The influence of mass media in socialization into sport of Kenyan secondary school athletes

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This study examined the influence of mass media on socialization into sport of Kenyan secondary school athletes. Parental social economics status was evaluated to assess how it may affect the influence of mass media in socialization into sport of the athletes. Data was collected through direct contact questionnaire from 636 (320 males and 316 female) athletes purposively selected from 40 secondary school in Kenya. The resulting data was analyzed through student t-test and one way analysis of variance (ANOVA) at 0.05 level of significance. Findings indicated that 240 (38.4%) of the athletes had their fathers highest level of education of university and 203 (32%) of the athletes had their mothers having secondary school education. Majority (138, 21.69%) of the athletes had their fathers occupation as unskilled activities. Influence of mass media on socialization into sport differed significantly (p<0.05) between male and female athletes. Parental social economic status positively and significantly (p<0.05) affected the influence of mass media in socialization into sport of secondary school athletes. It is recommended that schools and parents need to provide all forms of mass media to the secondary school athletes.