

-The authors attribute this to the important role played by electronic sports media in publish the sports culture through the material they publish from news, investigative reports, and articles. Such material helps an individual to form an opinion about a certain or a number of topics concerning sports. In addition, it provides the audiences with all the circulating news on the various media platforms, and covers athletic championships. All of this is because it is a key, important factor when it comes to the promotion of sports culture. Moreover, electronic sports press displays the history, development, and sponsors of some games. It presents this to the audiences in a positive way which suits the athletic behavior and morals. This contributes to the improvement of a game's sportsmanship. Electronic sports media also offers a wide range of knowledge, and presents the healthy customs and traditions of physical fitness and the know-how of its improvement. Moreover, it instills the acquisition of healthy values and raises the profile of exercising for the positive effects it has psychologically, behaviorally, healthily, and morally.. The findings are consistent with "Senosy,L. M (2013)" study which referred to the role played by electronic sports press in publish the sports culture among the athletes of Minia Province at The Republic of Egypt. Also the study of "Bolten & Peter (2002)" refer that currently, 10% of business enterprises sponsor sport pages, as well as, establish connections in order to contact their frequent users of such websites. This study clarified that 39% of business enterprises look at the exercise of advertisement techniques as a means of sponsorship. In addition, more than half of internet users averagely use the internet for 15 hours/week.. Further Ahmed Farghali's study (2011) refer that there is a number of motives which drive high school students to go online and have access to a piece of information or learn about the latest of news in various fields. All of this comes in addition to the fact that students benefit from the online services and interactive features provided by the websites they use.

- Furthermore the average response rate of the students at the Faculty of Sport Studies at Masaryk University ranged also in the third axis phrases (the role of electronic press in publish the sports culture) between (0.49: 0.98). The phrases No. (16, 17, 18, 19, 20, 21, 22, 23, 24, and 25) were over the upper limit of the confidence, which indicates its highly applicable to the role of electronic press in publish the sports. The phrase No.(19) ranged between the lowest and the highest limit of the confidence, which indicates that it is moderately applicable to the role of electronic press in publish the sports culture for the research sample. As well as the phrases No.(26, 27, and 28) were less than the lowest limit of the confidence, which indicates that they did not applicable to the role of electronic press in publish the sports. Moreover, the total degree of the axis was (0.82). It ranges between the lowest and highest limit of the confidence, which indicates that it is moderately applicable to the role of electronic press in publish the sports.

-The authors attribute that to the importance of the electronic sports press in publish the sports culture. This happens through publishing the news of the sportly competitions and championships. It also happens through working on developing the sportsmanship besides developing the moral values whether for the players, the audience, coaches or arbiters. The

electronic sports press has the news which transmitted in the traditional media as television and press.. Thus, it acquires the features each piece of media and does not relate to a specific amount of information, knowledge and facts relating to the sports side. It also relates to publishing the subjects on the sports culture. The electronic sports press produces multiple and various news on the sports events occurring. These events are published on the front page of the electronic press; and it also published on the margin of the introduction the electronic press. This kind of press introduces meaningful and modern subjects in the sports field which are considered as one of the resources of knowledge . This relates to many popular games; it relates to showing the rules , and applies them on some fields which leads to recognizing the arbiters ability and their performance. This result has been confirmed by" AGOF (2006)" study which refers to existence of the difference among the numbers of the sports sites users. Around (35.620) millions of the users have confirmed their interest in access to the internet in the last three months, to follow the sports events. . Also,(24%) of the users of the international network for information mentioned that by the following 10 month they will buy all their sports needs..

4. What are the obstacles to the usage of electronic sports press among students at the Faculty of Physical Education at Minia University in the Arab Republic of Egypt and the students at the Faculty of Sports Studies at Masaryk University in the Czech Republic?

Table (7)
Redundancy and the percentage of the (sample) responses to the forth axis phrases:
The obstacles to usage of electronic sports press (n=304)
 Confidence Interval of the Difference Upper (0.83)

No	Highly agree		Agree		Not agree		Not highly agree		CH ²	Relative Weight	Average response rate	Relative Importance
	Rep.	%	Rep.	%	Rep.	%	Rep.	%				
Faculty of Physical Education - Minia University - Egypt												
X29	103	50.00	61	29.61	33	16.02	9	4.37	94.79	670	0.81	1
X30	81	39.32	68	33.01	35	16.99	22	10.68	44.37	620	0.75	4
X31	83	40.29	70	33.98	37	17.96	16	7.77	54.47	632	0.77	3
X32	60	29.13	85	41.26	52	25.24	9	4.37	58.27	608	0.74	5
X33	51	24.76	68	33.01	65	31.55	22	10.68	52.73	560	0.68	7
X34	57	27.67	88	42.72	52	25.24	9	4.37	61.53	605	0.73	6
X35	79	38.35	92	44.66	32	15.53	3	1.46	99.59	659	0.80	2
The Total Degree of The Axis										4354	0.75	
Faculty of Sports Studies - Masaryk University - Czech Republic												
X29	54	55.10	34	34.69	10	10.20	0	0.00	29.71	338	0.86	3
X30	76	77.55	10	10.20	12	12.24	0	0.00	86.29	358	0.91	2
X31	87	88.78	11	11.22	0	0.00	0	0.00	58.94	381	0.97	1
X32	14	14.29	32	32.65	52	53.06	0	0.00	22.12	256	0.65	5
X33	0	0.00	61	62.24	23	23.47	14	14.29	38.10	243	0.62	7
X34	35	35.71	40	40.82	18	18.37	5	5.10	31.55	301	0.77	4
X35	0	0.00	59	60.20	34	34.69	5	5.10	44.71	250	0.64	6
The Total Degree of The Axis										2127	0.77	

Confidence Interval of the Difference Lower (0.66)

- Seen from the table (7) which refers to redundancy and the percentage of the (sample) responses on the forth axis phrases (the obstacles to the usage of electronic sports press) that the average response rate of the viewpoints of students at the Faculty of Physical Education Minia University ranged between(0.68: 0.81). The phrases No.((29, 30, 31, 32, 33, 34, and 35) ranged between the lowest and the highest limit of the confidence ,which indicates that it is moderately applicable to the obstacles to the usage of electronic sports press for the research sample. Moreover, the total degree of the axis was (0.75). It ranges between the lowest and highest limit of the confidence, which indicates that it is moderately applicable to the obstacles to the usage of electronic sports press for the research sample.

-The authors attribute that to the poor financial resources and communications infrastructure in many sports institutions in the Arab Republic of Egypt. This leads to having a weak connection to the internet, low speeds, or a lack of equipped laboratories to be connected to the internet in order to help students in communication and the usage of electronic press. These findings are fully consistent with the study of "Ibrahim, M.S (1999)", which pointed out that the electronic press suffers from the absence of some interactive tools and services. In addition, it struggles with the poor quality of the hyperlinks on the relevant websites and the search services within the archive. Similarly, the findings are consistent with the study of "Al -shehri & Gunter (2002)" which referred to the poor communication

networks infrastructure and the presence of some social, cultural and economic obstacles that lead to a delay in the usage of internet. Likewise, they are consistent with the study of "Abdel- Salam,N (2001)", which noted that these sports websites did not fully benefit from the qualities of the internet. As well as, the study of "Fahmy,N (1998)", which indicated that the electronic newspapers could republish the content of printed copies without benefiting from the qualities of electronic press. The study of "Sebaai,M.A (2005)" also comes in line with these findings; it pointed out to the underperformance of cultural activities programs in the achievement of the entrusted educational objectives, and how it neither provides its subscribers with information nor modern knowledge. The sports culture needs a systematic reconstruction and a clear policy that follows a scientific method. This method should focus on the qualities of the inputs which depend on the sports culture technique, and link sports to technology in an educational framework that represents an integral educational system aiming to attract young people to continue their practice.

- Furthermore the average response rate of the students at the Faculty of Sport Studies at Masaryk University ranged also in the fourth axis phrases (the obstacles to the usage of electronic sports press) between (0.62: 0.97). The phrases No. (29, 30, and 31) were over the upper limit of the confidence, which indicates its highly applicable to the obstacles to the usage of electronic sports press. The phrase No. (34) ranged between the lowest and the highest limit of the confidence ,which indicates that it is moderately applicable to the obstacles to the usage of electronic sports press. As well as the phrases No.(32, 33 ,and 35) were less than the lowest limit of the confidence, which indicates that they did not applicable to the obstacles to the usage of electronic sports press. Moreover, the total degree of the axis was (0.77). It ranges between the lowest and highest limit of the confidence, which indicates that it is moderately applicable to the obstacles to the usage of electronic sports press for the research sample.

-The authors attribute to that the obstacles in Czech Republic are not technical; they are also not obstacles for connecting the internet, or causing problems for the infrastructure for communication. But , they have problems in facing piracy and those who are professionals in controlling pages. The obstacles also exist in publishing and generalization of uncertain thoughts and beliefs. Moreover, the needed protection to protect the safety of transferring information between the electronic press and the recipient of the service.

Conclusions:-

1. The concept of electronic sports press was clearer to the students at the Faculty of Physical Education at Minia University in The Republic of Egypt than it was to the students at the Faculty of Sport Studies at Masaryk University in The Czech Republic.
2. The importance and advantages of electronic sports press were clearer to the students at the Faculty of Sport Studies at Masaryk University in The Czech Republic than they were to the students at the Faculty of Physical Education at Minia University in The Republic of Egypt.
3. Electronic sports press plays a role in the promotion of sports culture among the students at the Faculty of Physical Education at Minia University in The Republic of Egypt and the students at the Faculty of Physical Studies at Masaryk University in The Czech Republic.

4. The obstacles to the usage of electronic sports press were clearer to the students at the Faculty of Sport Studies at Masaryk University in The Czech Republic than they were to the students at the Faculty of Physical Education at Minia University in The Republic of Egypt.

Recommendation:-

1. Electronic sports press websites should be improved and updated through using modern communication technology, multimedia, increasing discussions and interaction between its followers and readers, and provide their own trained journalist and technical crew in order to cover the recent local and international news.
2. Electronic sports press websites should put the sports topics they publish under tight control, so that they do not contribute to the transmission and dissemination of incorrect or inappropriate beliefs that do not conform with the general framework of State Policy.
3. Electronic sports press should raise the awareness of its readers and followers by establishing goal-oriented athletic programs. This helps to develop and improve sports culture and deepen its concepts.
4. Electronic sports press should take an interest in advertising services by establishing their own administrations, and including interactive elements. This is in order to increase the number of published advertisements on their website. Thereby, generating a higher economic outcome that can be used to develop and improve such websites.
5. Undertaking similar studies in order to identify the role played by electronic sports press in the development of different variables.

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