The Impact of Social Media and its Different Motivations on Elite Athlete Performances:

Special reference to Elite Martial Arts Athletes of Pakistan

엘리트 운동선수의 소셜미디어 이용 정도와 동기가
운동수행 능력에 미치는 영향에 관한 연구:
파키스탄 엘리트 무술 선수를 중심으로

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Dedicated To

My Parents

Thanks to all mighty God, for making me able to complete this journey. I dedicate this thesis to my Father, Asad Mehmood, And my brave mother Sorat Nissa. They motivated and Supported me at every single step in my life and today I am glad to make them proud once again. Their one more dream come true by my excelling in the ports sector. Special dedication to my beloved coaches, Sir Zaar Khan, and Dr. Muhammad Farooq for changing my life.

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Abstract

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Social media has shown amazing growth around the world in the shape of different websites, industries, and stakeholders. It is playing a vital role in the sports and entertainment industry has an impact on sports and athlete performance. The objective of this study was to view the impact of social media use on elite martial arts athletes' performance in Pakistan. A quantitative method was adopted for this study and 201 elite martial arts athletes of Pakistan participated in the study by filling a survey Questionnaire. Descriptive, frequency and regression analyses were conducted by using 4C's

model by Mackenzie (1997) to view the impact of social media on athlete performance.

It was found that the most popular social media platform used by elite martial arts athletes was Facebook and the highest motivation of elite martial arts athletes to use social media platforms was to get fame. It was found that 61.3 % of elite martial arts consume daily one hour to three hours per day while the rest of the 39.7 % consume three to five hours per day. 80.1 % don't use social media before and during their competitions or training sessions. 50 % of the elite athletes use social media late at night from 11:00 Pm to afterword's till 12:00 am. It was found that the amount of media consumption (Time) was having a significant impact on all four athlete's performance measuring indicators, Concentration, confidence, control, and commitment (measured by 4C's theory). it was found that out of six different motivations to use social media platform, only these two motivations for fame and refreshment were having a significant impact on athlete concentration, while out of six different motivations only one motivation refreshment was having a significant impact on confidence and commitment abilities of the athlete, while not any single of the six motivation was having any significant impact on the athlete self-control abilities.

This study will be beneficial for future studies to find out the factor that affects positively and negatively the athlete performance. It will be also beneficial to design social media usage policies for athletes.

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Chapter 1.   Introduction

1.1   Study background

Social media has shown amazing growth around the world in the shape of different websites, industries, and stakeholders. It is playing a vital role in the sports and entertainment industry has an impact on sports and athlete performance. The objective of this study was to view the impact of social media use on elite martial arts athletes' performance in Pakistan. A quantitative method was adopted for this study and 201 elite martial arts athletes of Pakistan participated in the study by filling a survey Questionnaire. Descriptive, frequency and regression analyses were conducted by using 4C's model by Mackenzie (1997) to view the impact of social media on athlete performance.

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afterword's till 12:00 am. It was found that the amount of media consumption (Time) was having a significant impact on all four athlete's performance measuring indicators, Concentration, confidence, control, and commitment (measured by 4C's theory). it was found that out of six different motivations to use social media platform, only these two motivations for fame and refreshment were having a significant impact on athlete concentration, while out of six different motivations only one motivation refreshment was having a significant impact on confidence and commitment abilities of the athlete, while not any single of the six motivation was having any significant impact on the athlete self-control abilities.

This study will be beneficial for future studies to find out the factor that affects positively and negatively the athlete performance. It will be also beneficial to design social media usage policies for athletes.

1.2   Significance of the research

In the first place, it is essential to note that very less work is done on social media and Sports relations in Pakistan. In the context of social media's impact on elite athletes' performance, no work is done in Pakistan. Elite athletes using social media has pros and cons psychologically that can affect their self-esteem directly in both positive and negative ways (Jang et al.,

2020). The necessity of this study is to know how social media networks impact elite athletes of Pakistan's performance. Which social media sites are used mostly by the athletes and what is the reason for using these sites and their motivation. How many times they consume SNS daily and what is the impact of all these factors on their sporting performance. how much it's beneficial or damaging to their sports career, and how can it affects their image or their team image. In this particular study, all the communication, consumption, authorship, and interaction sources that are part of the social media website will be included. Examples include Twitter, LinkedIn, blogs, WhatsApp, Instagram, Facebook, YouTube, online media streaming, and Tumblr, etc. In this study email will not be included as a social media network however the social media network is grown by email, email the "original online social network" to be the choice of professional communication for both personal and occupational endeavors (Bireline, 2014). In this study, we identify how social media platforms are being utilized by Pakistan elite athletes. It will show us the communication, how communications efforts are made between athletes and the stakeholders, and by what means social media can play a role in enhancing the relationships, and what are the effects of social media use on elite athletes (Pilar et al., 2019). In this study we will try to gain knowledge about Pakistan elite athletes' involvement in social media,

we will try to see how social media have influenced the perspective of elite athletes who tries their best die-hard efforts to achieve their goals and optimum fitness. This socially constructive study will try to interpret how's a unique papulation of Pakistan elite athletes describes the society by doing interaction with them through social media. This study will be very significant and will have a wider scope to do further research in identifying SNS positive or negative impacts on athletes, it can also be helpful in creating sports policies about social media use. We can also implement this study on fields other than sports because SNS are used by every individual either they are athletes, students, or workers it has an impact on their life.

1.3   Research objectives

The experience of social media by elite Martial Arts athletes of Pakistan is the main theme of this study. The research objectives are to find out what kind of social media Networks, Social media sites are used by elite martial arts athletes, for what purpose they use these sites, how much times they consume on these sites, and to find out the Impact of all these factors impacting elite athlete's performance is the main points of this study, other topics to be discussed are their communication with other athletes, their coaches and to get knowledge about their sports. That will reflect how athletes manage their use of social media as well as communications that do through

these social media networks. Consequently, the following research objectives and questions are proposed. Types of social media networks used by elite athletes and its impact on their Performance. Daily time consumed on social media by the elite athlete and its impact on their performance. For what purpose they use Social media and its impact on their performance.

1.4   Research questions

RQ1: What are the motivations of the elite martial arts athletes' use of different types of social   media?

RQ2: How much time do Elite martial arts athletes consume social media?

RQ3: What is the impact of the amount of social media usage by Elite martial arts athletes on their sport performance?

RQ4: How different social media usage Motivations Impacts on elite martial arts athletes Performance?

Chapter 2.   Literature Review

2.1   Social Media

Professional sports teams and athlete's use of social media is at its peak. Elite athletes and elite sports clubs are trying to dedicate more time and focus on social media to attract their stakeholders. All the professional team and athletes have fans pages on Facebook, Instagram Twitter, blogs, or YouTube with a lot of fans which attract different brands towards them because nowadays brands relay on fan following, and they need to understand what is the choice of media fans and what they want (Code, n.d.) To low entry cost and presence of a large number of fans, the digital media outlets provide an efficient opportunity for sports bodies to facilitate fan interaction and do marketing of their brands as a result of this significant rise of the use of social media in sport and entertainment industry is noticed which is badly affecting traditional marketing and its communicating methods in the area of sports and entertainment (Bireline, 2014).

2.1.1   Types of social media and its use by athletes

The first thing that pops up in our mind is Facebook when we think about social media. Facebook attracts 1.3 billion people daily but it is just one

of the various types of social media platforms (Suhendra et al., 2020) Some of the main social media platforms are named below and will try to explain how athletes used them for their personal goals.

2.1.2 Social networking sites

The main and familiar social media sites used by athletes are Facebook, Instagram, Twitter, WhatsApp, and LinkedIn. These platforms help the athletes to connect with their stakeholders, friends, family, and brands. Social networking sites are about personal, human to human interactions, and encourages knowledge sharing. A social networking site is an all-trade Jill. Athletes can share ideas, personalize content, upload photos, and videos, join interest-based groups, and participate in interesting discussions. These are designed around the consumer, all the things that matter to them, and their social circles (Grandori & Soda, 1995).

2.1.3 Social review sites

The First thing is to check reviews when you are buying a product or planning a trip. As an athlete, the reviews on a site are counted too much in both cases whether it's good or bad. The social review can help you a lot and eliminates guesswork while selecting a sports facility, buying sports equipment, hotel to stay, or eating at a restaurant by checking reviews on sites you can know about that (Grandori & Soda, 1995).

2.1.4 Image sharing sites

Our minds, eyes, and imaginations are captured by visual content such as photographs, infographics, and illustrations. The goal of Social media platforms such as Instagram, Imgur, and Snapchat is to enhance the power of content aggregation. An athlete can create, collate, and share creative photos that inspire and speak for themselves. For an athlete or a company, a photo can be worth a thousand words (Grandori & Soda, 1995).

2.1.5 Video hosting sites

YouTube is used by athletes to post their videos and watch other content according to their interests. YouTube has completely changed the way we view, make, and think about content. It was turning the medium into it being accessible Recent software and networking improvements have enabled video to go the entire way. Video hosting sites such as YouTube and Vimeo help creators bring content together and upload it onto a streaming platform. This openness is making video an extremely important medium (Suhendra et al., 2020).

2.1.6 Community blogs

A photo or article is sometimes not complicated enough for the message you have to send, but not everybody on the web decides to run a blog from a self-hosted site. It is a lot of work. Shared blogging sites like Medium

and Tumblr provide a space for people to express their views and to help them communicate with readers (Doyle et al., 2020). Such group blog sites provide a forum whilst providing plenty of space for self-expression and customization.

2.1.7 Discussion sites

While many of us saw a lot of heated debate happening on Facebook, Twitter, websites such as Reddit and Quora are designed specifically, to start a conversation. Everyone can ask a question or make statements, and that attracts people with common interests and obsessions (Green, 2016). Unlike Facebook and Instagram, though, users are more likely to provide less personal information.

2.1.8 Sharing economy' networks

It consists of sites like Airbnb, Uber, TaskRabbit. Peoples use these sites to advertise, find, sell, buy, share and so trade and service between peers. These networks bring peoples together having something common and wants to share it with the peoples who need that. These networks are also called "collaborative economy networks" linking peoples to advertise, buy, sell, trade, find, and share online (Woods, 2020).

2.2 Factors motivating athlete to use social media platforms

Every athlete has its purpose and motivation for using a social media platform, some platforms are used as a business tool, connecting with stakeholders, branding while some are used to connect the fans, for fun and free-time activities. A few of the motivational points for using social media by athletes are given below.

2.2.1 To reach to the target audience

An athlete can use social networking sites like Facebook, Instagram, LinkedIn, Twitter, and Snapchat to interact with large diverse communities and its fan on a targeted basis. If an athlete wants to engage the predominantly young fans or crowd could advertise on apps like Facebook and Snapchat while if the athlete wants to interact with professional peoples the more appropriate platform to convey and share his message is through LinkedIn. By using social media platforms it's easy for athletes to convey or share their message to a large population in an easy way. (Kaplan & Haenlein, 2010).

2.2.2 To build networking and a fan base

Athletes use social media platforms to create a network between athletes, followers, Fans, brands, and other stakeholders. Social media is not just limited to connect you to existing fans, but it also enables and connects you to the peoples you never met, like your hometown supporters and other

team's fans. Social media helps athletes to create a network to engage with like-minded peoples and business partners by building connections. Athletes also use social media platforms as a research tool to know about the audience or fans, about their likes and dislikes (Grandori & Soda, 1995).

2.2.3 Securing sponsorships and branding

Most of the athletes use social media to connect themselves with Potential sponsors, to do their branding and marketing (Bell, 2011). Because most amateur sports do not get much media attention outside of the Olympics / Paralympics, potential sponsors frequently shy away from funding amateur athletes because they cannot see the returns on their investments. Nevertheless, thanks to social media, you will meet thousands of people who may never set foot in the competition venue, through your sphere of influence and the opportunity for sponsorship (Teevan et al., 2011). Social media also provides you with a forum to share your main messages and expose your skills to potential clients who talk to the public.

2.2.4 Link of Connection to traditional media

Journalists nowadays rely on social media for the ideas and origins of stories. Some athletes also say their social media posts had been picked up by the news media (Kotler, 2007). You can communicate directly with Media members by using social media. Try marking your next newsworthy tweet

with a newspaper, TV, or radio handle or a reporter's handle and see what happens (Kim et al., 2017).

2.2.5 Athletes Own Media, you can tell your own story

Every journalist that reports your sport to have an agenda but are looking for a specific angle that might be a conflict with the image you'd like to portray. You can remove the middleman from your story and tell it directly through social media, as you like them to be told (Bell, 2011). athletes share their stories about, how many hurdles they faced, ups and downs, success and failures they faced to reach that elite level. Athletes also share their current matches or training performance stories through social media (Bell, 2011).

2.2.6 Source of motivation

Many Athletes choose to follow their Favorite athletes via social media because it is incredibly inspiring to see someone throughout the hard work needed to achieve their goals. For example, someone who is trying to run a 5 km for the first time could be motivated by the distances a professional marathoner has to go to achieve a personal best (Frisby & Wanta, 2018). Most athletes strengthen this phenomenon by offering motivational material like interviews.

2.2.7 Separate athletes Sports and personal life

Athletes Build a professional Twitter account and Facebook page, and follow strict privacy settings for their accounts, to protect their privacy and minimize potential social media controversy (Bell, 2011). However, note that nothing on social media is private and that everything can be cross-posted. Many Athletes, bloggers, and other social media figures go one step further in separating their private and public lives by having a person who runs their public accounts.

2.2.8 To cover athlete action both in and out the field

While it's important to show yourself competing, many athletes who are active on social media report that their most popular social media content documents are their day-to-day life, waiting at airports, training in the gym, enjoying a sunset, or hanging out with teammates they post that all on their social media accounts (Litchfield et al., 2018).

2.2.9 Athlete Involvement with a bigger sports community

Athletes use the accessibility of social media for interactions with their supporters (Bell, 2011). For Athletes to expand the scope of their social media circles, they communicate with their allies by tagging them in their posts. It's also necessary for becoming an excellent friend to be able to extend their influence to their regional sports association, to the national and international

governing body, to colleagues, and even to your competitions (Yong, 2008).

2.3 Time consumption on social media by athletes

Some people view that excessive use of social media diverts the player's focus and ability by creating distractions and diverting their attention. It can be true if you spend most of your daily time on social media and also use social media during your rest hours till late night and due to that most of the athletes miss their early morning sessions, if participate their body and mind are tired because of not sleeping properly. It can also divert player attention if the athlete takes to start to participate in other controversial issues (Witkemper et al., 2012). But the players can manage all these problems by properly using social media and by following the guidelines of their organizations, coaches and by sticking to their schedule. Most of the elite athletes are focused and determined to achieve their goals, they cannot be distracted so easily by any kind of outside source and social media platforms is part of their sports life to be in contact with their stakeholders used in a specific time, not as a source of distraction for them.

2.3.1 Quality time consumption on social media

In the modern world of social media technology, athletes, sports managers, and coaches should be fully active to show the rest of the world

their success and positive stories to increase their fan's following and brand awareness to attract more and more peoples towards sports and healthy lifestyles. (Nölleke et al., 2017) But athletes should have a specific time to use these social media platforms. Quality time Consumption of social media Provides a lot of opportunities to athletes as a source of income by getting sponsors, branding, marketing, and advertisements (Sloan, 2013). Quality time consumption on Social media provides athletes mental refreshment, motivation by fans and it is also a source of new learning for them (Code, n.d.).

2.3.2 Time consumed during competition on social media

Many athletes use Social media and smartphones as game-day mental device, by using media and listening to music to help them stay optimistic, change their pace, create a good mood, and create healthy distractions that prevent them from worrying too much about the upcoming competition. But it's not necessary to listen to the music during competition breaks no need to check your social media while you're resting. It is better to stay focused on your competition by leaving your phone in your gear bag when you are at the competition (Taylor, 2008). Additionally, to coaches. they should have a chat with their athletes to inform them on the value of concentration and speak to

them about how social media can help or hurt their practices and results during practice and competitions (Taylor, 2008).

2.3.3 Time consumed during training sessions on social media

When it comes to athletes, most of them have their cell phones and use them, including standing around before drills, having no intensity during training, chatting with teammates when they're about to start practice with no focus, and halfhearted effort at the beginning of the workout, athletes easily lose their focus and their minds are easily drifted out due to their focus towards continuous beeping of their social media notification on their cell phones (A. N. Geurin & McNary, 2020). The last or two decades have become addicted to the internet, including Instagram, Twitter, Facebook, Snapchat, Texting and others. The study has shown that social media has spread into their daily lives well beyond the training and competitive settings in which athletes perform. the study has shown that social media has the same neurochemical brain impact as drugs alcohol and gambling. (Nölleke et al., 2017).

2.3.4 Time consumed during late night on social media

Social media use has become omnipresent in the lifestyle in America. For many of us, when we go to bed they are the last thing we see, and the first thing we wake up to. Most of the athletes who use social media till late hours

at night miss their early morning session or feel lazy and unrelaxed during their training session having no energy to train due to not having proper physical and mental recovery (Bowtell & Kelly, 2019) Stony Brook University researchers used tweets from the Basketball players as a way to analyze their sleep habits and athletic performance. It was found that the average points scored, the percentage shooting and the rebounds were all lower among players who tweeted late in the night. Their survey consisted of Basketball players who held an active verified Twitter account between 2009 and 2016 and defined late-night tweeting was considered as 11 p.m. Around 7 a.m. (Bowtell & Kelly, 2019).

2.4   Social media impact on athlete performance

Here we try to judge how athlete find themselves in both parallel condition as an ambassador of their nations, institutions, brands and on other hand they try to maintain their optimum performance at its peak to keep their fans and image maintain.(Bireline, 2014). From all the perspective of this study, we can find that social media can be seen as analogous to neutral entities and it depends mostly on its use resulting in good and evil both purposes. But in the case of elite athletes who are public figures already or senior athletes, they know mostly already how to use make of social media users and they know the circle of their limits. Their social media use is the

main key with them to attract other peoples, it is a phenomenon because by this they grasp the others towards their workings. Fascinatingly, the athlete can take advantage of this knowledge and skills by presenting a good image, even if that is untruthful (Weimar et al., 2020). Elite athlete has a greater responsibility to maintain his public image according to the expectations of fan, fallowers, team and management and personal targets must be measured. Any kind of negligence, errant picture or careless post by elite athletes can reach to the public around the world in seconds that would result in intense criticism and highlights of negative press. While on the other side of the coin social media is tool for athletes to build their image, personal brand by posting about their positive community support programs, their charity works, talking about good works to be done by someone, communication with their fans by making short video clips and providing intuitive comments regarding any event or any personality done a great deed. Social media is a larger platform used by larger number of athletes having greater consequences in both positive and negative way, however, they are considered as an entitled mark above the rest, it is needed to study the commonly shared digital communicable experience by studying social media use by athletes (Bireline, 2014) .

2.4.1 Social media positive impact on athlete performance

Most of the athletes use social media to contact with friends, wife, Gf, family when away from Home or to watch something good, it reduces home sickness, releases stress and give athletes mental relaxation (Kim et al., 2017). Social media works as a source self-expression for athletes to learn about their diet, trainings, learning from good coaches and top athletes by watching their training programs (Vale & Fernandes, 2018). Most of the athletes use it as a source of self-expression as their own channel, share their dreams with fans, their life goals, their achievement and any news about their career (Bell, 2011). Some the athletes use it for the self-promotion and business purposes like to increase their fan following, to get sponsors, branding and business perspectives (Bireline, 2014). Social media is also a source of motivation for athletes, the fans support motivates athletes to perform their best for their fans satisfaction, bringing the best out of an athlete. Social media use humanizes Professional athletes and compels them towards a right mindset to inspire their fans, young athletes and peoples, it motivates the athlete to win by providing extra pre-game pump up (A. N. Geurin & McNary, 2020).

2.4.2 Social media negative impact on elite athlete performance

Social media improper use by athlete's waste their time, disturbs athlete mental health (Woods, 2020) results in improper rest and effects the athlete performance Negatively (Bowtell & Kelly, 2019). Improper use of social media distracts athletes from their goals (Cázares, n.d.) social media addicted athlete focuses towards messages and notification even during training session, they check their phones even during rest time during games and training, they lose focus very easily during training sessions and competitions (Dunne et al., 2019). Improper use of social media and a small mistake can lead athletes towards scandals (Taylor, 2008), on social media scandals news of athletes spreads so fast, any corruption, sexual abuse or other scandal can degrade or finish athlete Career, negatively effecting performance and sometimes the media hype caused the athletes to become overconfident (Bowtell & Kelly, 2019). Improper use of social media sometimes can bring a wide array of other negative consequences like fear of failure (Magee & Sugden, 2002). Win or lose, their performance and life are publicly dissected by the media Platforms. Winning brings about media glorification and expectation, and/or jealousy and criticism. Losing brings forth negative judgment and more criticism(Woods, 2020).

2.5   Motivating tool and impact on athlete's performance

Social media is a big source of motivation for modern days' athletes bringing the best out of an athlete. Social media use humanizes Professional athletes and compels them towards the right mindset to inspire their fans, young athletes, and peoples, it motivates the athlete to win by providing extra pre-game pump up. The highlights videos of athletes and pictures of the favorite players circulating on social media sites before competition motivates them to do their best to satisfy their fans and maintain their position. Social media is not just a platform for athletes to communicate with their family, followers, fans, coaches, or idols, moreover, by using this they feel more connected to their fan's followers and feel a special sense of belonging to them (Bell, 2011). Athletes try their best to come into the mainstream of social media sites by delivering their best performance. They know that the results of successful events would be announced on social media for increasing brand awareness, this compels the athletes to try to die-hard to achieve their best to keep them self in or on the top in the social media world. Additionally, one of the main positive roles of social media is that keeps an athlete positive mindset during training and competitions, keeps him influential because he knows that to maintain his position and popularity he has to stay relevant, a small mistake is enough to damage his image badly.

(Doyle et al., 2020) In the modern world of the latest technologies, there are a lot of platforms to communicates with each other, but social media is the best choice for millions of athletes of all levels to communicate with their family, coaches, other athletes, and stakeholders (Felemban & Angel Sicilia, 2016). Most of the peoples think that use of technology or social media by athletes is damaging the athlete sports performance, but it can be very valuable in reality. Social media have completely changed the modern world sports environment, by social media, the world is promoting upcoming events, posting major team's victories to increase awareness in the peoples regarding sports events (Kim et al., 2017). Social media is a source of motivation to modern world athletes, by the use of technology player can take advantage to mentally prepare themselves in the right pre-game mindset and take it as a source of motivation to perform their best ability to achieve their goals. The communication of players with the world and from their preparation for the events with their coaches by using technologies, social media have completely changed the sports world (Nölleke et al., 2017).

2.6 Time consumption on social media and athlete performance

When it comes to athletes, most of them have their cell phones and use them, including standing around before drills, having no intensity during

training, chatting with teammates when they're about to start practice with no focus, and halfhearted effort at the beginning of workout (Woods, 2020). The last or two decades have become addicted to the internet, including Instagram, Twitter, Facebook, Snapchat, Texting and others. basically, when the word "addicted;" is used study has shown that social media pet peeve spreads into their daily lives well beyond the training and competitive settings in which athletes perform (A. N. Geurin & McNary, 2020). study has shown that social media has the same neurochemical brain impact as drugs alcohol and gambling. A wider discussion of the role of innovation in human evolution goes beyond the range of this article but there are some direct implications of media overuse and misuse on athletes ' lifestyles and development and that is what Is tried to be explored here (Nölleke et al., 2017).

Let's get back to one of the main problems related to most professional athletes ' inability or unwillingness to isolate from their phones, even during practice. The main area where athletes encounter ever more challenge is the simple act of concentrating. Ample research has found that since the advent of smartphones and social media, the attention spans of young people have decreased. Due to the disruptions caused by the continuous beeping, clicking, and vibrating of social media alerts, young people lose the ability to stay concentrated for longer periods (Taylor, 2008). Over recent years, many

coaches have told their players are far less capable of focusing compared with previous generations. The perception is that these days' athletes are usually less able to respond to the orders of their coaches, understand the suggestions and remain focused during a practice session. The most common reasons why young athletes claim they have trouble focusing on what they concentrate on in practice, and they make mistakes in tournaments because they lose focus. it is found in recent years that young athletes have a far more difficult time remaining focused during imagery sessions. Some tell me their minds are drifting off easily often to what might happen in cyberspace and they can't easily retain or recover their concentration on their sporting imagery (Magee & Sugden, 2002).

Concentrating capacity is the basis of so many things related to good sports performance. Focus affects learning; during practice, athletes will fail to notice what they are working on technically or tactically, without the capacity for sustained focus. Soon as players lose focus they stop doing everything they've been focusing on and ingrain old and bad skill and practices further (Taylor, 2008) and, without all that extended focus, they probably wouldn't be able to gain enough repetition of quality needed to effectively inculcate unique skills and practices. Concentration also plays a big part on a competition day. Firstly, the emphasis on pre-competitive

strategy is critical. Your ability to concentrate on your game plan influences your memory. Focus during the competition, as well, is important. Without a clear emphasis from start to finish, whether it's on strategy, tactics or just doing your best, you have little chance of performing to your fullest potential (A. Geurin, 2016). Many of athletes use social media as a game-day mental device, primarily by listening to music and talk to their coaches and family to help them stay optimistic, change their pace, create a good mood, and create healthy distractions that prevent them from worrying too much about the upcoming competition. But it's not necessary to listen to the music during breaks when it comes to practice and no need to check their social media while resting. Researchers have recognized that tweeting late at night is merely a proxy for sleeplessness (Kaplan & Haenlein, 2010). "Even though it means that at a certain time an athlete is awake, it cannot capture the complete length of sleep, the timing of sleep, and quality of sleep"

Researchers found that the players who were infrequent late-night user's performance was more negatively affected than those who are addicted to staying up and tweets or use social media daily. Mohamed Arbi Mejri, PhD, Asleep researcher who was not involved in this research, spoke about the importance of good sleep habits He advises taking phones away from the bed an hour before bedtime and removing screen light or blue light while sleeping

(Bowtell & Kelly, 2019)."Even among the elite athletes, failure to get enough sleep Impairs working next day," Dr Hale said. "If you want to be your best self every day, try to put your mobile away at night."

2.7 The 4C's theory

According to Mackenzie (1997), athlete's mental and self-control qualities are the most possibly known to effect athlete's performance. The main factors according to Mackenzie to effect athlete performance are confidence, control, concentration and commitment also called the 4C's. In this study, to know the impact of social media use on elite athlete's performance we will apply this 4C's theory by Mackenzie (1997), to examine how much social media use impacts the athlete's performance.

Mackenzie (1997), defined the 4C's as following:

- Concentration — the athlete ability to maintain focus.
- Confidence — the athlete ability to believe on himself.
- Control — the athlete ability to control his/her emotion regardless of distraction caused.
- Commitment — the athlete ability to keep continue working to agreed ambitions.

2.7.1   Operationalization of the 4C's

Several scholars performed scholarly work by applying the 4C's on athletes like (Frisby & Wanta, 2018). The operating procedures in the work carried out by (Frisby & Wanta, 2018) and Cooley (1998) as well. The 4cs were published as.

2.7.2   Concentration

This is the athlete mental quality and ability to focus on the goal in hand to achieve. If the concentration of the athlete is lacking by itself or due to any distraction, then the athletic ability to effectively achieve the task become difficult. The need for focus and concentration changes with sport, that's why we will Like to survey players who compete in different martial arts sports (Frisby & Wanta, 2018). It is necessary due to previous studies have divided it in different concentration group according to their concentration level required, Sports like squash, distance running, tennis needs Sustained concentration, golf, shooting, athletic field events and cricket needs short bursts of concentration while skiing ,sprinting, bobsleigh needs extreme concentration, Popular distractions of athletes are, anxiety , fear, malfunction, stress, social media hype, public announcements, coach, boss, rival, pessimistic thinking, etc.

2.7.3   Confidence

Confidence is the product of a contrast that an athlete makes between the target and their capacity. The competitor would have self-confidence if they feel that they will accomplish their goal. When an athlete has self-confidence, they appear to persevere even when things don't work, show passion, be optimistic in their attitude, and take their share of blame and responsibility for achievement and failure. That's why we are measuring confidence and self-esteem (Frisby & Wanta, 2018).

2.7.4   Control

Identifying whether an athlete can experience control over certain emotion and feeling under specific conditions of distractions or overconfidence and understand the reason for failure or success on a significant stage by being able to have emotional control on self. The willingness of an athlete to keep control on their emotions in the face adversity and remain motivated are important for good result (Frisby & Wanta, 2018). There are two feelings also correlated with low performance and cognitive control called Anxiety and anger. Anxiety comes in two forms mental is concern to pessimistic thinking, uncertainty, loss of concentration while physical can be likes feeling butterflies, shaking, fatigue, constantly

going to toilet. To relieve anxiety relaxation can be used as a strategy. Once an athlete gets anger, the cause of anger becomes the subject of Attention. This leads to a loss of attention on the goal, results in deterioration and lack of confidence in the capacity to drive anger as a Slippery slope into defeat(Frisby & Wanta, 2018).

2.7.5   Commitment

Sports success relies on the athlete being completely committed to his goals for several years. The competitor would have to deal with these targets. There are many facets of everyday life to navigate. The numerous conflicting desires and responsibilities include education, friends, social life, family partners, sport recreation and other hobbies (Frisby & Wanta, 2018).Commitment to the sport of an athlete may be compromised by:

- Perceived lack of change or improvement,
- Not being adequately interested in the creation of a training program,
- Failure to recognize the goals of the educational program,
- Injury,
- Lack of enjoyment,
- Anxiety over performance — competition,
- Getting bored,
- Athlete coach lack of coordination, and
- Lack of engagement on the part of other competitor

Chapter 3.   Method

3.1   Introduction

Methodology means the philosophy of the research process. This includes the assumptions and values that serve as a rationale for research and standards or criteria the researcher uses for interpreting data and conclusions. This chapter gives a brief description of the methodological process that was followed in the course of conducting the research; it presents the methods that were used to assess the impact of social media use on elite athlete performances in Pakistan.

3.2   Population

According to (Pilar et al., 2019) a study population is group of individual or a body of people or any collection of items under consideration from which sample are taken for measurement. In Pakistan every martial art federation have athletes in hundred participating in National and International event. Pakistan Taekwondo Federation was contacted to help in providing data. The federation contacted all martial arts federations and give the number of 400 Elite athletes of Eight Martial arts federation currently part of National and provincial teams. Pakistan currently counts 8 martial art national sport

bodies including; Taekwondo, Wushu, Judo, Jujutsu, Karate, Kick-boxing, Boxing and Mix Martial Arts.

3.3   Sample size

Sampling is the process of selecting a sub group of population to represent the entire population. random sampling technique was applied, 201 elite athletes responded to fill the survey out of 400 elite athletes of eight martial arts National Federations to select number of participants from eight Federations in order to obtain good quality of data and ensure that, there will no bias in the data collection.

3.4   Data collection

This is a survey research study, the questionnaires were designed and sent by mail to all the respondents from Pakistan martial art Federations. Relevant questions focusing on the objectives of the study were asked. An explanation was given to guide respondents about the research topic and to prevent any excuse of not understanding the issue in questions. The statements of the questionnaire were designed on Likert scale with five statements strongly disagree, disagree, undecided, agree and strongly agree.

3.5 Analysis of data

In the data processing, data was analyzed in systematic manner. During this process, irrelevant or unanswered questions were left out and only relevant ones were considered and then, meaningful information were obtained. This was done through, descriptive data analysis, frequency, tabulation and regression analysis.

3.5.1 Tabulation

Tabulation refers to putting data into some kind of statistical tables through which the number of occurrence responses to a particular question is known. These tables were constructed in such a way that frequency of responses to particular questions to be presented. For this information to be easily understood, it is also presented in percentages within the tables.

3.5.2 Computer packages

For the quick interpretation of results, some statistical procedures were used in the research with the help of the computer packages such as Excel and Statistical Package for Social Sciences (SPSS) 25 version. (SPSS) 25 version was used to do Frequency, percentage, descriptive and regression analysis methods as a tool to increase the speed, handle complicated statistical

and mathematical procedures, display the analyze data and present them graphically.

3.5.3   Ethical consideration

The researcher will avoid appearance of respondent's names on questionnaires in order to make them feel free and confident to answer questions. An introductory letter along with departmental permission latter to collect data was attached on the questionnaires to explain use of information which is for the academic use only.

Chapter 4.   Results

4.1   Respondents demographic characteristics

400 questionnaires were distributed by using google form among elite martial arts athletes of eight Federations representing Pakistan national, provincial and university teams. 201 questionnaires were returned, giving a response rate of 50.05 %. Table 1 show that 80.1 % of the respondents were males while 19.9 % were females' athletes as mentioned in table below.

Table 1.

Demographic characteristics frequency and percentage of respondent's gender

		n	%	Valid Percent	Cumulative percent
	Male	161	80.1	80.1	80.1
Valid	Female	40	19.9	19.9	100.0
	Total	201	100.0	100.0	

Table 2 Represents the age group of respondent's athletes and shows that, 0.5 % Respondents were aged <16 years, 14.4 % were aged between 16-21 years, 46.8 % were aged 22-26 years, 27.4 % were aged 27-33 years, 7.0 % were aged 34-40 years and 4.0 % were above 40 years as mentioned in table below.

Table 2.

Demographic characteristics Frequency and Percentage of respondents' age

		n	%	Valid Percent	Cumulative Percent
	<16	1	.5	.5	.5
	16_21	29	14.4	14.4	14.9
	22_26	94	46.8	46.8	61.7
Valid	27_33	55	27.4	27.4	89.1
	34_40	14	7.0	7.0	96.0
	40+	8	4.0	4.0	100.0
	Total	201	100.0	100.0	

Table 3 Represents the demographics of the respondent athletes showing from which sports federation they belong as seen the highest response 54.7 % was from Taekwondo federation, on second 10.9 % respondent were from Karate federation, 9.5 % from Wushu, 8.0 % from Boxing, 5.0 % from Kickboxing, 4.5 % from MMA, 4.0 % from Judo and 3.5 % from Wrestling as mentioned in table below.

Table 3.

Demographic percentage and frequency of respondent federation.

	n	%	Valid Percent	Cumulative Percent
Taekwondo	110	54.7	54.7	54.7
Wushu	19	9.5	9.5	64.2
Wrestling	7	3.5	3.5	67.7
Valid Judo	8	4.0	4.0	71.6
Boxing	16	8.0	8.0	79.6
Kickboxing	10	5.0	5.0	84.6
Karate	22	10.9	10.9	95.5

		n	%	Valid Percent	Cumulative Percent
	MMA	9	4.5	4.5	100.0
	Total	201	100.0	100.0	

4.2 Types of social media mostly used by elite athletes

The first research question and objective of the study was to find out the Social media platform most commonly used by the athletes. Table 4 represents that the most popular social media platform was Facebook 57.7%, followed by Instagram 27.9 %, Twitter 7.0 %, Tiktok 4.5% and LinkedIn 4.5%.

Table 4.

Frequency and percentage of different social media use by athletes

		n	%	Valid Percent	Cumulative Percent
	Facebook	116	57.7	57.7	57.7
Valid	Twitter	14	7.0	7.0	64.7
	Instagram	56	27.9	27.9	92.5

LinkedIn	6	3.0	3.0	95.5
Tiktok	9	4.5	4.5	100.0
Total	201	100.0	100.0	

4.3 Different motivation of athletes to use social media platforms.

The second aim of this study was to find out the purposes or motivation of elite athletes to use social media platforms. Thirteen questions were asked regarding six different motivations (Average Motivation Knowledge, Average Motivation Network, Average Motivation Self Expression, Average Motivation Sponsor, Average Motivation Refreshment) of elite athlete to use social media platforms by using Likert scale with five options to answer. Table 5, shows that after analyzing through descriptive statistics and Mean reveals that the highest motivation of athletes regarding social media use was Average Motivation Fame (Mean Value 9.2) group followed by Average motivation self-expression group (Mean value 6.1) on second and Average Motivation Knowledge group (Mean Value 6.0) on third as mentioned in table below.

Table 5.

Descriptive analysis Mean of different motivation of athletes to use social media platforms.

	n	Minimum	Maximum	M	SD
Average Motivation Knowledge	201	1.5	7.5	6.08	1.26
Average Motivation Network	201	1.5	7.5	5.78	1.36
Average Motivation Self Expression	201	2.5	7.5	6.13	0.92
Average Motivation Fame	201	3.66	11.66	9.20	1.66

	n		%	Valid Percent	Cumulative Percent
Average Motivation Sponsor	201	1.5	7.5	4.67	1.38
Average Motivation Refreshment	201	2.5	7.5	5.54	1.14
Valid N (list wise)	201				

Table 6. shows respondents were asked whether they use social media regularly or not. 88.1 % respondent told they are regular users of the social media while 11.9

respondent mentioned that they are not regular users of social media as mentioned below.

Table 6.

Frequency and percentage of regular user of Social Media

		n	**%**	**Valid Percent**	**Cumulative Percent**
	No	24	11.9	11.9	11.9
Valid	Yes	177	88.1	88.1	100.0
	Total	201	100.0	100.0	

Table 7, shows that from when they started using social media revealed that 47.8 % of the respondents' athletes were using social media since (2010-2012), 28.4% using it since (2012-2014), 11.4 % Using it since (2014-2016), 8.5 % using it since (2016-2018) and 4.0 % using it since (2018-2020) as mentioned in table below.

Table 7.

Frequency and percentage of started using Social media

		n	%	Valid Percent	Cumulative Percent
	2010_2012	96	47.8	47.8	47.8
	2012_2014	57	28.4	28.4	76.1
	2014_2016	23	11.4	11.4	87.6
Valid	2016_2018	17	8.5	8.5	96.0
	2018_2020	8	4.0	4.0	100.0
	Total	201	100.0	100.0	

Table 8, shows that from when they started using social media Regularly revealed that 30.3 % of the respondents' athletes were using social media regularly since (2010-2012), 27.4% using regularly it since (2012-2014), 16.9 % Using it regularly since (2014-2016), 17.4 % using it since (2016-2018) and 8.0 % using it regularly since (2018-2020) as mentioned in table below.

Table 8.

Frequency and percentage of regular starting using Social media

		n	%	Valid Percent	Cumulative Percent
Valid	2010_2012	61	30.3	30.3	30.3
	2012_2014	55	27.4	27.4	57.7
	2014_2016	34	16.9	16.9	74.6
	2016_2018	35	17.4	17.4	92.0
	2018_2020	16	8.0	8.0	100.0
	Total	201	100.0	100.0	

4.4 Amount of time elite athletes spent on social media daily.

The third goal of the study was to examine the amount of time elite athletes spent on social media. Table 9, shows that 9.5 % of the respondents spent less than 1 hour per day on social media; 28.4% of the respondents spent 1-2 hours per day on social media; 23.4 % of the respondents consumes daily 2-3 hours daily on social media; 13.4 % spent 3-4 hours daily; 15.9 % consumes 4-5 hours daily and 9.5 % of athletes spent more than 5 hours daily on social media as mentioned in table below.

Table 9.

Frequency and percentage of daily time consumption on social media

		n	Percent	Valid Percent	Cumulative Percent
	<1h	19	9.5	9.5	9.5
	1_2h	57	28.4	28.4	37.8
Valid	2_3h	47	23.4	23.4	61.2
	3_4h	27	13.4	13.4	74.6
	4_5h	32	15.9	15.9	90.5

	n	%	Valid Percent	Cumulative Percent
5h <	19	9.5	9.5	100.0
Total	201	100.0	100.0	

Further analysis in table 10, is to investigate that; How much time you spend on social media while training revealed that 80.1 % of the respondents' athletes don't use social media while training; 6.5 % use it for 05 minutes while training; 4.5 % use it for 10 minutes; 5.0 use it for 15 minutes and 4.0 % use it for more than 15 minutes while training as mentioned below.

Table 10.

Frequency and percentage of social media use while training

		n	%	Valid Percent	Cumulative Percent
	Don't use	161	80.1	80.1	80.1
	5 Mint	13	6.5	6.5	86.6
Valid	10 Mint	9	4.5	4.5	91.0
	15 Mint	10	5.0	5.0	96.0
	15 Mint <	8	4.0	4.0	100.0
	Total	201	100.0	100.0	

Further analysis in table 11, is to investigate that; How much time you spend on social media before the competition revealed that 61.2 % of the respondents' athletes don't use social media before competition; 13.9 % use it for 05 minutes before competition; 5.5 % use it for 10 minutes; 6.0% use it for 15 minutes and 13.4 % use it for more than 15 minutes before competition as mentioned in table below.

Table 11.

Frequency and percentage of social media use before the competition

		n	%	Valid Percent	Cumulative Percent
	Don't use	123	61.2	61.2	61.2
	5 Mint	28	13.9	13.9	75.1
	10 Mint	11	5.5	5.5	80.6
Valid	15 Mint	12	6.0	6.0	86.6
	15 Mint <	27	13.4	13.4	100.0
	Total	201	100.0	100.0	

Further analysis in table 12 is to investigate that; How much time you spend on social media during the competition breaks revealed that 70.1 % of

the respondents' athletes don't use social media during competition breaks; 12.9 % use it for 05 minutes during competition breaks; 6.0 % use it for 10 minutes; 5.5 % use it for 15 minutes and 5.5 % use it for more than 15 minutes during competition breaks.

Table 12.

Frequency and percentage social media us during competition breaks

		n	%	Valid Percent	Cumulative Percent
	Don't use	141	70.1	70.1	70.1
	5 Mint	26	12.9	12.9	83.1
Valid	10 Mint	12	6.0	6.0	89.1
	15 Mint	11	5.5	5.5	94.5
	15 Mint <	11	5.5	5.5	100.0
	Total	201	100.0	100.0	

Further analysis in table 13, is to investigate that; How much time you spend on social media after your competition revealed that 21.4 % of the respondents' athletes don't use social media after their competition; 10.0 %

use it for 05 minutes after their competition; 13.4 % use it for 10 minutes; 11.9 % use it for 15 minutes and 43.3 % use it for more than 15 minutes after their competition.

Table 13.

Frequency and percentage social media use after their competition.

		n	%	Valid Percent	Cumulative Percent
	Don't use	43	21.4	21.4	21.4
	5 Mint	20	10.0	10.0	31.3
Valid	10 Mint	27	13.4	13.4	44.8
	15 Mint	24	11.9	11.9	56.7
	15 Mint <	87	43.3	43.3	100.0
	Total	201	100.0	100.0	

4.5 How long at night you use social media daily

Further analysis in table 14, is to investigate that; How long at night you use social media daily revealed that 5.5 % of the respondents' athletes

don't use social media at night; 5.5 % use it between 08:00 - 09:00 PM at night daily; 18.9 % use it between 09:00 - 10:00 PM; 20.9 % use it between 10:00 - 11:00 PM; 23.4 % use it between 11:00 - 12:00 AM and 25.4 % use social media after 12 AM at night daily as seen in table below.

Table 14.

Frequency and percentage of social media use at night.

		n	%	Valid Percent	Cumulative Percent
	Don't use	11	5.5	5.5	5.5
	08:00_09:00PM	11	5.5	5.5	10.9
	09:00_10:00 PM	38	18.9	18.9	29.9
Valid	10:00_11:00 PM	42	20.9	20.9	50.7
	11:00_12:00 AM	47	23.4	23.4	74.1
	12:00 AM <	51	25.4	25.4	99.5
	Total	201	100.0	100.0	

4.6 Amount of media consumption and its impact on concentrations

Table 15, shows that regression analysis was conducted. Dependent Variable is Average Concentration while Independent variable is Average time (Average of six different time consumptions questions) as amount of media supported by other dummy or additional variables like gender, age, Sports federations Wushu, MMA, Wrestling, Boxing, Karate, Kickboxing, Stating year of using social media regularly and are you a regular user of Social Media.

Table 15, shows that there is a significant 0.43 Non zero correlation between the main independent variable average time and dependent variable average concentration showing an impact of time consumption on Social media have an effect on concentration ability of the athletes effecting the athlete's performance. It indicates that spending time on social media effects the concentration ability of the athletes. Other additional variable showing a strong non zero relationship is gender.

To measure the impact of amount of social media use on athlete performance. 4C's theory was used. First C, of 4C's theory was Concentration Five questions asked from respondent athletes regarding their concentration

were 1. The more time I spend on using social media the more my concentration reduces. 2. During training my concentration is distracted by social media thoughts and notifications on my cell phone. 3. I cannot focus, listen to my coach very carefully during training and competitions. 4. I always think about what's happening on social media during training and competition. 5.I am always worried about fans reaction about my performance result during competition

Table 15.

Regression analysis of independent variable average time and dependent variable average concentration

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	13.12	1.21		10.81	.000
1 Gender	-1.82	0.50	-0.25	-3.60	.000
2. Age	0.34	0.54	0.05	0.62	0.53

2. Age	0.95	0.78	0.10	1.21	0.22
Average time	0.54	0.26	0.14	2.03	0.04
5. Are you a regular user of Social Media?	-0.45	0.64	-0.05	-0.70	0.48
Wushu	-0.49	0.70	-0.05	-0.71	0.47
Wrestling	1.05	1.10	0.06	0.95	0.34
Boxing	-0.58	0.75	-0.05	-0.76	0.44
Kickboxing	1.18	0.94	0.09	1.24	0.21
Karate	0.58	0.65	0.06	0.90	0.36
MMA	0.46	0.98	0.03	0.46	0.63
8. From when you started using social media regularly?	-0.11	0.15	-0.05	-0.75	0.45

Note: a. Dependent Variable: Concentration Average

4.7 Amount of media consumption and its impact on confidence

Table 16, shows that regression analysis was conducted. Dependent Variable is Average Confidence while Independent variable is Average time (Average of six different time consumptions questions) as amount of media supported by other dummy or additional variables like gender, age, Sports federations Wushu, MMA, Wrestling, Boxing, Karate, Kickboxing, Stating year of using social media regularly and Are you a regular user of Social Media.

Table 16, shows that there is a significant (0.02) non zero correlation between the main independent variable average time and dependent variable Average confidence showing an impact of time consumption on Social media have an effect on self-confidence ability of the athletes. Other additional variable showing a strong non zero relationship is gender.

To measure the impact of amount of social media use on athlete performance 4C's theory was used. Second C, of 4C's theory was Confidence five questions asked from respondent athletes regarding their confidence were, 1. I don't feel confident to perform by getting positive comments by coaches and fans. 2. I lose my confidence when criticism is done by fans on my

performance at social media. 3. Social media fans high expectation always gave me anxiety to lose my confidence. 4. I lose my confidence by watching the successful performance videos and news of my opponent on social media. 5. I feel over confident sometimes by extra social media coverage.

Table 16.

Regression analysis of independent variable average time and dependent variable average confidence.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	**Std. Error**	**Beta**		
	(Constant)	11.90	1.28		9.30	.000
	Gender	-1.37	0.53	-0.18	-2.56	0.01
1	2. Age	0.56	0.57	0.08	0.97	0.33
	2. Age	0.42	0.82	0.04	0.51	0.61
	Average time	0.61	0.28	0.16	2.19	0.02

5. Are you a regular user of Social Media?	-0.67	0.67	-0.07	-0.99	0.32
Wushu	-0.71	0.74	-0.07	-0.96	0.33
Wrestling	-0.85	1.16	-0.05	-0.73	0.46
Boxing	-0.97	0.79	-0.08	-1.21	0.22
Kickboxing	1.22	1.02	0.08	1.21	0.22
Karate	0.57	0.68	0.06	0.82	0.40
MMA	0.48	1.03	0.03	0.46	0.64
8. From when you started using social media regularly?	-0.07	0.16	-0.03	-0.46	0.64

Note: a. Dependent Variable: Confidence Average

4.8   Amount of media consumption and its impact on control

Table 17, shows that regression analysis was conducted. Dependent Variable is Average Control while Independent variable is Average time (Average of six different time consumptions questions) as amount of media supported by other dummy or additional variables like gender, age, Sports

federations Wushu, MMA, Wrestling, Boxing, Karate, Kickboxing, Stating year of using social media regularly and Are you a regular user of Social Media.

Table 17, shows that there is a significant (0.24) non zero correlation between the main independent variable average time and dependent variable average control showing an impact of time consumption on Social media have an effect on self-controlling ability of the athletes. This relation shows that those athletes how consumes more time on social media have less control on their emotions when someone criticize them, or and gets angry after getting negative comments or getting bullied. They don't feel comfortable when someone stops them from using social media due to their addiction. They feel anxiety about Public announcement of their competition and to fulfill their fans expectation. Other additional variable showing a non-zero relationship is kickboxing athletes.

To measure the impact of amount of social media use on athlete performance, 4C's theory was used. Third C, of 4C's theory was Control five questions asked from respondent athletes regarding their control were,1. I cannot control my emotion and perform well when someone criticize my performance on social media. 2. I get angry and lose control to achieve my

goals after getting bullied by someone on social media. 3. I will be upset if my coach cut down the amount of time I spend using social media.4. I feel anxiety and lose self-control when my competitions are announced publically on social media 5. I am always worried to fulfill my social media fans expectation.

Table 17.

Regression analysis of independent variable average time and dependent variable average control

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	10.03	1.37		7.29	.00
	Gender	-0.20	0.57	-0.02	-0.36	0.71
	2. Age	0.39	0.61	0.05	0.63	0.52
	2. Age	0.21	0.89	0.02	0.23	0.81
	Average time	0.68	0.30	0.16	2.27	0.02

5. Are you a regular user of Social Media?	-0.44	0.72	-0.04	-0.61	0.53
Wushu	-0.22	0.79	-0.02	-0.28	0.77
Wrestling	-0.53	1.25	-0.03	-0.42	0.66
Boxing	-1.30	0.86	-0.11	-1.51	0.13
Kickboxing	2.22	1.07	0.15	2.06	0.04
Karate	0.83	0.74	0.08	1.12	0.26
MMA	-0.51	1.11	-0.03	-0.46	0.64
8. From when you started using social media regularly?	.00	0.17	0.00	0.04	0.96

Note: a. Dependent Variable: Control Average

4.9 Amount of media consumption and its impact on commitment

Table 18, shows that regression analysis was conducted. Dependent Variable is Average Commitment while Independent variable is Average time (Average of six different time consumptions questions) as amount of media

supported by other dummy or additional variables like gender, age, Sports federations Wushu, MMA, Wrestling, Boxing, Karate, Kickboxing, Stating year of using social media regularly and Are you a regular user of Social Media

Table 18, shows that there is a strong significant (0.00) non zero correlation between the main independent variable average time and dependent variable average commitment showing an impact of time consumption on Social media have an effect on commitment ability of the athletes effecting the athlete's performance. This relation shows that athlete spending more time on social media faces difficulty to control their social media usage during rest hours, often miss their early morning training sessions due to using social media for late night and feels lazy in their training sessions. These athletes face difficulty to use social for learning about sports and due to lack of commitment sometimes neglects their training sessions due to being busy on social media. Other additional variable showing a non-zero relationship was gender.

To measure the impact of amount of social media use on athlete performance. 4C's theory was used. Fourth C, of 4C's theory was Commitment five questions asked from respondent athletes regarding their

control were, 1. I always find myself using social media longer than intended during my rest hours. 2. I often miss my early morning training due to using Social media at late night. 3. I cannot stop myself from using social media in rest hours and feel lazy in training session. 4. I sometimes neglect my training session because of being busy using social media. 5. I am not committed to social media use for obtaining sports knowledge to improve my performance.

Table 18.

 Regression analysis of independent variable average time and dependent variable average Commitment.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	10.96	1.52		7.17	.000
Gender	-1.79	0.63	-0.19	-2.81	0.00
1. Age	0.78	0.68	0.09	1.13	0.25
2.Age	0.37	0.99	0.03	.37	0.70

Average time	1.36	0.33	0.28	4.05	0.00
5. Are you a regular user of Social Media?	-0.39	0.80	-0.03	-0.48	0.62
Wushu	.48	0.88	0.03	0.54	0.58
Wrestling	-1.79	1.38	-0.08	-1.29	0.19
Boxing	.17	0.95	0.01	0.01	0.85
Kickboxing	2.32	1.19	0.13	1.94	0.05
Karate	1.32	0.82	0.11	1.60	0.10
MMA	.79	1.23	0.04	0.64	0.52
8. From when you started using social media regularly?	-0.00	0.19	-0.00	-0.02	0.98

Note: a. Dependent Variable: Commitment Average

4.10 Different Motivation and its impact on concentration

Table 19, shows that regression analysis was conducted. Dependent Variable is Average Concentration while Independent variable is different Average Motivational groups, Average Motivation Refreshment, Average

Motivation Network Average Motivation Sponsor, Average Motivation Self Expression and Average Motivation Fame. Additional or dummy variables used to support Independent variable were age groups, gender, Sports federation MMA, Wushu, Kickboxing, Boxing, Wrestling, Karate and regular user of Social Media.

Table 19, shows that there is a significant non zero correlation between the main independent variables average Motivation Sponsor (0.21), average Motivation refreshment (0.14) and dependent variable average concentration showing an impact of these two motivations of athletes to use Social media have an effect on concentration ability of the athletes effecting the athlete's performance. These values shows that athletes use of social media for getting sponsors, branding, marketing and using social media for fun and enjoyment effects the concentration abilities of the athletes results in poor concentration during their competitions and trainings. Other additional variable showing a non-zero relationship was gender.

Table 19.

Regression analysis of independent variable average (Six Motivations) and dependent variable Concentration.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.99	1.83		4.90	.000
Gender	-1.56	0.50	-.21	-3.12	0.00
2. Age	0.09	0.53	0.01	0.17	0.86
2. Age	0.16	0.76	0.01	0.21	0.82
1 5. Are you a regular user of Social Media?	-.346	0.62	-.039	-.557	0.57
Wushu	-.525	0.67	-.054	-.778	0.43
Wrestling	1.56	1.06	0.10	1.46	0.14
Boxing	-.172	0.72	-.016	-.237	0.81
Kickboxing	0.68	0.91	0.05	0.74	0.46
Karate	0.37	0.63	0.04	0.58	0.55
MMA	0.40	0.95	0.03	0.42	0.67

Average Motivation K0wledge	-.338	0.19	-.150	-1.72	0.08
Average Motivation Network	0.29	0.19	0.14	1.50	0.13
Average Motivation Self Expression	0.48	0.28	0.15	1.71	0.08
Average Motivation Fame	-.23	0.15	-.139	-1.50	0.13
Average Motivation Sponsor	0.36	0.15	0.17	2.32	0.02
Average Motivation Refreshment	0.45	0.18	0.18	2.49	0.01

Note: a. Dependent Variable: Concentration Average

4.11 Different Motivation and its impact on confidence

Table 20, shows that regression analysis was conducted. Dependent Variable is Average Confidence while Independent variable is different Average Motivational groups, Average Motivations Refreshment, Networking, Sponsor, Self-expression and Average Motivation Fame. Additional or dummy variables used to support Independent variable were age groups, gender, Sports federation MMA, Wushu, Kickboxing, Boxing, Wrestling, Karate and regular user of Social Media.

Table shows 20, that there is a significant non zero correlation between the main independent variables average Motivation refreshment (.006) and dependent variable average confidence showing an impact of social media use for refreshment by athletes for killing time or for fun and enjoyment have effect on their confidence ability effecting the athlete's performance. Other additional variable showing a non-zero relationship was gender.

Table 20.

Regression analysis of independent variable average (Six Motivations) and dependent variable Confidence

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	9.56	1.99		4.78	.000
	Gender	-1.25	0.54	-.169	-2.30	0.02
	2. Age	0.17	0.58	0.02	0.30	0.76
	2. Age	-.018	0.83	-.002	-.022	0.98
1	5. Are you a regular user of Social Media?	-.276	0.67	-.030	-.408	0.68
	Wushu	-.628	0.73	-.062	-.855	0.39
	Wrestling	-.811	1.15	-.050	-.700	0.48
	Boxing	-.586	0.79	-.053	-.740	0.46

Kickboxing	0.93	1.00	0.06	0.93	0.35
Karate	0.24	0.68	0.02	0.36	0.71
MMA	0.59	1.04	0.04	0.56	0.57
Average Motivation K0wledge	-.007	0.21	-0.00	-.033	0.97
Average Motivation Network	-.193	0.21	-0.08	-0.89	0.37
Average Motivation Self Expression	0.03	0.310	0.01	0.10	0.91
Average Motivation Fame	-.001	0.17	-.001	-.008	0.99
Average Motivation Sponsor	0.22	0.17	0.10	1.29	0.19
Average Motivation Refreshment	0.55	0.19	0.21	2.80	.006

Note: a. Dependent Variable: Confidence Average

4.12 Different Motivation and its impact on control

Table 21, shows that regression analysis was conducted. Dependent Variable is Average Control while Independent variable is different Average Motivational groups, Average Motivation Refreshment, Networking, Self-Expression and Average Motivation Fame. Additional or dummy variables used to support Independent variable were age groups, gender, Sports federation MMA, Wushu, Kickboxing, Boxing, Wrestling, Karate and regular user of Social Media.

Table 21, shows that there no significant correlation between the main independent variables average Motivations and dependent variable average control showing no impact of these motivations of athletes to use Social media have an effect on controlling ability of athlete's effecting their performance. Other additional variable showing a non-zero relationship was Kickboxing.

Table 21.

Regression analysis of independent variable average (Six Motivations) and dependent variable Control.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	10.66	2.19		4.85	.000
Gender	0.04	0.59	0.00	0.08	0.93
2. Age	0.22	0.64	0.03	0.34	0.73
2. Age	-.233	0.91	-.02	-.25	0.80
5. Are you a regular user of Social Media?	-.187	0.74	-.01	-.25	0.80
Wushu	-.135	0.80	-.01	-.16	0.86
Wrestling	-.677	1.275	-.03	-.53	0.59
Boxing	-1.001	0.87	-.08	-1.15	0.25

Kickboxing	2.236	1.101	0.15	2.03	0.04
Karate	0.47	0.75	0.04	0.62	0.53
MMA	-.499	1.150	-.033	-.43	0.66
Average Motivation K0wledge	-.227	0.23	-.091	-.96	0.33
Average Motivation Network	0.06	0.23	0.02	0.25	0.79
Average Motivation Self Expression	-.098	0.34	-.029	-.28	0.77
Average Motivation Fame	-.014	0.18	-.008	-.07	0.93
Average Motivation Sponsor	0.24	0.19	0.10	1.29	0.19
Average Motivation Refreshment	0.16	0.21	0.05	0.75	0.45

Note: a. Dependent Variable: Control Average

4.13 Different Motivation and its impact on commitment

Table 22, shows that regression analysis was conducted. Dependent Variable is Average Commitment while Independent variable is different Average Motivational groups, Average Motivations Refreshment, Networking, Sponsor, Self-expression and Average Motivation Fame. Additional or dummy variables used to support Independent variable were age groups, gender, Sports federation MMA, Wushu, Kickboxing, Boxing, Wrestling, Karate and regular user of Social Media.

Table 22, shows that there is a significant non zero correlation between the main independent variables average Motivation refreshment (0.28) and dependent variable average commitment showing an impact of social media use for refreshment by athletes have effect on their commitment ability effecting the athlete's performance. Other additional variable showing a non-zero relationship was gender.

Table 22.

Regression analysis of independent variable average (Six Motivations) and

dependent variable commitment.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	10.895	2.503		4.352	.000
	Gender	-1.53	0.68	-.165	-2.25	0.02
	2. Age	0.49	0.72	0.05	0.67	0.49
	2. Age	-.325	1.04	-.027	-.312	0.75
1	5. Are you a regular user of Social Media?	-.040	0.84	-.003	-.047	0.96
	Wushu	0.82	0.92	0.06	0.89	0.37
	Wrestling	-2.18	1.45	-.10	-1.50	0.13
	Boxing	0.67	0.99	0.04	0.67	0.49

Kickboxing	2.33	1.25	0.13	1.86	0.06
Karate	0.73	0.86	0.06	0.86	0.39
MMA	1.21	1.30	0.06	0.92	0.35
Average Motivation K0wledge	-0.11	0.26	-0.04	-0.43	0.66
Average Motivation Network	0.02	0.27	0.01	0.10	0.91
Average Motivation Self Expression	0.09	0.38	0.02	0.25	0.80
Average Motivation Fame	-0.09	0.21	-0.04	-0.42	0.67
Average Motivation Sponsor	-0.00	0.21	-0.00	-0.02	0.97
Average Motivation Refreshment	0.55	0.24	0.16	2.22	0.02

Chapter 5. Discussion and Conclusion

Social media have a huge impact on modern world athletes. The current study addresses the impact of social media on elite martial arts athletes of Pakistan. This study addresses to find out the motivation of elite athletes to use social media platforms and which platform they used the most. It addresses to find how much time elite martial arts athletes consume on social media. It addresses to find out what is the impact of the amount of social media usage by Elite martial arts athletes on their sport performance and this study also addressed to find out How different social media usage Motivations Impacts on elite martial arts athletes Performance.

RQ 1: What are the motivations of the elite martial arts athletes' use of different types of social media?

In current study it was found similar to mentioned by (Kaplan & Haenlein, 2010) that highest motivation of elite martial arts athletes to use social media platforms is to get fame. Most of the athletes agreed to the questions that social media gives them identity and fame at the global level, further adding they agreed to the question that they can perform batter by having their fans who can supports and motivate them for their competitions.

As in previous research it was mentioned that by using social media athlete can remove the middleman from their story and tell it directly through social media, as you like the to be told (Bell, 2011) . In this study it was found as mentioned by (Bell, 2011). that second motivation of elite Martial arts athletes to use social media platforms was self-expression. The athletes highly agreed to the question that their motivation to use social media platforms is to communicate their messages to their fans or stakeholders without relying on journalist, they can easily express their self by conveying their opinion. Further it was found that third highest motivation of elite martial arts athletes to use social media platforms was to get knowledge. They athletes agreed as mentioned by (Bireline, 2014) that their motivation to use social media platforms is to watch sports related videos to improve their skills and further they agreed that they use social media to collect information about their sports. The fourth motivation to use social media platforms was to build network, fifth motivation to use for fun and refreshment and sixth motivation was Branding and sponsors.

Types of social media mostly used by elite athletes

As mentioned in previous studies the first thing that pops up in our mind is Facebook when we think about social media(Suhendra et al., 2020).

The main and familiar social media sites used by athletes are Facebook, Instagram, Twitter, WhatsApp and LinkedIn (Grandori & Soda, 1995). It was found similar to (Castronova 2008) and (Grandori & Soda, 1995). in case of Pakistan athletes also the most popular social media platform used by elite martial arts athletes of Pakistan was Facebook, 57.7% of the athletes responded to Facebook, followed by Instagram having 27.9 % of the respondent athletes and Twitter on third having 7.0 % of the respondent athletes. Other platforms were Tiktok 4.5% and LinkedIn also having 4.5% of the respondents.

RQ2: How much time do Elite martial arts athletes consume social media

In this study It was found that 28.4% of the respondent's elite martial arts athletes spent 1-2 hours per day on social media, 23.4 % of the respondents consumes daily 2-3 hours daily on social media daily and 9.5 % of the respondent's athletes spent less than 1 hour per day on social media. As mentioned in previous research by (Bowtell & Kelly, 2019) that most of the athletes spent a lot of time during their rest hours daily on social media by engaging in Improper use of social media. All the above three results show that 61.3 % of the Pakistan elite martial arts athletes consumes 1hr to 3hr per day. It can be seen that most of the elite martial arts athletes have a control

use of social media and they are not highly addicted to social media are contrary to the findings of (Taylor, 2008) and (Kelly, 2019) in her research but Further The remaining results of this study are similar to (Kelly, 2019) findings showing 39.7% of the elite martial arts athletes consumes more than 3hr to 5hr per day time on social media as compare to first groups athletes of the second group are highly addicted to social media use.

Time consumption on social media while training, In current study it was found that in context of Pakistan elite martial arts athletes case is opposite to the finding of (Taylor, 2008). It was found 80.1 % of the respondents' athletes don't use social media while training, while the other 19.99 % use it just for 05 minutes to 15 minutes. In previous research mentioned above (Taylor, 2008) mentioned When it comes to athletes, most of them have their cell phones and use them, including standing around before drills, having no intensity during training, chatting with teammates when they're about to start practice with no focus, and halfhearted effort at the beginning of workout.

Time consumption on social media before, during and after competition, In case of time spent on social media before competition almost 61 % athlete's respondent opposite results to (Taylor, 2008) as mentioned in literature. It was found that 61.2 % of the respondents' athletes don't use

social media before competition, 13.4 % use it for more than 15 minutes and the remaining 26.4 % use it for 05 to 10 minutes. While it was found 70.1 % of the respondents' athletes don't use social media during competition breaks while the other 29.9% use it for 5 to 15 minutes during competition breaks. While after competition it was found the majority percentage 43.3 % said the use it for more than 15 minutes while 21.4 % said that they don't use and other 26.4 % use it between 5 to 15 minutes.

Late night Time consumption on social media, In this research similar results are found as mentioned by (Kaplan & Haenlein, 2010) that majority of athletes used social media late night. In this result we find that the second highest percentage of elite athletes use social media from 11:00 Pm - 12:00 Am while the highest percentage of elite athletes use social media after 12:00 Am which means that almost 50 % of the elite athletes use social media late night, similar to (Kaplan & Haenlein, 2010) mentioned most of the athletes who use social media till late hours at night miss their early morning session or feel lazy and unrelaxed during their training session. which is not good for their physical and mental recovery. It can also disturb and make the miss their early morning training sessions. While the rest of 50 % athletes use social media between 8:00 am to 11:00 Pm.

RQ3: What is the impact of the amount of social media usage by Elite martial arts athletes on their sport performance?

In this finding amount of media consumption impact on athletes was measured by applying 4c's theory of Mackenzie (1997) having four components (concentration, confidence, control and commitment). Independent variable was amount of media (time) consumed while dependent variable were 4C's. In case of first C of 4C's theory, it was found that the amount of media consumed (average time) was having a significant impact on the concentration of the elite martial arts athletes. It was having a significant 0.43 Non zero correlation between the main independent variable average time and dependent variable average concentration showing an impact of time consumption on Social media have an effect on concentration ability of the athletes effecting the athlete's performance showing similar results as mentioned by (Frisby & Wanta, 2018) consuming more time on social media can distract Athlete Mind and concentration, it diverts athlete focuses towards messages and notification even during training session. they check their phones even during rest time during games and training time they lose focus very easily (Taylor, 2008). Other additional variable showing a strong non zero relationship is gender.

In case of second C of 4C's theory, it was having the same independent variable amount of media (Average time) and dependent variables was average confidence, It was found that there was a significant (0.02) non zero correlation between the main independent variable average time and dependent variable Average confidence showing an impact of time consumption on Social media have an effect on self-confidence ability of the athletes showing similar results as mentioned in previous research by (Frisby & Wanta, 2018) addiction to social media can effect athlete confidence both positively and negatively, sometimes the media hype caused the athletes to become overconfident while sometime good gestures by their fans give them motivation to perform their best. On the same time critic on athlete performance can shatter the athlete confidence. Other additional variable showing a strong non zero relationship is gender.

In case of third C of 4C's theory having same independent variable amount of media (Average time) and dependent variables was average control, it was found that, there was a significant (0.24) non zero correlation between the main independent variable average time and dependent variable control showing an impact of time consumption on Social media have an effect on self-controlling ability of the athletes as mentioned in literature by (Frisby & Wanta, 2018) and (Han & Dodds, 2013) most of the young athletes

have no control on their self to reduce their social media usage and get easily involved in scandals, they are not experienced to control the pressure of fans high expectations to perform and lose their self-control. Experience and well committed athletes have control by having strong nerves to use it for positive purpose and can tolerate pressure by fans or negative comments by fans without doing any mistake or negative comment, tweet or post that puts them in scandals (Weimar et al., 2020). Other additional variable showing a non-zero relationship is kickboxing athletes.

In case of fourth C of 4C's theory, it was having same independent variable amount of media (Average time) and dependent variables was average commitment, it was found that, there was a strong significant (0.00) non zero correlation between the main independent variable average time and dependent variable average commitment showing an impact of time consumption on Social media have a strong effect on commitment ability of the athletes effecting the athlete's performance as mentioned by (Weimar et al., 2020) and (Bireline, 2014) in their previous studies .When it comes to athletes, most of them have their cell phones and use them, including standing around before drills, having no intensity during training, chatting with teammates when they're about to start practice with no focus, and halfhearted effort at the beginning of workout (Taylor, 2017). But most of the athletes are

committed following the guidelines of their organizations, coaches and by sticking to their schedule and are committed to their goals can't be distracted easily and social media platforms is part of their sports life to be in contact with their stakeholders used in a specific time, not as a source of distraction for them. Other additional variable showing a non-zero relationship was gender.

RQ4: How different social media usage Motivations Impacts on elite martial arts athletes Performance?

After conducting regression analysis of six different types of motivation to use social media platforms (Average Motivation Refreshment, Average Motivation Network Average Motivation Sponsor, Average Motivation Self Expression and Average Motivation Fame) as independent variable and dependent Variables was athlete performance measured by 4C's theory (Concentration, control, confidence and commitment). Other dummy variables were also used in the analysis. It was found that there was a significant non zero correlation between the main independent variables average Motivation Sponsor (0.21), average Motivation refreshment (0.14) and dependent variable average concentration showing an impact of these two motivations of athletes to use Social media have an effect on concentration

ability of the athletes effecting the athlete's performance. These values shows that athletes use of social media for getting sponsors, branding, marketing and using social media for fun and enjoyment effects the concentration abilities of the athletes.

These results are similar to the finding of (Code, n.d.) and (Jowett & Cramer, 2009) in their research. Most of athlete's motivation to use Social media is to get sponsors to increase their physical and mental capabilities to perform batter without being worrying about their expenses. Social media use can reduce your homesickness keeps you focus on your competition while you are away from home and the same social media can distract you from your competition if not used properly. Other additional variable showing a non-zero relationship was gender. All the other four motivations were having no significant impact on athlete's performance.

In case of second dependent variable average confidence it was found there was a significant non zero correlation between the main independent variables average Motivation refreshment (.006) and dependent variable average confidence showing an impact of social media use for refreshment by athletes for fun and enjoyment have effect on their confidence ability effecting the athlete's performance. This finding is similar to the study of

(Frisby & Wanta, 2018) mentioned in the literature that most of the athletes uses social media for fun and enjoyment reduces their mental stress and bring them into a positive mood but at the same time so much addiction to social media use for fun and enjoyment can give you stress, it can bring you wide array of other negative consequences like fear to failure win or lose and it can result in lack of self confidence in athlete on his own abilities (Frisby & Wanta, 2018).Other additional variable showing a non-zero relationship was gender. All the other five motivations were having no significant impact on athlete Performance.

In case of third dependent variable average control, it was found that out of six motivations, not a single motivation was having a significant impact on the athlete control ability. Which shows that different motivations to use social media have no impact on the controlling abilities of the athlete. The only significant number was additional variable Kickboxing showing a non-zero relationship.

In Case of fourth dependent variable average commitment, it was found that there was a significant non zero correlation between the main independent variables average Motivation refreshment (0.28) and dependent variable average commitment showing an impact of social media use for

refreshment by athletes have effect on their commitment ability effecting the athlete's performance. This finding is similar to the study of (Kaplan & Haenlein, 2010) mentioned in the literature social media use for fun and enjoyment to release stress is good but should be under control amount but most of the athletes have addiction to use social media till late hours at night without any commitment and miss their early morning session or feel lazy and unrelaxed during their training session, this can impact the athletes commitment to their goals and abilities to perform .Other additional variable showing a non-zero relationship was gender. All the other five independent variables were having no significant impact on the commitment abilities of the athletes.

5.1 Conclusion

After conducting the study, it was found that elite martial arts athletes of Pakistan highest motivation to use social media platforms is to get fame, followed by the motivation of self-expression and third motivation was to get knowledge from social media regarding their sports. The highest used social media by Pakistan elite athletes was Facebook followed by Instagram on second and twitter on third. It was found that 61 % of elite martial arts athletes of Pakistan consumes daily 1 to 3 hours on social media daily while the leftover 39 % consumes 3 to 5 hours per day. Majority of the elite athlete

almost 70 % don't use social media before training or match and during the competition breaks or trainings breaks. While it was found half 50 % papulation of Pakistan elite martial arts athletes are late night social media users almost 24 % athletes use social media between 11:00 pm to 12:00 am and the rest of 26 % use it afterword's from 12:00 am which is extremely bad showing lack of commitment of the athlete to their goals having no control on their self. It can result in missing their early morning sessions, loss of concentration and poor performance due to not giving proper rest to their mind and the body.

It was found that amount of media consumption has significant impact on the Concentration, confidence, control and commitment ability of the athletes. It shows that amount of media consumption effects the concentration, confidence, control and commitment abilities of the athletes effecting the athlete's performance in both positive or negative ways depends on the social media use by the athletes. If the athlete consumes a quality specific time on social media as needed to achieve the goals will be able to get improve concentration, improved confidence, improved control and improved commitment but if an athlete is addicted to social media using it every time and thinking about that while eating, training, competing and using it till late night instead of doing rest and sleeping will definitely get detraction

from his goals and will effect negatively his Concentration, confidence, control and commitment abilities resulting in poor performance. Although a new research in needed to find out the pros and cons of amount of media consumption on athlete performance.

Further it was found the out of six different motivations (Average Motivation Refreshment, Average Motivation Network Average Motivation Sponsor, Average Motivation Self Expression and Average Motivation Fame) only two motivation refreshment and Sponsor were having significant impact on the concentration abilities of the athlete. Showing that these two motivation can be the reasons to effect athlete's concentration positively or negatively, athlete concentration to perform will be better if they are mentality fresh and have good sponsor, but it can also be negatively affected if they use social media just for fun and enjoyment and are worried about their sponsors, financial conditions that can affect the athlete concentration negatively showing an impact of these two motivation on the concentration ability of the athletes. It was further found that the out of six motivations the only single average motivation refreshment was having significant impact on the confidence and commitment abilities of the athletes. It shows that social media use for fun and refreshment can have impact on the confidence and commitment abilities of the athletes if not used properly. All the other five

motivations were having no effect on the confidence and commitment abilities of the athlete's performance. While not any single motivation out of six was having significant impact on the control abilities of the athlete showing that not any single motivation is effective to impact on the control abilities of the athletes.

5.2   Implication for Future studies

It is recommended that large sample should be involved varying demographic characteristic including all Olympic sports athletes having a good medium of education to understand more batter the impact of media. Other areas of research worth pursuing include the positive and negative impact of social media sites on Athlete performance. They can also investigate the impact of late night social media on athlete performance or mental and psychological conditions. Other area can be to find out the positive and negative impact of different motivations of social media sage by athletes.

5.3   Recommendations

Based on the findings of this study, it is recommended that the Pakistan Olympic association should arrange seminars for coaches, managers and athletes to teach them about the efficient management of their social

media platforms. The coaches and managers should try to interact in a friendly way with their athletes to reduce their social media use. They should try to convince them to not use social media till late hours at night which is damaging for their next day workout. Seminars should be held for athletes to teach them about positive and negative aspects on social media usage on their performance. As the highest motivation of athletes to use social media was fame then self-expression and knowledge, they should be taught to get fame the only way is excellent performance, they should be taught how to express their self instead of doing a mistake that leads them towards scandals or ban from sports by sports authorities and how to use social media to get latest knowledge by connecting to good knowledge platforms and elite personalities. It can be only possible by teaching the athletes.

Pakistan Olympic association and every representative federation should create a social media usage policy for their athletes, that should be in favor of athletes to develop them psychologically, physically, skill wise and financially by providing them various opportunity to connect with experts of different fields and Sponsors. This policy should also adopt preventive measure to have a check on athletes to not cross the red line for keeping them committed to their goals. In this policy they should ask from the athletes about their time to time progress, ask about the distraction or hurdles they are facing

and try to solve it, if not possible individual consoling they should conduct live seminar or brief solution video of the problem on social media platforms for all the athletes.

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Appendixes

Appendix 1. Questionnaire

Gender

Male

Female

Other

Age

< 16

16 – 21

22 – 26

27– 33

34_ 40

>40

Which platform of social media do you use the most?

Facebook

Twitter

Instagram

LinkedIn

Tiktok

All of the above

Are you a regular user of Social Media?

Yes

No

How long you using Social media?

_____

What was your highest achievement before or occasionally using social media?

_____

How long you started using social media regularly?

_____

What is your highest achievement after using regularly Social media?

_____

What is the Achievement as an Athlete (2018 to 2020)?

Year	Competition Level	Achievement

My motivation to use social media platforms is:

	SA	A	N	D	SD
It's a source of building a networking for me with other players of the world.					

I collect a lot of knowledge about my sports on social media					
I watch my sports-related videos on social media to improve my skills.					
It is an easy source for me to communicate my game fellows and coaches.					
It's the easiest way to convey my opinion about my sports life.					
It gives me recognition at the global level.					
Social media is a big source of getting fame overnight.					
I can easily communicate my message to the people without relying on journalists.					
I use social media to avoid homesickness when I am away from home.					
I use social media to get sponsors easily for my training and competitions					
I use social media for branding and business perspective.					
I can perform batter when my social media fans support and motivate me.					
I use social media for fun and enjoyment					

Time Consumption

How much time you spend daily using social media

<1 h		1-2 h		2-3h		3-4		4-5h		5<	

How much time you spend weekly using social media

<1 h		1-5 h		5-10h		10-15		15-20h		20<	

How much time you spend on social media while training

0 mint / No use		05 mint		10 mint		15 mint		>15 mint	

How much time you spend on social media before competition

0 mint/ No use		05 mint		10 mint		15 mint		>15 mint	

How much time you spend on social media during competition breaks

0 mint/No use		05 mint		10 mint		15 mint		>15 mint	

How much time you spend on social media after your competition

0 mint/ No use		05 mint		10 mint		15 mint		>15 mint	

SNS impact on athlete Performance (Evaluation by 4C's Theory) Likert 5 points scale

Strongly agree, Agree, Neutral, Disagree, Strongly Disagree

Concentration—ability to maintain focus	SA	A	N	D	SD
The more time I spend on using social media the more my concentration reduces					
During training my concentration is distracted by social media thoughts and notifications on my cell phone.					
I cannot focus, listen to my coach very carefully during training and competitions					
I always think about what's happening on social media during training and competition.					
I am always worried about fans reaction about my performance result during competition					
Confidence—believe in one's abilities					
I don't feel confident to perform by getting positive comments by coaches and fans.					

I lose my confidence when criticism is done by fans on my performance at social media					
Social media fans high expectation always gave me anxiety to lose my confidence					
I lose my confidence by watching the successful performance videos and news of my opponent on social media					
I feel over confident sometimes by extra social media coverage					
Control—ability to maintain emotional control regardless of distraction					
I cannot control my emotion and perform well when someone criticize my performance on social media.					
I get angry and lose control to achieve my goals after getting bullied by someone on social media					
I will be upset if my coach cut down the amount of time I spend using social media.					
I feel anxiety and lose self-control when my competitions are announced publically on social media					
I am always worried to fulfill my social media fans expectation					
Commitment—ability to continue working to agreed goals					
I always find myself using social media longer than intended during my rest hours					
I often miss my early morning training due to using Social media at late night					
I cannot stop myself from using social media in rest hours and feel lazy in training session					
I sometimes neglect my training session because of being busy using social media					
I am not committed to social media use for obtaining sports knowledge to improve my performance					

국문 초록

엘리트 운동선수의 소셜미디어 이용 정도와 동기가 운동수행 능력에 미치는 영향에 관한 연구: 파키스탄 엘리트 무술 선수를 중심으로

알살란

서울대학교 대학원

체육교육과 글로벌스포츠매니지먼트

소셜 미디어는 산업계에서 다른 웹사이트들과 비교하여 놀라운 성장세를 보여주고 있다. 특히 이러한 성장은 스포츠와 엔터테인먼트 산업에서 스포츠와 운동선수들의 퍼포먼스에 중요한 역할을 하고 있기도 하다. 이 연구의 목적은 소셜 미디어 사용이 파키스탄의 엘리트 무술선수들의 경기력에 미치는 영향을 분석하는 것이다. 이 연구를 위해 양적 연구방법을 채택했으며, 파키스탄의 엘리트 무술 선수 201 명을 대상으로 설문하여 연구 결과를 작성하였다. 구체적으로 Mackenzie (1997)가 개발한 '4C 이론'을 기반으로 설문지를 작성하였고, 조사된 문항들은 기술 통계, 다중회귀분석과 같은 통계 방법을 사용하여 분석되었다.

엘리트 격투기 선수들이 가장 많이 사용하는 소셜 미디어 플랫폼은 페이스북이었으며, 이들이 소셜 미디어를 사용하는 가장 큰 동기는 명성을 얻기 위해서인 것으로 나타났다. 엘리트 무술 선수의 61.3%가 하루 1 시간~3 시간 미디어를 소비하는 반면, 나머지 39.7%는 하루 3~5 시간 소비하는 것으로 나타났다 엘리트 선수 중 50%는 오후 11 시부터 늦은 밤까지 소셜 미디어를 사용하였다. 미디어 소비량(시간)이 집중력(concentrate), 자신감(confidence), 제어력(control), 헌신(commitment)와 같은 4C 에 미치는 영향은 모두 유의미한 것으로 나타났다. 한편 소셜 미디어 플랫폼을 사용하는 6 가지 동기 중에서 명성과 정서적 환기의 동기 만이 집중력에 영향을 미쳤고, 자신감과 헌신에는 정서적 환기 만이 유의미한 영향을 주는 것으로 분석되었다. 그러나 자신감에는 그 어떤 동기도 중요한 영향을 미치지 않는 것으로 도출되었다. 결과적으로 운동선수의 4C 와 같은 퍼포먼스에 소셜 미디어 이용시간은 중요하게 작용하고, 사용 동기는 경우에 따라 다른 것을 확인할 수 있다. 이 연구는 운동선수의 성적에 긍정적이고 부정적인 영향을 미치는 요인을 알아냈고, 이는 향후 유사한 연구에 도움이 될 것이다. 또한 운동선수들을 위한 소셜 미디어 이용 정책을 설계하는 데에도 유익한 정보를 제공할 것이다.