Computing and Sport

The effects of computing on sport.

Most people, whether or not they play or watch sport, are aware of sport through the media. This includes local, national and international sport. From school sport newsletters to worldwide TV coverage, the media is a powerful voice for and influence on sport.

Types of media

- Television – local and national, freeview, subscription or pay-per-view, interactive, on-demand, Red Button services, satellite or cable.
- Radio – local and national, analogue and digital, public and commercial.
- Press – newspapers – local, national, daily, weekly; magazines – general, specialist; books – technical, biographies, novels.
- Films – cinema, television, DVD and online.
- Internet – websites, blogs, video channels, live streaming, online sports channels.
- Social media – Facebook, Twitter, Instagram, Snapchat, Flickr.

Influence of the Media

The media can have both a positive and negative effect on sport. Consider the inspiring images from the Paralympic Games and how they change people's perception of people with disabilities in our society. Compare that to the media coverage of athletes who are perceived to have 'failed' in some way.