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**Dr. Sanjay Choudhary**

Assistant Professor, Department  
of Physical Education,  
Satyawati College, University of  
Delhi, Phase III, Ashok Vihar,  
Delhi, India

## Computer science play important role in the promotion of sports

**Dr. Sanjay Choudhary**

### Abstract

From the founding of the Olympic movement in the late 19th century at the height of the Industrial Revolution through the beginning of the Information Age in the 1970s, channels of media distribution evolved from primarily written tracts in publications to electronic broadcasting. The Olympic movement is considered to be one of the largest social movements in human history. Nowhere else the countries of the world gather in one place as they do during the Summer Olympic Games.

**Keywords:** Computer, science, role, sports, broadcasting

### Introduction

From the founding of the Olympic movement in the late 19th century at the height of the Industrial Revolution through the beginning of the Information Age in the 1970s, channels of media distribution evolved from primarily written tracts in publications to electronic broadcasting. Since the advent of the Internet, this human discourse has changed over time driven both by the application of new technologies together with the exponential growth in that portion of the population that has access to them. Perhaps the most significant development in this movement was the development of the World Wide Web (the web). As the web has moved from comparatively static Web 1.0 content through the development of Web 2.0 social media applications to the beginning of Web 3.0 practices, there have been significant changes in how humans use computer technology to interact with one another. Despite the positive changes that have been brought about by the development of these technologies, such as a democratization of the information sharing process, there are still negative aspects to social media applications. There will also be significant challenges ahead in the development of new communication technologies that must be overcome before the full promise of the Internet can be realized by all.

The Olympic movement is considered to be one of the largest social movements in human history. Nowhere else the countries of the world gather in one place as they do during the Summer Olympic Games. While the peaceful gathering of the world's youth for sports competition is the embodiment of that intersection of sport and communication, this fact underscores the importance of the media in conveying Olympic values and ideals. In many respects, it is a relationship between the Olympic community and the media that allows the Games to be conducted on the scale that they are. This presentation will briefly examine the evolution of this relationship from the founding of the Olympic movement at the height of the Industrial Revolution to the dawning of the Information Age. The discussion of the early days will necessarily be brief as the primary focus of this presentation is on the ways that technology, and more specifically the Internet, is driving the communications process and with it the dissemination of the human ideals. There will be a discussion of some of this new media and the presentation will conclude with some of the challenges before us, as we look to the future being wrought through technological change. Internet Over the past 30 years, society has experienced a fundamental change in the way information is created and disseminated. From its rudimentary early beginning, the interface between computer technology and users has evolved to a point where virtually anyone can create "media content" and post it to the web where it can be accessed and read by anyone in the world with access to the computer resources to do so.

**Corresponding Author:**

**Dr. Sanjay Choudhary**

Assistant Professor, Department  
of Physical Education,  
Satyawati College, University of  
Delhi, Phase III, Ashok Vihar,  
Delhi, India

This has led to another fundamental and extraordinarily significant change: a process of democratization. No longer can gatekeepers such as the editors or publishers of the old media exert autocratic or monopolistic control over the flow of information into the public sphere. There are, however, both positives and negatives to this state of affairs as seen in ensuing discussion of the evolution of the web. The Inaugural Web (Web 1.0). During the formative days of the web, strategies for the dissemination of information could be broadly classified as “push” versus “pull.” Push refers to the proactively sending out or distributing messages across the Internet most commonly by email from one user’s account to another. One of the ways in which email was used as a precursor to today’s Web 2.0 applications unfortunately, the widespread abuse of email has gradually restricted its utility as a medium of communication exchange beyond personal messages. Both marketers and criminals seized upon email as a means to try and sell their wares or dupe people into giving up money which gave rise to the spam phenomenon. Unfortunately, spam is still a plague on the Internet with an estimated 48.5 billion messages sent everyday largely through networks of compromised computers called botnets. In March 2011, one of the largest of these, the Rustock Botnet that was sending as many 13.82 billion spam emails each day, was finally taken down by the authorities (8). Partially as a consequence of this abuse, more and more people are seeking out alternative channels for the sharing of electronic communications, such as through the messaging capabilities of Face-book or Twitter.

The other concept is that of “pull” in which individuals actively seek out web content utilizing web browsers and devices such as search engines. The key to this strategy is to insure that this web content is properly optimized and has appropriate tags, so it becomes more visible on the web and easier to find. The institution’s accrediting agency, Southern Association of Colleges and Schools, reviewed and approved the Academy’s distance education program in 1996, and currently more than 85% of the Academy’s students report that they have learned as much or more through online education as they did in resident study. The Academy is also pleased that more than 96% of its students would recommend the Academy’s online education programs to friends or colleagues. Illustrative of this approach to education is the Olympic Values Education Program (OVEP) that was prepared for distance learning delivery by the Academy under a grant from the International Olympic Committee (IOC) in 2008. Through the web, the OVEP program is available to anyone in the world who has access to the Internet, and further utilizing emerging technology, such as the Google Universal Translator, albeit with some inherent limitations, it can be accessed in any one of 52 different languages. The online OVEP course can be reached at [students.ussa.edu/Olympic values](http://students.ussa.edu/Olympic_values). Very important in the supporting of student education and the dissemination of human values is access to libraries and research resources. In 1997, the Academy was among the first organizations to put online a peer reviewed research journal – The Sport Journal. This Journal is provided subscription-free to the public and is accessed on average about 15,000 times per week. As a matter of interest, all of the papers from last year’s International Olympic Academy (IOA) were posted to The Sport Journal site in a special Olympic edition of the Journal. From the comfort of their own homes, the Academy’s students can use the Internet to access more than 57,000 libraries in 112 countries that have more than 70 million holdings and

270,000 unique journals through the institution’s library portal on its website. However, access to educational resources, such as libraries, are not restricted to students in universities. Very early in the development of the web, the Encyclopedia Britannica posted its entire body of work online and made it available on a subscription basis. Today, there are a myriad of libraries to which the public has access free-of-charge, such as the Alabama Public Online Library. Organizations such as Google are digitizing the holdings of entire research libraries with the ultimate intent of placing these online for ease of access; though inevitably at a price. The Social Web (Web 2.0). The rise of participatory information sharing through the Internet has truly revolutionized the dissemination of information using web 2.0 techniques. With the advent of the social web, the creation of content has evolved from the efforts of a comparative few in the media professions to a model that maximizes the contributions of the multitudes. With about 400 social media platforms available and an untold number of blogs being authored, the proliferation of communication channels, both public and professional, and private and amateur, allow for the contribution of millions of people sharing a public conversation unprecedented in the human experience. One of the most important consequences of the proliferation of these platforms available to virtually anyone with access to the Internet is the democratization of media content. What people can see and hear has been taken out of the hands of the gatekeepers and placed into the hands of society at large. It is not possible within the constraints of this presentation to cover all aspects of the social web, so the author has selected five representative examples beginning with a discussion of Wikipedia. If the Encyclopedia Britannica, long acknowledged as a definitive compendium of human knowledge, represents Web 1.0 technology in which content is simply posted and accessed by people through subscription, Wikipedia represents a web 2.0 application because of its collaborative nature insofar as anyone can submit articles for inclusion. The Semantic Web (Web 3.0). While the term Web 2.0 has entered the lexicon, Web 3.0 will be the next step in the evolution of the Internet. A common, agreed upon definition for Web 3.0 has yet to emerge but a consensus is building that it will be a combination of technology through which the entire web is turned into a database combined with the marshalling of human resources. New computer languages such as HTML5 will allow computers to read online content and so will facilitate the identification and indexing of the web, a process that will make content more accessible. Challenges the first is economic. There exists in a very real sense a digital divide in which a vast proportion of the worlds’ population remains without access to computers or the Internet. In many respects, the Internet still remains a world of the “haves and have nots.” In some respects we have almost come full circle to the human condition of when Olympic movement first began in the late 19th century in which access to information was the domain of the privileged few. This fact has been recognized and there are efforts to address this imbalance through the production of low-cost machines to allow the underserved populations without the necessary economic resources to gain access to the Internet. A looming issue is a social one. Governments all over the world took note at the “Jasmine Revolution” in Tunisia and the events in Tahrir Square in Egypt and the role that Web 2.0 applications played in mobilizing the population to overthrow the political establishment. In the most populous country of the world, the two most globally accessed websites everyday

cannot be reached at all. So in a very real sense, we could be headed to a world of two Internets; one in which the flow of information is free and unfettered, and another where access to information resources are tightly controlled or restricted to what the government believes to be “politically acceptable.” In the West, the Internet has played a role in self-censorship resulting in societal fragmentation and polarization insofar as people have a tendency to seek out and read only that information that reinforces their points of view. If the ability to share information is deemed to be strength, impediments to the free flow of information can only be deemed to be a detriment in a future of shared human values. The last issue is technical. What is going to occur in the future will be a proliferation of smaller devices such as tablet computers, iPhones, and Androids that provide access to the Internet, but where the information that they generate is stored on the Internet itself (also called the cloud). However, all of these devices require wireless connectivity and the amount of electromagnetic spectrum through which these connections are made is a finite resource. In June 2009, the U.S. Government took back that portion of the electromagnetic spectrum through which analog television signals were broadcast. This spectrum was subsequently auctioned off to telecommunication providers and others such as Google. But the fact remains that in the not-too-distant future this bandwidth will also be exhausted. All of this is setting the stage for a time in which data consumption will be metered as is any other utility and subject to the laws of supply and demand [3]. Thus, if the digital divide was created by economic conditions, the situation can be exacerbated by “metered Internet access.” The solution will be found both in the technical, such as content providers better streamlining their services, or through the creation of better means by which access is gained, such as twisting the wireless signals. Conclusions: Internet, as embodied in the web, has over 171 million web hosts. Assuming an average 100 pages per website (the Academy website has more than 800 pages) would yield an estimated 17.1 billion pages of web content, the vast majority of which can be accessed by anyone. Research shows that the Internet, excluding the deep web, is growing by more than 10 million new static pages every day. Thus, the Internet spans virtually the entire gamut of the human existence and can be a powerful medium for the conveying of humanistic ideas. It has provided a vehicle that can educate and entertain us and can serve to make society more cohesive. In so doing, it has created an environment for public discussion unequalled in human history but at the same time, can also serve to isolate us from each other. Applications in Sport Web 3.0, it is critical that we participate in this powerful medium and spread humanistic ideas and Olympic values across the world. The Internet has provided a vehicle that can educate and entertain us and can serve to make society more cohesive. However, despite the potential to elevate human discourse, challenges remain, such as the digital divide that prevents much of the world's population from accessing the Internet, tightly controlled or restricted access by some governments, and technical obstacles that limit wireless connectivity. In any case, the evolution of the Internet has brought about an unprecedented democratization of media content and has created an environment in which all can participate and make a difference.

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