

# Impact of Social Media on Sports Players of Maharashtra

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**Abstract:** *This study is investigated that the impact of social media of sports players with the help of questionnaire method tool. The finding of the study my help in better understanding impact of social media on sports players of Maharashtra. In this study we use questionnaire method for perfect analysis of data and interpretation of the data and makes charts for each question that clearly shows the result. The finding is also we used can be as a screening technique. Role of the impact of social media on sport players for improvement of the addiction of the all players. To put forward the impact of social media on youth for further development in sport player's lifestyle, parents and kids. The study may increase the Awareness of social media impact on peoples and society. To satisfy the player's about their impact knowledge of social media. The study was delimited to 45 players of Maharashtra state. The study was limited to players of Maharashtra state whose age group is 18 to 25 years.*

**Keywords:** Social media, sports players, Maharashtra players.

## I. INTRODUCTION

Social media are interactive media technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. Social Media has impacted every industry and it hasn't left the sports industry untouched either. The cognizance on Social Media within the Internet Marketing and Search Engine Optimization (search engine optimization) industry has been developing swiftly in latest years. Social Media is deeply woven in our social tradition and Social Media platforms like Twitter and Face book have enabled Professional groups and athletes bridge the space between fanatics and themselves. Almost each foremost team now has a social media account wherein applicable bulletins are made without delay to all the enthusiasts. Social Media is actively being used by athletes as well to have interaction and engage with fanatics, recommend brands and announce their activities. More than 60% of sports activities fans comply with their preferred recreation and athletes on line now. In 2016, there has been a forty% rise in sharing of sports clips on-line. Sports has virtually embraced social media with each palms, many teams actively involving social media companies to manipulate their social debts with international following. This has not simply helped in better engagements with the fanatics however has also caused new process opportunities. In Germany, nearly eighty five% of Bundesliga stars have an internet presence. Social media can be each a blessing or a burden, depending on how you use it. Social media has infiltrated nearly each place of our lifestyles. It may offer us with the modern-day affairs, sports activities information, and information about the most famous humans, or even advice on how to conduct our lives. It responds to our questions as rapidly as our hands can swipe, and our eyesight can seek. In today's global, maximum kids (and such a lot of grownups) cannot spend an afternoon without utilizing a few social media. The emergence of social media has loads of blessings. Nonetheless, because social media has penetrated so deeply into our everyday lives, there are bad outcomes and those seeking to take advantage of it for making some rapid cash.

## II. METHODOLOGY

### 2.1 Objectives

1. Role of the impact of social media on youth for improvement of the addiction of the all youths and kids.
2. To put forward the impact of social media on youth for further development in youths lifestyle, parents and kids.
3. The study may increase the Awareness of social media impact on peoples and society.

- To satisfy the youth about their impact knowledge of social media.

### 2.2 Hypothesis

- H1 there will be significant difference between social media and sport players.
- H2 there will be no significant difference between social media and sport players.

### 2.3 Selection of Sample

The sample consist of 45 sports players of Maharashtra those are from various games boys and girls sample. Whose age under 18 to 25 years. In this study convenience sampling method of non probability sampling is adopted.

### 2.4 Tool Used

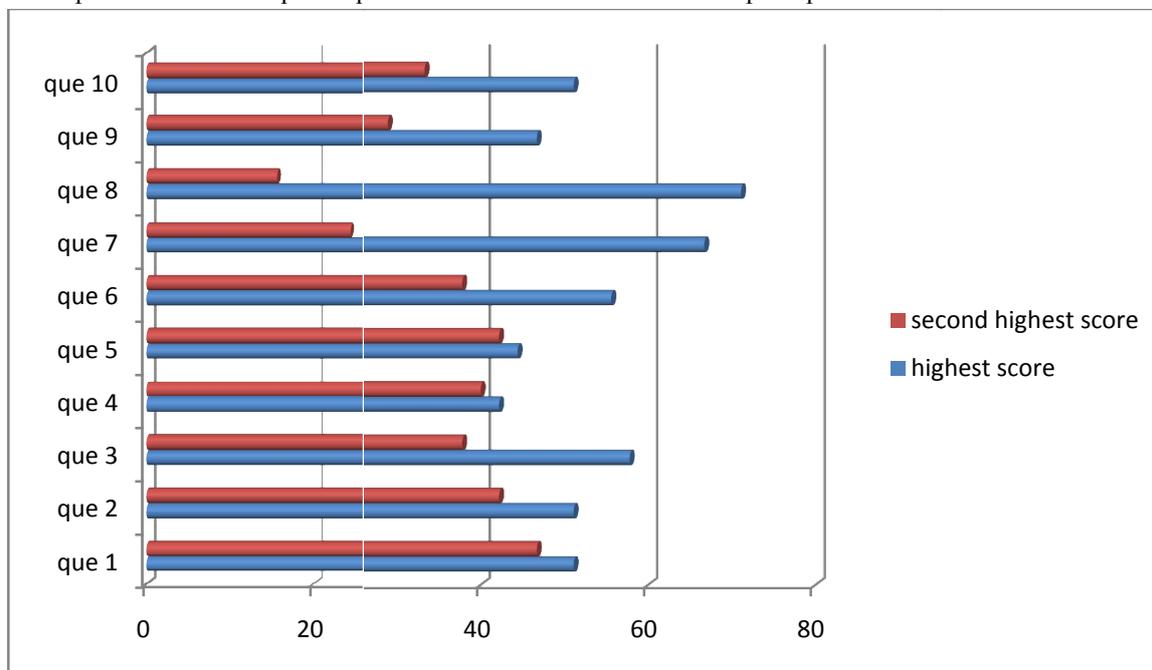
In this study we use the self prepared questionnaire for analyze the data. A questionnaire is a research tool featuring a chain of questions used to gather useful information from respondents. These units encompass both written and oral questions and comprise an interview-fashion format. Questionnaires may be qualitative or quantitative and can be carried out on-line, by cell phone, on paper or face-to-face, and questions don't necessarily must be administered with a researcher present. Questionnaires feature both open and closed questions and on occasion rent a aggregate of both. Closed questions offer respondents with a chain of predetermined responses they are able to choose from.

### 2.5 Statistics Used

In this study we use graphical representation for analyze the data and we give linear sequenced questions in a questionnaire and each question have up to down scoring like option A five score option, B four score option, option C three and option D have one score individually and finally interpretation of data and testing the hypotheses.

## III. RESULT AND CONCLUSION

Graphical representations of required questions are shows all scores from sports persons answers data.



**Table 1:** It shows highest and second highest scores percentage of answers.

## IV. CONCLUSION

- H1 there will be significant difference between social media and sport players is significant.
- H2 there will be no significant difference between social media and sport players is insignificant.

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