

PERSONAL AND PSYCHOLOGICAL FACTORS ON UTILIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGY IN SPORTS MANAGEMENT AMONG SPORTS ADMINISTRATORS IN LAGOS STATE, NIGERIA

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ABSTRACT

The modern management of sports therefore, requires a revolutionized approach through effective use of ICT. This study therefore, examined personal and psychological factors on utilization of information and communication technology in sports management among sports administrators. Descriptive survey design of correlational type was used in the study. Multistage sampling techniques was used to select 50 respondents from Sports Councils and Ministry of Youth and Sports. A self-developed questionnaire with reliability value of 0.70 was used for data collection. Data were analysed using inferential statistics of multiple linear regression. The finding of the study revealed that personal and psychological factors of administrators' access, attitudes and computer self-efficacy had positive relationship with utilization of ICT in sports management in Lagos State. There was a significant joint influence of personal and psychological factors on utilization of ICT in sports management among the respondents ($F_{(3,46)}=34.766$; $p<0.05$). Administrators' attitudes ($\beta=0.548$, $p<0.05$) and computer self-efficacy ($\beta=0.294$, $p<0.05$) had relative influence on utilization of ICT in sports management among the respondents, while administrators' access ($\beta=0.039$, $p>0.05$) did not. There was a joint influence of personal and psychological factors on utilization of information and communication technology in sports management among sports administrators in Lagos State. Administrators' attitudes and computer self-efficacy had relative influence on utilization of ICT in sports management. It was recommended that an effective education on proper utilization of ICT in sports management should be organised for the sports administrators.

Keywords: Personal and Psychological factors, Utilization, ICT and Sports Management.

Introduction

The importance of Information and Communication Technology (ICT) to the development of different spheres of life has shown that, it is an indispensable component of modern society. In line with this, Meenakshi (2013) and Agere (2013) opined that within a very short space of time, ICTs have become one of the basic and indispensable components of modern society. It was also revealed that the influence of ICTs has so far permeated every domain of human life. Consequently, sport is considered as one of the distinctive spheres that needs the use of ICT for easier, faster and effective discharge of routine business activities. The modern management of sports therefore requires a revolutionized approach through effective use of ICT.

The advent of ICTs has made sharing of ideas easier, while storage of information is more secured. Hence, the use of ICTs offers enormous potential to enhance learning. The advent of ICT helps to avoid mistake in organisation and administration of various sports and games. ICT in sports has established scientific discipline, improves learning and coaching, Bio-mechanical analysis and field research have evolved (Winn, 2002; Ramesh, 2016). Similarly, ICT improves management of organizations, provided it is applied appropriately.

Management is regarded as the activities of setting the strategy of an organization and coordinating the efforts of its employees to accomplish its objectives through the application of available resources,

such as financial, natural, technological and human resources. Also, sports management is regarded as a field that deals with the logistics of running a sports organisation or a major sports event. It is a broad and highly competitive field that incorporates aspects of many different areas, such as business, marketing and accounting (Hill and Gareth, 2012; Johan Cruyff Institute, 2017).

One the other hand, one of the major challenges in sports industry is keeping up with the pace of technological advancements, particularly among the administrators. Bello (2018) established that the sports industry in Africa is being faced with the challenges of trying to predict the next trend and the next big idea that will capture their audiences. Morakinyo and Aluko (2008) established that sports administration and management in Nigeria lack professionalism. In most cases, the appointees do not have necessary prerequisites to pilot the affairs of the Ministry of Sports. This might be associated with poor performances of Nigerian athletes at the regional and international competitions. In Nigeria, it has been ascertained that sports reflect the absence of functional systems and presence of powerful interest which often at variance with national interest. The sector has continued to struggle in planning and organizing sports with the use of modern ICT related equipment and facilities.

Based on personal exploration, the inability to utilize ICT for management of sports particularly in Lagos State might be attributed to personal and psychological factors like administrators' access to ICT, administrators' attitudes towards the use of ICT as well as computer self-efficacy in sports administrators. According to Tondeur, van Braak, Sang, Voogt, Fisser and Ottenbreit-Leftwich (2012), access to ICT is a key factor in determining the integration of ICTs in different institutions as well as the rules set by such institution on how and when to use the computers. Similarly, Schiller (2003) revealed that personal characteristics such as educational level, age, gender, educational experience and attitude towards computers can influence the adoption of ICT.

It was further asserted that, the mere presence of computers in an institution do not guarantee the use of the tools. It was also, revealed that self-judgment of one's ability to use computer skill for broader tasks does not focus on component (Schiller, 2003). This shows that an individual's belief in their innate ability to achieve goals through the use of ICT is important. Acquisition of skills such as using specific software features in a computer for effective management of sport is therefore a necessity. Conversely, Compeau and Higgins (1995) asserted that, a strong sense of computer self-efficacy affects both the frequency and the manner in which ICTs are used in everyday instructional practice. Integration and underutilization of ICT in sports management could be guided against provided the factors contributing to them are effectively tackled particularly in Lagos. Hence, this study examined influence of personal and psychological factors on utilization of information and communication technology in sports management among sports administrators in Lagos State, Nigeria.

Statement of the Problem

It has been ascertained that the integration and utilization in executing various tasks could go a long way in making and sharing of ideas easier. In addition, it was established that the advent of ICT helps to avoid mistake in organisation and administration. In spite of the benefits that are accrued to its integration and utilization, an explorative survey has revealed the persistent underutilization of ICT in sports management, particularly among staff of Sports Councils and Ministries of Sports. In order to tackle the prevalence of underutilization, previous studies focused more on the use of ICT for non-sports oriented organisations, with little emphasis on its effective utilization in sports management. This study therefore, examined influence of personal and psychological factors on utilization of information and communication technology in sports management among sports administrators in Lagos State, Nigeria.

Research Question 1: What is the joint and relative contribution of personal (administrators' access) and psychological (administrators' attitudes and computer self-efficacy) factors on utilization of ICT in sports management among sports administrators in Lagos State, Nigeria.

Hypotheses

The following hypotheses were tested at 0.05 level of significance:

H₀₁ There will be no joint and relative contribution of personal (administrators' access) and psychological (administrators' attitudes and computer self-efficacy) factors on utilization of ICT in sports management among sports administrators in Lagos State, Nigeria.

Methodology

The descriptive survey research design of correlational type was used in the study. The population comprised the sports administrators in Lagos State. Purposive and simple random sampling techniques were used to select the fifty (50) sports administrators for the study. The respondents were selected from Sports Councils and Ministry of Youth and Sports respectively.

Purposive sampling technique was used to select sports administrators in Lagos State as the population for the study. Simple random sampling technique of fish bowl (without replacement) was used to select the fifty (50) respondents from both Sports Councils and Ministry of Youth and Sports respectively. This was done in order to give each of the respondents in both Sports Councils and Ministry of Youth an equal and independent chance of being included in the study.

A self-developed and validated questionnaire named as Personal, Psychological Factors as well as Utilization of Information and Communication Technology (PPFUICTQ) was used as instrument for data collection. The questionnaire was divided into three sections, namely, A, B and C. Section A entailed socio-demographic characteristics of the respondents, section B involved Personal and Psychological Factors Scale (PPFS), while section C entailed Utilization of Information and Communication Technology Scale (UICTS). The socio-demographic characteristics of the respondents covered in section A include; sex and age. Section B was used to elicit information on independent variables of personal and psychological factors, while section C was used to elicit information on utilization of information and communication technology. The responses in sections B and C were developed in a 4-point modified Likert format of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

Experts in the field of Sports Administration were used for the validation of the questionnaire. This really helped to improve the construct and content validity of the instrument. The data generated through pre-testing of the instrument were later subjected to factor analysis. A cronbach alpha method was used to test the internal consistency of Personal and Psychological Factors Scale and Utilization of Information and Communication Technology Scale which yielded reliability values of 0.70 and 0.71 respectively; while the entire questionnaire yielded a reliability of 0.70.

The filled copies of questionnaire were collated, coded and analysed using both descriptive and inferential statistics. Data were analyzed using the Statistical Package for Social Sciences program (SPSS), version 21. Frequency count and percentages were used to analyse demographic data, while inferential statistics of multiple linear regression was used to test hypotheses raised and p-value equal to or less than 0.05 was accepted as significant for each statistical test.

Results

Table 1:
Socio-Demographic Characteristic of the Respondents

Variable	Frequency	Percent (%)
Sex		
Male	31	62.0
Female	19	38.0
Total	50	100
Age:		
18-28 years	11	22.0
29-39 years	23	46.0
40 years and above	16	32.0
Total	50	100

As revealed in table 1, 31 (62.0%) respondents were male, while 19 (38.0%) were female. This means that most of the respondents were male. Also, 11 (22.0%) respondents were in the age range of 18-28 years, 23 (46.0%) were between 29-39 years, while 16 (32.0%) respondents were over 40 years. This means that most of the respondents were between 29-39 years.

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Table 2:
Correlation matrix showing the relationship between personal and psychological factors and utilization of ICT in sports management

Variables (sub-scales)	Utilization of ICT	Administrators’ access	Administrators’ attitudes	Computer self-efficacy
Utilization of ICT	1			
Administrators’ access	.716**	1		
Administrators’ attitudes	.813**	.858**	1	
Computer self-efficacy	.753**	.705**	.789**	1
Mean	6.86	7.52	6.86	8.04
Standard Dev	2.67	3.39	3.21	3.94

** Correlation is significant at 0.05 (2-tailed)

Table 2 showed the inter-correlational matrix of the relationship between the personal and psychological factors and utilization of ICT in sports management. The table revealed that administrators’ access ($r=0.715$, $p<0.05$); administrators’ attitudes ($r=0.828$, $p<0.05$) and computer self-efficacy ($r=0.689$, $p<0.05$) were positively correlated with utilization of ICT in sports management among sports administrators in Lagos State. This implied that, administrators’ access, administrators’ attitudes and computer self-efficacy independently had positive relationship with utilization of ICT in sports management among sports administrators in Lagos State. The outcome means that an increased level of inability of administrators’ access to ICT, administrators’ poor attitudes to ICT and administrators’ unfavorable computer self-efficacy among the respondents would lead to an increase in underutilization of ICT in sports management among sports administrators in Lagos State. The finding of the present study was in line with the finding of Schiller

(2003) that, personal characteristics such as educational level, age, gender, educational experience and attitude towards computers can influence the adoption of ICT.

H0₁: There will be no joint and relative contribution of personal (administrators’ access) and psychological (administrators’ attitudes and computer self-efficacy) factors on utilization of ICT in sports management among sports administrators in Lagos State, Nigeria.

Table 3:

Regression analysis of joint influence of personal and psychological factors on utilization of ICT in sports management

R=.833						
R ² =.694						
Adj. R ² =.674						
Model	Sum of Squares	df	Mean Square	F	Sig. (p value)	Remark
Regression	241.505	3	80.502	34.766	.000	Sig.
Residual	106.515	46	2.316			
Total	348.020	49				

Table 3 revealed that there was a significant joint influence of personal and psychological factors on utilization of ICT in sports management among sports administrators in Lagos State, Nigeria ($F_{(3,46)}=34.766$; $R=.833$, $R^2=.694$, $Adj.R^2=.674$, $p<.05$); with about 67.4% of the variation accounted for by the independent variables. The null hypothesis was therefore rejected. The implication was that personal and psychological factors had influence on utilization of ICT in sports management among sports administrators in Lagos State. The finding about joint influence of personal and psychological factors on utilization of ICT in sports management revealed that the linear combination of administrators’ access, administrators’ attitudes and computer self-efficacy.

It implied that administrators’ access to ICT, administrators’ poor attitudes to ICT and administrators’ unfavourable computer self-efficacy jointly had strong impact on underutilization of ICT in sports management among sports administrators in Lagos State. The outcome of this study on personal and psychological factors was in line with the finding of Schiller (2003) that, personal characteristics such as educational level, age, gender, educational experience and attitude towards computers can influence the adoption of ICT.

Table 4:

Regression analysis of relative influence of administrators’ access on utilization of ICT in sports management

Variable	Unstandardized coefficients		Standardized coefficients	t	Sig.	Remark
	B	Std. Error	Beta (β)			
(Constant)	1.917	.549		3.493	.001	
Administrators’ access Variable	.031	.125	.039	.245	.808	Not Sig
Variable	Unstandardized coefficients		Standardized coefficients	t	Sig.	Remark
	B	Std. Error	Beta (β)			
(Constant)	1.917	.549		3.493	.001	
Administrators’ attitudes Variable	.454	.153	.548	2.977	.005	Sig
Variable	Unstandardized coefficients		Standardized coefficients	t	Sig.	Remark
	B	Std. Error	Beta (β)			
(Constant)	1.917	.549		3.493	.001	

Computer self-efficacy	.199	.090	.294	2.202	.033	Sig
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Table 4 showed that administrators' access ($\beta=0.039$, $p>.05$) did not have significant relative influence on utilization of ICT in sports management among sports administrators in Lagos State. The null hypothesis was therefore accepted. This implied that administrators' access had no strong influence on utilization of ICT in sports management among the respondents. It means that administrators' accessibility to ICT did not have strong impact on underutilization of ICT in sports management among sports administrators in Lagos State. The outcome of this study about administrators' access on utilization of ICT in sports management was in contrast to the finding of Tondeur, van Braak, Sang, Voogt, Fisser and Ottenbreit-Leftwich (2012) access to ICT is a key factor in determining the integration of ICTs in different institutions are the rules set by such institution on how and when to use the computers.

Administrators' attitudes ($\beta=0.548$, $p<.05$) had significant relative influence on utilization of ICT in sports management among sports administrators in Lagos State. The null hypothesis was therefore rejected. It implied that administrators' attitudes had strong influence on utilization of ICT in sports management among the respondents. This implied that administrators' attitudes had strong influence on utilization of ICT in sports management among the respondents. It means that administrators' attitudes to ICT had strong impact on underutilization of ICT in sports management among sports administrators in Lagos State. The outcome of this study about administrators' attitudes on utilization of ICT in sports management was in line with the finding of Schiller (2003) that personal characteristics such as educational level, age, gender, educational experience and attitude towards computers can influence the adoption of ICT.

Computer self-efficacy ($\beta=0.294$, $p<.05$) had significant relative influence on utilization of ICT in sports management among sports administrators in Lagos State. The null hypothesis was therefore rejected. This implied that computer self-efficacy had strong influence on utilization of ICT in sports management among sports administrators. This implied that computer self-efficacy had strong influence on utilization of ICT in sports management among the respondents. It means that computer self-efficacy to ICT had strong impact on underutilization of ICT in sports management among sports administrators in Lagos State. The outcome of this study about computer self-efficacy on utilization of ICT in sports management was in line with the finding of Compeau and Higgins (1995) that a strong sense of computer self-efficacy affects both the frequency and the manner in which ICTs are used in everyday instructional practice.

Conclusion

It was concluded that personal and psychological factors of administrators' access, administrators' attitudes and computer self-efficacy had positive relationship with utilization of ICT in sports management among sports administrators in Lagos State. It was also concluded that personal and psychological factors jointly had significant influence on utilization of ICT in sports management among sports administrators in Lagos State. It was further concluded that administrators' attitudes and computer self-efficacy had relative influence on utilization of ICT in sports management, while administrators' access did not.

Recommendations

Based on the findings of this study, the following recommendations were made:

1. A periodic and effective sensitization programme on utilization of ICT in sports management should be carried out by the authority of Sports Council and Ministry of Youth and Sports. It is necessary in order to ensure that the sports administrators are aware of the proper utilization of ICT as well as utmost benefits that are accrued to it.
2. An effective education on proper utilization of ICT should also be organized for the sports administrators. This will assist the sports administrators to have better understanding on the need to utilize ICT in sports management.

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