

ASSESSMENT OF EFFECTIVE UTILIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AS PREDICTOR FOR THE PROMOTION OF SPORTS AMONG STUDENTS OF HUMAN KINETICS AND HEALTH EDUCATION AT AMBROSE ALLI UNIVERSITY, EKPOMA, EDO STATE

BY

OKOEDION S. OJEHISEGBE

DEPARTMENT OF HUMAN KINETICS AND HEALTH EDUCATION, AMBROSE ALLI UNIVERSITY, EKPOMA, EDO STATE

ABSTRACT

Management and promotion of sports activities is recognized as a vector for effective development of the body system and power as veritable instrument to build knowledge- based in a unifying society. However, the degree of utilization of information and communication technology (ICT) cum consistent formulation and implementation as a direct sport policy will pave way for an optimal athletic performance. This paper, critically attempted to assess the extent to which sports could be repositioned for an effective athletic performance using ICT as a pre-requisite for sophisticated instrument for sports development. A sample of 150 respondents were purposively selected for the study, a self-structured and modified questionnaire was used to collect data from the chosen subject. The researcher adopted chi-square as instrument to test the developed hypotheses (Ho) at 0.05 level of significance. The result revealed that utilization of ICT and other multi-media devices are contingent upon an optimal performance of the athletes and the overall promotion of sports activities among students of Ambrose Ali University, Ekpoma. In the same vein, application of several multi-media and computer assisted teaching and learning of sporting skills helped to optimize athletic performance and the study also revealed that ICT provide an ample opportunity for acquiring and assessing current trends in sports skills. The research study concluded that utilization of ICT, and other relevant multi-media devices in the promotion of sports activities cannot be underestimated if an optimal performance in sport is a desirable instrument for development. Based on the research findings of the study, it was recommended among others that if sport promotion and the improvement in the overall performance of sports is to be enhanced, utilization of ICT and other, multi-media devices should be considered relevant for development. KEYWORDS: Contingent, ICT, Sports development, Sport Performance.

INTRODUCTION

Effective management of sport is a process of creating an enabling environment for the promotion of all practical activities. Bemadam (2020), opened that the concept of management activities are universal task that require certain cardinal objectives which involves planning, supervising,

controlling and coordinating all forms of activities that help in achieving set goals and objectives. However, the management and promotion of sport calls for the utilization of communication and information technology (ICT) and all other forms of multi-media devices. Taylor (2019), recognized the imperatives of promoting sports using ICT and all other multi-media devices as a means of motivating individuals to develop interest in sport activities. This idea is arguably the most dominant concern of relevant stakeholders in the promotion of effective management of sports. The impact of ICT in promoting sport in tertiary institution cannot be over emphasized. If sport activities in tertiary institution are managed fairly, student and other participant tend to display their potential talent, they are optimistic in excelling and develop loyal behaviors. The practice of effective management of sports using ICT as a platform for professionalism and vector for sports performance is at the hearth of administrative competence. However, the increasing conception amongst professional colleagues and students of tertiary institution has been that integration of ICT has reduced the whole world to a global village. The activities of professionals in the field of sport has now been shaped by the effect of electronics and other mechanical devices to bring about pleasant and better performance in sporting activities. Obanya (2019), asserted that any society aspiring for technological advancement will not toy with its technical and vocational education which is the spring board for technical advancement. Every nations of the world are now very conscious of the envisaged benefit of effective utilization of ICT and all other forms of multi-media devices such as used at CD ROMS, AUDIO VISUAL AIDS and all the likes to the development of any given society. Therefore, the assessment of effective utilization of ICT, amongst student in tertiary institution should be based on measurement of knowledge, skills, attitude and competences required for whole range of sport development (Eric 2019). This presupposes that complete or partial neglect of ICT in sport promotion is an embodiment of science and technology implies living behind the shadows of time.

It is presumed by various stakeholders in sports and ICT sectors that the lack of effective utilization of ICT to promote sports causes approximately 85% of failure that prevent achievement of desired outcomes of student to perform excellently in sports, (Olens, 2020). The utilization of ICT to promote sports is a basis for which every organization survives in a competitive environment. The invention and utilization of ICT and multi-media devices are expected to serve as source of inspiration and information needed by the students and also, as a means of better exposition to local and foreign sports activities and competitions.

STATEMENT OF PROBLEMS

Several students have pointed to the inadequacies in promoting sport activities dues to ineffective utilization of ICT and other multi-media devices to enhance skill performance in most physical activities. Poor planning and organization of sport has been a discourse over the years. Strategies and methodologies which are to be a driving force for sport development has been a challenging issues. Similarly, it is a common fact that qualitative skilled man power is necessary for the promotion of sports, but with the poor attention given to the utilization of ICT for an optimum sports performance has not been addressed by various stakeholders in sport management. The

financial support, trained technologist and required facilities for sport promotion are directly not available to boost the moral of intending sport professionals. The study of Gerald, (2019) is in conformity with this development where lack of required man power and skilled man power has severally posed as determinant factor for poor sport development in recent times.

LITERATURE REVIEW

Development of sport cannot be realized at its highest expectation without integrating the use of information and communication technology system. The application of modern devices according to Ericks in (2019), is to upgrade and accelerate quick learning and participation in sporting activities. Effective utilization of ICT and all other forms of multi-media devices is a measure that should directly reflect the promotion of sports. Taylor (2020), recognized to encompass a range of application of technical devices which aid information retrieval, research communication and administration. These devices includes; internet access, electronic-mail, CD-ROMS, telephone, online data base, library services, and fax machines. It has however becomes a global phenomenon of great relevance and concern to all stakeholders in sport development that the utilization of these technological devices is a direct requirement for sport promotion agenda. Willy (2019), developed several strategies that should be adopted to boost the individuals interest in using ICT devices for sport activities. This strategies for training of sport participant at regular intervals, organizing a refresher course for sport managers, developing a data base specifically for sport activities will provide a platform for more development. Application of ICT and other multi-media devices are typically refers to the presentation of materials in two forms: auditory, verbal and visual pictorial (Mayor 2020).

Developing sport skills entails the process of learning major skills that require change in motor behavior (Kelly 2019). Using ICT and all other forms of multi-media devices may be a permanent solution to poor performance in sports (Deric 2019). I the same vein, the study of Peters (2019), serve as a yield stick to measure the dwindling interest in sports despite the invention of computer technology and multi-media devices. The introduction of computer base technology and multi-media devices are expected to serve as source of inspiration needed by the students to excel in sporting activities.

RESEARCH METHODOLOGY

The researcher adopted a descriptive survey method. The survey research enables adequate information to be obtained directly from the representative sample of the population, this will enable the researcher to properly describe the situation as they exist.

POPULATION OF THE STUDY

The population comprises of 550 students in the department of human kinetics and health education of AAU Ekpoma. The sample size of 150 students was used for the research study. All the students in the department of human kinetics and health education were purposively selected for the study. The research designed a self-structured and modified questionnaire as instrument to

solicit for vital information for the study; the instrument titled effective utilization of ICT for sport promotion was submitted to two jurors in the department for vetting. The descriptive statistics of frequency count and simple percentage was used to analyze the demographic characteristics of the respondents which were contained in section A, while chi-square (X^2) was used to test the formulated hypothesis set for the study at 0.05 level of significance.

RESULTS

Hypothesis (H_{01}). There is no significant utilization of ICT and other multi-media devices in promoting sport among students of Human Kinetics and Health Education in AAU Ekpoma.

Table 1: chi-square. Analysis of Data in utilization of ICT and other device to promote sports.

S/N	Items	Yes	No	Total	df	X^2_{cal}	X^2_{cri}	Result
1	Will the utilization of ICT promote sports	122 17.4	28 21.7	150				
2	Will the utilization of ICT help to enhance performance	110 8.2	40 10.1	150		243.5	7.82	S
3	Are there adequate supply of computers	3 77.1	147 100	150				
4	Can ICT promote sport skills	102 4.0	48 4.8	150				
	TOTAL	337	263	600				

Table 1 above shows the chi-square analysis of data on the utilization of ICT to promote sports. The chi-square calculated value was 234.5, the chi-square critical value was 7.82 and degree of freedom is 3 at 0.05 level of significance. Since the X^2 calculated value was greater than X^2 critical value, hypothesis 1 which stated that there will be no significant utilization of ICT and other multi-media devices in promoting sports among students of Human Kinetics and Health Education in AAU was rejected. Therefore the result is significant and it implies that there will be significant utilization of ICT in sports promotion.

HYPOTHESIS (H_{02}): There will be no significant justification for the application of ICT and other multi-media devices for effective teaching and learning processes among students in Human Kinetics and Health Education in AAU.

Table 2: Chi-square analysis of data on justification for the application of ICT and other multi-media devices for effective teaching and learning processes.

S/N	Items	Yes	No	Total	df	X^2_{cal}	X^2_{cri}	Result
1	Will the use of computer aid teaching and learning	131 4.3	19 11.6	150	2	42.1	5.99	<u>S</u>
2	Does the use of ICT help	115	35					

	In acquisition of the skills	0.3	0.8	150				
3	Will students show more Interest in teaching and learning processes	82 6.8	68 18.3	150				
	TOTAL	32.8	122	450				

Table 2 above shows chi-square analysis of data on the justification for the use of ICT and other multi-media devices in sports promotion. The chi-square calculated value was 42.1, the chi-square critical value was 5.99 and degree of freedom is 2 at 0.05 level of significance. Since X^2 calculated value was greater than X^2 critical value, the null hypothesis which stated that there will be no significant justification for the use of ICT in teaching and learning processes was rejected. Therefore, the result is significant, that implies that the use of ICT and other multi-media devices for effective teaching and learning processes is justified.

DISCUSSION

Based on the hypothesis tested for this research study, hypothesis (Ho) is stated that there will be no significant utilization of ICT and other multi-media devices in the promotion of sports among students in Department of Human Kinetics and Health Education in AAU was upheld.

Laying credence to the above statement it was supported by Dennis (2019), who confirmed the efficiency of performance in physical activities with the use of ICT and other multi-media devices. Similarly, Peters (2019), conducted a research study on effective utilization of social media to support promotion of sport activities. It was crystal clear that participant in sport activities had a good motivation to excel in sports.

The result of findings in hypothesis (Ho) 2 which states that there will be no significant justification on the use of ICT and other multi-media devices to promote sports among students in Human Kinetics and Health Education of AAU. The result of the findings is in compliance with the observation of Taylor (2019), where it was observed that utilization of ICT was justified since students appreciate the use of ICT and other media-devices. In another development, Dales (2019), was of the opinion that both indoor and outdoor games were developed in line with policy of creating an ICT department to promote sports activities.

CONCLUSION

Based on the findings from the research study, it was concluded that utilization of ICT and other multi-media devices in the promotion of sports activities cannot be underestimated if an optimal performance in sports is a desirable instrument for sport development. Similarly, the research study greatly explained that effective participation of students in sports has a significant role to play in providing an ample opportunity for sports activity.

RECOMMENDATIONS

The findings of the research work provide an avenue for the following recommendations.

1. Utilization of information and communication Technology (ICT) and other multi-media devices should be considered relevant in sport development agenda.
2. Stakeholders in sports management processes should strive to establish consistent orientation programmes for students on the need to use ICT and other multi-media devices while participating and learning the dynamics of sports.
3. Development of relevant sport policies should be a cardinal focus in the integration of ICT and other multi-media devices to promote interest in sport activities.

REFERENCES

- Bemadam, O.F. (2020). The dynamics in sports activities in the 21st century. *Journal of sports management*, 1(2), 21=24
- Dennis, B. (2020). Constraints in the organization of sports in the 21st century. Houghton Million Publications, London
- Derick, D.S. (2019). Managing challenges in effective utilization of ICT. *Journal of Information and Communication Technology*. 2(3), 21 -24
- Eric, F.O. (2019). Practice and Performance in sport programs. *Journal of sport promotion*, 2(3), 14-16
- Gerald, B.O. (2019). Exploring Sports program using ICT. New Oxford University
- Mayor, K.S. (2021). Principles and Practice of Sports Programs. Denis Publication Ikeja, Lagos
- Peters, Z.O. (2019). Organizational Behavior in sport dynamics. Clems publications, Kaduna, Kaduna state.
- Taylor, C.D. (2019). Organization and practices of sports; the way forward- Clems Publication Ikeja, Lagos
- Willy, P. (2019). Planning and Implementation of sports policies. *Journal of Science Education*. 2(3), 13-16