



# Public information services of regional sports federations: demand and supply situation survey

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## Abstract

**Objective of the study** was to analyze the demand and supply situation for the sports federation information services including the information resource demand surveys of different population groups.

**Methods and structure of the study.** The first stage of the study was designed to analyze the sports federations information resource demand statistics, their contents and update frequencies for the Udmurt Republic sports federations (n= 78). And then a questionnaire survey was run to profile the population group demands for the sports federation information resources, their update frequencies, contents and data flows on the whole. We sampled for the questionnaire survey 145 people including 55 coaches (37.9%), 39 sports activists (26.9%), 25 professional athletes (17.2%), 19 physical education and sports managers (13.1%) and 7 practicing instructors (4.8%).

**Results and conclusion.** The sports federation information resource users reported the highest interest in the following sports federation information: news, reports, event schedules, regulations of competitions and final reports; and the lowest interest in referees, ratings and picked team members. The survey also found 71% of the sample needing the information on a daily basis and 29% prepared for delays of a few days. The survey data and analyses may be helpful for the sports federation data flow structuring and prioritizing purposes and selections of the best websites and contents of special interest for the potential users.

**Keywords:** sports federations, information service, internet resource, website, social networks.

**Background.** As provided by the Federal Law “On Physical Education and Sports in the Russian Federation”, one of the main goals of a sports federation is to promote its sport discipline(s) by a variety of methods – increasingly dominated by the modern communication tools such as websites, social networks and messengers [3]. In addition, the valid Physical Education and Sports Sector Development Strategy for the period up to 2030 gives a special priority to the information services in the physical education and sports sector [2]. As emphasized by Ermilova V.V., the sports federation management standards should be improved by the modern information service advancement efforts [1]. However, these efforts need to be sensitive to the actual demand and supply situations in every sports federation rated by the popular information service survey data.

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**Table 1.** Sports federations information resource demand and update frequency data

Information re- source pages	Update frequency				
	Few times a week	Weekly	Monthly	Once in a few months	Neglected
VKontakte (57)	61%	7%	9%	12%	11%
Website (30)	13%	7%	27%	53%	0%
Instagram (10)	20%	50%	10%	10%	10%
Facebook (3)	33%	0%	0%	0%	67%
YouTube (2)	0%	0%	50%	50%	0%
Twitter (1)	0%	0%	0%	0%	100%

**Table 2.** Sports federation information resource content analysis: corporate websites and VKontakte pages

Sports federation contents on VKontakte pages, n=57			
News	54 (94,74%)		
Photo reports from competitions	50 (87,72%)		
Competitive data, reports, standings	45 (78,95%)		
References to partners (ads)	40 (70,18%)		
Event video coverage	38 (66,67%)		
Sports federation contacts	28 (49,12%)		
Video content	24 (42,11%)		
Coaches' contacts	15 (26,32%)		
Sports federation websites, n=30			
Content	Share	Content	Share
Sports federation contacts	27 (90%)	Rules	5 (16,67%)
Event schedule	25 (83,33%)	Ratings	5 (16,67%)
News	19 (63,33%)	Anti-doping codes	4 (13,33%)
Reports	19 (63,33%)	Sport referees	3 (10%)
Sports federation regulations	19 (63,33%)	Records	3 (10%)
Sports federation statutes	17 (56,67%)	Practical guidelines	2 (6,67%)
Sports federation membership	14 (46,67%)	Articles	2 (6,67%)
Sports schools	14 (46,67%)	Ads	1 (3,33%)
Photo galleries	12 (40%)	Services	1 (3,33%)
Coaches' contacts	11 (36,67%)	Charity	1 (3,33%)
Picked team	9 (30%)	Training schedules	1 (3,33%)
Video	8 (26,67%)	Vacancies in groups	1 (3,33%)
Partners	8 (26,67%)	References	1 (3,33%)
Background	8 (26,67%)	Sponsorship	1 (3,33%)
History	7 (23,33%)	Bulletin	1 (3,33%)
Picked team coaches	5 (16,67%)	Projects	1 (3,33%)

tion and sports managers (13.1%) and 7 practicing instructors (4.8%).

**Results and discussion.** The Udmurt Republic sports federation information resource demand and supply profiling survey found 57 sports federations having pages in VKontakte and 30 sports federations running their websites. The least demanded were reportedly Facebook (3), Instagram (10), YouTube (2) and Twitter (1). And 15 sports federations were found non-represented in the Internet. Given in Table 1 hereunder are the Udmurt Republic sports federation information resource situation survey data with the update frequencies – that demonstrate VKontakte being the most popular social networks with 61% demand in the sample.

Table 2 gives the prevailing contents on the information resource. Note that Instagram and YouTube are dominated by media contents rather than sports-federation-specific ones.

At the next stage of the study, we analyzed if the content meets the demand of the physical education and sports sector clientele, if it is relevant and interesting, and what information resources are particularly popular. These data were reported by the sample in the questionnaire survey.

The sample reported relatively high interest in the sports federation news, reports, event schedules and regulations of competitions, with the other information being of little if any interest. The interest was found largely dependent on the data flow rate, with



**Table 3.** Sports federation clientele demand for the sports information

Content	No interest	Interesting	Of interest			
			Every day	Few times a week	Few times a month	Few times a year
Event schedule	2%	98%	34%	20%	32%	12%
Event statute	3%	95%	28%	25%	31%	11%
Regulations	7%	92%	24%	23%	36%	9%
Startup reports	7%	83%	26%	21%	23%	13%
Final reports	4%	93%	39%	23%	23%	8%
Interim results	8%	85%	23%	23%	29%	11%
Live broadcasts	9%	85%	32%	21%	25%	6%
Event replays	8%	89%	34%	17%	27%	11%
Photo galleries	4%	94%	42%	23%	19%	10%
Referees	17%	75%	17%	11%	28%	19%
News	1%	99%	57%	23%	13%	6%
Reports	2%	92%	24%	34%	25%	9%
Training videos	6%	94%	30%	28%	28%	8%
Other videos	7%	86%	25%	25%	28%	7%
Sport rules	8%	89%	20%	25%	26%	19%
Sport history	11%	87%	14%	22%	25%	25%
Sport groups	10%	90%	27%	19%	24%	19%
Coaches' data	8%	91%	22%	21%	26%	23%
Training schedules	8%	92%	35%	18%	22%	17%
Athletes, coaches	6%	91%	22%	21%	31%	17%
Picked team	18%	82%	22%	11%	29%	21%
Records	17%	83%	23%	11%	31%	18%
Rating	20%	79%	24%	9%	30%	16%

71% of the sample needing the information every day, 23% tolerant to a daily delay, 13% to delay of a few hours, and 13% needing it as soon as possible; plus 29% of the sample reportedly prepared to a few days of delay.

The questionnaire survey ranked the preferred sports federation information resources as follows: VKontakte: 90.3%, sports federation website: 64.1%, YouTube: 59.3%, Instagram: 38.6%, Telegram: 11.7%; and the others under 10%. Reasons for the sports federation information resource poor performance or neglect were reported as follows: understaffing (53.5%), shortage of competencies (27.9%), time limitations (25.6%), and shortage of finance (4.6%). The sports federation staff reported the content updates taking on average one day (27%), 2-3 days (23%), four-plus days (15%); or a few hours at most (10%). Labor intensity of the updates was reportedly the highest for the event schedules (53%) followed by live broadcasts (27%).

**Conclusion.** The sports federation information resource users reported the highest interest in the following sports federation information: news, reports, event schedules, regulations of competitions and final reports; and the lowest interest in referees, ratings and picked team members. The survey also

found 71% of the sample needing the information on a daily basis and 29% prepared for delays of a few days. The survey data and analyses may be helpful for the sports federation data flow structuring and prioritizing purposes and selections of the best websites and contents of special interest for the potential users.

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