

Sociological Explanation of the Role of Knowledge Industry and Culture Industry on Tendency to Sport among Youth of BandarAbbas city

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Purpose: Sport plays an important role in health and therefore, it is necessary to examine the tendency to sport based on knowledge industry and culture industry. As a result, the aim of this study was to sociological explanation of the role of knowledge industry and culture industry on tendency to sport among the youth of BandarAbbas city.

Methodology: This study in terms of purpose was applied and in terms of implementation method was mixed (qualitative and quantitative). The research population in the qualitative part was the elites of the fields of sociology, sociology of sports, media and education, which number of 20 people of them were selected as a sample with using the purposive sampling method. The research population in the quantitative part was the youth of BandarAbbas city, which number of 400 people of them were selected as a sample with using the multi-stage cluster sampling method. The research tool in the qualitative part was depth and semi-structured interview and in the quantitative part was researcher-made questionnaire (42 items), which their validity and reliability were confirmed. To analyze data in the qualitative part were used the open, axial and selective coding method in MAXQDA software, and in the quantitative part were used the exploratory factor analysis and structural equation modeling in SPSS and LISREL software.

Findings: The findings of the qualitative part showed that for the sociological explanation of the role of knowledge industry and culture industry on tendency to sport were identified 42 indicators, 11 components and 3 dimensions of the knowledge industry (with 3 components of training and fosterage, introduction and make known of sports and sports scientific materials), the culture industry (with 5 components of television sports programs and competitions, radio sports programs, sports virtual pages, sports press and television sports documentaries) and the tendency to sport (with 3 components of physical and mental health, quality of life and leisure and pleasure). The findings of the quantitative part showed that the factor load of all factors was higher than 0.40, the average variance extracted of all them was higher than 0.50 and the reliability of all them was higher than 0.70. Also, the sociological explanation model of the role of knowledge industry and culture industry on tendency to sport had a good fit, and both the knowledge and culture industry had a direct and significant effect on the tendency to sport among the youth of Bandar Abbas city ($P < 0.001$).

Conclusion: Based on the results of this study, it is suggested that in order to improve the tendency to sport among youth people, planning should be done in the field of knowledge industry and culture industry, and the identified components and indicators for them should be promoted.

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1. Introduction

Nowadays, sports are considered an essential strategy for improving health-related, societal, and economic goals (Ahmed, Gomersall, and Khan, 2023). Health is one of the main pillars of sustainable development and its inseparable part, and imagining a developed society without healthy individuals is a wrong assumption. This is because sports increase life expectancy by promoting the health of individuals in society (Haynes et al., 2021). Sports and physical activity are one of how individuals can overcome physical, mental, social, political, cultural, and economic pressures. Individuals who exercise regularly are less likely to suffer from neurological, cardiovascular, and other diseases and have higher confidence, optimism, and hope for life (DeLuca & Rupp, 2022). Sports are an organized phenomenon of the late nineteenth and early twentieth centuries, the importance of which is related to its multifaceted role in social, economic, technological, and cultural fields (Macniven et al., 2020). Sports refer to all forms of physical activity that help physical fitness, mental health, and mutual social interactions. This active structure is a practical activity and a focused field of knowledge created by voluntarily sharing knowledge from individuals and various organizational centers (Sonnier et al., 2023). In another definition, sports are a public display of physical and mental orderliness associated with social values with a competitive element (Yengo-Khan et al., 2021). Sports and physical education are important in education; they facilitate growth in all dimensions of human existence through movement and physical activity and lead to talent flourishing. As a social phenomenon, it has mutual effects on other social phenomena due to diversity in functions (Breuer, Hallmann, and Wicker, 2011). Various factors influence individuals to tend towards sports, which can be divided into physiological motivations and tendencies and social motivations and tendencies. Physiological motivations and tendencies are created based on human biological needs, but social acceptance influences social motivations and tendencies (Ribeiro et al., 2019). The most important factors that lead to sports tendencies include free time, economic capital (such as income, financial resources, assets, financial rights, etc.), and cultural capital (such as inclination and habit of social acceptance, cultural goals, educational and skill capabilities, etc.) (Koprivica, 2018). Additionally, reasons for sports tendencies can include maintaining health, physical fitness and well-being, gaining pleasure and vitality, enjoying mental peace, social relationships, support and encouragement from others, being enjoyable and low-cost, interest, sufficient time, competition, and increasing resistance to diseases (Cecchini et al., 2022).

One of the factors that can influence the inclination towards sports is the knowledge industry. Knowledge is an important factor in creating productivity, meaning the complete use of data and information mixed with skills, competencies, beliefs, perceptions, responsibilities, and internal motivations (Tan, Wang and Yoo, 2019). Today's complex conditions have driven organizations more than ever to think about having a competitive advantage, and in this regard, the role of knowledge cannot be ignored because one of the future challenges for societies and organizations is to have agile employees with high knowledge capabilities (Jabarzadeh et al., 2020). In today's knowledge-based economy, competitive advantage is more influenced by individuals' knowledge than physical resources, such that providing quality services without utilizing knowledge is very difficult (Anatan, 2015). The need for knowledge assets in today's organizations has grown significantly compared to the past, and the challenge for organizations is to understand knowledge management and how to implement it (Zhang et al., 2023). Generally, there are two types of knowledge: implicit and explicit. Implicit knowledge is the knowledge that is created by internal processes and stored within the individual. In contrast, explicit knowledge is the knowledge that is stored in a mechanical and technological medium such as documents and databases (Dawood, Shafiullah, and Anda, 2020). The knowledge industry can be considered as the production of standard educational content, and in Iran, this industry is not limited to the education system and higher education but also includes various and diverse institutes and academies that operate in parallel with the education system (Arghavan, Mirzaei, and Shekarbeugi, 2022).

Another factor influencing the inclination toward sports is the culture industry, which refers to film, music, and television that turn humans into consumers (Chalmers, 2015). The culture industry is a contradictory

combination, as the cultural issue that essentially refers to intellectual and spiritual developments is associated with the word industry, which primarily refers to material production and work (Bielby, 2009). The culture industry, with the presence of the word industry, does not only mean production but indicates the standardization and homogenization of mass culture and the commercial aspect of finding culture. Therefore, by presenting and fulfilling false needs, the culture industry causes people to forget their real needs, which is what the owners of power and capital desire (Shu-Sheng, 2012). The culture industry refers to the standardized production of culture and form using modern tools like media, aiming to control, manage, and guide the masses' thoughts in a direction that aligns with the desires of the ruling class. To achieve this, group media exerts considerable influence to bring people under its control and steer them in any direction it chooses (Arghavan et al., 2022). According to the theory of the culture industry in advanced capitalist societies, an invisible power of domination is formed that negates any new creativity and any possibility of changing the existing situation without the individual realizing their lack of freedom (Yang & Hsing, 2001). In the culture industry, anyone can choose and produce any cultural product or artwork. In other words, the same mechanism of taste-making that does not escape the market of economic goods also invades cultural goods and makes the individual alienated and view themselves as a commodity (Ochoa & Ramirez, 2018). The theory of the culture industry believes that modern capitalism has been able to overcome many of the contradictions and crises it once faced and has achieved an unprecedented power of stability and continuity. In other words, the capitalist system has been able to establish and implement its principles and foundations through the help of prevailing culture, indicating that it has resolved its issues (Hobikoglu & Cetinkaya, 2015).

Although research has been conducted on the inclination towards sports, research has yet to be done to explain its sociological basis based on the role of the knowledge industry and culture industry. Abedini and Talebi (2017) found a positive relationship between the variables of family support, body perception, social capital, cultural capital, economic capital of citizens, and their inclination towards sports. The difference in the inclination towards sports among citizens based on gender, age, occupation, and education level was significant, while marital status was not significant. Zervou, Nektarios. Stavrou, Katerina, and Maria (2017) found that the motivations for participating in sports classes in men were based on competition, while in women, psychological conditions and apparent motivations were preferred. Additionally, individuals with lower body mass index had more motivation for physical appearance. Islami Marznaklatch, Mousavi, and Khoshfar (2014) found a significant relationship between all dimensions of social capital (formal membership, formal participation, institutional trust, and informal participation) except interpersonal trust and women's participation in sports. The average participation of women in sports activities had a significant relationship with variables such as age, marital status, number of children, parents' education level, father's occupational status, place of residence, and use of mass communication tools, but had no significant relationship with employment status, type of job, income level, type of housing, mother's occupation, and residential area. Tristan, Wallhead, and Garn (2013) found that continuous sports education and physical education could improve physical activity and stabilize the social, economic, and cultural status of physical education students. Moin Al-Dini and Nat-Khah (2012) found that variables such as body perception, media consumption, and cultural capital had a direct impact on citizens' inclination towards sports, while sports-related economic capital, social capital, and indirect impact through cultural capital had an impact on citizens' inclination towards sports. Wong (2010) found that individuals who had moderate to intense physical activity in the form of sports throughout their lives had less stress, depression, and anxiety compared to those who had inactive and sedentary lifestyles and had fewer social and cultural problems.

Continuous participation in sports activities and inclination towards sports can have many benefits for individuals. Therefore, governments and especially sports organizations try to expand sports services and increase sports participation in society by implementing policies and guidelines in this regard. From a sociological perspective, sports culture is a subculture that includes beliefs, values, norms, and habits related to sports. Subcultures interact with society's culture, and therefore, sports culture affects and is

affected by society's culture. If sports are common and popular in society, children will develop a habit of engaging in sports. In fact, sports culture is formed through social acceptance in the family, and the development of sports culture is a complex issue due to its interdisciplinary nature and the involvement of human and social factors. Therefore, numerous issues are raised under the title of sports culture. Sports play an important role in health, and therefore, examining the inclination towards sports based on the knowledge industry and culture industry is essential. As a result, this study aimed to explain the sociological role of the knowledge and culture industries on the inclination towards sports among young people in Bandar Abbas City.

2. Methodology

The present research was an applied study in terms of purpose and was a mixed-methods research (qualitative and quantitative) in terms of implementation method. The research population for the qualitative section consisted of elites in the fields of sociology, sports sociology, media, and education, of which 20 were selected as the sample using the purposive sampling method. In this method, samples are selected based on certain criteria. In this study, the most important criteria were having sufficient knowledge in the research field and at least a master's degree. The research population for the quantitative section consisted of young people in Bandar Abbas city, of which 400 were selected as the sample using a multi-stage cluster sampling method. In this method, the city was first divided into five parts, and three parts were randomly selected, and then three streets were randomly selected from each part, and all the young people on the selected streets were selected as the sample.

The research tool for the qualitative section was a semi-structured in-depth interview; for the quantitative section, it was a researcher-made questionnaire consisting of 42 items. The interview questions were designed based on theoretical foundations, and each of the 20 elites was individually interviewed, with an average interview duration of 45 minutes. The validity of the interviews was confirmed using the triangulation method, and their reliability was obtained using the inter-coder agreement coefficient of 0.89. The researcher-made questionnaire was designed based on semi-structured in-depth interviews with the elites and consisted of three sections: industry of knowledge (12 items), industry of culture (18 items), and inclination towards sports (12 items). A five-point Likert scale ranging from completely disagree (score of 1) to completely agree (score of 5) was used to answer each item. The face validity of the questionnaire was confirmed by experts, and its reliability was obtained using Cronbach's alpha coefficient of above 0.70.

The research process started with designing interview questions based on theoretical foundations and identifying elites in the fields of sociology, sports sociology, media, and education. The importance and necessity of the research and the research conditions, including the time and place of the interview and recording of the interviews, were explained to them, and after the researcher's commitment to ethical considerations, their consent to participate in the research was obtained. Both the interviewer and the interviewee were present at the predetermined time and place, and the interviews were conducted individually. During the interviews, the interviewer recorded the interviews for further review and took notes of important and key points. In the next stage, a questionnaire with 42 items was designed based on the interviews, and then young people in Bandar Abbas City were identified as the sample. The importance and necessity of the research were explained to them, and after the researcher's commitment to ethical considerations and ensuring the anonymity of the questionnaires and data analysis, their consent to participate in the research was obtained. Then, they were asked to answer all the questionnaire items carefully. It should be noted that for data analysis in the qualitative section, open, axial, and selective coding methods were used in MAXQDA software, and in the quantitative section, exploratory factor analysis and structural equation modeling were used in SPSS and LISREL software.

3. Findings

The findings showed that to explain the sociological role of the knowledge industry and culture industry on the tendency towards sports, 42 indicators, 11 components, and 3 dimensions of the knowledge industry (with 3 components of education and training, introduction and identification of sports, and sports science articles), sports industry (with 5 components of television sports programs and competitions, radio sports programs, sports online pages, sports media, and television sports documentaries), and tendency towards sports (with 3 components of physical and mental health, quality of life, and leisure and pleasure) were identified (Table 1).

Table 1. Dimensions, components and indicators of the sociological explanation of the role of the knowledge industry and the culture industry on the tendency to exercise

| Dimensions | Components | Indicators |
|------------------------|---|---|
| Knowledge industry | Education and training | 1 .Completing sports and educational courses, 2. Teachers and coaches in schools and universities, 3. Participating in sports competitions during school and university years, and 4. Attending sports classes |
| | Introduction and identification | 1 .Introducing and identifying sports fields in schools and universities, 2. Familiarizing with athletes and sports champions in schools and universities, 3. Paying attention to school and university sports, and 4. Sports hours in schools and universities |
| | Scientific contents | 1 .Reading scientific sports articles, 2. Reading sports books, 3. Reading sports educational materials, and 4. Following student and university sports competitions |
| Culture industry | Television sports programs and competitions | 1 .Cheerful and lively sports programs on television, 2. Watching sports competitions on television, 3. Television interviews with successful athletes, and 4. Sports television programs such as "90" |
| | Radio sports programs | 1 .Cheerful and lively sports programs on the radio, 2. Broadcast of sports documentaries on the radio, 3. Broadcasting the biographies of successful athletes on the radio, 4. Broadcasting sports competitions on the radio, and 5. Radio interviews with successful athletes |
| | Sports online pages | 1 .Sports pages and channels on social networks, 2. Athlete pages on social networks, 3. Sports educational pages and channels on social networks, and 4. Sports challenges on social networks |
| | Sports media | 1 .Interviews with successful athletes in the media, 2. Reliable and accurate sports news in the media, and 3. Biographies of successful athletes in the media |
| | Television sports documentaries | 1 .Sports documentaries on the radio, and 2. Successful athlete biographical documentaries on television |
| Tendency toward sports | Physical and mental health | 1 .Health and fitness, 2. Increasing physical ability, 3. Body beauty, and 4. Spiritual and mental happiness |
| | Quality of life | 1 .Improving the quality of life, 2. Personal growth, 3. Championship in a specific sports field, and 4. Social participation |
| | Leisure and pleasure | 1 .Avoiding harms such as addiction, filling leisure time, enjoying sports, and 4. Encouraging parents and those around |

The findings also showed that the factor loadings of all indicators were above 0.40, and therefore, none of the indicators were removed, resulting in a tool with 42 indicators. In addition, the factor loadings of all factors were above 0.40, the extracted variance was above 0.50, and the reliability of all factors was above 0.70 (Table 2).

Table 2. Dimensions, components and indicators of the sociological explanation of the role of the knowledge industry and the culture industry on the tendency toward sports

| Dimensions | Components | Items frequency | Factor loading | AVE | Reliability |
|------------|------------|-----------------|----------------|-----|-------------|
|------------|------------|-----------------|----------------|-----|-------------|

| | | | | | |
|------------------------|---|----|------|------|------|
| Knowledge industry | 3 components | 12 | 0.67 | 0.73 | 0.85 |
| | Education and training | 4 | 0.48 | 0.53 | 0.79 |
| | Introduction and identification | 4 | 0.52 | 0.51 | 0.82 |
| | Scientific contents | 4 | 0.43 | 0.57 | 0.84 |
| Culture industry | 5 components | 18 | 0.72 | 0.63 | 0.90 |
| | Television sports programs and competitions | 4 | 0.58 | 0.60 | 0.86 |
| | Radio sports programs | 5 | 0.67 | 0.69 | 0.83 |
| | Sports online pages | 4 | 0.49 | 0.52 | 0.88 |
| | Sports media | 3 | 0.55 | 0.57 | 0.82 |
| Tendency toward sports | 3 components | 12 | 0.56 | 0.60 | 0.88 |
| | Physical and mental health | 4 | 0.49 | 0.56 | 0.86 |
| | Quality of life | 4 | 0.53 | 0.57 | 0.84 |
| | Leisure and pleasure | 4 | 0.52 | 0.55 | 0.84 |

Other findings showed that the sociological model of the role of the knowledge industry and culture industry on the tendency towards sports had a good fit (Table 3).

Table 3. The results of fit indicators of the cultural development model of female experts in the cultural field of Tehran province

| Index name | Index abbreviation | Value | Acceptable fit |
|---|--------------------|-------|----------------|
| Goodness of fit index | GFI | 0.97 | > 90% |
| Adjusted goodness of fit index | AGFI | 0.95 | > 90% |
| Non normed fit index | NNFI | 0.96 | > 90% |
| Normed fit index | NFI | 0.95 | > 90% |
| Comparative fit index | CFI | 0.95 | > 90% |
| Incremental fit index | IFI | 0.97 | > 90% |
| Root mean square error of approximation | RMSEA | 0.01 | < 0.08 |

Further findings showed that both the knowledge industry and culture industry had a direct and significant effect on the tendency towards sports among young people in Bandar Abbas (001/0P<) (Figure 1 and Table 4).

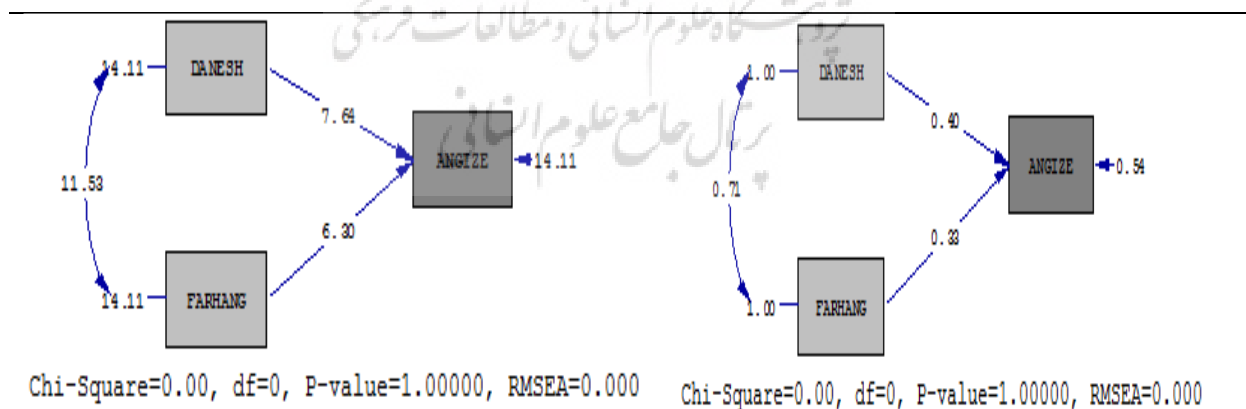


Figure 1. Structural equation modeling results of the sociological explanation model of the role of the knowledge industry and the culture industry on the tendency toward sports with standard coefficients and t-values

Table 4. The results of the path analysis in the sociological explanation model of the role of knowledge industry and culture industry on sports orientation

| Path | Standard coefficient | t-value | Result |
|--|----------------------|---------|----------|
| Knowledge industry to tendency toward sports | 0.40 | 7.64 | Approval |
| Culture industry to tendency toward sports | 0.33 | 6.30 | Approval |

4. Discussion

Many factors influence people's tendency towards sports, and people engage in sports for various reasons. Therefore, research on the tendency towards sports and efforts to promote it are essential. Accordingly, this study aimed to explain the sociological role of the knowledge industry and culture industry on the tendency towards sports among young people in Bandar Abbas.

The qualitative findings showed that to explain the sociological role of the knowledge industry and culture industry on the tendency towards sports, 42 indicators, 11 components, and 3 dimensions of the knowledge industry (with 3 components of education and training, introduction and identification of sports, and sports science articles), culture industry (with 5 components of television sports programs and competitions, radio sports programs, sports online pages, sports media, and television sports documentaries), and tendency towards sports (with 3 components of physical and mental health, quality of life, and leisure and pleasure) were identified. The quantitative findings showed that the factor loadings of all factors were above 0.40, the extracted variance was above 0.50, and the reliability of all factors was above 0.70. In addition, the sociological model of the role of the knowledge industry and culture industry on the tendency towards sports had a good fit, and both the knowledge industry and culture industry had a direct and significant effect on the tendency towards sports among young people in Bandar Abbas. Previous studies, including Abedini and Talebi (2017), Zervou et al. (2017), Islami Marznaklatch et al. (2014), Tristan et al. (2013), Moin Al-Dini and Nat-Khah (2012), and Wong (2010), have investigated the tendency towards sports and its related factors, as described in the introduction. However, no research has been found on the role of the knowledge and culture industries in this regard.

The knowledge industry is one of the influential factors in the inclination towards sports, and the effective factors in the inclination towards sports in the knowledge industry are as follows: sports-related courses and training units, reading sports scientific articles and books, participating in sports competitions during school and university, attending sports training classes, reading sports educational materials, introducing and identifying sports fields in schools and universities, educational professors and coaches in schools and universities, familiarity with sports athletes and champions, paying attention to sports in schools and universities, interest in sports hours in schools and universities, and following student and university sports competitions are among the effective factors in education in schools and universities. Additionally, the culture industry is another influential factor in the attitude towards sports. In fact, cheerful and lively sports programs on the radio, sports documentary programs broadcast on the radio, broadcast of successful athletes' biographies on the radio, broadcast of sports competitions on the radio, radio interviews with successful athletes, lively and cheerful sports programs on television, sports documentaries on television, successful athletes' biographies on television, broadcast of sports competitions on television, television interviews with successful athletes, sports programs such as "90", interviews with successful athletes in the media, reliable and accurate sports news in the media, successful athletes' biographies in the media, sports pages and channels on social networks, athletes' sports pages on social networks, sports educational pages and channels on social networks, and following sports challenges on social networks are among the factors of the culture industry that affect the inclination towards sports. The results of this study showed that the knowledge and culture industries can influence the inclination towards sports, and the better and stronger the knowledge and culture industries act in the field of sports education and culture-building about sports, the more the inclination towards sports among young people will increase. Therefore, education in schools and universities and encouragement of individuals in these two institutions, namely the knowledge and culture industries, towards sports will lead to a greater inclination towards sports. In general, the results of this study showed that both the knowledge and culture industries have a direct impact on the inclination

towards sports among young people, and based on the results of this study, it is recommended that planning be done in the field of the knowledge and culture industries to improve the inclination towards sports among young people, and the identified components and indicators for them should be improved.

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