

Fall 10-15-2019

# A Mixed-Methods Approach to Investigate How University Students Use Technology to Consume Sport

Dan Upham

*University of Windsor*, [upham@uwindsor.ca](mailto:upham@uwindsor.ca)

James Gillis

*University of Windsor*, [gillisj@uwindsor.ca](mailto:gillisj@uwindsor.ca)

Louis Polyzois

*University of Windsor*, [polyzoi@uwindsor.ca](mailto:polyzoi@uwindsor.ca)

Erin Jackson

*University of Windsor*, [jacksonn@uwindsor.ca](mailto:jacksonn@uwindsor.ca)

Craig Greenham

*University of Windsor*, [craig.greenham@uwindsor.ca](mailto:craig.greenham@uwindsor.ca)

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## Recommended Citation

Upham, D., Gillis, J., Polyzois, L., Jackson, E., & Greenham, C. (2019). A Mixed-Methods Approach to Investigate How University Students Use Technology to Consume Sport. Retrieved from <https://scholar.uwindsor.ca/research-result-summaries/84>

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The research team has found that new technology has been rapidly evolving. When consuming sport, university students use television, smartphones, and laptop computers the most. They use the internet and cable/satellite as the main ways to consume sport through the technological devices listed. These findings directly relate to the fact that university students have minimal leisure time due to increased school work, jobs, and extracurricular activities. As a result, university students turn to technological devices that are the most convenient to them in terms of access and use (Dholakia, 2012). Using multiple technological devices as second screens while concurrently watching sports content on a television shows that new technology is being used in addition to television (Rogers, 2015).

This research study shows that there are two untapped demographics that could be targeted by sport/media organizations. The first demographic are those that consume sport, but do not spend money on technology to consume it. The research team found that most people that consume sport do so through playing sports and physical activity/exercise. Future research could look into why these consumers are not spending money through technology to consume sport and the ways researchers can target university students that only consume sport through playing sports and physical activity/exercise. Second, males spend more money on technology to consume sport, are willing to spend more money on technology to consume sport, and prioritize sport consumption more than females. The female demographic could also be effectively targeted by sport/media organizations. Tapping into the female demographic could yield enormous results for any organization that could find an effective way to get female university students involved in consuming sport. Research findings suggest that customizing sports consumption based on the level of fandom through specific apps and programs would create an enhanced experience for potential female consumers.

New technology is diversifying the possibilities for sport consumption and for sport media providers to interact with their potential consumers. The researchers identified six reasons why television is not in jeopardy of being surpassed by newer technologies. These reasons include: providing the next best experience compared to live events, the prevalence of television within society, the ability of television to support multiple users, a subsequent increased social interaction, the ability to compliment a social gathering, and the continuing evolution of television alongside other technologies. In conclusion, the university-aged demographic is not substituting new technology for television. Instead, new technology is being used in addition to television to consume sport.