

The Impact Of Sports Journalism To The Society. A Case Study Of *Wantoni Town Area, Mukono*

Naswiru Sekamate¹, Tonny Kikonyogo²

(Department Of Journalism And Media Studies – Kampala International University¹, (Department Of Journalism And Mass Communication – Uganda Martyrs University)²

Abstract

The study investigated the impact of sports journalism on society using Mukono Wantoni town area as a case study. Using three main objectives; to examine the ways how people of *Mukono Wantoni* choose media with appropriate sports news and to find out the impact of sports journalism to the society. The study used the triangulation approach where both qualitative and quantitative techniques were applied through questionnaire and interviews. There were 85 participants in this study who originated from Mukono Wantoni area whereby, 80 answered the survey (questionnaires) and the other 5 took part in the interview segment of the study. The 80 survey (questionnaire) participants were selected through a simple random sampling technique while the 5 interview participants consisting of sports journalists were selected through purposive sampling. This study discovered that internet is the most used medium to access sports news/ content. The preferred language for sports content among fans is *Luganda* and fans like international sports content the most although they appreciate a mixture of both local and international sports too. It also discovered that sports journalism highly impacted on the society by changing the perspective of sports fans towards the sport they follow, deepening their understanding and increasing their passion. Many sports fans who were bystanders and passive spectators were influenced to actively participate in sporting activities due to the works of sports journalism. The study concluded that sports journalism has a huge impact on society in many dimensions including not just the sporting dimension but also impacts society socially, health wise through influencing health decision, economically through influencing economic decisions by use of adverts, recommendations among others. The study recommended that sports journalism should create a balanced manner of sports reporting and content creation between local and international sports, government should put up strict laws and guidelines against advertisements that promote anti-social behavior like sports betting and other forms of gambling, alcoholism and substance usage and also media houses should increase funding for sports journalists and broadcasting.

Keywords: Sports, Journalism, Society and *Wantoni Town Area*

Background to the study

When looking at media operations in Uganda, it's important to consider how the sector has changed over time. The early days of mass media in Uganda were mainly about newspapers, which were started in the late 1800s by Christian missionaries to spread their religion (Gariyo, 1992; 1993). Later, the British colonial government set up a national radio station based on the BBC model. After testing equipment in 1953, the Uganda Broadcasting Service (UBS) radio began broadcasting on March 1, 1954 (Armour, 1984; Chibita, 2006). From the beginning, UBS

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operated under the Colonial Ordinance Act, which greatly limited freedom of the press. When Uganda gained independence from Britain on October 9, 1962, UBS was renamed Radio Uganda and became the official voice of the government, broadcasting in more than 20 local languages (Chibita, 2006). On the eve of Uganda's first independence anniversary, which was on October 8, 1963, Uganda Television joined Radio Uganda on the airwaves (Chibita, 2006). Over the years, the sports industry and the media industry have developed a mutual interest. Both benefit from helping each other: sports provide content and audiences for media companies, while media offers advertising and promotion to sports (Bolotny and Bourg, 2006).

As Boyle (2016) points out, sports journalism is now a key part of major media organizations in many countries. Even news outlets that are usually traditional, like BBC Sports, CBS Sports, and CNBC Sports, have created their own sports teams and have sports-focused channels like ESPN, Fox Sports, and DAZN. During the Golden Age of sports journalism, there was a big increase in news coverage and sports reporting. This time saw the most significant rise in sports coverage, with 10.4 columns and 14.6% of advertising space dedicated to sports. Steen (2014) explains that newspapers at this time used advertising sections wisely and often placed exciting content, such as sports, on the back pages to save on paper and ink costs. Sometimes, sports news was reduced to a single headline with a short summary. One of the biggest changes for sports journalism came with the introduction of television in the 1950s. The growing television industry greatly increased coverage of sports like baseball and football, forcing sportswriters to change how they worked. Laurie and others (2011) noticed that during this time, advertisers including sportswear companies, lottery businesses, and health and fitness companies started to see the value in sports pages and segments. Because of this, these sections became very appealing to media editors. Buyukbaykal (2016) says that sports have grown from their original form into a big and powerful business.

Nevertheless, most of these studies don't look at the situation in Uganda. The researcher couldn't find any existing studies about sports journalism in Uganda, which shows there's a big gap in the research. This lack of local studies is why this study focuses on looking at how sports journalism affects Ugandan society, especially in the Mukono Wantoni area.

Problem statement

As the internet and new technology spread more, they have also changed how media works. However, how these changes affect current sports media hasn't been properly studied yet. Also, even though some writers have looked at the work of sports journalists, they haven't paid much attention to the fans who read their news. This research looks at the fans' side and how their interests and sports habits have changed because of what they read. Fans are struggling with changes in how sports media is organized, especially because of the internet.

Garrett (2010) says that sports have always been important in society, even before the first Olympic Games in Ancient Greece. Some writers believe people naturally want to compete, to improve, and to win. Sports provide a safe, controlled, and clean environment where these desires can be expressed. Plus, sports bring people together,

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creating a shared experience. Since the athletic arena offers a place where people can test their skills, athleticism, tactics, and passion against others, most sports need at least two people to experience the excitement of winning or the pain of losing. This means that for both players and viewers, sports become a shared experience.

Many studies have looked at sports journalism in relation to media, but they don't specifically look at how sports journalism affects society and its audience. That's why this study focuses on examining the impact of sports journalism on society using Mukono Wantoni town as the example.

Research Objectives

- i. To look at how people in Mukono Wantoni choose media that gives them the right sports news.
- ii. To find out how sports journalism affects society.

Literature Review

One important factor that influences choices, as pointed out by Billings and Hardin (2014), is the perceived quality of sports news. Their research shows that most sports fans tend to go for what they think is high-quality news, no matter which sport they support. The search for quality or the best news is a common thing among sports fans. However, Billings and Hardin (2014) admit that the idea of quality is not fixed and changes from person to person. Some may think that detailed statistics show quality, while others may prefer stories that are exciting or interviews with athletes. This difference is also supported by Francisco et al. (2013), who believe that having various ideas about what's best in sports media helps cover more people. Furthermore, Francisco et al. (2013) explain that opinions on what is high-quality can change over time because of new trends in media, changes in personal likes, or how well a news source performs. This suggests that sports news must keep changing and improving to meet what people want.

In addition to the quality of the news, the emotional and passionate nature of sports has a big effect on what people choose to read. Yanping (2015) says that sports are naturally connected with feelings and passion, which makes fans choose sports news that matches their feelings and support for certain teams or players. In short, people tend to like news sources that match their opinions and are more likely to connect with content that supports their interests. This idea is backed by McCarthy's (2014) study on the growth of non-traditional media in sports, such as bloggers, team-specific sites, and fan pages. These outlets attract strong followings because they focus on particular teams and provide a positive, supportive view, which is different from mainstream media.

Singer et al. (2011) and Lewis (2012) both talk about participatory journalism, saying that modern audiences don't just want to watch or read they want to be part of the news-making process. Singer et al. (2011) say that fans want to help create sports news by sharing comments, opinions, photos, and getting noticed. They argue that the idea of a passive audience is almost gone, and platforms that don't focus on involving the audience will eventually be left behind. That means platforms that just give news without letting people interact, talk, or contribute will probably lose their audience.

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Lewis (2012) looks at the conflict between traditional journalism and the growing need for open participation. Mainstream media, which usually relies on professional control and strict editorial rules, might lose their audience to more open spaces like fan forums, social media groups, and comment sections. This change shows that sports news organizations need to create environments where the audience can be involved and active, because the audience is no longer just watching they're part of the story.

Perreault and Stanfield (2019) also point out that audience preferences are moving towards sports outlets that include lifestyle-style content and encourage interaction. Pichard (2016) also talks about something called "proximity," which means people like media that is close to them geographically. This is true whether they are watching local or international sports. Pichard (2016) says people feel more connected to local media, especially when sports news is in their own language, presented by people they know, and shown at times that fit their lifestyle. For example, a football fan from Uganda who follows the English Premier League might still watch a Ugandan sports show because it uses their language, gives local context, and offers relevant analysis.

Impact of Sports Journalism on Society

Gietzen et al. (2017) and Li et al. (2015) both found that people were inspired to improve their lifestyle after seeing successful athletes. These athletes show off their fitness, healthy eating, and drug-free lifestyle, which makes them great examples for others to follow. Their success and good health directly encourage fans to lead healthier lives. Additionally, Brown et al. (2010) found that showing the personal lives of athletes can help people have a better attitude toward sports and physical activity, and it can also make people less likely to use drugs. By making athletes more relatable and showing their commitment to a healthy lifestyle, the media can create a positive environment that encourages people to be active and avoid harmful behaviors. This kind of positive message from the media can be especially powerful for younger audiences who look up to these athletes as role models. Despite the positive things, the media's effect on how we see our bodies needs a lot of attention. Being around pictures of very fit athletes a lot can make people develop a wrong idea about what's beautiful, causing them to feel unhappy with their own bodies. Nerimi (2015) found that teenage athletes often feel worse about their bodies than those who don't exercise much. This is because of pressure from society, especially from what the media shows, making these young athletes want to be extremely thin. This often leads them to do too much and unhealthy exercise instead of balanced activity. The way sports media is used a lot and not always correctly can create a lot of pressure on athletes, especially younger ones, to meet an unrealistic beauty standard. This can cause serious problems like stress, anxiety, or even eating disorders. Cranmer et al. (2017) also supported this, saying that media showing certain athletes fitting specific beauty standards made them more popular and supported by fans. This pressure is especially strong in women's sports, causing a lot of stress and possibly affecting the athletes' well-being and how well they perform. The effect of sports media on money is also clear, as Voorveld et al. (2015) pointed out, focusing on the high level of sponsorships, ads, and product promotions in sports.

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The big commercialization of sports has been made possible by improvements in media and broadcasting. Almost every sport benefits a lot from money from broadcasting and rights, which comes from big brands paying to sponsor events and advertisers using the huge audiences these events get. Voorveld et al. (2015) noted that many brands have learned how to connect consumer love for sports and teams with their products, making fans more likely to buy things. This connection between media, sports, and money shows how powerful media is in influencing what people buy and how much economic activity it can drive. Atwell-Seate et al. (2016) looked at the strong emotions and sometimes violent reactions that happen after games, showing how emotions play a big role in what fans feel. Moreover, Kennard and their team (2018) found out that the opinions of sports commentators can really affect how spectators act. Their comments can make people feel more sympathetic or upset about a team, and they can also make people feel more excited before a win or really sad after a loss. This shows how much sports media can influence the way people behave and even shape their personalities. Younger people, especially, are more likely to be affected by these views because they are more easily influenced. The way commentators tell stories and the emotions they show during events can greatly change what people think and how they feel as a group.

Methodology

The study used a mixed method approach, which is also called triangulation. Since every research method has its own strengths and weaknesses, using two methods together helped to make the study stronger. Combining qualitative and quantitative methods made the study and its results more trustworthy, which was a good foundation for action research (Ivankova & Wingo, 2018). The mixed method also allowed the researcher to get more detailed and insightful results for their questions. The study was carried out in Mukono Wantoni town in Central Uganda, which was chosen to represent other areas in the country. The participants were selected from people aged 18 to 60 because they were thought to have enough knowledge about how sports journalism affects society. A total of 85 people was involved in the study from Mukono Wantoni. Of these, 80 were randomly chosen residents of the town, and 5 were sports journalists working in different media outlets. A simple random sampling method was used to choose the participants who provided data for the study.

The researcher selected people from the town without any preference. Purposive sampling was also used to choose 5 practicing sports journalists who gave data for the study. This was because not all people in the study group were journalists and not all had the required information. Interviews were used as a way to collect data, and both face-to-face and phone interviews were conducted with people who were not easily accessible, like journalists in remote areas. The researcher also had face-to-face conversations with others who provided the needed information. Semi-structured interviews were carried out using a guide with open-ended questions to collect detailed information. The interviews were recorded on audio and later written down to keep the participants' voices and views. Both printed and digital questionnaires were given to people to gather data for the study. A well-organized questionnaire was used to look at how sports journalism affects society. This allowed the researcher to get real, accurate, and unbiased

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results from the people involved in the study. A mix of questions that have fixed answers and those that allow free responses were used to collect both number-based and descriptive data. Data analysis was used to get accurate information from news reports, research papers, and books about how sports journalism affects society. This method helped the researcher to get enough information needed for the study.

Data Presentation, Analysis and Discussion of Findings

Gender

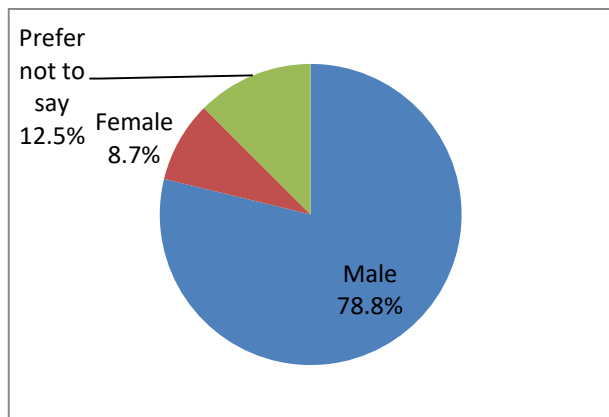


Figure 1: A pie chart showing the gender of the participants.

As shown in the chart above, 78.8% of the people who took part were male, 8.7% were female, and 12.5% did not say whether they are male or female.

This shows a big difference in the number of men and women in the group, with most of the people being male. Interestingly, the number of women and those who did not reveal their gender is almost the same. The high number of male participants is not surprising because sports have often been seen as a male area in many African countries, including Uganda. In these societies, sports are usually linked with men, whether they are playing, watching, or talking about them (Mwesigwa & Nassanga, 2019). This way of thinking is also present in sports journalism, where the majority of people involved in making the news and the audience are men (Lutaaya, 2021). The way society socializes children, where boys are more encouraged to take part in sports than girls, also plays a role in this (Kaggwa & Tumusiime, 2023).

Even though the number of women involved in the study is small at 8.7%, it is still important for the study to capture a variety of opinions. As more Ugandan women are taking part in sports commentary, reporting, and analysis, their views are especially valuable (Akello & Mbaine, 2020). Despite facing stereotypes and not having many opportunities, these women are making their mark in sports media. Their input helps to understand how the media represents gender, any biases that exist, and how inclusive sports journalism really is. Their involvement in the study is both meaningful and necessary. The 12.5% of people who didn't say their gender might have done it because they care about privacy or don't want to be judged based on gender. This shows a bigger trend around the world, especially among younger people, where being open about your identity and being okay with changing

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gender ideas are more accepted (UNESCO, 2021). As research gets more focused on ethics and digital rights, it's important to respect people's privacy and let them choose what personal info they share, like their gender (Nassanga et al., 2023).

Age Bracket

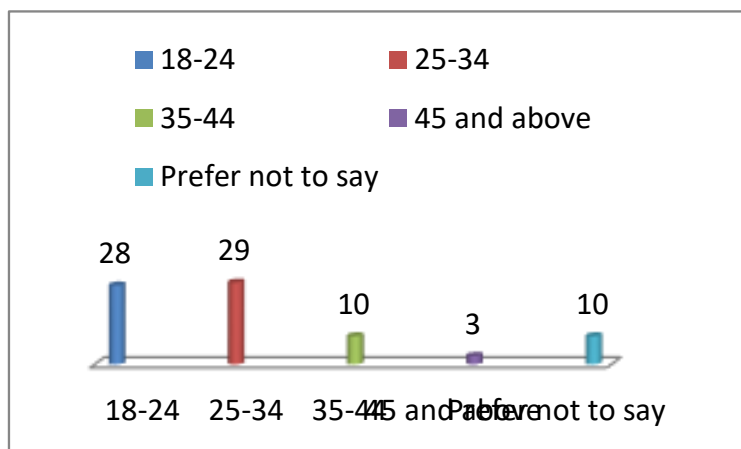


Figure 2: Graph showing the age groups of the participants.

The age spread of the people in the study shows that the most common group is those aged 25–34, with 29 people, making up 36.3% of the total. This is very close to the next group, which is 18–24 years old, with 28 people (35%). The groups aged 35–44 and 45 and above each had 10 people (12.5%), while another 12.5% (10 people) didn't share their age. These results show that the majority of people in the study are young, aged 18–34, making up over 71% of the sample.

This age range is usually the most active group when it comes to using media, especially in sports journalism and digital platforms (UCC, 2023). According to Pew Research Center (2018), people in this age group are more likely to use mobile devices, social media, and streaming services, which are now key parts of modern sports reporting. The high level of interest among young people can be because they are comfortable with technology, they like up-to-date sports news, and they enjoy interactive activities like live tweeting, fantasy sports, and watching commentary on YouTube or TikTok (Nassanga & Wamala, 2021).

Also, research shows that sports are not just for fun for this age group, but also help shape their sense of self, connect with others, and build a sense of community (Kagwa & Kalinaki, 2022). On the other hand, the least represented group, those aged 45 and above (12.5%), shows less interest or a change in focus. As people get older, they often start paying more attention to news, politics, health, and religion, rather than sports (Lutaaya, 2019). This age gap also shows that older people may not be as engaged with digital platforms where a lot of modern sports coverage happens (Mwesige & Kibombo, 2020). The 12.5% of people who didn't say their age could be those who care about their privacy or are unsure if age is important for the topic. In today's research, this is a common thing and shows respect for people's choice to keep their information private, especially in studies about personal identity

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and media habits (Tumusiime & Okello, 2023). This group of young people is very important for the study. Since sports news in Uganda and around the world is mainly made for and shared with younger people, the views and habits of those aged 18–34 give us a clear idea of how sports content is used, shared, and understood in today's society. Their input is key to understanding how the internet, social media, and youth culture are changing sports journalism.

Residency.

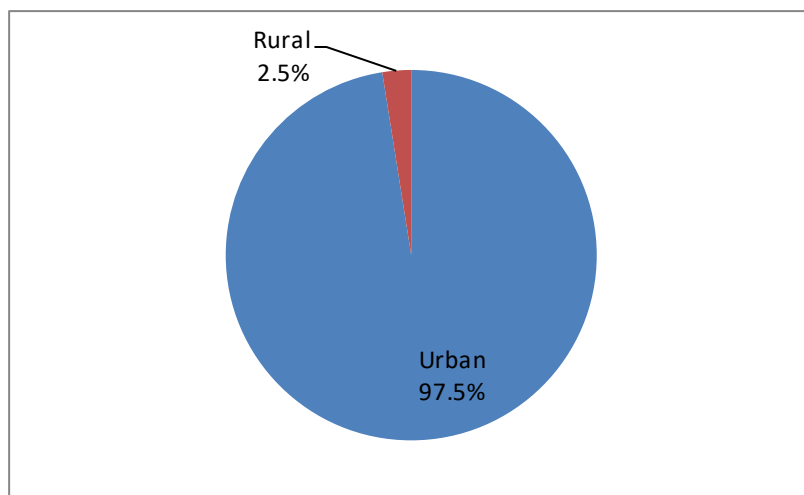


Figure 3: Pie chart showing where the participants live.

The data shows that 97.5% of the people live in cities, while just 2.5% are from rural areas. This matches the fact that the study was done in Mukono Wantoni, which is mostly urban. Mukono has been changing quickly with more shops, better buildings, and more places where people can get online, like internet cafes, billboards, and phone shops (UBOS, 2024). Living in a city is important because city residents are more likely to use digital tools, TV, social media, and smart devices compared to people in rural areas (UCC, 2023). Young city dwellers especially use the internet a lot to get sports news, including live streams, highlights, podcasts, and online chats (Kaggwa & Mwesige, 2021). So, having mostly city residents in the study makes sense, as modern sports news is more likely to be found online, which works best in places with good internet and media knowledge.

Level of Education.

Highest Level of education	Number	Percentage
No formal education	2	2.5
Primary level	4	5
Secondary level	39	48.8
Diploma/Degree	20	25
Masters/PhD	1	1.2

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Other tertiary levels	14	17.5
Total	80	100

Table 2: showing highest education level.

As shown in Table 2, most of the people (48.8%) had only completed secondary school. Next were those with a diploma or degree (25%), and then those with other higher education (17.5%). Had completed various types of higher education. A smaller group had only finished primary school (5%), while 2.5% had no formal schooling at all, and 1.2% had earned advanced degrees like a Master's or PhD. This shows that the study included mostly people who had some education but not necessarily a lot, which is typical for areas like Wantoni, where higher education is available but not common for everyone (UBOS, 2024). The fact that most had secondary school education matches national trends in Uganda, where many young people finish O- or A-levels but don't go on to higher education because of money or other problems (Ministry of Education and Sports, 2023).

The level of education people have affects how they read and understand sports news.

Howards et al. (2017) found that people with more education tend to like news that's detailed, well-organized, and written by experts, like in-depth articles or interviews. However, those with less education often prefer news that's more casual, like chats between people, social media discussions, or quick commentary (Tumusiime & Sserwanga, 2021). This is also supported by Lwanga and Nassanga (2020), who found that educated people are more likely to check if the news is accurate and want solid facts, while others care more about how much they can relate to the stories or enjoy them emotionally.

How people pick which media to use for sports news

Main source of sports news

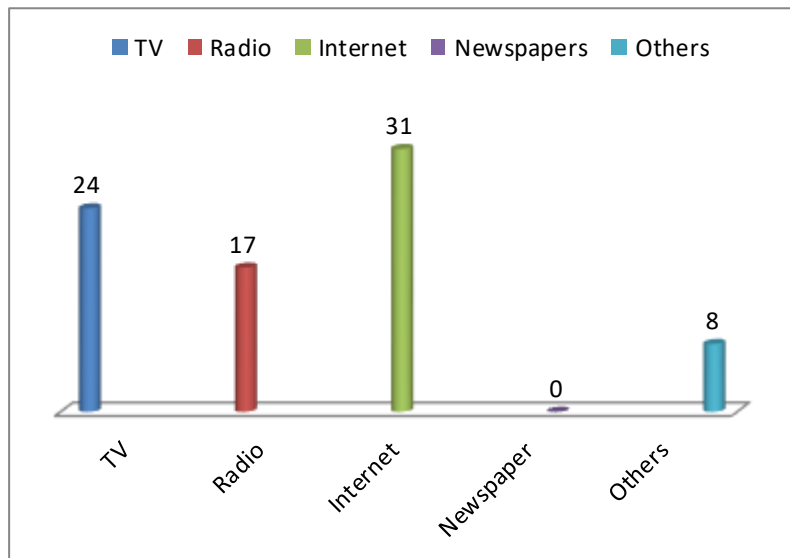


Figure 4: Graph showing the main sources of sports news.

The graph shows the most common places people in Wantoni Town Area, Mukono get their sports news from. The internet was the most popular, with 31 people (about 36%) using it. Television came next, used by 24 people (28%), then radio, used by 17 people (20%), followed by other sources used by 8 people (9%). Notably, no one said they mainly got sports news from newspapers.

The big use of the internet matches global trends where younger people prefer digital news because it's easy to get, up-to-date, and interactive (Pew Research Center, 2018; Mwesige & Kalinaki, 2020). In Uganda, internet use and smartphone access have gone up a lot, especially in towns and nearby areas like Mukono, making it easier to get sports news from websites, social media, YouTube, and other online platforms (UCC, 2023). The internet lets fans watch game highlights, listen to live updates, read about player transfers, and check stats anytime, without needing journalists or special news shows (Nassanga et al., 2021). This matches what Chibita & Kibombo (2019) found, saying Ugandan sports fans like to follow stories whenever they want, showing how people now want to choose when they get their news. TV is the second most used source (28%), showing how important it is to see and hear sports.

Sports are exciting and full of action, so watching games or analysis on TV makes the experience better (Okoth, 2020). Many families in Uganda have TVs and watch popular sports channels like SuperSport, NBS Sport, and international broadcasts, proving that TV still plays a big role in passing on sports news (Katende, 2022). Radio is third, used by 20% of people, and is still important, especially for those who don't have internet or TV.

Radio is a trusted form of communication in Uganda, especially in rural and semi-urban areas, and it's a cheap way to get news (Sserwanga & Mbaine, 2020). Sports commentary in local languages helps radio reach a wider audience. The fact that no one (0%) reads newspapers is really surprising. This shows a big drop in reading print media,

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especially among younger people who use digital tools. Experts say this is because print news is slower, not interactive, and more expensive, and people prefer free online content (Nsubuga and Mushemeza, 2021). In Uganda, this drop has gotten worse because of more mobile news apps and economic problems after the pandemic (Media Council of Uganda, 2022). This means sports journalists and publishers need to think again about how they use print. Newspapers might not be the best way to reach young people, like in communities such as Wantoni, so they should move to digital platforms and focus on multimedia stories (Kaggwa and Tumusiime, 2024).

The “Others” group (9%) may cover things like talking about sports in person, getting news via text messages, or discussing games in local gatherings and betting spots.

These methods are growing in popularity among Ugandan sports fans (Tumushabe et al., 2021).

Preferred media language

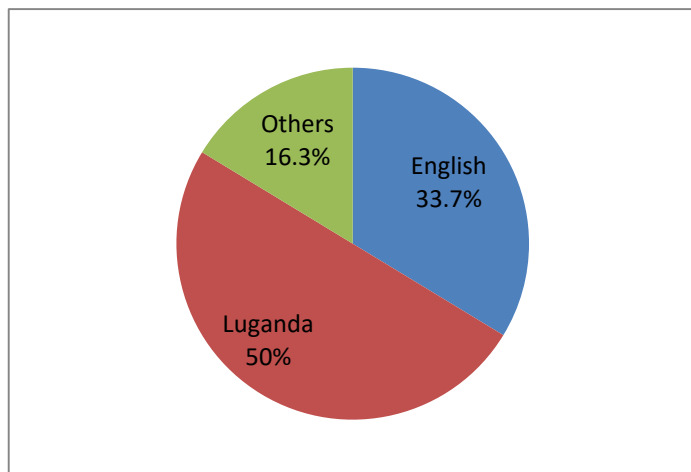


Figure 5: Pie chart showing preferred language for sports content.

The pie chart shows that 50% of people like to read sports news in Luganda, then 33.7% prefer English, and 16.3% like other languages. This shows that people really like content in their own language, especially Luganda. Luganda is the main language in the central part of Uganda, including the area where this study was done, called Mukono Wantoni. This matches what Ssewakiryanga and Tumusiime (2019) found, which says that using local languages helps people connect better with the content, understand it better, and feel more related to it. Sports are part of everyday life, often talked about in places like homes, markets, and betting spots. In these places, people use local languages like Luganda, so it makes sense that sports fans want news and discussions in the same language they use every day (Okello & Nassanga, 2021).

The high use of Luganda in Mukono Wantoni is also because of how media is programmed. Many radio and TV stations in the area, like CBS FM, Bukedde TV, and NBS Sport's Luganda segments, show sports in Luganda to reach the majority of people who speak it (UCC, 2023). These media outlets know that people are more involved



when the content is in their own language and culture (Kaggwa & Mbaine, 2022). Even though English is used for official work and education, it doesn't capture the same feelings or cultural connections that people want in sports discussions, especially at the local level. The 16.3% of people who like other languages like Lusoga, Runyankore, and Swahili shows that Uganda is a place with many languages, and media should include more of them to reach everyone. As Sserwanga (2020) said, using different languages in sports journalism isn't just about choice it's about making sure people can actually understand and connect with the content.

Preferred sports type.

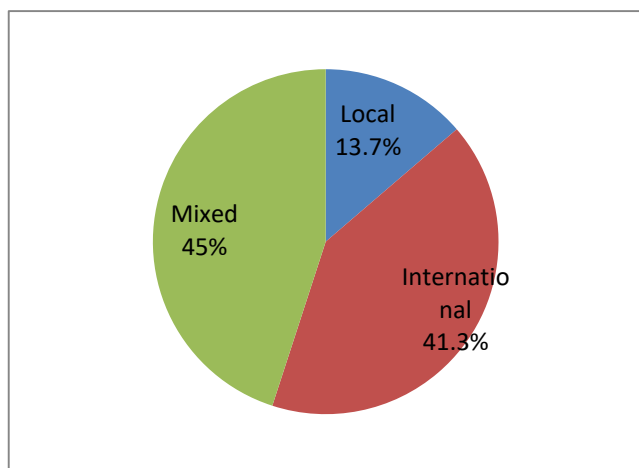


Figure 6: Pie chart showing preferred sports type.

The pie chart shows that 45% of people like a mix of both local and international sports news, 41.3% prefer only international sports, and just 13.7% like only local sports. The strong interest in international sports can be because international coverage is seen as better quality. Production, media spending, and professional journalism are key parts of big global sports events (Mwesige & Kalinaki, 2020). Major international sports leagues like the English Premier League, UEFA Champions League, NBA, and Formula 1 get huge broadcasting budgets, high-quality visuals, expert commentary, and strong worldwide marketing. These factors improve the overall experience for viewers (Okello & Tumusiime, 2022). This professional level of presentation makes international sports content more appealing and easier to access, especially for young city dwellers who use global digital platforms like YouTube, DSTV, and social media live streams (UCC, 2023). International sports also have an aspirational value, often showing success, prestige, and global recognition, which is especially appealing to the digitally connected generation in Uganda.

Frequency of consuming sports news/ content.

Frequency	Number	Percentage
Few times a day	15	18.8
Once a day	23	28.8

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Few times a week	37	46.2
Once in a while	5	6.2
Never	0	0
Total	80	100

Table 3: showing how frequently sports fans consume sports news/content

As shown in Table 3, most people in the survey consume sports news fairly often.

The highest number (46.2%) watch sports news a few times a week, followed by 28.8% who check it once a day, and 18.8% who do so several times a day. Only 6.2% access sports news occasionally, and no one said they never consume it. These numbers show that sports journalism is a regular part of media consumption for most participants in Mukono Wantoni. This matches findings by Mwesige & Sserwanga (2019), who suggest that sports news is one of the most commonly accessed media types in Uganda, especially among the younger and urban populations. The consistent consumption is because sports constantly bring new updates, scores, injuries, transfers, and commentaries that keep fans interested (Okello & Tumusiime, 2022). Better access to mobile devices and social media also makes it easier to get real-time sports updates, which increases how often people consume sports content (UCC, 2023).

Discovery of favorite sports source.

Method	Number	Percentage
Through friends and family	37	46.2
Randomly	21	26.3
Through adverts	3	3.7
Referral by a professional	12	15
Others	7	8.8
Total	80	100

Table 4: showing how fans discovered their favorite sports news source

According to Table 4, the biggest group (46.2%) found their favorite sports news source through friends and family. Others discovered it randomly (26.3%), through adverts (3.7%), via referrals from professionals (15%), or other ways (8.8%). Content is shared through friends and family, showing how social influence and personal connections play a big role in choosing what media people watch. Another 26.3% found it by chance, like when scrolling through social media or accidentally seeing a sports show on TV or radio. A further 15% got recommendations from professionals, while 8.8% found it through other ways, and 3.7% through ads. These results show that finding sports content is usually based on what people around them do, rather than something they plan on their own. The strong effect of friends and family fits with the idea of social learning, where people copy media choices from those they



hang out with (Kaggwa & Mbaine, 2022). This influence is especially strong with younger people, who often share content, follow the same sports pages, and watch or bet together as a group.

The 26.3% who found sports content by chance shows how media algorithms and being exposed without looking for something on purpose can shape what people end up watching.

With sites like YouTube, Facebook, and TikTok, users are often shown sports content without even trying to search for it, which makes them more likely to start following or using new platforms (Nassanga et al., 2023). The weak effect of ads (3.7%) shows that people are less trusting of old-fashioned marketing, and that word-of-mouth and finding things online are now the main ways people get involved with sports content. These trends mean that sports media creators need to focus on building relationships within communities and strengthening their online presence. They should use personal connections and digital behaviors more than just ads to reach their audience.

Sports content from multiple sources.

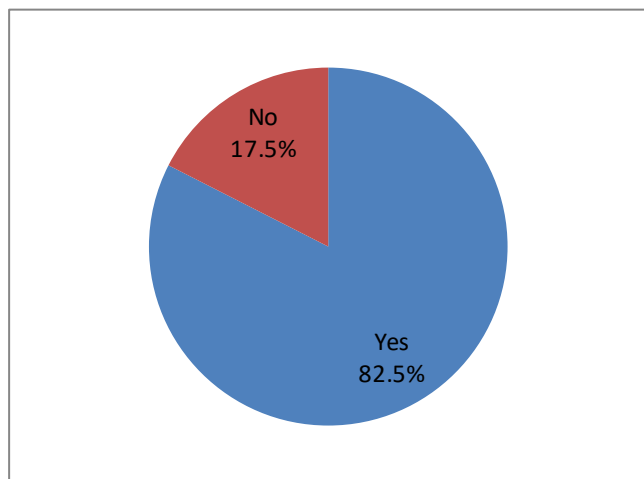


Figure 7: Pie chart showing fans who consume sports from multiple sources.

The pie chart shows that 82.5% of respondents get sports content from more than one place, while just 17.5% get it from one source only.

This highlights the increasing need for varied and different sports coverage among fans, showing how complex audience needs have become and how media consumption is changing. People often use multiple sources because they want a wider view, to check information from different places, and to find specialized content. In a time when fake news and exaggerated stories are everywhere, especially online, fans are more careful and check information from different places to make sure it's true (Kaggwa & Nassanga, 2021). Also, sports fans have different interests in various leagues, teams, and regions, which makes them need to look at content from many sources. Seek content from both local and international sources that can provide unique perspectives or exclusive updates (Mwesige & Kalinaki, 2020).

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Considerations when selecting a media channel for sports.

Item	Number	Frequency
Favorable time	6	7.5
Language	14	17.5
Content	14	17.5
Availability	6	7.5
Quality of presenters/ hosts	39	48.8
Others	1	1.2
Total	80	100

Table 5: Showing the factors considered when choosing a media channel for sports.

According to Table 5, 48.8% of participants said the quality of presenters or hosts was the most important factor when selecting a sports media channel.

Language and content were next, each with 17.5%, while favorable airtime and availability were less important, at 7.5% each. This highlights how media personalities play a key role in keeping audiences engaged and loyal. People often feel connected to presenters they like, even forming a sort of personal relationship with them (Mwesige & Kalinaki, 2020). A good presenter not only gives information but also affects how people feel about the content, what they think of it, and how trustworthy it seems (Kaggwa & Nassanga, 2021). In Uganda, for instance, people often follow their favorite presenters even if they move to different media channels. This is because they trust them, know them well, and have a style they like (Okello & Sserwanga, 2023). Language and content quality are often linked to how the presenter delivers the information, meaning fans value a complete experience that includes delivery style, clarity, and deep understanding. As Sserwanga and Tumusiime (2022) say, the personality of the presenter often defines the program's identity and influences how fans connect with the content and the platform itself.

Considerations when choosing a favorite sports presenter or writer.

Item	Number	Percentage
Language	8	10
Knowledge of content	29	36.2
Presentation skill/ style	16	20
Affiliated media house	4	5
Experience	12	15
Others	11	13.8

Total	80	100
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Table 6: Showing the factors considered when choosing a favorite sports presenter or writer.

Table 6 shows that knowledge of the content was the most important factor for fans in choosing their favorite sports presenter or writer, with 36.2%.

This was followed by presentation style (20%), experience (15%), and language (10%). This backs up the idea that in today's information-heavy world, fans look for sports journalists who give well-informed, accurate, and analytical views, especially in a field that is full of opinions and rumors (Howards et al., 2017). As sports reporting becomes more competitive, audiences go for professionals who have a deep understanding of the game, its rules, teams, and history. According to Tumusiime and Lwanga (2021), presentation style is also an important factor, even if it is not the main one, especially in cases where clarity and style make the difference.

Broadcasting involves keeping the audience interested through the way someone speaks, their confidence, and how they pace their words. While being part of an institution had little effect (5%), having experience was somewhat important. This is likely because experienced journalists can provide historical background and reliable information. These preferences show that fans see sports journalists as more than just entertainers they are trusted sources who can explain and analyze the world of sports (Nassanga et al., 2023).

Considerations when choosing general sports content.

Item	Number	Percentage
Favors the club I support	8	10
Wide coverage of different sports varieties	28	35
Good analysis/ knowledge	28	35
Language	11	13.8
Others	5	6.2
Total	80	100

Table 7 shows the items people consider when choosing sports news.

It shows that 35% of respondents preferred content that covers a wide range of sports, and the same percentage valued good analysis and knowledge. 13.8% focused on language, 10% wanted content that supported their favorite club, and 6.2% had other reasons. These results show a clear shift in how people consume sports content from being loyal to one team towards showing interest in multiple sports and engaging with analytical content. Today's sports fans are not just watching games; they are active consumers who enjoy variety and deep insights (Lutaaya, 2019). The desire for coverage across different sports reflects how sports have become more visible beyond football, like

athletics, basketball, and rugby, both locally and globally (Okello & Tumusiime, 2022). Similarly, the focus on analysis and knowledge shows a growing interest in well-researched commentary and data-driven reporting, which adds value to the fan experience (Mwesige & Kalinaki, 2020). The importance of language is also evident in multicultural societies like Uganda, where local dialects make media more personal and inclusive (Kaggwa & Mbaine, 2022). These points show how complex audience expectations are and highlight the need for quality and comprehensive sports journalism.

Impacts of sports journalism to the society.

Change of fans' perspective.

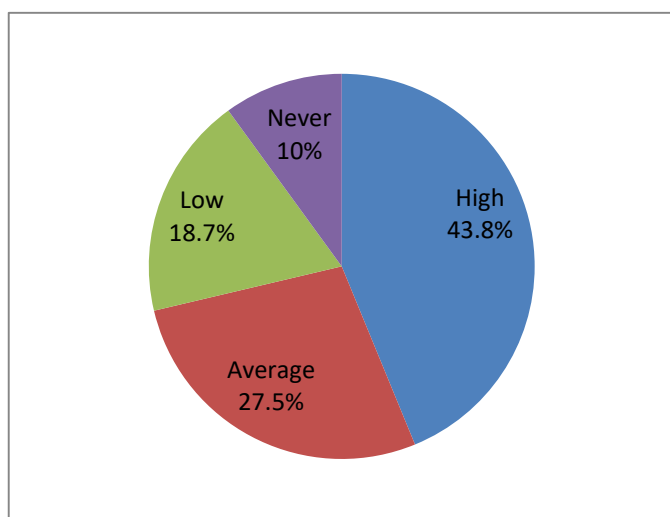


Figure 8: Pie chart showing how sports journalism changes fans' perspective on sports.

The data shows that 43.8% of respondents believe sports journalism has changed their view of sports a lot, 27.5% say it has an average effect, 18.7% say it has a low impact, and 10% say it has no impact at all.

These findings show that sports journalism plays a big role in how people see and understand sports, not just as entertainment but as something with wider social, cultural, and personal effects. According to Mwesige & Kalinaki (2020), the depth and regularity of sports coverage often turn passive viewers into active fans, increasing their emotional connection and understanding. Acquisition. The way stories are personalized, the use of facts and numbers, and the focus on real-life stories help people see why sports are important in society (Okello & Tumusiime, 2022). Also, sports media can influence more than just games—it can affect things like values, how people see themselves, and how they work together (Nassanga et al., 2023). So the data shows that sports journalism plays a big role in how fans think about and connect with sports, often making it a meaningful part of their personal and social lives.

Influence to join active sports.

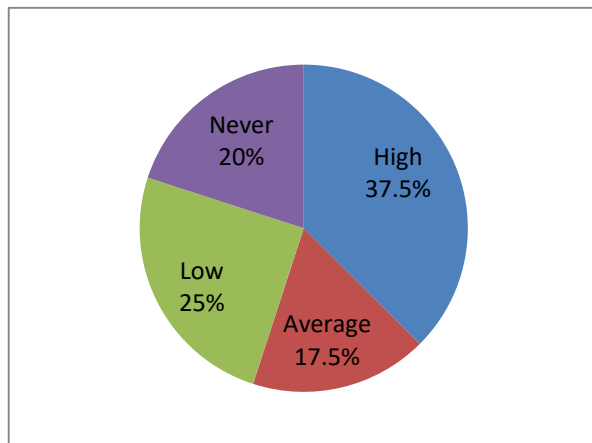


Figure 9: A pie chart showing how sports content affects people's decision to take up active sports.

From the data, 37.5% of the people said sports journalism had a strong influence on them to take part in active sports.

17.5% said it had an average influence, 25% said it had little influence, and 20% said it had no influence at all. Even though most people saw a positive effect, the responses were spread out across the categories. This suggests that other things, like personal goals, the environment, health, and access, are also important in deciding whether someone joins active sports. Research by Lutaaya (2019) shows that how the media shows athletes and their achievements can inspire people, especially young people, to be more active. Also, role models like athletes, commentators, and influencers in sports journalism can help create a good attitude towards sports (Tumusiime & Lwanga, 2021). However, as Kaggwa & Mbaine (2022) have noted, there are still barriers like poor facilities, cost, and lack of time that stop people from turning their interest into real participation. So while sports journalism can start interest and admiration, it's just one of several things needed for regular involvement in sports.

Influence on health choices.

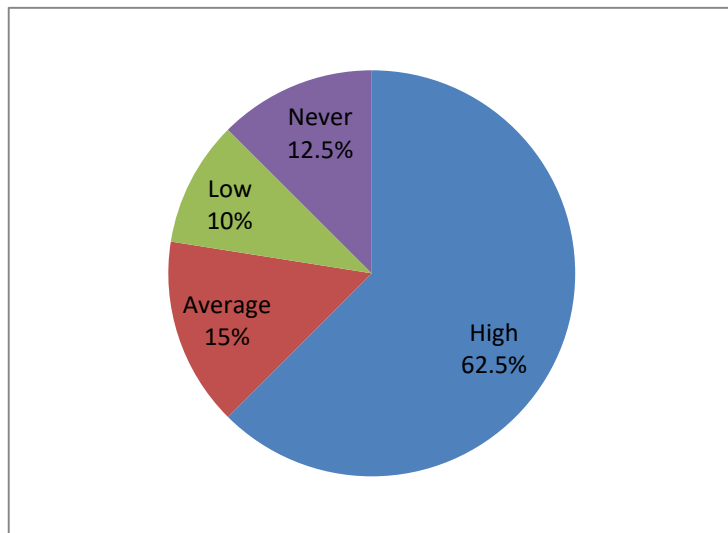


Figure 10: A pie chart showing how sports journalism affects health choices.

The effect of sports journalism on health choices is clear, with 62.5% of respondents saying it had a positive influence.

15% said it had an average effect, 10% said it had a low effect, and 12.5% said it had no effect. The large number of people who felt influenced shows how sports journalism can be a way to encourage fitness, better health, and preventive care. Much of this effect comes from ads that appear in sports programs, as well as stories that show how athletes live healthy lives, focusing on physical fitness, mental strength, and good nutrition (Sserwanga & Akello, 2021). Studies by Okello & Sserwanga (2023) have found that media coverage that highlights the healthy habits and body image of athletes often motivates fans, especially young ones, to follow similar routines.

Furthermore, health-related campaigns that take place during major sports events, often supported by fitness companies and non-profit groups, have been found to help people develop a better attitude towards staying healthy (UCC, 2023). This means that sports journalism does more than just provide information; it also plays a part in encouraging people to make healthier lifestyle choices.

Influence on purchasing choices.

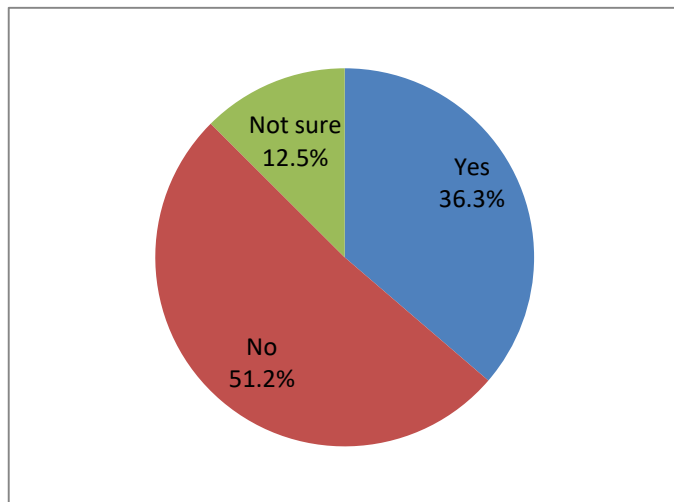
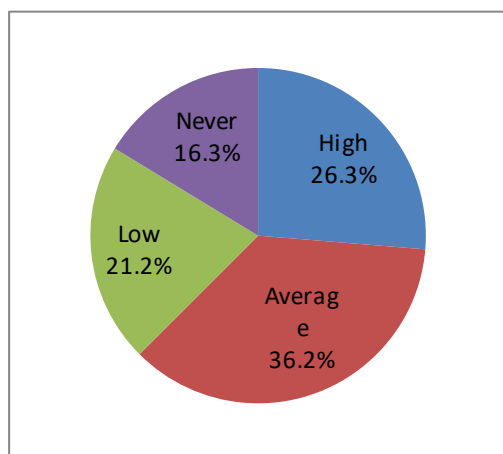


Figure 11: Pie chart showing how sports journalism affects purchasing choices.

As shown, 36.3% of people said they were influenced by sports journalism when making buying decisions, while 51.2% said they weren't influenced at all, and 12.5% weren't sure.

These numbers show that sports journalism acts as a strong tool for marketing. Sports broadcasts often include ads that use people's feelings for teams, players, and events to influence what they buy (Kaggwa & Nassanga, 2021). Things like brand sponsorships, famous athlete endorsements, branded products, and products shown in broadcasts all appear often in sports media, creating small but effective ways to make people want to buy something. According to Mwesige & Kalinaki (2020), fans who are really passionate about sports are more likely to support brands connected with their favorite teams or players, which leads to impulsive or loyal buying habits. However, the fact that most people said they weren't influenced might show that people are getting tired of seeing ads or are more aware and cautious about being persuaded, especially with so many choices online (Nassanga et al., 2022).

Influence on commercialized sports involvement.



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Figure 12: Pie chart showing how sports journalism affects participation in commercialized sports activities.

The data shows a mixed picture of how sports journalism affects activities like betting, lotteries, and jackpots: 26.3% were very influenced, 36.2% somewhat, 21.2% a little, and 16.3% not at all.

This shows a complicated link between media, gambling culture, and how fans, especially young people, deal with money. Betting companies use sports news platforms to advertise odds, jackpots, and predictions, often with on-air presenters who directly promote betting (Okello & Tumusiime, 2022). According to Lutaaya (2019), showing betting as a quick way to get rich takes advantage of the passion and loyalty of sports fans, especially in poorer communities. However, the data also shows that sports journalism isn't the only cause of betting behavior, as personal and economic factors also play a big role in why people gamble (Kaggwa & Mbaine, 2022). Still, the way betting messages are included in sports news raises ethical concerns about the long-term effects on fans who are more vulnerable.

Influence on socializing.

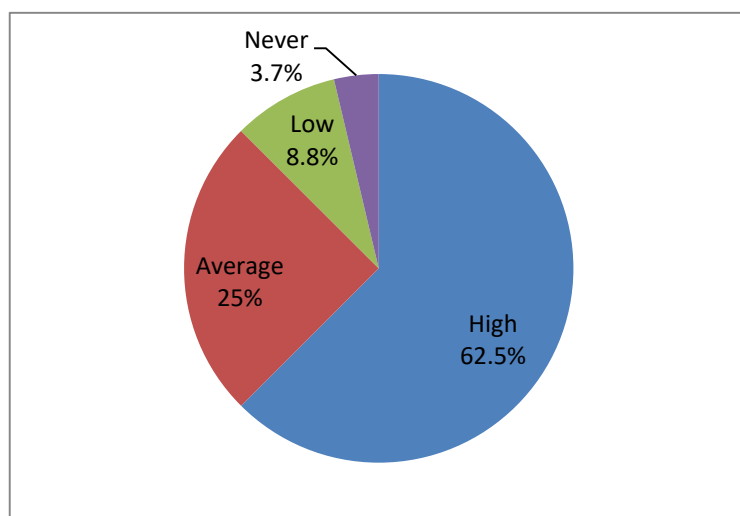


Figure 13: Pie chart showing how sports content affects socializing.

Sports journalism helps people connect with each other, as shown by the survey results. 62.5% of people feel strongly influenced by sports content to socialize, 25% feel somewhat influenced, 8.8% feel only slightly influenced, and only 3.7% aren't influenced at all. Sports have always been a way to bring people together and help form identities, and sports media makes this even stronger by creating shared stories and experiences (Sserwanga & Tumusiime, 2022). Whether people watch games live, chat online, or talk about sports in their communities, sports journalism encourages conversations that connect people from different backgrounds, helping them build relationships around shared interests (Mwesige & Kalinaki, 2020). The interactive features of digital sports journalism, like polls, live chats, and comment sections, create online communities that feel like real-life

connections (Nassanga et al., 2023). So, sports journalism isn't just about giving information – it's also a way for people to connect and build communities.

Conclusion

The study found that most of the people surveyed were young, showing that media companies are focusing on digital platforms and content that appeals to tech-savvy audiences.

The fact that most respondents are from urban areas shows how rural perspectives are often ignored due to limited access to good infrastructure.

The different educational levels of the respondents suggest that the content is created with varying levels of complexity in mind.

The strong preference for digital platforms over print media shows that newspapers are becoming less important in the sports media world today. The fact that Luganda is the most preferred language shows how important it is to use local languages to connect with regional audiences. The preference for international sports suggests that there's a bias in the media, shaped by financial and global factors. The fact that people watch sports content so often shows how important it is to provide real-time updates to keep audiences interested. The impact of sports journalism on society, including health behavior and socialization, proves that the people in charge of the media have a big influence on public attitudes and actions.

Recommendations

The study suggests that sports journalism should create a balanced mix of local and international sports content to meet the needs of all fans.

Local journalists should remember that international journalists don't cover local events in Uganda, so if local journalists don't cover them, no one else will. Keeping a balance between the two types of content helps maintain the credibility of media outlets among their local fans.

Media companies should use at least two different languages in their sports programs.

This helps to reach a wider audience and better connect with people who speak different languages.

Different groups of people listen to sports programs and get value from them. This research found that fans have very different language preferences, and some groups might miss out if only one language is used in sports shows.

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