

Sport Satellite Channels and their Effect in Provoking Football Prejudice of the Public

衛星體育台對影響大眾足球的偏見

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Abstract

The research aims to present a social reading to recognize the sports satellites' effect in provoking sports spectators prejudice, the researcher used the descriptive method surveys, and the research community included analyzing two programs of two sports satellites channels, namely: Nile Sport and Modern Sport, both are transmitted on Nile sat and not encrypted. The sample was selected randomly of 1040 spectators: 760 males and 280 females of sports fans watching football on Nile Sport and Modern Sport. In achieving the aim of the research, a tool was prepared and used by the researcher, namely: a football prejudice and sport satellite channels scale, the present research adopted data analysis by SPSS statistical program using and built football prejudice and sport satellite channels scale, that consisted of 23 items divided into two factors: Group I (football prejudice - 13 items) - Group II (the content of satellite sports channels provoking football prejudice - 10 items). The most important results came in as follows: (a) Percentage of football prejudice in Group I (sport prejudice) 74.9% among males, while it was 73.7% among females - 76.4% according to the residence of the countryside, while it was 72.3% according to the residence of the countries. And according to the educational level they were as follows: without 71.1%, average 72.8% - above the average 73.8% - university 72.4%. (b) Percentage of football prejudice in Group II (the content of Satellite Sports channels provoking football prejudice) 62.5% among males, while it was 78.1% among females - 62.8% according to the residence of the countryside, while it was 76.8% according to the residence of the countries and according to the educational level they were as follows: 66.3% without - 68.5% average - 69.0% above the average - 72.5% university. The researcher recommended using a scale of football prejudice and sports satellite channels; as well as paying attention to the content of satellite sports programs; so as to contribute to reducing the provoking of football prejudice of football public spectators.

Introduction

The phenomenon of sport prejudice or what may be called obsession with sports among the public has increased recently due to fans' strong craze to watch sports especially football the thing which brings about blind fanaticism to a particular team. Consequently, it comes to the public to infringe on the other side by beating and sometimes killing. In this regard, it has been illustrated that "since the existence of sport, hostility and violence became inherent in it, whether in games of Greeks, Romans and medieval duels" (Allawi,

2002, p. 36). In the same context, Allawi indicates that "some Colombians fanatics killed the Colombian defender Escobar, that was in 1994 because of a mistake he made resulting in scoring a goal in his home net during the World Cup that was held in the United States at that time" (2004, p.74)

It is worth highlighting that a lot had been proposed to give an adequate definition to prejudice. Darwish (2005) referred to the fact that the concept of Prejudice derived, in origin (EU), from the Latin term 'Praejudicium', meaning prejudice. However, in Arabic

language, the word is derived from the nerve, which means that supports the individual cohorts oppressors or the oppressed (p. 278). The term has also been defined as “a negative emotion such as fear characterized at first by non-discrimination in spite of the presence of anger response that gradually characterized by distinct characteristics” (Abdel Muti, 2009, p.86). A set of general characteristics have been pinpointed that can distinguish the fanatics regardless of the kind of prejudice which may be emotional excess, closing the intellectual and aggression, extreme and exclusivity talk and resort to sound high and the desire for control of the modern and extreme sensitivity and confusion of ideas.(Redden and Steiner, 2000). What’s more, Hagag (2002) indicates that there was correlation between violence and rioting fans and spectators of sports competitions and sports phenomenon of prejudice, which may be due to many incidents that occur in the exciting sports arenas. Evidences have been indicated that confirm the existence of a link between the emergence of aggressive behavior and the high degree of emotional arousal, and the fanatic individual who is up to this emotional arousal, and then the possibility of his aggressive behavior (Muhammad & Galal 2007, p. 122-123). In his study on a sample of players, McGregor (1989) referred to the importance of the media and the effective and positive role in shaping people’s opinions, interests, and beliefs, especially those related to sports activities.

Satellite channels including sports programs hosting non-specialist critics in the field of sport criticism talking or analyzing a specific athletic competition has contributed profoundly to the occurrence of sports prejudice. Therefore, the importance and the need of the research have emerged at a time when studies concerning sport media and satellite channels are still limited. Additionally, the research derives its importance from the subject itself assuming the fact that libraries lack researches on studying and analyzing the behavior of sport public.

The research aims to identify the impact of sport satellite channels in provoking football sport prejudice of the public according to gender (male - female), the impact of sport satellite channels in provoking football sports prejudice of the public according to the environment (rural - urban), and the impact of sport satellite channels in provoking football sports prejudice of the public, according to the level of education (without - average - above average - university). The research aims to answer the

questions; What’s the impact of sport satellite channels in provoking football sport prejudice of the public according to gender (male vs female)?, What’s the impact of sport satellite channels in provoking football sport Prejudice of the public according to the environment (rural vs urban)? and what’s the impact of sport satellite channels in provoking sports Prejudice of the public, according to the level of education (without - average - above average - university)?

Sport Satellite Sports

Channels which specialize their daily transition about sport activities through broadcasting via satellite.

Sports Prejudice

Prejudice in sport, has been identified as “a disease of blind hatred of the rival, at the same time it is a disease of blind love for fanatic team, in a condition that strain overcomes the mind blinding insight even the driving facts fail to hesitate what the fanatic holds on to; as individuals or groups” (Allawi, 2004, p.74)

The Public

Some researchers in sport field differentiate between the ordinary Spectator and Fanatic Spectator since the behavior of ordinary Spectator tends to be relative neutrality to the assumption that athletic competition and its results or the competing teams or players, do not pose important for him; particularly when Fanatic Spectator is assumed to have directly concerns with all or most of these factors (Allawi, 2004).

Review of Literatures

A number of studies have been conducted in this field (e.g. Carr, Weigand & Hussey, 2000; Grimes, 2004; Hussey, 2004; Dimmock & Grove, 2005; Abu Elamid, 2006; Al Shahry, 2007; Saadoun & Fayyad, 2007). In an study aiming to identify the impact of parents, teachers and friends on orienting goals and interior motivation for sport conducted in the south of England, Carr, Weigand and Hussey (2000) found out that sport idol as a social system has the greatest impact on both children and teenagers in directing goals compared to parents and friends. Additionally, parents and friends had more impact in children, while the impact of teachers and friends was more on teenagers. The result asserts also that generally

speaking, socialization in sport aims to develop the individual's social relationships with others in his team or with other teams through social interaction. It also aims to provide the individual with values, attitudes and standards of good sport behavior for rehabilitation to be a good citizen in the community.

In their study, Grimes and Bergen (2006) aimed to identify the impact of children watching television programs violence on exacerbating mental illness they have, because these programs of negative effects; as it works to change the rates of heart and other symptoms that lead to many mental illnesses, the research sample consisted of 327 boys and girls in Ireland, the researchers used descriptive method. The most important results shows that the lack of exposure to such programs leads to reducing the symptoms associated to mental illness.

In his research, Hussein (2004) aimed to identify the impact of violence in the satellite TV programs on young Iraqis, the researcher used descriptive method, and applied research on a sample of 502 individuals of 233 young people from residential areas of low, medium, and high level in the city of Baghdad, 233 parents, and 36 teachers. The results concluded that watching satellite channels by the young people ranked first among 36% of the quality of activities and means of leisure that young people prefer to use - foreign films occupied the first rank of 72% between the quality of satellite TV programs that have a negative impact on the behavior of young people within the school from their teachers viewpoint - imitating some of the roles young people watch on satellite channels was the first impression of parents towards their negative children behavior as a result of watching satellite channels programs.

Dimmock and Grove (2005) conducted a study aiming to determine the impact of prejudice of professional sports team fans in Australia with their responses about public violence, the sample included 231 fans. The results indicated that the more fanatical fans for a particular team were less control of aggressive behavior in the games than fans that are characterized by simple or average prejudice.

In his turn, Abu Elamid (2006) carried out a study which aimed to identify the role of the Visual media to change attitudes towards practicing physical activities and to identify trends among the members of the sample

towards sport activity; the researchers used the descriptive method. He found out that the audience of sports programs has positive attitudes towards sports activity, and visual media has a positive role in establishing the concept and the importance of sports practice.

Al Shahry (2007) in his study aimed to identify the level of sport prejudice among the Saudi Arabian public in Riyadh, sport prejudice and the extent of its relationship to some systems of socialization(family, school, groups, friends, media, sports hero, sports clubs), differences between the level of sport prejudice, according to the following variables: (age, educational level, social status, economic level of the family, practicing sports activity), the difference between sport prejudice and the extent of its relationship to some systems of socialization, the researcher used the descriptive method and the sample included 1000 sport fans who follow sports in stadiums or through various media outlets in the city of Riyadh before the start of matches at least one hour. The most important results highlighted sport prejudice and its relationship to some systems of socialization and the possibility of reducing the problem of sport prejudice, which may increase the manifestations of violence and rioting in stadiums the problem which could affect the stability of society as a whole. That would be possible through intensifying awareness of those in charge of these social systems to reduce them among Saudi young people.

In their study, Saadoun and Fayyad (2007) used the descriptive method aiming to identify sports media between news trend and sports education decline. They found out that the Arab media is still hostage to the recommendations of the government, the prevailing of news trend, the decline of educational and cultural role form news standpoint, the absence of the concept of interpretive news and the absence of planning

Methodology

In order to find out the impact of Sport Satellite Channels on provoking football prejudice of the public, the descriptive survey method was used.

Research Community and Sample

The research community included an analysis of two sport satellite channels programs, namely: Nile Sports-Modern Sport, both are transmitted on Nile sat and not

encrypted. The sample was selected randomly of 1040 spectators; 760 males 280 females of sports fans who watch football through the Nile Sports and Modern Sport.

Table 1. Research Sample Description According to Gender, Environment, and Educational Level of Football Public Spectators of both Nile sport and Modern Sport Channels. (N=1040)

N	Variables		Samples			
			Exploratory		Basic	
			Male	Female	Male	Female
1	Type		360	80	400	200
2	Environment	Countryside	185	41	261	122
		Cities	175	39	139	78
3	Educational level	Without	4	2	7	11
		Average	192	28	203	98
		Above average	24	44	31	87
		University	140	6	159	4

Data Collection

Football Prejudice and Sports Satellite Channels Scale

The researcher built a scale depending on studies in the same area, discussing some specialists in sports psychology field and sports sociology and media. The content of sports satellite channels programs was analyzed under discussion throughout the day in the period from Saturday 6/11/2010 to Thursday 11/11/2010; where allocated to listening and watching, notes were taken through screen split system; as both sports satellite channels under discussion were put in a single screen with follow-up and moving between them through remote control.

Through theoretical readings and reference studies as well as analyzing, the content of sport satellite channels programs under consideration, the results brought about a scale of football prejudice and sports satellite channels, which consists of 43 items.

Scale Validity: Validity Factor Analysis

The forty-three items of football Prejudice and sport satellite channels scale were subjected to analyzing the basic components (PCA) using version 16 of the software SPSS, and before analyzing the basic components, the data suitability for this factorial analysis was evaluated, and examination of the correlation array of the existence of many of the transactions, which account for 0.3 and

increase it, and the value of the Kaiser-Meyer-Okin of 0.767 that is about 0.167 more than the recommended value of 0.6, and Barlett test reached the level of statistical significance; thus enhancing the global correlation array.

Upon analyzing the basic components, it has been found out that the three components increase the value of the underlying root for 2, while there was clear declining at refraction of planning after the third component, using the Cattell decided to keep two components to retain for further study.

Varimax method was used and rotated to resolve the two of the scale items. Rotation was used to assist in the interpretation of components. The solution has revealed a simple structure; where each component saturated strongly with a number of variables and all the variables saturated to only one component. This solution has been interpreted by equal to 20% of the variance; where the first component contributes by 12.2% and the second component increased by 7.8% (Balant, 2006).

It is about array of factors which links items before rotation, points to two factors' underlying roots are larger than 2; where the underlying root and the proportion of the variance for every agent decrease gradually from Group I to Group II. Then Varimax method was used and rotated to resolve two factors' terms of the scale. Rotation was used to help in the interpretation

of the two components. The solution has revealed the presence of simple structure; where each component is strongly imbued with a number of variables and all variables are saturated only by one component.

It is about array of factors correlation after being recycled vertically in Alvaremax way; where it is clear that the values of saturated items on the extracted factors have been changed from what it was, and this indicates that the redistribution of the numeric values of the saturated ones; as the sectarian factors groupings become clear.

Table 2. Saturated Itemson Factors after Vertical Rotation.

Factor No	Factor	Items		No. of Items
		Positive	Negative	
First	Sport Prejudice	3-6-7-8-9-10-11-12	1-2-4-5-13	13
Second	Provoking the Content of Satellite Sports Channels of Sports Prejudice	1-3-8-10	2-4-5-6-7-9	10
Scale	Sport Prejudice and Satellite Sport Channels			23

First Factor: Sport Prejudice

1. I prefer to be always a hero
2. There is a main reason drives my behavior
3. I be annoyed when a player refuses to recognize his mistakes
4. There is one game I love and prefer of all games
5. I insist on my opinion, even if that opinion turned to wrong
6. I change my mind quietly if this satisfies the other points of view
7. I'm trying hard to convince the others with my opinion
8. I recognized the weaknesses and strengths of the team I encourage
9. I do not tend to be aggressive if one disagreed with me on my point of view
10. I have the ability to help anyone needs to help me even if he disagrees to my opinion
11. I believe that sport is always a winner and loser
12. I'm embarrassed to stock assault during watched the match
13. I get angry quickly for trivial reasons

Second Factor: Provoking the Content of Satellite Sports Channels of Sports Prejudice

1. Satellite sports channels work on spreading sport culture
3. Satellite sports channels help in learning football
4. Satellite sports channels pays attention to competitive sports
5. Satellite sports channels contribute to spreading sport prejudice
6. Satellite sports channels focus their attention on the big clubs
7. Satellite sports channels aim to the excitement of sports in order to achieve profit
8. Satellite sports channels allow themselves to intervene in the affairs of sports clubs
9. Satellite sports channels allow equal time for all sports
10. Satellite sports channels pervades personal aspects in football players' lives
11. Satellite sports channels focus on highlighting the negative aspects in the performance of football players

The use of standard three-items(yes – sometimes - not) was estimated to answer according to the type of items ; where the items of positive measure of appreciation of her (yes = 1, sometimes = 2, no = 3) while the items of negative measure of appreciation of her (yes = 3, sometimes = 2, no = 1), and reached the highest degree of the scale ($23 \times 3 = 69$) and represents 100%, the highest level of Prejudice Corpuscular, while the least degree of the scale ($23 \times 1 = 23$) and represents 33.3%, which is less degree of Prejudice ball.

Validity of the Internal Consistency of the Scale’s Items

The researcher calculated the internal consistency of the items of the scale on a sample survey, and calculated

Pearson’s correlation coefficients between all the items and the total degree of the scale, the following table shows the correlation coefficients between each of the items of the scale and the total score for items, which shows that the correlation coefficients has shown significant at the level of 0.05, and thus items of the scale are honest to measure what they were developed to measure.

The Stability of the Scale

To check the consistency of the items of the scale a Spearman Brawan method for the retail mid-term was used and general method of Jtman and Cronbach alpha Coefficient.

Table 3. Stability Coefficients of the Scale of the Exploratory Sample of both Genders. (N= 100)

No	Factor	Even Items		Odd Items		R	Spearman Brawan	Jtman	Cronbach
		A	S.D	A	S.D				
1	Sport Prejudice	1.64	0.45	1.51	0.36	0.69	0.66	0.66	0.75
2	Provoking the Content of Satellite Sports Channels of Sports Prejudice	2.51	0.33	2.35	0.44	0.81	0.90	0.83	0.72

Tabulated t at 0.05 = 0.165

Procedures for Scale Application

The researcher distributed 1100 forms on the football fans of both genders through high studies students and asked them to fill them in, so as to get the largest percentage of respondents. He received 1040 forms that were suitable for the analysis. That was done during November of the first semester of the academic year 2010/2011. The data were entered and processed statistically using SPSS program, analyzed and the results were finally extracted.

Results and Discussions

The rate of sport prejudice in the first factor (Sports Prejudice) in males was 74.9% where it was 73.7% in females. Item No. 11 ranked first by 88.3%, and item No.

1 ranking in the lowest rate of 48.4% from the viewpoint of the males, while the item no. 11 ranked first among females increased by 93.3%, and the lowest in Ranking is item no. 2 of 48.2%.

The rate of sport Prejudice in the second factor (Provoking the Content of Satellite Sports Channels of Sports Prejudice) among males was 62.5%, while among females 78.1%. Item No. 23 ranked first by 82.3%, and the lowest in ranking is no. 22 by 51.2% from the viewpoint of the males, while the item no. 23 ranked first among females by 82.3%, and the lowest is in ranking item No. 14 by 50.2%.

According to what has been mentioned above, it becomes clear that sport prejudice in males is higher than in females in the first factor (Sports Prejudice),

while females were more fanatical in the second factor (Provoking the Content of Satellite Sports Channels of Sports Prejudice).

The researcher attributed this result to the theory of social learning; as this theory dealt with Prejudice of learned behavior through the social environment in which an individual exists like the cultural traditions and customs of society.

We cannot ignore the crucial role played by sports media in various fields in influencing aspects of congenial and constructive criticism of both the player, the coach, and the referee, its role in neutrality, giving a true picture of the spectators and the public, avoiding the hype as well as the role it has in the transmission of values and morality in order to be a sports role model for the public highlighting the negative aspects to the players and present them to the spectators.

This result is not consistent with what came in the fifth article of the Media Code of Ethics, which states: "encouraging public interest in sport as one of the key factors in promoting physical and mental health of the community, and concerning for the purification of the sports media of any impurities reflect or fuel the tendencies of Prejudice and seeking developing the spirit of sportsmanship in competition" (The Egyptian Ministry of Information 2007: 20)

Obviously, the answer to the first question has been fulfilled completely. The rate of sport Prejudice in the first factor (Sports Prejudice) according to the environment in the countryside was 76.4%, while in urban areas 72.3%. Item No. 11 ranked first by 90.9%, and the lowest in rankings was no. 2 by 50.9% from the perspective of spectators living in the countryside, while Item no. 12 ranked first with 88.5% urban rate, and item no. 1 ranking the lowest in the rate of 50.8%.

The rate of sport Prejudice in the second factor (provoking the content of Satellite Sports channels of Sports Prejudice) according to the environment, was 62.8% the countryside had and 76.8% in cities. Item no. 23 ranked first by 81.5%, and lower in the ranking is no. 22 was ranked the lowest by 52.0% from the perspective of spectators living in the countryside, while item no. 18 ranked first for spectators residing in urban areas by 96.8 %, and no. 14 ranked the lowest by 51.6%.

According to what has been mentioned above, it is clear that sport Prejudice according to the environment is growing in the countryside more than in urban areas in the first factor (Sports Prejudice), while it is growing more urban areas in the second factor (Provoking the Content of Satellite Sports channels of Sports Prejudice).

It is already clear to the researcher that the answer to the second question have completely been fulfilled. The rate of sport Prejudice in the first factor (Sports Prejudice) in accordance with educational level as follows: 71.1% without - average 72.8% - above the average of 73.8% - 72.4% University. Item No. 12 ranked first by 88.9%, while no. 1 ranked 55.6% according to educational level without. Items no. 11 was first by 89.4% and No. 4 was the last by 50.1% in the average educational level. Item No. 11 ranked first by 96.3%, and rankings is No. 5 was the last by 47.2% according to above average educational level, and item No. 12 ranked first by 87.3%, was No. 1 was the last by 48.1% according to the educational level of university.

The rate of sport Prejudice in the second factor (Provoking the Content of Satellite Sports Channels of Sports Prejudice) in accordance with educational level as follows: 66.3% without - average 68.5% - 69.0% above the average - university 72.5%. Item no. 18 ranked first by 81.5%, and no. 16 was the last by 53.7% according to educational level without, while Items no. 18 ranked first by 80.6% and was no. 16 was the last by 51, 5% in the average educational level. No. 15 ranked first by 84.2%, and no. 16 was the last by 48.3% according to educational level above average. Item no. 18 ranked first by 87.7%, and no. 14 was the last by 51.9% according to the educational level of university.

According to what has been mentioned above it is clear that sport prejudice according to educational level in more than above average in the first factor (Sports Prejudice), while the university level was more than in the second factor (Provoking the Content of Satellite Sports Channels of Sports Prejudice).

It has been noted that the four main elements responsible for upbringing Prejudice and trends between groups are: parents - peers - school - and media, and it is acceptable among the public that the media plays an important role in the messaging and supporting the normative values, beliefs and attitudes of a culture or

a specific community, the literature, especially children's literature, humor, journalism and television have received great interest as means of messaging racial prejudice (Pounded, 2000, p. 228-229)

It has been indicated that Prejudice is one of the factors that lead to increasing the speed of susceptibility to provoke the players during competitive sports, it has become a must to use programs for public awareness to reduce the susceptibility speed of the excitation and tension (Rateb, 1995, p. 225). In addition, Abdel Hady (2005) illustrated that the broadcast and print and video media contribute in the formation of an individual's personality and his social upbringing according to certain patterns of behavior. This is consistent with both Muhammad and Galal (2007) that the focus of some media on the negative side of the personal life of some stars contributes to strengthening the suggestion for acquisition of negative prejudice trend against the other. It is already clear to the researcher that the answer to the third question have been completely fulfilled.

Conclusions and Recommendations

- Building sport prejudice and satellite sports channels scale, which consists of 23 items are divided into two factors: the first (Prejudice of sport public - 13 items) – the second (provoking the content of Satellite Sports channels of Sports Prejudice - 10 items).
- Percentage of sport prejudice in the first factor (Sports Prejudice) in males, 74.9% and in female 73.7% - according to the environment of the countryside, 76.4% and 72.3% in cities - according to educational level as follows: without 71.1% - average 72.8% - above average 73.8% - 72.4% university.
- Percentage of sport prejudice in the second factor (provoking the content of Satellite Sports channels of Sports Prejudice) among males, 62.5%, and 78.1% among females - according to the environment of the countryside 62.8% and 76.8% in cities- according to the level of educational as follows: 66.3% without - average 68.5% - above average 69.0% - 72.5% university.

Recommendations

- Using a scale of sport Prejudice and satellite sports channels.
- Paying attention to the content of satellite sports programs; to contribute to the reduction of provoking of Prejudice in the public sports.
- Relying on academic and highly qualified specialists in physical education in each in his specialty in the management and implementation of these programs.

Proposed Studies

- A study to identify the relationship between watching satellite sports programs and the personality features of football fans.
- Conducting a field study on factors affecting and causing sport Prejudice by looking for themes that cause sport Prejudice and the using scientific methods in the research for the most important factors leading to the sport prejudice.

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