

Factor Analysis of Extreme Enthusiasm of the Use of Cyber Social Media in Athletes and Coaches

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Purpose: Today, the use of cyber social media is increasing dramatically. Therefore, the current research was conducted with the aim of factor analysis of the extreme enthusiasm of the use of cyber social media in athletes and coaches.

Methodology: This study in terms of purpose was applied and in terms of implementation method was descriptive-survey. The research population was the athletes and coaches of Tehran city, which the sample size based on Cochran's formula were determined 386 people, but 400 questionnaires were distributed and these numbers were selected by cluster sampling method. The tools of the current research were included a demographic information form and a researcher-made questionnaire of extreme enthusiasm of the use of cyber social media with 24 items, and the data obtained from their implementation were analyzed with the methods of exploratory factor analysis and structural equation modeling in SPSS-22 and LISREL-8.5 software.

Findings: The findings showed that the extreme enthusiasm of the use of cyber social media in athletes and coaches had 24 items in 6 components of social interaction, entertainment, internet unemployment, extreme enthusiasm, emotions and belonging in sports; So that the factor loading of all items was higher than 0.50, and the average variance extracted of all components was higher than 0.50 and the Cronbach's alpha of all components was higher than 0.70. Also, the extreme enthusiasm model of the use of cyber social media in athletes and coaches had a good fit, and in this model, the effect of entertainment, social interaction and internet unemployment on extreme enthusiasm, the effect of extreme enthusiasm on belonging in sports and emotions, and the effect of belonging in sports on emotions was meaningful ($P < 0.05$).

Conclusion: According to the results of this study, factors such as social interaction, entertainment, internet unemployment, extreme enthusiasm, emotions and belonging in sports had an effective role in the extreme enthusiasm of the use of cyber social media in athletes and coaches.

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1. Introduction

Enthusiasm refers to a strong inclination individuals have towards an activity they enjoy, consider important, and devote significant time and energy to (Abdel-Meguid, 2022; Stroe, Wincent, & Parida, 2018). This enthusiasm provides the necessary foundation for satisfying fundamental needs and experiencing joy, especially among athletes and coaches, and profoundly impacts their psychological performance (Chen, Chang, & Wang, 2019). Enthusiasm for an activity manifests when an individual freely participates in and internalizes that activity (Riahi, Zarei, Esmaili, & Nikaeen, 2020). It means the interaction of personal characteristics with significant environmental features, involving initiating action with motivation and sustaining it in the face of obstacles, representing an eager, active, voluntary, and knowledge-based activity (Harsejghasemi, Sadeghi, & Homayouni, 2022).

Enthusiasm, a psychological construct, indicates regular engagement in activities with zeal, providing the groundwork for fulfilling fundamental needs and creating a sense of joy, significantly affecting psychological performance. Historically, enthusiasm was seen as a destructive, unethical, and irrational force. However, contemporary views regard it as a desirable experience that adds value to life (Chen et al., 2019). Enthusiasm is part of a broader model of human motivation that has expanded significantly over the past few decades, encompassing the size, intensity, effort, and emotional quality of involvement in activities (Ghasemzadeh Alishahi, Panahi, & Samadi, 2022). Specifically, enthusiasm has both positive and negative impacts on individuals' lives, with many previous studies pointing to its negative effects on athletic performance, while others highlight its positive aspects (King, 2018).

Enthusiasm is an internal inclination that displays a sense of energy within a person, directing their behavior towards this energy. Conceptually, it is distinct from the subsequent actions and forces that initiate it, as it is the initiator of activity, creating focus and energy in work activities (Disabato, Goodman, & Kashdan, 2019). Often associated with motivation, enthusiasm is related to specific concepts like creativity and love. It has been defined as a strong inclination towards an activity that people enjoy, find important, and actively engage in (Hwang, Shi, & Wang, 2021).

For athletes, achieving peak performance in sports and displaying normative and ethical behaviors in sporting environments requires more than just talent and resources. While talent is a crucial component of sports success, having enthusiasm as an influencing factor is essential. A key aspect of an athlete's life success is the motivation or perseverance, which is underpinned by enthusiasm (Jafari Siavashani, Nikbakhs, & Safania, 2018).

Successful athletes and coaches often have enthusiasm and purpose for their work, remaining focused and determined to improve daily, pursuing specific goals actively. This internal motivation (enthusiasm and purpose) helps overcome life's obstacles, stay focused on goals, and excel in competition. When you love what you do, what seems like work to others is merely a pleasurable activity to you. That's why passionate athletes are often the first to practice and the last to leave. Unfortunately, not every athlete or coach in sports has enthusiasm and purpose for their sport. While some do, many play because they are good at it or because others in their lives (e.g., parents) expect them to. In reality, athletes and coaches without intrinsic motivation and enthusiasm are limited in reaching their full sports potential (Gu, Peng, Du, Fang, Guan, He, & Jiang, 2023).

Harmonious enthusiasm arises when an individual feels free to participate in an activity and does not feel any compulsion or pressure to continue it. This harmonious enthusiasm stems from the self-determination of activity in the individual's identity. This internalization process creates a new individual construct that can be internalized in a way that aligns with other aspects of identity and personality (Riahi et al., 2020). When individuals have harmonious enthusiasm, they do not experience an uncontrollable urge to participate in an activity but choose it freely. This positive aspect of enthusiasm indicates that the individual controls the activity they are enthusiastic about. In harmonious enthusiasm, the activity forms an important part of the individual's identity, influencing their entire identity and aligning with other aspects of their personality and life. Furthermore, individuals with harmonious enthusiasm can experience positive emotions after

participating in the activity and focus on other important life activities. Thus, in harmonious enthusiasm, there is no conflict between the activity and other life aspects, or if there is, it is minimal, and individuals can easily cope if they cannot participate in their enthusiastic activity, focusing their energy and attention on other life activities (Peixoto, Nakano Primi, Castillo, Oliveira, & Balbinotti, 2019).

In the field of sports, one theoretical approach to physical activity is enthusiasm, recognized as a theoretical approach for enhancing positive emotions in sports. Notably, most people have enthusiasm for some sports activities (Riahi et al., 2020). Sometimes this enthusiasm is extreme, such that individuals with extreme enthusiasm find themselves in a position of experiencing an uncontrollable desire to participate in an activity they consider important and enjoyable. They cannot control themselves from participating in this enthusiasm-inducing activity (Jafari Siavashani et al., 2018). The dual model of enthusiasm demonstrates the negative and positive concepts of enthusiasm. Extreme enthusiasm arises when an individual feels internal pressures to participate in a favored activity and is actually beyond the individual's control. In fact, extreme enthusiasm arises from the controlled internalization of activity in the individual's identity, influencing their identity. When extreme enthusiasm occurs in an individual, they have an uncontrollable desire to participate in an activity they consider important and enjoyable. This enthusiasm indicates that the individual is under the control of the activity to which they are enthusiastic. In extreme enthusiasm, the activity occupies a large space in the individual's identity, conflicting with other aspects of their identity and life (Riahi et al., 2020). Extreme enthusiasm can lead individuals to feel superiority over opponents, resulting in dominance through an obsession with winning, preventing them from experiencing empathy, and leading to unethical behaviors like antisocial behavior and violence; therefore, harmonious enthusiasm leads to ethical behavior through association with genuine pride. In the case of extreme enthusiasm, the indirect path to ethical behavior is moderated positively by genuine pride and negatively by false pride. Moreover, further research is needed to identify conditions in which one of the extreme enthusiasm-pride pathways is stimulated at the expense of the other and the subsequent consequences for ethical/unethical behavior (Swanson & Kent, 2017).

One of the innate needs of humans is the need for social interactions and relationships. Social interactions and relationships are mentioned both as an innate need and as a means to satisfy other needs; humans cannot live without establishing social relationships. Social interaction means creating a relationship between two or more people, resulting in a reaction between them that is recognized by both parties. Therefore, meaningless relationships do not include this definition (Zahraee & Pezuouhanfar, 2019). Social relationships or social interactions are any relationship between two or more individuals (Kwan, 2018). Social relationships, derived from individual agency, form the basis of social structure and are the primary focus of social scientists' analysis (Franko, 2021). Social relationships consist of both positive (affiliative) and negative (agonistic) actions and interactions, representing opposing effects. Social relationships are a specific case of social relationships that can exist without any interaction between the involved actors. The classification of social interactions enables observation and other social research (Kupfer, Vorder Holte, Kubler, & Hennig-Thurau, 2018). Presence in social networks for some athletes and coaches has led to extreme enthusiasm and obsessive enthusiasm as a unique construct, which can be both beneficial and harmful, leading to internet addiction and taking excessive time and energy (Robertson & Kee, 2017). Conversely, extreme enthusiasm for the internet among athletes and coaches is an internally controlled motivational force originating from the individual, leading to pressures like the feeling of social acceptance or self-esteem, stimulating participation and desire for more activity in social networks (Hu, Li, Jiang, & Liu, 2023). On the other hand, sports is one of the ways people can overcome physical, mental, psychological, and social pressures. Research shows that individuals who engage in regular sports are less prone to heart and vascular disorders, endure less nervous pressure, have more self-confidence, are more optimistic about life, and are less susceptible to depression (Sadeghian, Hosseini, & Farzan, 2014).

Literature Review

Schellenberg, Verner-Filion, and Vallerand (2021) conducted a study titled "The Role of Passion and Enthusiasm in the Experience of Emotions in Sports." According to their findings, harmonious enthusiasm, which entails a strong form of motivation, remains in sync with other aspects and components of the self. Extreme enthusiasm involves an intense, uncontrollable form of motivation that overwhelms an individual's sense of self. Additionally, harmonious enthusiasm towards sports is generally associated with positive emotions, while extreme enthusiasm is often linked with negative emotions.

Lavoie, Vallerand, and Verner-Filion (2021) conducted a study titled "Enthusiasm and Emotions: The Mediating Role of Cognitive Appraisals." The analysis results, conducted separately in conditions of victory and defeat based on game outcomes, supported a model found in Study 1 regarding defeat for both types of enthusiasm and victory for harmonious enthusiasm. The sense of ownership enthusiasm was not associated with threat appraisal among victorious athletes. These results suggest that both types of enthusiasm initiate different cognitive appraisals leading to related emotions.

Gilal, Channa, Gilal, Gilal, Gong, and Zhang (2020) conducted a study titled "Corporate Social Responsibility and Brand Enthusiasm among Consumers: Theory and Evidence." The results indicate that customers' perception of a company's social responsibility activities significantly increases brand attachment and brand trust. Brand attachment and trust, along with customers' perception of social responsibility, impact consumer brand enthusiasm, with brand attachment and trust playing a fully mediating role in these relationships.

Vallerand, Verner-Filion, Tenenbaum, Eklund, and Boiangin (2020) conducted a study titled "Theory and Research in Enthusiasm to Sports." Athletes, coaches, and dedicated sportspeople are often recognized as being passionate about their sport or activity. In line with the theory of destiny determination, the dual model of enthusiasm suggests that individuals participate in various activities throughout their lives in the hope of psychological growth and satisfying psychological needs for autonomy, competence, and connection.

Doty et al. (2020) conducted a study titled "Enthusiasm as an Excuse for Procrastination: A Cross-Cultural Examination of the Relationships Between Internet Obsessive Enthusiasm and Procrastination." This study examines the indirect relationships (via internet obsessive enthusiasm) between three specific uses of the internet (for social interaction, entertainment, and internet idleness) and procrastination in two divergent cultures: the United States and Russia. The results indicate that indirect relationships between internet use for social interaction and procrastination may be culturally contingent, while the indirect links between the other two internet uses and procrastination are not culturally stable.

Esmaili, Hasani, and MehrSafar (2015) conducted a study titled "Determining the Relationship Between Type of Activity Enthusiasm and Situational Motivation in Sports Considering the Mediating Role of Burnout Analysis Based on Dual Enthusiasm Theory and Autonomy Theory." The results showed that harmonious enthusiasm is significantly and positively correlated with intrinsic situational motivation. Conversely, obsessive enthusiasm had a significant relationship with signs of demotivation. Other sub-scales of situational motivation showed no significant relationship.

Esmaili HeidarAbad, Sheikh, Hassani, and Esmaili (1396) conducted a study titled "The Relationship between Burnout (Analysis of Burnout) and the Type of Sports Activity Enthusiasm of Students Based on the Dual Theory of Enthusiasm." The results showed that obsessive enthusiasm is significantly associated with all dimensions of student sports burnout (with emotional-physical exhaustion, with a sense of reduced performance, and with a sense of decreased value). On the other hand, harmonious enthusiasm had no significant relationship with any of the burnout factors. According to the results of this study, it can be said that athletes who have obsessive enthusiasm for their activity are more likely to perceive sports burnout, and it is less likely that athletes with harmonious enthusiasm will experience burnout.

Jafari Siavashani et al. (2018) conducted a study titled "Validation and Standardization of the Enthusiasm Questionnaire in Athletes." The research findings indicated that this questionnaire is a suitable tool for measuring enthusiasm among athletes. Furthermore, other findings showed that harmonious enthusiasm is the primary priority, and extreme enthusiasm in sports has the second priority.

Social media can be an excellent communication tool for athletes and coaches if used wisely. A skilled communicator can work wonders behind the keyboard of a smartphone. They can practice to feel good and inform everyone, but most importantly, they can share their experiences with others to help them find the right motivation and perhaps even inspire them to follow them. To achieve such a goal on social media, an athlete must understand what, how, and when to share on each social platform using their personal, professional, or both profiles. Coaches, athletes, and sports teams are increasingly using social media to engage and build fan loyalty. Online social media platforms like Facebook, Twitter, YouTube, Instagram, and Snapchat are increasingly used to reach fan bases and provide engaging content for fans. Coaches, athletes, and sports teams have also found ways to use this marketing tool to create passionate fan bases and make investments. Social media provides an excellent opportunity for communication, audience engagement, promotion, provision of sports-specific information, and a unique way to strengthen and maintain fans' relationships with athletes and coaches. In fact, regular use and viewing of social media (Instagram) are the best guides for learning sports exercises. However, today social networks in cyber networks, including Instagram, have replaced newspapers, radio, and television, and have created an important place in people's lives, with much of their leisure time spent on these networks. As a result, the main question in this research is how is the factor analysis of extreme enthusiasm for the use of cyber social media in athletes and coaches? Therefore, the present research has tested the model of extreme enthusiasm in the use of cyber social media in athletes and coaches, which in this model, research by Stenseng, Forest, and Curran (2015) and Doty, Wooldridge, Astakhova, Fagan, Marinina, Caldas, and Tuncalp (2020) has been used.

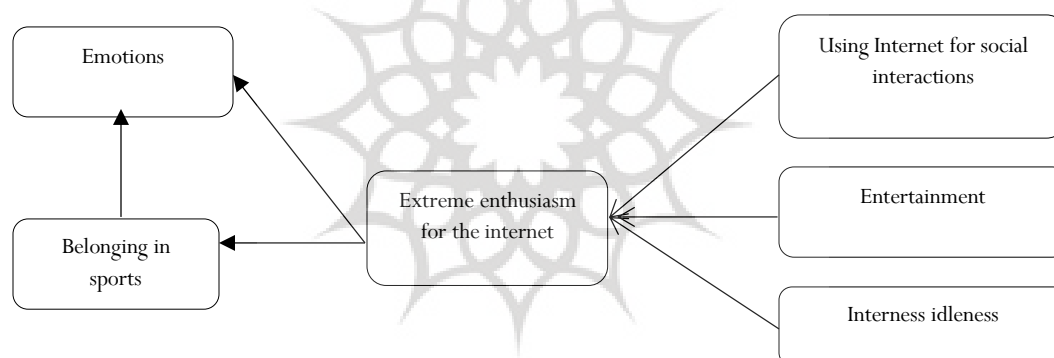


Figure 1. The conceptual model of the study

2. Methodology

This study was applied in terms of its goal and descriptive-survey in its implementation method. The research population consisted of athletes and coaches in Tehran, with the sample size determined as 386 based on Cochran's formula, but 400 questionnaires were distributed. This number was selected using cluster sampling, dividing Tehran into four main regions (North, South, East, and West), with 100 questionnaires distributed in each area. Of these, 388 were returned, and after discarding 7 incomplete questionnaires, analyses were conducted on 381 responses.

The research tools included a demographic information form and a researcher-made questionnaire on extreme enthusiasm in the use of cyber social media. The demographic form, designed by the researchers, gathered data on gender, education, and age of the participants, aiming to better understand the research samples. The researcher-made questionnaire on extreme enthusiasm in the use of cyber social media, also designed by the researchers, examined aspects of extreme enthusiasm in cyber social media use. This questionnaire contained 24 items across six components: social interaction (3 items), entertainment (2 items), internet idleness (3 items), extreme enthusiasm (9 items), emotions (4 items), and belonging in sports (3 items). Responses to each item were recorded on a 5-point Likert scale, ranging from 1 (strongly disagree)

to 5 (strongly agree). The score for each component was determined by the sum of the scores of its constituent items, with higher scores indicating a greater presence of that characteristic. The face validity of the researcher-made questionnaire on extreme enthusiasm in the use of cyber social media was confirmed by experts, and its construct validity and reliability were reported in the findings section.

The procedural stages of this research began with the development of the extreme enthusiasm questionnaire for the use of cyber social media by the researchers, based on relevant theoretical foundations and consisting of 24 items. Tehran was divided into four sections, and 100 athletes and coaches were selected from each area. The importance and necessity of the research were explained to them, along with ethical considerations, and they were asked to respond to the research tools. After collecting the completed tools and thanking the participants for their cooperation, the data were prepared for computer entry. The data from the demographic form and the researcher-made questionnaire on extreme enthusiasm in the use of cyber social media were analyzed using exploratory factor analysis and structural equation modeling in SPSS-22 and LISREL-8.5 software.

3. Findings

In this study, the dropout rate was 4.75%, and the participation rate was 95.25%. Of the 400 distributed questionnaires, analyses were conducted for 381 respondents. The frequency and percentage of demographic information, including gender, education, and age, are reported in Table 1.

Table 1. The results of frequency and percentage of subjects' demographic characteristics

| Variable | Value | Frequency | Percentage |
|-----------|-------------------|-----------|------------|
| Gender | Male | 213 | 91,55 |
| | Female | 168 | 09,44 |
| Age | 21-30 | 86 | 57,22 |
| | 31-40 | 124 | 55,32 |
| | 41-50 | 171 | 88,44 |
| Education | Below Bachelor's | 107 | 08,28 |
| | Bachelor's degree | 149 | 11,39 |
| | Master's degree | 125 | 81,32 |

As reported in Table 1, most research samples were male (213 individuals, equivalent to 55.91%), aged 41-50 years (171 individuals, equivalent to 44.88%), and held a bachelor's degree (149 individuals, equivalent to 39.11%).

The assumption testing of the research analysis showed that the assumption of normality of variables was not rejected based on the Kolmogorov-Smirnov test due to significance above 0.05. The KMO index with a value of 0.34 and the Bartlett's test of sphericity with a statistic of 3670.01 and significance below 0.001 indicated the adequacy of the sample size. Therefore, the assumptions of the research analysis method, including exploratory factor analysis and structural equation modeling, were met. The results of the factor analysis of extreme enthusiasm in the use of cyber social media among athletes and coaches are reported in Table 2.

Table 2. Factor analysis of extreme enthusiasm for using cyber social media in athletes and coaches

| Component | Item | Factor loadings | Average Variance Extracted (AVE) | Cronbach's Alpha |
|--------------------|------|-----------------|----------------------------------|------------------|
| Social interaction | 1 | 81,0 | 71,0 | 75,0 |
| | 2 | 65,0 | | |

| | | | | |
|---------------------|----|------|------|------|
| | 3 | 72,0 | | |
| Entertainment | 4 | 67,0 | 59,0 | 71,0 |
| | 5 | 74,0 | | |
| Internet idleness | 6 | 72,0 | 67,0 | 81,0 |
| | 7 | 64,0 | | |
| | 8 | 57,0 | | |
| Extreme enthusiasm | 9 | 74,0 | 57,0 | 86,0 |
| | 10 | 68,0 | | |
| | 11 | 75,0 | | |
| | 12 | 80,0 | | |
| | 13 | 74,0 | | |
| | 14 | 55,0 | | |
| | 15 | 78,0 | | |
| | 16 | 63,0 | | |
| | 17 | 68,0 | | |
| Emotionas | 18 | 74,0 | 64,0 | 84,0 |
| | 19 | 59,0 | | |
| | 20 | 73,0 | | |
| | 21 | 79,0 | | |
| Belonging in sports | 22 | 80,0 | 74,0 | 83,0 |
| | 23 | 77,0 | | |
| | 24 | 79,0 | | |

**p<0.01

As reported in Table 2, extreme enthusiasm in the use of cyber social media among athletes and coaches consisted of 24 items in 6 components: social interaction, entertainment, internet idleness, extreme enthusiasm, emotions, and belonging in sports. The factor loading of all items was above 0.50, the average variance extracted for all components was above 0.50, and the Cronbach's alpha for all components was above 0.70. The fit indices for the model of extreme enthusiasm in the use of cyber social media among athletes and coaches are reported in Table 3.

Table 3. The results of fit model indices of extreme enthusiasm for using cyber social media in athletes and choaches

| Index | χ^2 / df | RMSEA | RMR | NFI | NNFI | CFI | IFI | GFI | AGFI |
|------------------|---------------|--------|-------|------|------|--------|------|------|--------|
| Standard value | < 3 | < 0.10 | | | | > 0.90 | | | < 0.80 |
| Calculated value | 2.17 | 0.081 | 0.075 | 0.90 | 0.91 | 0.92 | 0.92 | 0.87 | 0.81 |

As reported in Table 3, the model of extreme enthusiasm in the use of cyber social media among athletes and coaches had an appropriate fit. The results of the structural equation modeling of the model are reported in Table 4 and Figure 2.

Table 4. The results of effects in the model of extreme enthusiasm for using cyber social media in athletes and choaches

| Effect | Path coefficient | t-value | p | Result |
|---|------------------|---------|-------|----------|
| The effect of entertainment on extreme enthusiasm | 24,0 | 44,3 | <0.05 | Approved |

| | | | | |
|---|------|------|-------|----------|
| The effect of social interaction on extreme enthusiasm | 34,0 | 28,5 | <0.05 | Approved |
| The effect of internet unemployment on extreme enthusiasm | 45,0 | 33,7 | <0.05 | Approved |
| The effect of extreme enthusiasm on sports attachment | 59,0 | 27,8 | <0.05 | Approved |
| The effect of extreme enthusiasm on emotions | 42,0 | 09,5 | <0.05 | Approved |
| The effect of sports attachment on emotions | 06,0 | 87,2 | <0.05 | Approved |

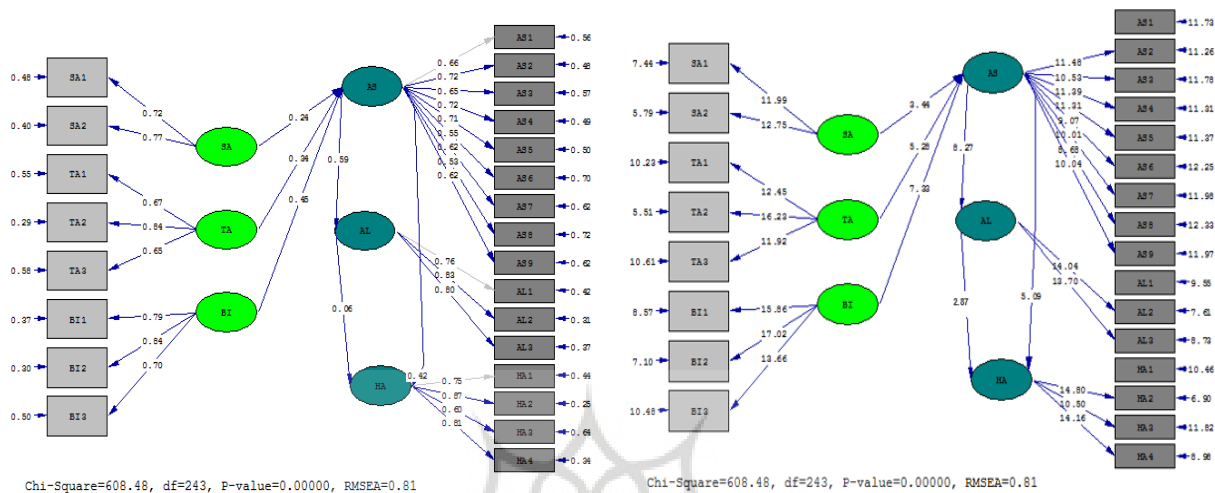


Table 4. The model of extreme enthusiasm for using cyber social media in athletes and coaches in t-value and path coefficients modes

As reported in Table 4 and Figure 2, in this model, the effects of entertainment, social interaction, and internet idleness on extreme enthusiasm, the effect of extreme enthusiasm on belonging in sports and emotions, and the effect of belonging in sports on emotions were significant ($P < 0.05$).

4. Conclusion

Social media can be an excellent communication tool for athletes and coaches. Thus, the present research aimed to analyze the factor of extreme enthusiasm in the use of cyber social media among athletes and coaches. The findings of this study showed that extreme enthusiasm in the use of cyber social media among athletes and coaches consisted of 24 items in 6 components: social interaction, entertainment, internet idleness, extreme enthusiasm, emotions, and belonging in sports. The factor loading of all items was above 0.50, the average variance extracted for all components was above 0.50, and the Cronbach's alpha for all components was above 0.70. Additionally, the model of extreme enthusiasm in the use of cyber social media among athletes and coaches had an appropriate fit, and in this model, the effects of entertainment, social interaction, and internet idleness on extreme enthusiasm, the effect of extreme enthusiasm on belonging in sports and emotions, and the effect of belonging in sports on emotions were significant. These findings align with the findings of Schellenberg et al. (2021), Lavoie et al. (2021), Gilal et al. (2020), Vallerand et al. (2020), Doty et al. (2020), Esmaili et al. (2015), Esmaceli HeidarAbad et al. (1396), and Jafari Siavashani et al. (2018). Interpreting the findings of this study, it can be stated that extreme enthusiasm, due to its compulsive nature, takes away the power of choice and discretion from individuals and affects their identity. Therefore, when such conditions are uncontrollable for athletes and coaches active in cyber space, they are obliged to interact socially for content production and sharing. In fact, extreme enthusiasm is created from the controlled internalization of activity in individuals' identities and affects their identity. When extreme enthusiasm is created in individuals, they have an uncontrollable desire to participate in an activity they consider important

and enjoyable. This enthusiasm indicates that the individual is under the control of the activity they are enthusiastic about. In extreme enthusiasm, the activity occupies a large space in the individual's identity and conflicts with other aspects of their identity and life. Based on this, when athletes feel obliged to participate in a sport, they face more conflict with other aspects of their life. Therefore, social media experts recommend that fan interest and enthusiasm lead to the use and following of social media. Leading fans to social media is possible through well-designed campaigns revolving around teams. Globally, enthusiasm is seen as the motivation for sports champions. The existence of all the talk about enthusiasm among fans is somewhat experiential. Efforts focused on measuring effective enthusiasm centered on key consumer behaviors related to paying attention to sports are important for measuring enthusiasm among fans. The findings suggest that on days when athletes do not participate in their favorite activity, extreme enthusiasm predicts a decrease in positive affect. This finding indicates that positive affective experiences resulting from harmonious enthusiasm in the realm of enthusiastic activity continue at least until the end of the day and seem to generalize to individuals' entire lives. Additionally, the findings obtained in line with extreme enthusiasm lead to a kind of emotional suffering and a decrease in positive affect, consistent with this. Therefore, this finding supports that harmonious and excessive enthusiasm is indeed one enthusiasm and reflects the definition of the component of enthusiasm. Finally, the results of these studies indicate that extreme enthusiasm includes persistence in irrational activities that are negative for individuals.

Another unique contribution of the present research is that none of the previous studies have examined the model of extreme enthusiasm in the use of cyber social media among athletes and coaches from various aspects of this issue, and recent models of sports enthusiasm in cyber social media among athletes and coaches have not been examined. Limitations in the implementation of questionnaires in terms of lack of sufficient accuracy in answering questions and biases that some members of the sample may have in response to some questions are other limitations of the present research. Another limitation was the confinement of the research population to athletes and coaches in Tehran. Therefore, caution should be exercised in generalizing the results given these limitations. Considering the limitations, the model of extreme enthusiasm in the use of cyber social media among athletes and coaches in other cities and even other groups should be examined. Another research suggestion is to evaluate the aforementioned model using structured interviews instead of questionnaires to obtain more accurate and stable information. The results of this study have numerous practical implications for professionals and planners, athletes and coaches, and even other groups using cyber social media. According to the results of this study, factors such as social interaction, entertainment, internet idleness, extreme enthusiasm, emotions, and belonging in sports played an effective role in extreme enthusiasm in the use of cyber social media among athletes and coaches.

Ethical Considerations

The ethical considerations were given due attention and emphasis by the researchers of the present study.

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Authors' Contributions

In this study, the first author was responsible for data collection and analysis and writing the article, and the other authors supervised the analysis and correction of the article.

Conflict of Interest

According to the authors' report, there was no conflict of interest.

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