



A RELATION BETWEEN HIGHLIGHT AND CONTENTS ON SPORTS

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ABSTRACT:

This research analyzed the relation between the elements and contents of certain sports that had enhanced element to be an example for obtaining indicator of other enhance contents and composed contents.

As a result, the indicator of enhance contents was provided as follows.

The interest in the domain is improved by offering contents with addition information of background properties that is related to original charm of domain.. A deeper understanding of the area is acquire by adding information that becomes a judging material and the interest is turn to a charm in the original area

The most important part to make people interested are the offered contents that show "Highlight" by making these information more interesting.

KEYWORDS : Sport , Highlight , Contents

1. Introduction

1.1. Current state of contents

The level of enhancement of contents differs by the domain that becomes the content. However, it is thought that the property of the element that composes contents is the same even if the area that becomes an object is different. Therefore, it is thought that contents can be enhanced by extracting the element for the contents enhancement from the area that has enhanced contents, and introducing it into a domain of contents.

1.2. Sports contents

At present, contents that had been derived from sports have been enhanced. The contents of sports increase hugely with the "Development" of multimedia and sport have established itself as a form entertainment (Toshio S, 2006). In this research, any kind of information that relates to sports like game, technology theory, and player's private lives etc. are assumed to be sports contents.

1.3 . Framework of this research

In this research, we assume that sports contents consisted of the combination of games that has charm of sports in it with all varieties of addition related information (Fig.1). The information on sports contents is acquired to study the relation between the game and the effectiveness of the information.

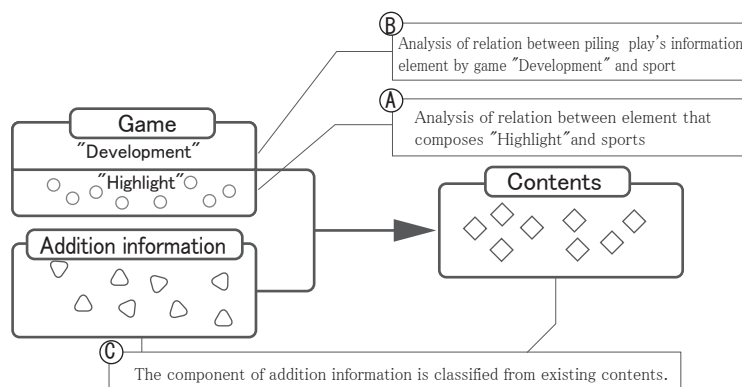


Figure 1: S tructure of contents

The purpose of this study is to get an effective indicator to make the structure of the substantial contents offer in the other domain not only sports. Therefore, the relations of contents, the element which constituted charm of match and addition information were clarified. This is to get an effective indicator to make the structure of the substantial contents offered in the domain related sports

2. The relations between the charm of the match and contents

2.1. The purpose of the investigation

The charm of the game that is extract from the real pleasure of a specific sport is different according to the sports. This is possible because the element that composes the charm differ between different sports. Moreover, there is a big difference regarding to the enhancement level of contents in Major sports and other sports that treat the game like in the live TV broadcast (Toshio N, 1995) etc. It is thought that the charms of the game are features of the game, and it is greatly related to the feature of contents. A sport that becomes a major sport is related strongly with the area where the sport is originated. However, it cannot be assume simply that the contents are enhanced only by it. The contents of the relation between the element and the game that composed the charm of the game were studied. Afterward the comparison of Major sports and other games element of enhancement were clarified .

2.2. "Highlight" and "Development"

In this research, the element that composed the charm of the game were as follows was assumed to be "Highlight (Fig.1-A) and "Development (Fig.1-B)". The relation to each game was analyzed.

□ Highlight (Fig.1-A) : A splendid performance or a dynamic shot.

□ Development (Fig.B) : The game situation turns into a disadvantage suddenly from a chance.

3. The element of the sports that constitute the "Highlight"

3.1. A method of investigation

It is thought that the "Highlight" of the game is decided by combination of elements that composes the highlight. In this research, the element that composed the "Highlight" was decided and the relation to the game was analyzed by the HAYASHI's Quantification Method Type III (Tsuneo S , 1996).

□ Sample : 71 type of sports in the present Olympics

□ Category : 27 element items (Fig.2) the result of questionnaires that asks about the "Highlight" from showed samples.

In addition, the sample was classified into ten groups (Fig.4) by the Cluster analysis (Tsuneo S , 1996), and are showed on a scatter gram of the Sample score (Fig.5).

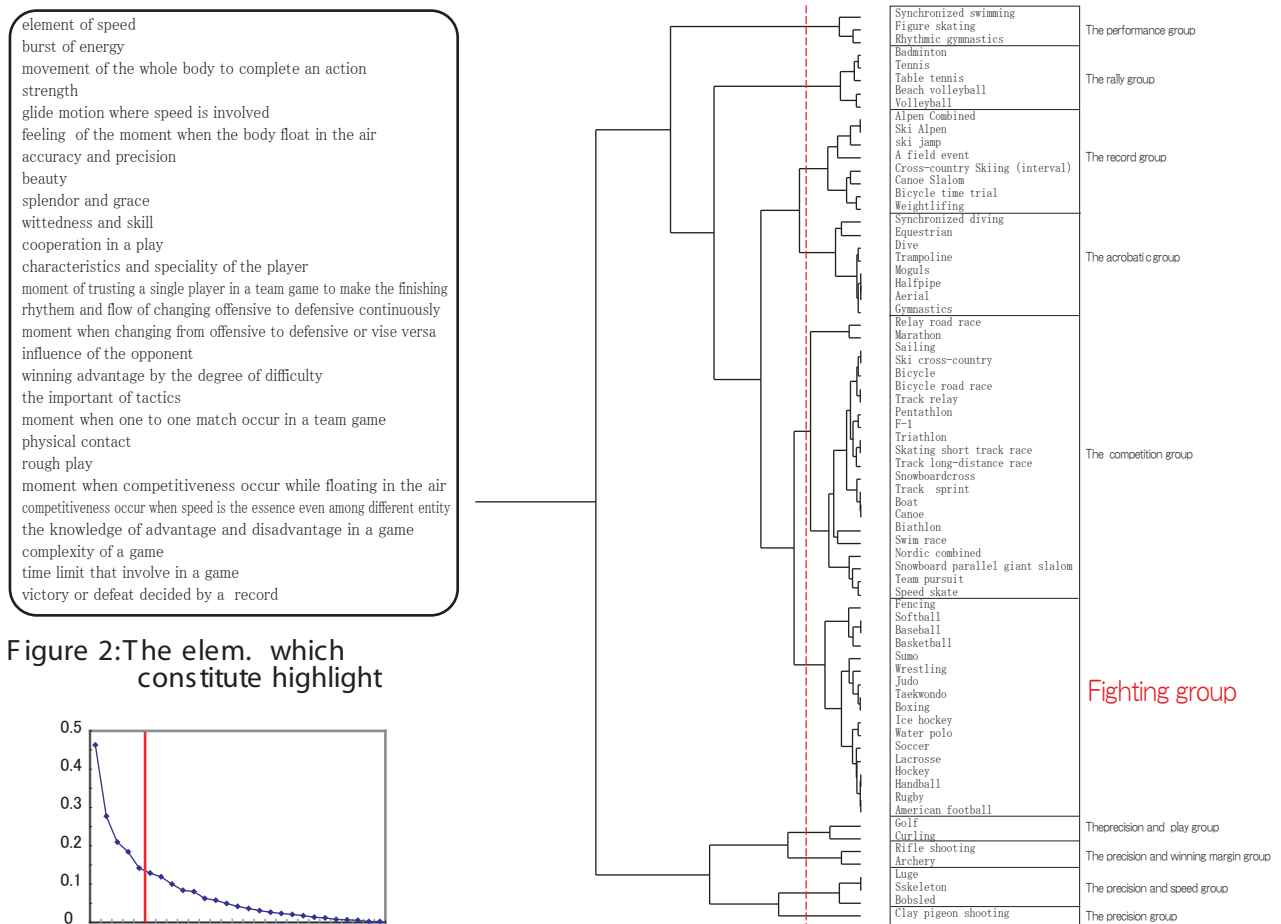


Figure 2: The elem. which constitute highlight

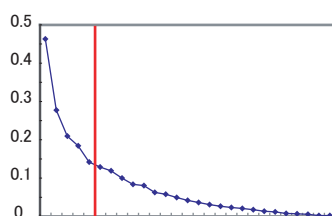


Figure 3: The change of the eigenvalue

Figure 4: 10 groups of sports

3.2.F indings

The axes from the 1st to the 5th are adopted based on the changes of the Eigenvalue. As a result,

in the first axis, the more it goes to the right side, the more "Highlight" with other entity arises while the more it goes to the left, the more personal "Highlight" been produce by its .It was clarified that the presence of the other entity who fights at the same time greatly influences in the relation between the element and the game that composes the highlight. "Fighting group" in Major sports of Japan or United States (baseball, soccer, sumo wrestling, basketball and American football)(Japan Society of Sport Sociology, 1998) was considered on scatter gram of the Sample score (Fig.5) .

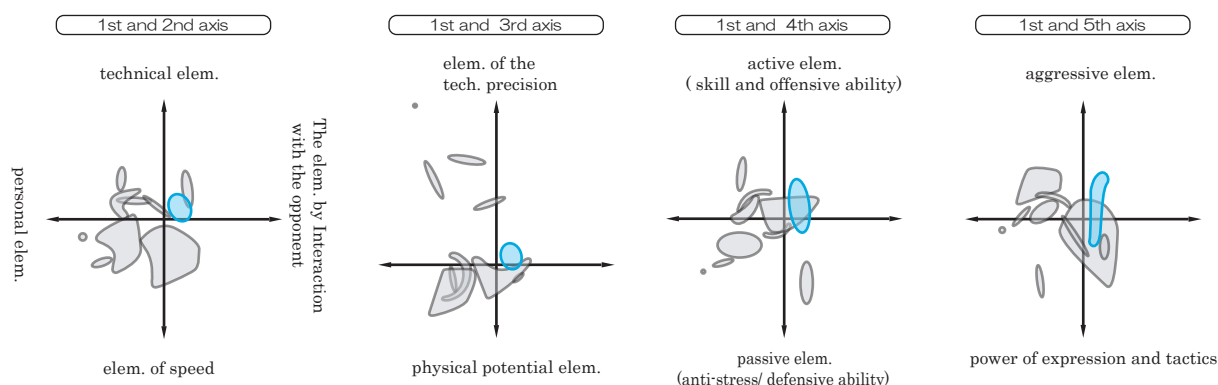


Figure 5:Fighting rroup in a figure of the Sample score(horizontal axis : 1st axis)

As for the "Fighting group", the first to the fourth axis are located in the vicinity of the starting point showing that the various "Highlight" are in the balance. On the other hand, "Fighting group" expands to the vertical direction in the fifth axis. This shows that the diferent "Highlight"of the Major sport became clear because of the present of power between the aggressive element and expression .It can be concluded that it is important to often have a lot of Highlights in the balance to enhance contents.

4. Relation between the "Development" and the competition of the game

4.1. A method of investigation to recognize strain and the excitement been produced by people that watch games.

It is presume that the tension and the excitement produce by the changes in the game situation effect those who watch and recognize the information element of play.

The relations of the sports and the accretion of information element were considered by referring to the difference of the shape of Semantic Score Method (Graph of change in information element of play by development) (Fig.1-B).

4.2. Making of Semantic graph

Graphs of Semantic Score Method of baseball, soccer, sumo, tennis and 100m race was made. First of all, a typical scene that became the feature of the game was divided at each change in Complexity (+) / solution (-) (Fig.6), and the importance degree (0-1, ten phases) to victory or defeat was provided respectively (Fig.7). Next, time was set as the horizontal axis, the importance degree was totaled at each delimitation of play, and are graphed (Fig.8).



Figure 6: The one scene of a divided game

4.3. Findings

By referring to the semantic graph, the excitement and the tension were graph and plotted. In the critical scene such as the scoring chance, the graph suddenly changes (Fig.8). This sudden change produces excitement or lays strain when sudden changes occur in a short period of time.

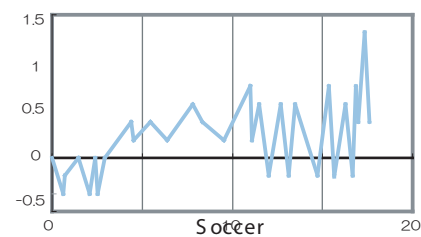


Figure 7: The change of the importance

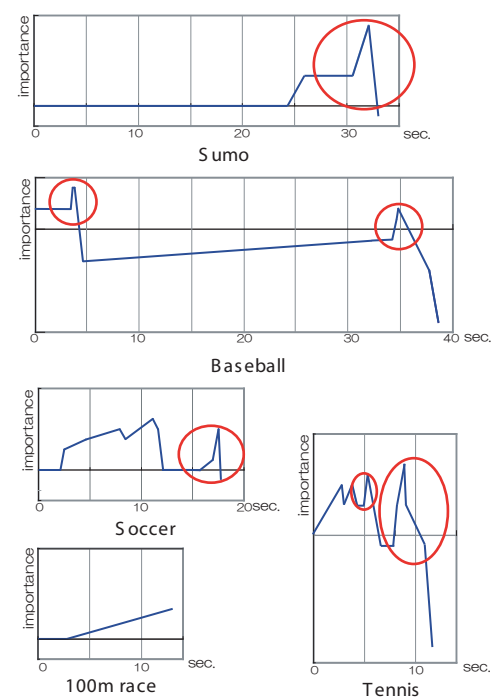


Figure 8: The graph of each sports by Semantic Score Method

The sports of sumo and baseball that are Japanese Major Sports have an interval of changes that are sudden and consist of well-modulated "Development". Moreover, it can be said that those who watch will get the vital element information on the game from TV media relay by showing the meaning of play and the "Development" that should be prevented before the end result.

5. The addition information that constitute sports contents

5.1. The purpose of the investigation

The sports contents are hugely diversified because a variety of addition information are edited, and combined. All the information had been treated and clarified by analyzing the property of the element that composed addition information. (Fig.1-C).

5.2. The method of investigation

As for baseball that is considered a Major sport in Japan, contents are various overwhelmingly compared with other games. The information element that composes sports contents can be understood by investigating the element of the contents.

In this study, we analyzed the elements which constituted information added to sports contents by referring to articles published in the magazines which handled baseball by representative "weekly publication baseball" by KJ method.

5.3. Findings

The element which constituted information added to sports contents was divided into three category indicate below.

- ☐Game : Information about the sports such as rule or formula and its tactics .
- ☐Player : Tactical property about the player and the team and also the information base on their game results and team condition .
- ☐Humanistic : Information about the property of players and team such as comment or the player's private life .

It has been understood that the element that composes addition information has the following two properties.

- A knowledge properties : It promote greater understanding by giving the material for making judgments concerning the essence of the object.
- A background properties: Information on the environment and situation in which the object is surrounded are provided. The value different from the essence of the object and the range of the object concern is expanded.

In Figure 9, the more it goes on the left, the more strengthens the knowledge property, and the more it goes to the lower right, the more a background property strengthens.

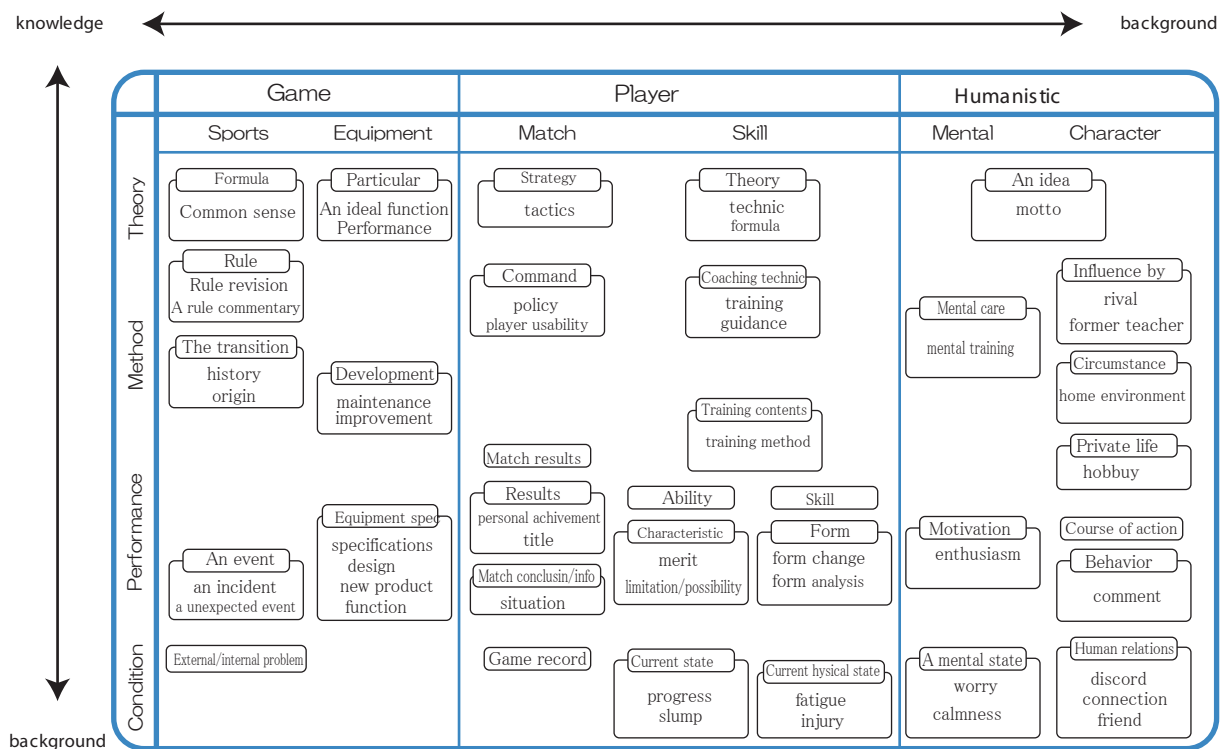


Figure 9:The classification of addition information

6. Consideration

The sports contents are diversified and clarified by putting "Highlight", "Development", "the property of the background" and "the property of the knowledge" to constitute the sports original charm .

It is necessary and indispensable that people are interested in the domain for the enhancement of contents. Contents that include additional information with a background property give rise to the interest of viewers by showing various aspects the person charm and originality. The interest for the game arises the same time as facilitating the empathy to the athlete with additional information of strong background property like the interpersonal relationship with the opponent and the players' effort well up until the playing games etc. The interest also includes the sport having elements such as competitiveness, victory and defeat.

The sport's charm and originality create the recognition of the sport excitement and tension by additional information, example like the theory and tactics. The elements that associate people without knowledge to the domain become important so that the domain will get more attention. Without any previous background knowledge regarding the match, viewers' interest is enhanced from the game by the effect of the elements. In sports, it is presumed that the elements consist of beauty, power and etc. of highlight.

Thus, it can be said that the reason for the factor of the sports contents enhancement is that various aspects by additional information with strong background properties work effectively compared with "Development" of the game. At the same time the abundance of "Highlights" attracts people without the presence of knowledge to the object.

7. Conclusion

This research analyzed the relation between the element and contents of certain sports that had enhanced element to be an example for obtaining the indicator of enhance contents, and composed contents.

As a result, the factor that supports the sports contents enhancement is by "Development" of the game and additional information with strong background in which various aspects are shown properly and effectively.

The indicator to enhance contents in the area that became an object was provided as follows.

- ①The interest in domain is improved by offering contents with addition information of background properties that is an effective to original charm of domain.
- ②The element that becomes "Highlight" in the domain that is an object is extracted ,and the interest in charm of domain original is improved by offering contents that explain the highlight
- ③Understanding the domain that becomes an object by offering contents including addition information of knowledge property is deepened, and an original charm is presented.

① will improve including people's concerns by developing contents parallel with ②

In addition, people's concern and interests are made not transitory but growing steadily by making understanding deepened in ③. This is possible by introducing it into a deep part of a charm of the original domain.

To lead the indicator for the contents enhancement, this research clarified the element that composed sports contents and its property. However, a detailed relation between the property and information media of each component cannot be clarified. It is necessary to actually select effective addition information for the charm of the original area to introduce it into other domain, and to develop contents in information media suitable for those properties. It is necessary to research the relation in the future, the area that becomes an object, the property of addition information, and the properties of various information media.

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