The Analytical Study of the Media's Role in Creating Crises: Perspectives of Administrative Bodies in Sports Clubs

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Abstract

Study purpose. This study aims to explore the role of sports media in creating crises that boxers may face, many journalists have failed to realize the dual role of the media in creating and managing crises. The media not only reports events but also acts as a key organizer in crisis preparation and management.

Materials and methods. The researchers employed a descriptive survey method, correlational relationships, and standard studies on a sample of (79) administrative members from boxing clubs in the southern provinces of Iraq out of a total population of (270). The researchers selected the sample deliberately and developed the research scale. After applying the scale to the main experimental sample, the results were collected and processed using SPSS. The findings suggest that the role of the media is not to create crises in sports environments, both specific to sports and in general society.

Research results. The media role in creating crises is perceived as having a low value from the perspective of administrative bodies. Simultaneously, this value is considered unsatisfactory, given that the media's duty is to contain and manage crises in line with the public interest, without exaggeration or exacerbation. Media also plays a significant and effective role in crisis management in general, particularly in the crises faced by boxers and the administrative bodies of sports clubs dedicated to this sport. This is attributed to the influential role of media in the sports community and society at large, facilitated by the rapid dissemination of news and its impact on society, whether positively or negatively.

Conclusion. The scale used in the study proves to be a valuable tool for detecting the level and role of media in creating crises, according to the perspectives of administrative body members in boxing clubs. The highest percentage for the sample in the scale of the media's role in creating crises was at a moderate level.

Keywords: Media In Crisis Creation, Sports Club Administrative Bodies.

Introduction

In the context of sports teams, a crisis is any major disturbance endangering the running, reputation, or financial stability of a sports club. This may include controversies involving management or players, financial difficulties, legal problems, and bad press coverage. Reducing harm and maintaining public confidence depend on good crisis management. In this paper, a crisis is defined as any major disturbance endangering the operational stability, reputation, or financial situation of a sports team. This covers controversies, legal problems, and financial mismanagement among other things. A crisis is an erratic occurrence that could adversely affect the functioning of a company and lead unfavorable results. In the same vein, a crisis as an unstable phase with either bad or good results depending on the management reaction (Ramadhan, Effendy, & Putra Pratama, 2023).

Media influence is the effect on public opinion and behavior around sports organizations and events resulting from different media outlets—including television, newspapers, radio, and internet platforms. Stories may be shaped, public attitudes formed, and sports teams' reputation and decision-making procedures changed by this impact. Media impact is the capacity of different media formats to affect public opinions and actions toward sports teams. According to agenda-setting theory developed by Easterbrook (2021), the media greatly shapes people's opinions rather than determining what they believe.(Easterbrook & Hadden, 2021) Boxer's face various types of crises on different levels, not only as athletes but also specifically as participants in a violent sport where causing harm to the opponent is integral to achieving victory. The wrong training methods can easily cause physical injury (Liu, 2023).

Consequently, boxers encounter multiple issues related to the game's rules, their adherence to them, psychological challenges arising from injuries, and social problems due to the absence or weakness of authority and law (Yang, Yi, & Liu, 2023).

It is important to note the distinction between a crisis and a problem; a problem only transforms into a crisis if ignored or left unresolved, allowing the media to negatively spotlight it. The initiation of a crisis often originates from media coverage across all available platforms (Yang et al., 2023).

Media should not act as the creator or source of crises. The roles assigned to media in our societies must align with the surrounding circumstances, focusing on constructive efforts rather than destructive ones. Real issues should be addressed without fabricating fictional problems, playing with the emotions and minds of the sports audience, and prioritizing public interest over personal gain.(Tjønndal, 2020) In this context, media can genuinely contain and manage a crisis rather than creating, publishing, and thriving on it.(Appelgren, 2022)

A study by Koronios et al. (2020), reported that the public opinion of sportsmen and teams is shaped by media presentation, participants' consumption intention is much influenced by internal and external motivators like connection to team, accomplishment, social, drama, role model and promotion noticed. Furthermore highlighted was the significant influence on consumption intention of structural and intrapersonal limitations. . It emphasizes how public views are formed by both conventional and social media.(Koronios, Travlos, Douvis, & Papadopoulos, 2020)

A study by Hogg (2021), This study investigates the effects on sports journalism of social media platforms changing the scene of sports communication, including direct connection between players and supporters.(Hogg, 2021) A study by Koronios et al. (2020), investigates the relationship between media coverage and sports event popularity as well as how media exposure could either strengthen or undermine the reputation of a sports event.(Koronios et al., 2020 ; Liu (2023), presents case studies and efficient communication frameworks by analyzing many crisis communication techniques used by sports teams throughout diverse situations.(Liu, 2023 ; Jetten et al. (2021), emphasizes both effective and unsuccessful approaches on how sports teams use social media for crisis management.(Jetten

et al., 2021;West., 2022), investigates how crisis situations influence athletes' and sports organizations' reputation as well as the part communication plays in controlling and lessening harm. (West & Iyengar, 2022:Gustian et al. 2024), investigates sports organizations' public relations policies with an eye on maintaining relationships with different stakeholders.(Gustian, Saputra, Rakhmat, Yustiana, & Primayanti, 2024)

The problems confronting boxers in their daily life are numerous, and diverse, and stem from various sources. Media often highlights these problems as controversial topics, portraying them as sensational news. Unless these problems are addressed with precision and sensitivity, ensuring their accuracy or lack thereof, they frequently escalate into crises. The repercussions of such crises can be severe, posing challenges that are difficult to handle and requiring intricate solutions.

Hence, the researchers recognize the importance of this study in understanding the role of media in creating crises that significantly impact athletes in general and boxers specifically. The study utilizes a scale specifically designed for this purpose to measure the extent of media influence in crisis creation and its subsequent effects on athletes, particularly boxers.

Materials and methods
Study participants

The researchers identify the research problem as the multifaceted issues faced by boxers in their daily lives, which, when not addressed with careful consideration and assurance of their validity, tend to transform into crises. The media plays a significant role in portraying these problems, often sensationalizing them and contributing to the difficulty in finding swift and easy resolutions. Therefore, the researchers aim to address this problem by constructing and refining a media crisis creation scale, considering the perspective of administrative bodies, to provide guidelines and solutions for effectively managing such crises.

Study organization

The research sample was selected from the original research population, which consisted of 270 administrators. These individuals are members of the administrative bodies of sports clubs practicing boxing in the southern provinces. For this study, a portion of this population was chosen, comprising 29.24% of the research community. The selection was distributed among boxing clubs in the southern region, as detailed in Table 1. The sampling method employed was deliberate, and the selected sample includes representatives from various clubs.

The construction sample included 45 administrators, each representing the clubs in the southern region (Al-Janoob, Sufwan Al-Betrochemical, Dujlah, and Maysan). The application sample, consisting of 26 administrators, represented the clubs in the southern region (Al-Nasiriya, Thi Qar, and Al-Rumeitha). Additionally, the survey sample from Al-Mina Club comprised 8 administrators.

Table 1. Illustrates the Research Population and Sample, and How They Are Distributed Among Boxing Clubs

No	Club Name	Province	Number of Admin-istrators	Sample Classification and Their Numbers from Each Province	Sample Percentage from Province	Sample Percentage from Community

1	Al-Mina			Survey Sample	8 administrators	22.85%	2.96%
2	Al-Janoub	Basra	35 administrators		27 administrators	77.14%	10%
3	Safwan			Construction Sample			
4	Betrochemical						
5	Dujlah	Maysan	18 administrators		18 administrators	100%	6.66%
6	Maysan						
7	Al-Nasiriya	Thi Qar	17 administrators	Application Sample	17 administrators	100%	6.29%
8	Thi Qar						
9	Al-Rumeitha	Al-Muthanna	9 administrators		9 administrators	100%	3.33%
Total	Four Provinces	79 administrators		79 administrators		29.24%	

The research included choosing physical education and sports administration specialists to assess the first scale components. This purposeful sample guarantees that the scale's validation and comments come from informed, experienced people familiar with the topic area. Simple Random Sampling is: Choosing a representative sample of sports administrators using simple random selection after the first expert assessment This approach guarantees that every person has an equal opportunity of being included in the sample, therefore helping to reduce selection bias and improve the representativeness of the sample. These sampling techniques taken together provide a balanced approach, using the knowledge of informed people for scale validation and making sure the larger sample of managers is randomly chosen to fairly represent the population.

The first step was intentional sampling to get thorough comments from professionals, therefore improving the scale and guaranteeing its relevance and clarity. The second step was simple random selection to choose 45 administrators from southern advanced boxing clubs, therefore ensuring representativeness. This random selection procedure guarantees that the results may be used to a larger spectrum of sports teams and managers.

To achieve the objectives of the current research, which involve constructing a scale titled "The Role of Media in Creating Crises for Advanced Boxers in the Southern Region," the researchers followed the following steps:

The purpose of constructing the scale is to identify the crises generated by the media for advanced boxers in the sports clubs of the southern provinces. The scale aims to determine the level of these crises from the perspective of administrative bodies. To segment the scale under its primary title, representing specific axes, the researchers, after reviewing scientific sources and references, identified three axes for the scale ("Crises Created by Media on Boxers"):
Firstly: From Within the Sports Institution, as follows:

Technical Crises Administrative Crises-Financial Crises Medical Crises (Psychological and Physical)

Secondly: From Outside the Sports Institution, as follows:
a. Crises Related to Changes in Regulations
b. Crises Orchestrated by Competitors and Detractors
c. Crises Arising from Intentional and Unintentional Rumors

Preparation of the Initial Draft of the Scale

The researchers conducted personal interviews with some experts and specialists in the fields of sports management, sports psychology, and sports sociology. They also drew on the researchers' expertise in both boxing and sports management. By gathering opinions and obtaining information from these experts, the researchers were able to identify the dimensions and formulate paragraphs for the scale.

The researchers then conducted a synthesis between the experts' opinions and a review of literature and previous studies. As a result, they identified four dimensions for the scale, representing crises created by the media:
1. Social Crisis (orchestrated rumors)
2. Technical Crisis (losses, setbacks, and changes in regulations)
3. Financial Crisis (financial deviations related to payments and entitlements)
4. Health Crisis (physical and psychological)

These dimensions were presented to a panel of experienced referees in the fields of sports management, organizational sports, sports psychology, and sports sociology. There was a unanimous agreement among the experts in all the mentioned areas, with a percentage of 100%. Subsequently, the researchers formulated 50 items distributed among the dimensions as follows:
1. Social Crisis: 12 items
2. Technical Crisis: 12 items
3. Financial Crisis: 12 items
4. Health Crisis: 14 items

Presentation of the Initial Scale Formulation to the Referees

The researchers presented the initial formulation of the scale to a panel of experienced referees in the fields of sports management, sports psychology, and sports sociology. This step aimed to ensure the suitability and feasibility of each item in terms of vocabulary, formulation clarity, and the proposed scale's appropriateness. After receiving responses and feedback from the experts, it became apparent that items on which 75% or more of the experts agreed were acceptable, totaling six out of eight experts.(Alhedayani & Alkhammash, 2023)
Based on this, the researchers established the following criteria:
1. Items would remain if the agreement on their suitability was 75% or more.
2. Items would be deleted if the agreement on their unsuitability was less than 75%.

The final analysis resulted in accepting 40 items for the crises created by the media scale. Ten items were removed, including two from the Social Crisis dimension (5-11), two

from the Technical Crisis dimension (15-18), three from the Financial Crisis dimension (26-32-34), and three from the Health Crisis dimension (42-45-46). This is outlined in Table 2.

Table 2. Illustrates The Percentage Of Agreement Among Experts And Specialists On Each Paragraph Of The Scale Measuring The Crises Created By The Media

Item	Percentage %	Item	Percentage %	Item	Percentage %	Item	Percentage %
1	100	14	100	27	100	40	100
2	87.5	15	50	28	75	41	75
3	75	16	87.5	29	87.5	42	50
4	100	17	100	30	75	43	75
5	50	18	37.5	31	100	44	100
6	75	19	75	32	37.5	45	50
7	87.5	20	100	33	75	46	37.5
8	75	21	75	34	50	47	100
9	100	22	87.5	35	87.5	48	75
10	75	23	75	36	75	49	87.5
11	37.5	24	87.5	37	100	50	75
12	100	25	75	38	75		
13	87.5	26	50	39	87.5		

Choosing the Evaluation Scale

The scale was adjusted by assigning weights according to the preferences of the sample individuals on the evaluation scale. The paragraphs were formulated in both positive and negative directions, as shown in Table 3.

Table 3. Illustrates the Correction Scale for the Scale Items

Paragraph direction	Always	Often	Sometimes	Rarely	Never
positive	5	4	3	2	1
negative	1	2	3	4	5

Survey Experiment

With this, the scale became ready for application to an initial sample of advanced boxers in Basra Governorate (Al-Minaa Sports Club) to ensure the sample's understanding of the scale's items, their clarity, formulation style, and to identify any unclear items in terms of language and content. The scale was applied to (8) administrators from Al-Minaa Sports Club on April 20, 2022. The results of this procedure indicated that the scale items were clear for all sample members.

Scale Application Procedures for the Pilot Sample

The primary purpose of applying the scale to the pilot sample is to determine the discriminative power using statistical methods to obtain accurate items. The researchers applied the scale to the pilot sample, consisting of (45) administrators, on May 1, 2022. After distributing and collecting the questionnaires and meticulously reviewing each form to ensure that all items were correctly answered, none of the forms were excluded.

Item Discrimination

Item discrimination refers to the "ability of an item to discriminate between individuals with high and low scores".(Towery, Billings, Zengaro, & Sadri, 2023) To assess item discrimination and calculate it, the researchers followed these steps:

1. Calculate the total score for the scale by summing the scores obtained for each item in the questionnaire (positive and negative).
2. Determine the total score for each individual in the pilot sample.
3. Arrange the scores obtained by individuals in the pilot sample in descending order.
4. Select (27%) of the results from the pilot sample, representing the highest scores.
5. Select (27%) of the results from the pilot sample, representing the lowest scores.
6. Obtain two groups, each consisting of (11) forms.
7. Analyze each item to calculate the item discrimination using the independent samples t-test, testing the significance of differences between the two groups for each item (Gustian et al., 2024).
8. Apply the t-test for each item in the two groups, with computed values ranging from (6.10 - 9.71) for the "Role of Media in Creating Crises" scale from the perspective of the administrative bodies of boxing clubs in the southern region. These values are statistically significant, indicating that all values within this range are distinctive. Therefore, no item from the "Role of Media in Creating Crises" scale, consisting of (40) items, was excluded. Table 4 illustrates the discriminative power for each item of the "Role of Media in Creating Crises" scale from the perspective of administrative bodies.

Table 4. Shows The (T-Test) Value For The Significance Of Discriminating Items In The "Role Of Media In Creating Crises" Scale

Item	Discrimination coefficient	Item	Discrimination coefficient	Item	Discrimination coefficient	Item	Discrimination coefficient
1	9.04	11	8.52	21	8.95	31	7.92
2	7.12	12	6.65	22	7.93	32	8.83
3	9.28	13	8.31	23	8.91	33	7.25
4	9.06	14	8.26	24	9.58	34	6.88
5	8.35	15	7.19	25	7.19	35	6.10
6	8.37	16	6.13	26	6.26	36	8.79

7	6.24	17	7.91	27	7.35	37	6.19
8	7.63	18	8.25	28	8.76	38	7.85
9	9.28	19	8.75	29	9.71	39	7.19
10	8.52	20	9.65	30	6.41	40	7.85

Scientific Properties of the Scale
Validity

Validity of a test refers to the degree to which it measures what it is intended to measure. A valid test or scale accurately measures all the phenomena it was designed to measure and does not measure anything else or add anything.(Koronios et al., 2020) Various methods for assessing validity exist, and its significance lies in constructing and designing scales by precisely measuring the phenomenon under study. Validity is multifaceted and encompasses logical validity, apparent validity, and content validity.

Firstly, Logical Validity:

Logical validity serves as the initial essential step in constructing and designing scales. It involves the examination of the scale's vocabulary, content, and substance. Logical validity, therefore, implies a match between the behavioral sample covered by the test and the behavioral area intended to be measured (Vasileva & Chumakov, 2024). Researchers conducted this type of validity by defining the crises generated by the media, the research topic, and analyzing and formulating its paragraphs to align with each axis of the study.

Secondly, Apparent Validity:

This type of validity is required in constructing tests and scales to indicate the suitability of the scale for measuring the desired trait. It involves assessing the clarity and relevance of scale items and their suitability for measuring the desired trait. Experts in the field of physical education agreed that these items are easy to formulate, clear, and have a strong relationship with measuring the intended trait (75% or more). Apparent validity is achieved when experts confirm that the test accurately measures the desired trait (Vasileva & Chumakov, 2024)

Thirdly, Construct Validity:

Also known as conceptual validity, it is one of the most suitable types of validity since it relies on experimental verification of the degree of alignment between item scores and the property or concept intended to be measured. Analyzing item scores provides indicators of this type of validity.(McGillivray, Koenigstorfer, Bocarro, & Edwards, 2022) Therefore, this type of validity was verified through Table 4.

Scale Validity: Validity in the context of scales is their degree of measurement in line with their intended use. As the measure was being developed, many forms of validity were evaluated by examining the terminology, content, and substance of the scale will help one to determine its logical validity. Logical validity guarantees a congruence between the behavioral region intended for measurement and the behavioral sample the test covers. The scale items were developed to fit each axis of the study once the researchers characterized the crises created by the media. Also referred to as face validity, apparent validity evaluates the clarity and relevance of scale items as well as their fit for gauging the intended attribute. Physical education professionals examined the materials and verified their relevance and intelligibility, so attaining a consensus of 75% or more agreement, so demonstrating great apparent validity.

Scale Reliability

Reliability is a crucial condition for an accurate scale. It refers to the consistency and stability of the scale's results when repeated on the same individuals. (McLean et al., 2021) To assess the test's reliability, the researchers chose the method of Cronbach's alpha. The internal correlation coefficient between items determines the Cronbach's alpha. When applied to the sample group, the reliability coefficient was found to be 0.875, indicating good and acceptable reliability. This method is summarized by conducting the test on the sample separated by a period of time, after which the correlation between the two tests is identified and the extracted value represents the test reliability coefficient (Tamir, 2023). For this reason, the scale was applied to (8) administrators from Al-Mina Sports Club, and after (10) days had passed from the first test, that is, on April 30, 2022, the scale was applied again, and the significance of this correlation appeared.

Accuracy of the Scale Reliability in the context of scale findings is their consistency and stability when repeated under same circumstances. Cronbach's alpha was employed by the researchers to evaluate the internal consistency of the scale, producing a dependability value of 0.875, thereby demonstrating high dependability. Giving the scale to a sample group and then re-administering it ten days validated this by revealing significant association in the outcomes. Expert Comment and Pilot Testing Originally used to guarantee the clarity and comprehensibility of the items, the scale was used to a small sample of Al-Minaa Sports Club official Comments from this group resulted in few changes to improve item clarity. The discriminative power of the items then was found using a 45-administrator pilot sample. Based on the findings of this pilot testing, none of the item were eliminated from the final scale; all demonstrated notable discriminative power.

Scale Objectivity

Objectivity refers to the absence of the researcher's personal biases and beliefs in test results. (McLean et al., 2021) Since the scale includes an answer key, it is considered objective, as all assessors can use the correction key and agree on results completely (Vasileva & Chumakov, 2024).

Statistical analysis

The researchers used the statistical package (SPSS), version (20):
1. Arithmetic mean
2. Standard deviation
3. Pearson's simple correlation
4. t-test for two connected samples.

The researcher also used the following statistical methods to reach the research.(Meier, Tickell, & Konjer, 2023)
1) Percentage
2) Standard grades
3) Modified standard scores.

Results

Levels are standard standards that represent the goal or purpose to be achieved for any particular characteristic because they include degrees that show the necessary levels. Therefore, the levels are prepared for individuals with a high level of performance.(Manoli & Anagnostou, 2023) The researchers chose to have (5) levels of the scale (the media and its role in creating crises from the point of view of administrative bodies) among advanced boxers in the southern governorates. When distributing the standard scores among the approved levels, the standard levels appeared as in Table 5.

Table 5. Displays The Standard Levels, Raw Scores, Standard Scores, Modified Scores, And The Percentages For Each Level Of The Media Role In Crisis Creation Scale

Standard Levels	Raw Scores	Standard Scores	Number	Percentage%
Very Good	160-136	3 – 1.8	-	0 %
Good	136-112	1.79 – 0.6	4	15,38 %
Middle	112-88	0.59 – -0.59	16	61,53 %
Acceptable	88-64	-0.60 – -1.79	5	19,23 %
Weak	64-40	-1.8 – -3	1	3.84 %

Table 6. Displays The Mean, Standard Deviation, And Level Of The Media Role Crisis Creation Scale

Scale	Mean	SD ±	Level
Media Role in Crisis Creation	111.25	15.75	middle

The above table 6, presenting the mean and standard deviation of the Media Role Crisis Creation Scale, indicates that the sample achieved a mean of 111.25 and a standard deviation of 15.75 for the scale. Comparing these values to the level chart, it falls within the "Middle" level. Researchers argue that the role of the media in creating crises is perceived as having a low value from the perspective of administrative bodies, Simultaneously.

Discussion

the value of data is considered unsatisfactory, given that the media's duty is to contain and manage crises in line with the public interest, without exaggeration or exacerbation. Media also plays a significant and effective role in crisis management in general, particularly in the crises faced by boxers and the administrative bodies of sports clubs dedicated to this sport. This is attributed to the influential role of media in the sports community and society at large, facilitated by the rapid dissemination of news and its impact on society, whether positively or negatively.(Chon & Kim, 2022)

Recent studies and research have demonstrated that the media possesses a considerable capacity to create any crisis that may confront the sports community, its leadership, or any sports entity. This is achieved through the broadcast of news that promotes the spread of malicious rumors, prompting higher authorities to intervene in leadership to resolve these crises or problems. Ahmad Zaki Saleh emphasizes the importance of sports media, stating, "Sports media, both historically and in contemporary times, acts as a public school that continues the work of various sports institutions such as clubs and youth centers. It goes beyond bridging the gaps between people by disseminating experiences that modify their behavior, whether young or old, in accordance with peaceful sports values and traditions".(Appelgren, 2022)

Furthermore, it is acknowledged that the media has the ability to incite crowds against governing bodies by addressing their advanced emotions and excessive enthusiasm for the sports teams they support. Media holds a tremendous influence on human emotions through its

use of presentation techniques that engage both the intellect and emotions. Saleh also notes the educational and informative role that sports journalism should play, fostering patriotism, particularly among youth and teenagers who represent a significant portion of its readership and those attending stadiums. Therefore, sports journalism should not be limited to focusing solely on the competitive and entertainment aspects but should also have an educational and enlightening role (McGillivray et al., 2022).

In conclusion, the creation of crises is an intentional media process based on pre-planned strategies aimed at stirring chaos among competitors in the sports field. To control and manage crises, it is crucial to identify their internal and external causes and determine the effective and influential parties, including the media. The effective role of the media involves utilizing all available resources and means to prevent the spread of rumors and news that could threaten stability. It also entails extracting lessons and gaining new experiences to enhance methods of dealing with future crises.(Becken, Friedl, Stantic, Connolly, & Chen, 2021a)

Researchers believe that the attainment of a certain level by members of administrative bodies is influenced by the media pressures that can be exerted on them. However, the impact of these pressures may be limited due to the determination possessed by members of administrative bodies. The limited impact can also be attributed to the fact that experience is a crucial requirement for those who bear responsibility and face such pressures.(Appelgren, 2022)

The relationship observed here is inversely proportional, indicating that the handling of crises with determination and high psychological resilience by members of administrative bodies reduces the strength of the impact of media pressures. This is evident in the case of a subset of administrative body members who performed well (15.38%). According to Koronios, this phenomenon can be explained in the context of the concept of psychological resilience, acting as a protective barrier against pressures.(Koronios et al., 2020) This resilience involves components such as commitment, challenge, control over reactions, and the ability to manage and control responses to rumors and external pressures.

Individuals with a high degree of self-control and self-management tend to address and resolve difficult problems and crises, presenting a form of challenge. On the other hand, individuals lacking a desire for control are less inclined to challenge themselves in facing problems and tough crises. This notion is supported by(Di Bernardo et al., 2021), who emphasizes that individuals with higher resilience are more resistant, internally regulated, principled, and active against the pressures imposed by crises. Adaptation to environmental pressures is crucial for athletic achievement and excellence in results. Therefore, individuals with higher resilience effectively resist media pressures and crises.(Becken, Friedl, Stantic, Connolly, & Chen, 2021b)

Further states that individuals with higher resilience and experience, from his perspective, withstand pressures and do not succumb to illness. In contrast, individuals with lower resilience and experience are more prone to illness and incapacity. This emphasizes the importance of psychological resilience and experience in mitigating the impact of media pressures on administrative body members, ensuring effective crisis management, and maintaining a higher level of performance and achievement.(West & Iyengar, 2022)

Potential Limitations of the study's sample size, the results' generalizability might suffer. A limited sample size could not be sufficient to fairly depict the variety of sports teams and administrative entities, therefore generating possible biases in the result (Berbekova, A., Uysal, M., & Assaf, A. G. 2021). The research included a designated area's precise quantity of sports club administrators. Although this sample gave insightful information, a bigger sample size across many areas and different kinds of sports organizations might improve the generalizability and resilience of the results. Future studies should seek to verify and expand on these conclusions by using a larger and more varied sample. Another potential limitation is the

response biases, including social desirability bias, may arise when people respond with responses they feel to be expected or acceptable instead of their actual viewpoints (Wang, Hao, & Platt, 2021). This can distort the information and compromise the validity of the study's findings. The research guaranteed anonymity and secrecy of answers to help participants to make sincere and honest comments, hence reducing response biases. Furthermore, lessening the effect of such prejudices is the adoption of an established and trustworthy scale. Future research might use more advanced approaches, including indirect questioning techniques, to further reduce some degree of response bias, while it is admitted that some degree of prejudice could still exist. Another potential limitation is the cultural elements may greatly affect the way emergencies are handled and media is seen in various areas.(Van Aelst et al., 2021).

The results of the research might be culturally particular and might not be immediately relevant to sports teams operating in other cultural settings. The generalizability of the findings to other civilizations might be affected by the particular cultural and geographical setting of the research. Different cultural perspectives on media and crisis management strategies may greatly affect how one believes media to be in causing crises.(Zhou et al., 2022) Cross-cultural studies should be taken into account in next studies to investigate these variations and provide a more complete knowledge of the occurrences in many cultural environments. Another potential limitation is the results of the research rely on information gathered during a certain timeframe. Over time, media environments and crisis management techniques change, which may affect the future applicability of the results of the research. As new platforms and crisis management strategies develop, the fast-changing character of media and technology implies that results of the research might go out of current. Tracking changes over time would enable the evaluation of trends and long-term effects as well as a more dynamic perspective on the media's role in generating crises(Haider & Sundin, 2022)

Conclusions

The scale used in the study proves to be a valuable tool for detecting the level and role of media in creating crises, according to the perspectives of administrative body members in boxing clubs. The research sample was distributed across five levels. The highest percentage for the research sample in the scale of the media's role in creating crises was at a moderate level. The researchers recommends that Utilize the scale as a tool for assessing the role of media in creating crises, providing valuable insights for further research and decision-making. Emphasize the idea that the role of media is not intended for creating crises in sports environments, specifically in boxing clubs, and in society at large. This should be communicated effectively to mitigate any misconceptions. Conduct similar studies in other individual sports to explore the role of media and its impact further.

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Conflicts Of Interest

The authors declare no conflict of interest.

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