



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2015; 1(13): 395-396  
www.allresearchjournal.com  
Received: 23-10-2015  
Accepted: 25-11-2015

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## **A Study on Technology and Communication enhanced in association with organization of International Sports Event in India**

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### **1. Introduction**

In The technology is purposeful application of information in the design, production, and utilization of goods and services, and in the organization of human activities. Communication is the activity of conveying meaningful information. Communication requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; thus communication can occur across vast distances in time and space. Communication requires that the communicating parties share an area of communicative commonality. The communication process is complete once the receiver has understood the sender. The organisation of Commonwealth Games Delhi 2010 developed the technology to meet the diverse needs and service levels of athletes, media, and the staff working for the conduct of the games. Advanced telecommunication and communication made the broadcast and transportation were faster and well connected. This topic gathered the attention of many scholars like, Persson, (2000) [2]. The study indicated that a majority of the IOC members considered the following seven bid offers to be determinants when positively differentiating a particular bid from the others, and providing the decision-maker with rational support for his/her bid choice: Olympic Village, Transportation, Sports/arenas, Finances, Telecommunications, Information Technology and Media Center. No bid messenger had any great impact on the majority of the IOC members in their bid choices. Whether such a contribution is justified depends on the advances technological benefits generated in the local economy same as discussed and fined by Silk, (2001) [3] and McDaniel, (2002) [1] realized the importance of the technology and communicated with public by modes of media before during and after the games.

### **2. Purpose and Hypothesis**

To test whether the Technology and Communication enhanced in association with organization of International Sports Event in India. Keeping in mind the objective set for the study and on the basis of the available literature, observations and consultation with experts, the hypothesis was drawn in association with organization of International Games, which was stated as the many affirmative changes will also be occurring enhancement of technology and its connectivity required in association with organization of International Games in India.

### **3. Research Methodology**

**Sample:** A total 2000 subjects were selected for the purpose of the study. The sample were selected from various areas which were directly and indirectly related to the conduct of the Commonwealth Games Delhi2010, Afro-Asian Games 2003 like organizing committee, all stakeholders and partners of Commonwealth Games Delhi2010 and Afro-Asian Games 2003 (Delhi Development Authority, Sports Authority of India, Indian Railways, Municipal Cooperation of Delhi, New Delhi Municipal Corporation, Hero Honda, Tata Motors) Governmental Publications, Athletes, representatives Sports Federation of India, Venue Commanders, Venue Mangers, Volunteers, Public and Universities representatives.

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**4. Scoring Procedure**

For judging the personal value questionnaire, the responses were scored as follows:

A weight-age of 5, 4,3,2,1 (√) points was assigned to Excellent, Good, Average, Poor and Very poor respectively.

**5. Data Analysis**

Data was analyzed with the help of the Chi-Square to determine the association with the scores in relation with Commonwealth Games Delhi2010. For the testing significance of response given by the respondents the level of significance chosen was 0.05

**Table 1:** How would you grade Technological advancement of International Games?

	Observed N	Expected N	Residual	Chi-square	df
poor	160	500.0	-340.0		
average	440	500.0	-60.0	424	3
good	620	500.0	120.0		
excellent	780	500.0	280.0		
Total	2000				

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 1 depicts the values of the frequencies observed and expected, the value of chi square was found to be 424 against the tabulated value of 7.82 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority of 780 subjects excellently agreed to the fact of Technological advancement of International Games. The graphical representation of the scores has been shown in fig 1.



**Fig 1**

**Table 2:** Do you think that citizen became more modernised in communication after organisation of International Sports Event in India?

	Observed N	Expected N	Residual	Chi-square	Df
average	880	666.7	213.3		
good	440	666.7	-226.7	145.6	2
excellent	680	666.7	13.3		
Total	2000				

Level of significance-0.05, Tabulated value - 5.84, Degree of freedom-2

Table 2 depicts the values of the frequencies observed and expected, the value of chi square was found to be 145.6 against the tabulated value of 5.84 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 880 agreed to the fact that the India has become more modernised after organisation of International Sporting Games, the graphical representation of the scores has been shown in fig 2



**Fig 2**

**Table 3:** Did govt. provide high-quality communication technology facilities to connect the National and International visitors during these International Games?

	Observed N	Expected N	Residual	Chi-square	Df
poor	60	500.0	-440.0		
average	740	500.0	240.0	568	3
good	520	500.0	20.0		
excellent	680	500.0	180.0		
Total	2000				

Level of significance-0.05, Tabulated value - 7.82, Degree of freedom-3

Table 3 depicts the values of the frequencies observed and expected, the value of chi square was found to be 568 against the tabulated value of 7.82 which is significant at 0.05 level which shows that there was a significant difference in the responses of the subjects. In other words a majority with 740 averagely agreed to the fact that govt. gave high-quality accommodation facilities to connect the National and International visitors during these International Games, the graphical representation of the scores has been shown in fig 3.



**Fig 3**

**6. Conclusion**

It was concluded that the organization of such events was a Technological advancement of Host City and Host Nation. It was also concluded citizen became more modernised in communication after organisation of International Sports Event in India.

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