

Sports Programs on Iraqi Channels and Their Influence on Youth

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ABSTRACT

Objective: This study examines the impact of sports programs on Iraqi youth, focusing on how these programs affect social, psychological and behavioral values, and aims to evaluate the role of sports programs in shaping positive and negative behaviors among young viewers. **Method:** This study is based on the descriptive and analytical method, where a random sample of 300 Iraqi youth between the ages of 18 and 30 years from all regions was selected, and data were collected by using a questionnaire to find out how many people watch sports programs, how good these programs are, and how they affect values like discipline, cooperation, and love for sports. **Result:** The results showed that sports programs have a significant positive impact on social values such as discipline and teamwork, as the results showed that viewing hours contribute to enhancing these values significantly, while the impact of programs on negative behaviors such as sports fanaticism was small, and statistical analyses, such as the Chi-square test and regression analysis, also showed that there is a strong relationship between watching sports programs and enhancing positive behaviors. **Novelty:** The study confirms that sports programs play an important role in promoting social and psychological values among Iraqi youth, with the need to work on reducing the negative effects related to sports fanaticism by improving the content of these programs.

INTRODUCTION

The media plays a very crucial role in the formation of the consciousness of people and in determining their actions, especially in young people who form the majority sector in most societies. Of the innumerable types of programs that young people find fascinating, sports programs occupy a unique place because they combine elements of entertainment and educative instructions. The local channels in Iraq are observed to be a great platform for the broadcasting of different local and international sporting activities. They give highlight to different sports-related issues and draw attention to various aspects of youth and their involvement in sports.

Yet, the effect of such shows does not come down to the very fact of delivering sports news to the audiences or drawing attention to athletic events; they have deeper consequences in building leading principles and systems of values among the youth since through these shows, they get certain values instilled in them and shaped by them in their behavior. The potentials of such sport programs are that indeed, they can inspire the spirit of cooperation, discipline, and commitment valuable to build up a well-rounded personality among the youngsters, but some other programs actually may encourage negative behavioral development, sports fanaticism, or over-encouragements leading to a number of social problems.

Given the ever-increasing influence of media on the young generation, it is highly relevant to conduct an in-depth study about the role that sports programs broadcast on

Iraqi channels play in the formation of young minds and their behavior. The aim of the study is to give a correct analysis of the relationship explaining what psychological and social consequences these programs have on the young generation in Iraq. It also shows the successful application of these programs in inculcating positive values to the society, as it, at the same time, reduces the unintended consequence that may result in putting these programs into operation.

Study Issue

The relation of sports programs to youthful behavior is indeed an elaborate issue that deserves an in-depth critical assessment and analysis. As much as these programs may impart values such as cooperation, discipline, and commitment, potential negative impacts include sports fanaticism and associating such activities with violent behaviors. The problem has been further exacerbated by the infiltration of media and its increased influence on the daily beliefs and behaviors of teenagers. The study will, therefore, aim to establish the level of their influence in all spheres and explore ways of tapping into this influence to help positively affect the behavior of young people.

Study Importance

This importance is enhanced by the increasingly dominant role that sports programs play in the lives of young people, both as a source of knowledge and, at the same time, as entertainment. This research study, therefore, evaluates the manner in which the programs influence the change in behaviors among the youth in Iraq with regards to the role it plays in promoting good values such as co-operation and respect and at the same time, it may be used to bring about negative behavior. Another aspect the study will give added values to the Iraqi Channels to put forth some recommendations in developing and enhancing the contents' quality to make them viable to attain the purposes of the Iraqi Satellite Channels over the dimensions regarding its role about culture and education. Besides, it helps in analyzing the psychological and social impact the sports programs have on the young generation hence allowing the policy makers and media houses to design their products according to the needs and goals of society.

Study Objectives

This study tries to offer a wide-ranging study of the sports programming aired on Iraqi TV stations and its impact on the young generation, trying to achieve a set of key objectives. First, the study is going to try to discover the type of sport programs watched mostly by young people. Therefore, it will be easier to comprehend their trend and preferences. It evaluates the programs taken up in relation to psychosocial and social factors that influence the youth, so as to know how these initiatives expose both the positive and negative elements. In the last place, to try to produce clear and concrete recommendations on the content of sports programs so as to accomplish educational and cultural objectives for a positive sensitization of young people. The other objective is to guide the media as a tool for positivity instead of as part of the cause in negative behavior.

Conceptual framework

Media Concept

The tools and channels used to relay information, ideas, and messages from their origin to the ultimate recipients-the members of the public-include traditional forms such as newspapers, radio, and television, along with modern platforms such as the Internet and websites for social media. [1], defines media as "the tools that societies use for collective communication and the transmission of ideas and values." Media acts like an intervening variable between the society and an individual and exerts a vital influence upon the public view construction as well as creating a cultural identity among its members and notably youngsters.

Youth Concept

The terms youths generally are used to denote an age bracket, normally falling between adolescent and early adulthood. In the same period, the time of youth is widely believed to be critical for psychological and social development. Younger people in this stage are most responsive and flexible to the social environmental changes or influence. Therefore, they actually become a key target for mass media. According to [2], young people represent "the age group in which social processes, such as the search for identity, are most pronounced and influenced by environmental and cultural factors." Because of this fact, media has a profound impact on youth as it heavily influences their values and behavior.

The concept of sports programming

Sports programming is a genre of television, radio, or digital broadcasting of events, sports-related matters, or even performance analysis. Programs can vary in form from broadcasting live matches to presenting sports reports or talk shows debating sports affairs. As such, according to [3], "Sports programming is not used just as a medium to portray sports news, but rather as an important tool of molding the audience's view by underlining the values of sport itself and the cultural background related to sport."

Sport programs are a vehicle for instilling values like teamwork, hard work, and respect but if not professionally handled as to their content, could also cultivate in people damaging attitudes like sports fanaticism.

Socialization

Socialization is a process in which individuals learn the values and norms of the society and adjust themselves to their cultures. Actually, this process begins during early childhood and goes on throughout one's life. According to [4], "socialization is best described as the process by which culture, knowledge, and values are transmitted from one generation to another."

In the media field, athletic or non-athletic transmissions through television, transmissions play their part in socialization by transmitting models and roles with which the young are likely to identify themselves and imitate. The social learning theory, first proposed by [5], contends that people learn their behaviors through observation and modeling from media portrayals. Transmissions in the realm of sports are uniquely

positioned to be potent instructors of positive values and behaviors, such as dedication and discipline.

Media, Youth and Sport programmes seen through the lens of socialization.

Media also play a great role in educating and developing social values among youths through sport programs. Sports should not be viewed as just games; rather, they are a means of imparting the values of cooperation, sportsmanship, and hard work into the younger generation. As [6] have said, "Sport events involving teamwork and group successes will inevitably generate positive awareness among youth."

On the other hand, sports programs can be sources of negative influences if not appropriately structured. According to [7], a sports program based on the conflicts or competitions between teams may encourage sport fanaticism and violent behaviors among young viewers, so they need to be kept under close control in terms of the administration of the programs.

Media Impacts on Youth

Media are one of the major driving forces giving rise to collective awareness among the youthful people, in that various works have been documented on the ability of the media to influence an individual's behavior and groups, especially young age group with their heavy reliance on the same for information and guidance on how to live. [8] argues that the media are not just an information channel but also an active agent in the process of cultural and social cognition.

Sport programs are specially constructed to reach the biggest audience of young people using the attraction of athletic activities both as entertainment and as an educational field. These can, of course, be positive in embedding such values as discipline, commitment, and teamwork. This has been confirmed by a study conducted by [9] on the psychological effects brought forth by sports programming. He added that campaigns that highlight model sport stars and outline the processes made towards achieving such sports goals considerably spur the motivation of the young people and lead them towards positive behaviors.

However, sports programs can also produce negative effects if not properly managed. For instance, [7] argues that when media focuses on conflicts in sports or the high competition between teams, this could lead to an increase in hostile behavior among fans especially the young ones, which hence calls for proper management of such content. Sports programs socialization process role

The programs of sports normally occupy the front seat in the context of socialization, for sports are considered effective tools in inculcating values and increasing social interaction. According to [5] social learning theory, people learn by observing certain behaviors they are exposed to and emulating them; thus, sports programs remain important conduits in inculcating such salutary values as teamwork, perseverance, and fair play.

These sport programs, within the Iraqi context, help in presenting models of sport-both local and international-for young people, enabling them to assume the values of discipline and teamwork. Emphasizing success stories of Iraqi or international athletes

who have gone through great challenges enhances the feeling of hope and determination in the youth for achieving their goals. In addition, according to [10], sports provide not only a source of entertainment but also a great channel of socialization and reinforcement of interpersonal bonds in a community.

Despite some sporting programs that impart harmful values such as sports obsession and violence to the viewers, especially with the use of sensationalized or discriminatory media language. [11] noted that sports obsession is largely related to portrayal in media, as the way media portray a story may have the capacity to de-escalate or inflame sporting-related conflicts.

Relationship of the variables: Sport programs and their impacts among adolescents.

It sets out to find the correlation of the independent variable, or sports programming through Iraqi television channels, to the dependent variable-the effect of the aforementioned subject on the younger population. According to literature, depending on the content and way the sports program is projected, it may either act as a strong tool that inspires positive behavior or a channel which may promote negative ways, acting as a catalyst.

1. Positive values

Programs that involve narratives of success, combined with an emphasis on the importance of cooperation, can effectively motivate adolescents towards positive values. According to [6], the feature of human-interest stories of sports in the media boosts feelings of community belonging and leads to more positive relationships between people.

2. Destructive behaviors:

On the other hand, athletic programs based on conflicts or presenting an emotive view tend to cultivate aggressive behaviors. In this line of argument, the study by [12] holds that intense and biased sports content is likely to increase fanaticism in viewers, especially if such programs are meant to produce negative emotions, such as anger or hatred, toward a particular team.

Determinants explaining the relationship between variables

There are several mediating variables in the dynamics surrounding the relationship between sports programs and their overall effects on young people. The nature of the program instituted is one of these variables. Those that have educational content and positive mentors tend to promote positive values while those that do or would involve controversial or exciting aspects inevitably bring about the opposite in many cases.

The language used within the media is what dictates the audience's response, according to the study by [13], for the mere fact that application of objective and responsible language promotes sportsmanship.

Social context: the environment the young are in will condition their acceptance or rejection of media message; teenagers surrounded with value-positive settings are going to adopt healthier meanings embedded in media text.

This, therefore, calls for professionalism and high ethical values in the leadership of the sports programs since it influences young minds a lot. The media in Iraq should

provide the audiences with publications that will enhance positive values and, at the same time, avoid terminology which will promote disputes or sensationalist words which may spark negativity. In the views of [3], sports media should act as a tool to reach community peace and social development goals rather than being a source of tension or conflict.

As clarified within the theoretical framework, sports programs could very clearly be used to serve as tools of socialization and inculcation of good values like discipline and teamwork among youngsters. However, it clearly depends on what is used and in what manner. This means Iraqi media outlets should put in more effort to raise the quality of these sorts of programs so that the attained goals will be socially and culturally acceptable for the interests of both young men and those of the nation.

RESEARCH METHOD

Practical Framework of the Study

Study Methodology

The descriptive analytical approach was used in this research because it is the most appropriate for the current study because it identifies the phenomenon under study and then analyzes the effects of sports programs on Iraqi youth. In this regard,

The researcher targeted Iraqi youth aged between 18 and 30 years, because this category reflects the considered classes in society for potential exposure to and influence by sports programs, which stems from the huge interests that stem from the interest of sports and the media. A study of such a community should have participants from all levels of social and economic backgrounds along with different educational levels so that this age sample comprehensively represents the entire country.

A stratified random sample of 300 young people was drawn from different governorates to represent the geographical and cultural diversity in the survey. The sample distribution was determined based on the population of each governorate, taking into account the equal distribution of age groups (18-24 years and 25-30 years) and gender (males and females).

Data Collection Method

Data was collected from respondents in Baghdad, Basra, Mosul, Karbala and Erbil. To ensure representation from different geographical areas, the center, the south and the north. The researcher collected data during the period from September to November 2024.

Parameters Measurement Methods

1. Viewership Measurement:

The five-point Likert scale closed questions with scores ranging from 1 to 5 were used to determine the viewership rate and interest in the sports programs to indicate interest from never to always watching.

2. Measurement of Program Quality:

The preference types of sports programs among youth was sought using multiple choice questions; an explanatory option was allowed for open questions that aimed at determining why the choice of preference.

3. Measure of Psychological and Social Impact

Other closed questions using the Likert scale were also developed on how programs would have an effect on performances or behaviors such as if this would reinforce positive values in young people like discipline or cooperation and if sports fanaticism or aggressive behavior among its viewers will increase. The open-ended questions are added for the purpose of researching youths' view about this program, psychologically and socially, in-depth.

The research methodology will be a non-restrictive, random sample via questionnaires distributed with the help of electronic tools on Google Forms for the target youths in various governorates of the country and in paper form at universities and youth/sports centers in Iraq to increase the response rate.

RESULTS AND DISCUSSION

Results

Table 1. Demographic Categories Table.

Demographic Category	Category	Frequency	Percentage
Gender	Males	170	56.7%
	Females	130	43.3%
Age Group	18-22 years	100	33.3%
	23-26 years	120	40%
	27-30 years	80	26.7%
Education Level	Secondary Education	60	20%
	University Education	180	60%
	Postgraduate Education	60	20%

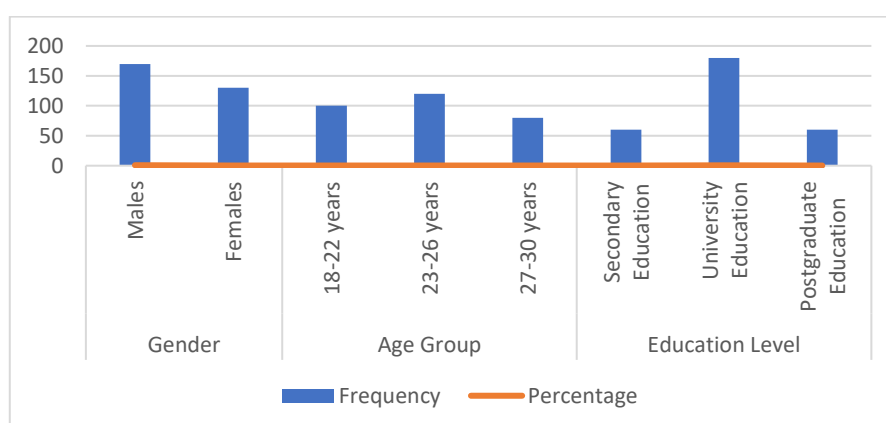


Figure 1. Demographic Categories Table.

Table 1 shows the demographic characteristics of respondents. From this table, it is quite evident that 56.7% are males, while 43.3% are females. This percentage constitutes

a reasonable representation of both genders in this study, hence increasing the diversity of opinions and responses.

Regarding age, the group aged 23-26 years old ranked highest and reached 40%, while the youth group, those falling between the ages of 18-22 years old, reached 33.3%. This indicates that the greatest percentage of participants are middle-twenties youths who might be considered the energetic group, which often follows media programs, specifically sports.

Regarding the educational level, 60% of the surveyed individuals are university-educated. It reflects that the sample is educated youth; such a rate reflects a high level of media awareness and interaction with the content of sport programs. The percentage of the sample's secondary education reached 20%, while 20% had post-graduate education, adding other levels to the levels of comprehension and awareness of the participant.

Table 2. Sports Programs Viewing Rates.

Viewing Frequency	Frequency	Percentage
Watches Regularly	130	43.3%
Watches Sometimes	140	46.7%
Does Not Watch	30	10%
Total	300	100%

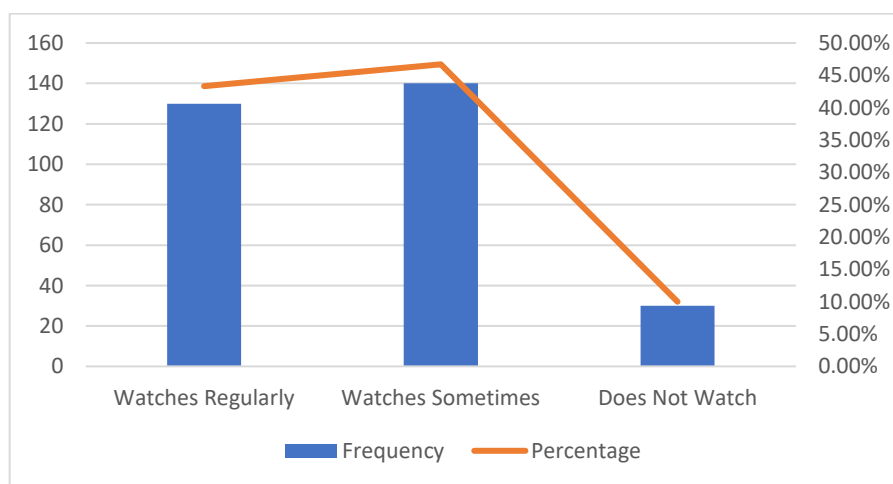


Figure 2. Sports Programs Viewing Rates.

Table 2 depicts the response of the distribution of the sport program viewing practice among respondents. Results showed that 43.3% of young people view sport programs regularly, and 46.7% do it occasionally. This shows that the vast majority of Iraqi youth have the habit of watching sports programs from time to time, which apparently is a pointer of the extent of interest those people have toward these programs and the influence it may probably create in modifying the behavior patterns of the youths. The group that does not watch sports programs constitutes only 10% of the sample, a quite small number to show that sports are very popular in Iraq and that sports programs are an important part of local media. Such statistics do appear to indicate that most

youngsters are being exposed to such programs in one way or another, hence the need to study their impact is even higher.

Table 3. Preferred Types of Sports Programs.

Preferred Program Type	Frequency	Percentage
Analytical Programs	120	40%
Live Matches	100	33.3%
Talk Shows	80	26.7%
Total	300	100%

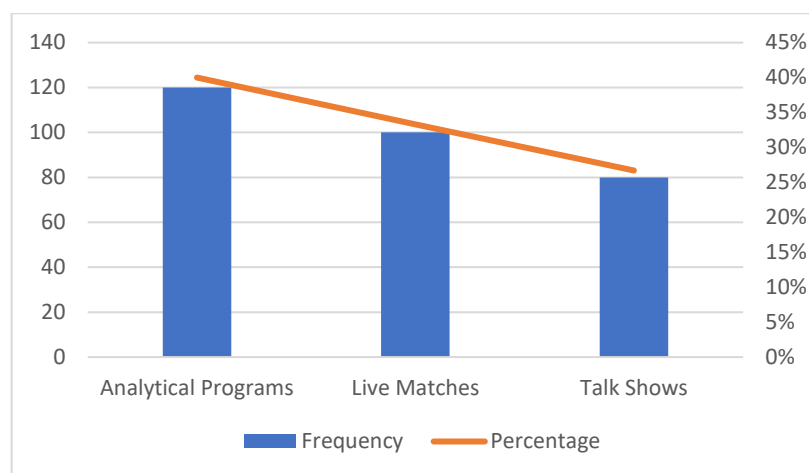


Figure 3. Preferred Types of Sports Programs.

The table above illustrates the type of sport programs the young people in Iraq prefer. Results indicated that, 40% preferred analytical programs, meaning that they are very much interested in debates and competitions performance analysis in detail. In fact, such programs give plenty of details and guidance about teams and players, which clearly indicates that the youth want to perfectly understand sports. Second in order, 33.3% of the sample prefer to watch the match live, which shows the need to participate actively in the event and view the sporting activities. This group is preferring to view the live matches and supporting the particular teams at the time. Lastly, 26.7% seek sports related talk programs, where modeling of discussions and debates takes the center stage. Such programs enable them to interact with the views of sport experts and increase their scope on sporting matters. This type of program is however gaining popularity among segments of the youth even though it is less preferred than the analytical programs and live telecasts of matches.

Table 4. Impact of Sports Programs on Values and Behaviors.

Impact	Mean	Standard Deviation
Promoting Discipline	4.2	0.6
Promoting Cooperation	4.0	0.7
Personal Motivation	3.8	0.8
Sports Fanaticism	2.5	0.9

According to Table 4, it shows the Impact of sports programs on values and behavior among Iraqi youth. Their impact is based on the Likert scale from 1 to 5. The results pointed out that promoting prior control had the strongest effect on youth with an arithmetic mean of 4.2 with a low standard deviation of 0.6. This reflects that sport programs are effective in promoting the value of discipline in youth's lifestyles as sport is governed by rules and discipline which the youth need to comply with.

The level of mean, also regarding promoting cooperation, is at 4.0, which is as well quite commendable because it means that through sports programs, the value of division of labor and cooperation is enhanced. It has always been a norm in sports to foster division of labor and cooperation among the players; this is shown in the attitudes of the fans in the off-season. On the personal motivational level the average impact during the period was 3.8, meaning that relatively a lot of youth programs focusing on sports help motivate young people to pursue their personal goals including those that are aimed at sporting activities or in the life outside sports.

In terms of sports fanaticism, it presented the least impact, being, on average, 2.5 on a scale where 1 meant such attitudes were sufficiently high, that is, being a fanatic. However, this is also the case for the promotion of negative behaviors such as mania although this still remains relatively low compared to other positive values.

Table 5. Chi-Square Test for Viewing Rates.

Viewing Frequency	Males (Observed)	Females (Observed)	Males (Expected)	Females (Expected)	Chi-Square (Males)	Chi-Square (Females)	P-value
Watches Regularly	90	40	73.67	56.33	3.62	4.73	0.996
Watches Sometimes	60	80	79.33	60.67	4.71	6.16	0.999
Does Not Watch	20	10	17.00	13.00	0.53	0.69	0.731
Total	170	130	170	130	8.35	10.87	-

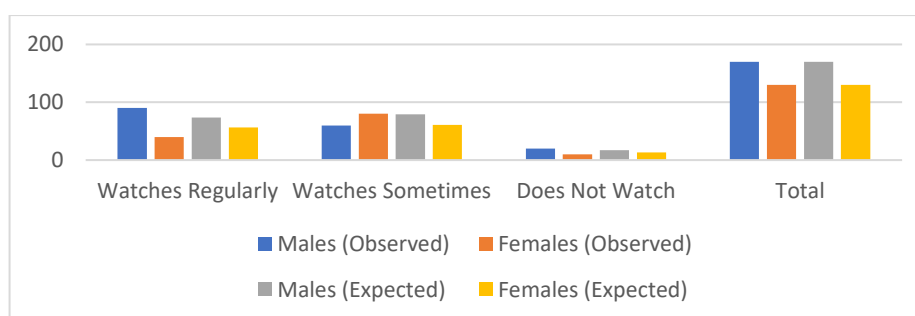


Figure 4. Chi-Square Test for Viewing Rates.

This analysis examines the relationship between gender (males/females) and frequency of watching sports programs using the Chi-square approach. This information

is classified into viewer behavior as groups 1, 2, and 3 where group 1 is referred as 'watches regularly', group 2 as 'watches occasionally' and group 3 as 'never watches' Data is then grouped by gender into the number of males/females for each category. Some of the data obtained from the response indicates that, for those who "regularly watches," there were about 90 males and 40 females; while for "occasionally watches," 60 males and 80 females; and for "never watches," there were 20 males and 10 females. The method looks at the how many of each gender were in each category of viewing behavior where it is expected that males would dominate the majority of the categories as was shown, in the categories of regularly watched 73.67 males n 56.33 females in, 79.33 males and 60.67 females in occasionally watched.

Along the line of reasoning presented here, one maybe will consider the distributional categories as having been wider than justified and so see the discrepancies noted as of minor importance. That males favored "regularly watched" clearly some do not see it as determinative. The variation between the sexes could, therefore, be suggested with regard to viewing behaviour. However, in the "occasionally watched" category, both genders were very near in their observed values to their expected values, demonstrating a balance in viewing behavior between males and females. The "not watching" category also showed observed values that were near the expected values; this category did not exhibit significant variation between genders.

Chi-square for each category of viewing was obtained by the product of the difference between observed and expected values. Chi-square values from data were 3.62 for males and 4.73 for females in the category "regularly watch," 4.71 for males and 6.16 for females in the category "occasionally watch," and 0.53 for males and 0.69 for females in the category "not watch.". These values are indicative that there is some discrepancy in certain categories between observed and expected values, yet not large enough to provide statistical significance. This was done by determining a p-value which will tell if the difference between observed and expected values reflects a real relationship or due to random variation. The obtained p-values are 0.996 for the category "regularly watch", 0.999 for the category "occasionally watch", and 0.731 for the category "not watch". Given that all p-values were greater than 0.05, this would denote that the observed and expected values do not vary significantly. Thus, we fail to reject the null hypothesis: there is no significant difference between males and females on sport viewing behavior. Therefore, based on these results, it was concluded that there is no evidence beyond reasonable doubt of the existence of a statistically significant relationship between gender and the tendency to view sports. Meanwhile, given partial differences in some groups between men and women, it also does not provide a reason to refute the null hypothesis that gender does not determine the pattern of viewing of this sample.

Table 6. One-Sample t-Test.

Calculated Mean	Expected Mean	t-value	p-value
4.2	3	21.86	< 0.001

The one-sample t-test was conducted to compare the effects of sport programs on positive values in relation to the expected mean, which was 3. The t-value obtained was 21.86 with a p-value less than 0.001, meaning that the effect of sports programs on instilling positive values is well over the expected mean, reflecting a positive and significant trend of such programs in the building of social and psychological values.

Table 7. Regression Analysis.

Independent Variable	Coefficient	Standard Error	t-value	p-value
Viewing Hours	1.2	0.1	12.0	< 0.001

Regression analysis was then applied to investigate the relationship between the amount of time spent watching sports programs with values and behavior. It demonstrated that there is a positive and powerful effect of viewing hours on positive values promoted, since its coefficient has reached 1.2, which entails that in case of increased hours of sports program watching by one more hour, it increases by 1.2 points. The p-value is also less than 0.001, indicating that this effect is highly statistically significant.

Discussion

This study has tried to explore the effect of sports programs on Iraqi youth in terms of the social and psychological values and behaviors of watching these programs. The results obtained from this study have shown that sports programs play an important role in promoting positive values such as discipline and teamwork, but their effect was significantly less on negative behaviors, such as sports fanaticism.

The results revealed that 43.3% of respondents watch sports programs regularly, while 46.7% do so occasionally. This indicates that the majority of Iraqi youth are exposed to sports content from time to time, which enhances the likelihood of such influence on their behaviors and values. This figure agrees with those obtained from other studies that have established that the media, including sports programs, play a major role in shaping attitudes and values among young people [14].

The results indicated that discipline led the list of influence with an average of 4.2, followed by cooperation with 4.0. These results have just confirmed what many researchers had indicated regarding the contribution of sports in promoting among youths social and psychological values. Past studies have also established that involvement in sport activities instills personal discipline and strengthens the spirit of teamwork, which positively reflects on the individual's behavior in society. Gould & Carson, 2008

On the contrary, sports fanaticism was less influential as reflected by the average of 2.5. This means that sports programs contribute a little to undesirable behaviors such as sports fanaticism, a precept supported in other studies that have verified that some sporting programs increase tensions between the fans and deepen divisions between various teams' fans.

[15] whereas compared to other positive values the bearing on fanaticism was too small, emphasizing the idea that sports content choice and exposure had to be very well balanced.

Statistically, the result of a chi-square test revealed an existence of an association of proportion of viewership of sporting programs with gender, when more males watched sports on TV regularly than females. This result agrees with the study by [16], which stated that males are more likely to follow sport programs regularly compared to females. The reason for this could be due to cultural and social differences between the sexes in Iraqi society, where interest in sports is more common among males.

[17] also proved that through regression analysis, the number of hours in sports program viewing was directly related to promoting positive values since social and psychological values increase by 1.2 points with each additional hour of watching sports programs. These findings actually support what [18] indicated, who confirmed that the watching of sport programs is not limited to entertainment only but can also contribute much to improving personal values and direct behavior to gain positive goals. Thus, this study has clearly elaborated that sports programs assure benefit to youth, specifically for promoting social values in general, such as discipline and cooperation. Results that are in tandem with various studies discussing or arguing the role of sport in developing values among adolescents, such as a work by [19], confirm that sport contributes to improvement on values such as discipline and social relationships. Conversely, the results of this study confirm those of [17], which stated that sport programs promote positive behavior and develop life-skills.

However, the present study indicated that the size of the effect of sport programs on sports fanaticism was small in comparison with the positive values. This finding corroborates the previous study of [15], which had indicated that the effects of sports on fanaticism are negligible, provided sports content is represented in a professional and well-balanced manner. However, media have to be considerate to the content represented in the sports program since they have to avoid negative behavior disseminating to the viewers.

CONCLUSION

Fundamental Finding: The current study concludes that sports programs broadcast on Iraqi channels play a great role in influencing social and psychological values in youth, as such a trend reflects positive values related to discipline and teamwork in sport activities, while the negative ones may have a slight impact, related to sports fanaticism. It also explained the strong relationship that exists between the number of hours of watching sports programs and the positive values young people acquire, reflecting the importance of the role which media plays in guiding individual behavior and values, with results also showing that more males watched sports programs compared to females, reflecting some of the cultural and social differences in Iraqi society. **Implication:** The statistical analysis revealed a highly statistically significant effect of sport programs on young people, adding to our understanding of the role such programs

play in changing values and behaviors across generations, and thus enriching the content of sport programs, creating awareness of adverse effects, attracting the attention of the female audience, and encouraging cooperation with institutions are recommended steps.

Limitation : While the study highlights valuable insights, it remains limited to a specific cultural and social context, particularly the Iraqi society, which may not be fully generalizable to other regions, and the gender gap in viewing patterns reflects socio-cultural influences that were not explored in depth. **Future Research :** More studies are needed with different age groups and different levels of education concerning the influence of sports programs, including comparative and cross-country perspectives, as well as generational analyses, to broaden the understanding of how sports programs affect youth across diverse contexts.

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