

Optimizing Content and Audience Reach for Shaanxi Competitive Sports' International Communication in the Algorithmic Era

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Abstract: Under algorithmic communication, the international dissemination of Shaanxi competitive sports can be reconceptualized as a technology-mediated intercultural learning process, where content optimization and audience reach are driven by machine recommendation mechanisms and grounded in educational psychology principles. This study aims to construct a theoretically grounded strategic framework for enhancing the global visibility and cultural resonance of Shaanxi competitive sports within algorithm-dominated digital ecosystems. Drawing upon media affordance theory, educational psychology, and technology-enhanced learning environments, the paper develops an integrated “technology–psychology–culture” model. The proposed content optimization strategies emphasize cultural symbol adaptation, short-video multimodal encoding, generative engine optimization, and affective algorithmic narratives. Audience reach strategies focus on platform-differentiated matrices, psychological segmentation, cross-cultural localization, and community cultivation. The framework contributes to both the theoretical understanding of algorithmic sports communication and the practical advancement of place-based sports internationalization. Implications for educational technology and cross-cultural psychology are discussed.

Keywords: Algorithmic Communication; Shaanxi Competitive Sports; International Dissemination; Content Optimization; Educational Technology; Cross-Cultural Psychology.

1. Introduction

The rapid evolution of digital communication technologies has fundamentally restructured the global media landscape, ushering in an algorithmic era in which machine-driven

recommendation systems, rather than human editors or traditional institutional gatekeepers, increasingly determine the visibility, circulation, and reception of content across borders [1]. This transformation is particularly consequential for sports communication, a domain historically dependent on broadcast rights, scheduled programming, and geographically bounded media ecosystems. Unlike traditional editorial logics that prioritized geographic proximity, linguistic commonality, or institutional partnerships, contemporary algorithms distribute content based on behavioral similarity, interest graphs, engagement predictions, and real-time feedback loops. These systems learn from users' micro-interactions—dwell time, swipe patterns, reaction clicks, sharing behaviors—and continuously refine content recommendations to maximize predicted engagement. This paradigm shift has created unprecedented opportunities for localized sports cultures, including Shaanxi competitive sports, to transcend regional and national boundaries and reach international audiences without relying on conventional broadcasting infrastructures or legacy media intermediaries [2].

Shaanxi Province, located in Northwest China, possesses a distinctive and increasingly visible sporting heritage that blends deep historical cultural capital with contemporary athletic achievements. The province has hosted a series of high-profile international sporting events in recent years, including major aquatics competitions, martial arts championships, and multi-sport games that have drawn athletes and spectators from across the globe. Beyond event hosting, Shaanxi has cultivated competitive programs of national and international significance in disciplines such as wrestling, weightlifting, boxing, martial arts, and diving. The province's sporting identity is further enriched by its profound cultural legacy—the Terracotta Warriors, the ancient capital heritage of Xi'an, the Silk Road historical connections, and a vibrant tradition of folk physical culture.

Together, these elements position Shaanxi competitive sports at a unique intersection of athletic excellence and cultural distinctiveness. The province has been actively transitioning from a primarily domestic “event-hosting” model toward a more ambitious “cultural-export” orientation, seeking to leverage its sporting achievements as vehicles for international cultural communication and soft power projection. However, this transition faces significant structural challenges within the algorithmic environment. Content tends to suffer from homogenization, with many sports clips following formulaic highlight-reel patterns that fail to differentiate Shaanxi’s unique cultural identity. Cultural encoding often remains superficial, reducing rich historical and social contexts to decorative backdrops. Distribution channels are frequently narrow and platform-dependent, limiting reach to preexisting diaspora communities rather than attracting broader international audiences. Most critically, there is a lack of systematic, theoretically grounded strategies that integrate technological affordances with audience psychological mechanisms—a gap that this study seeks to address.

Existing literature has extensively examined algorithmic influence on sports marketing, fan engagement, digital media consumption, and athlete branding. Scholars have explored how recommendation algorithms shape highlight viewership, how social media platforms mediate fan–athlete relationships, and how data-driven content strategies enhance commercial outcomes for sports organizations. Yet a notable research gap persists: few studies have approached the international communication of regional competitive sports from the interdisciplinary lens of educational technology and psychology. This gap is significant for several reasons. First, algorithmic content dissemination in cross-cultural contexts is not merely a technical or commercial process—it functions as a form of implicit intercultural education, where audiences learn about unfamiliar cultures, values, and identities through emotionally resonant, algorithmically curated content. Second, the psychological mechanisms underlying cross-cultural content reception—cognitive processing, motivational activation, attitude formation—remain undertheorized in sports communication literature. Third, the educational technology perspective, with its emphasis on

adaptive information delivery and learning environment design, offers valuable analytical tools that have rarely been applied to sports communication contexts.

This study addresses this gap by proposing a comprehensive framework for optimizing the international communication content and audience reach of Shaanxi competitive sports. The framework synthesizes media affordance theory, educational psychology, and technology-enhanced learning principles to offer both theoretical insights and actionable strategies. The contribution is threefold: (1) it reconceptualizes sports communication as a cross-cultural learning environment, bridging sports studies with educational technology; (2) it provides a strategic roadmap for content creators, sports administrators, and cultural communicators seeking to navigate algorithmic ecosystems; and (3) it extends the application scope of educational psychology theories—particularly cognitive load theory, self-determination theory, and intergroup contact theory—into the emerging domain of algorithm-driven regional sports internationalization.

2. Theoretical Framework

2.1 Media Affordance Theory in Algorithmic Sports Communication

Media affordance theory posits that communication technologies do not merely serve as neutral conduits for information transmission. Rather, technologies actively shape the possibilities for action available to users by presenting specific affordances—perceived and actual properties of a technology that enable particular behaviors while constraining others [3]. In the context of AI-driven sports communication, algorithmic systems simultaneously enhance the volume of content produced, refine the targeting of specific user segments, and expand the geographic and demographic scope of content circulation.

The affordances of algorithmic platforms—including personalized recommendation feeds, real-time interaction capabilities, multimodal presentation formats, and automated content tagging—enable Shaanxi competitive sports to transform from isolated, event-based coverage into continuous, relationally rich content streams. Where traditional sports broadcasting operated on a

scarcity model (limited airtime, scheduled programming), algorithmic platforms operate on an abundance model (infinite scroll, on-demand access). This shift fundamentally alters the relationship between local sports content and global audiences. A match clip from a Shaanxi provincial championship, when properly tagged and algorithmically promoted, can reach viewers in Latin America, Europe, or Southeast Asia who have previously engaged with related sports content, regardless of their prior awareness of Shaanxi as a geographic or cultural entity. The algorithm thus functions as a transnational connector, creating affordances for cultural exposure that were previously unavailable to regional sports organizations with limited international broadcasting resources.

2.2 Educational Psychology Perspectives: Cognitive, Motivational, and Cross-Cultural Dimensions

From an educational psychology standpoint, international audience engagement with Shaanxi sports content can be understood through three interconnected theoretical constructs, each illuminating a different stage of the audience's psychological journey.

First, cognitive load theory provides a framework for understanding how information presentation formats affect learning and comprehension. The theory distinguishes between intrinsic cognitive load (inherent to the material), extraneous cognitive load (imposed by poor presentation design), and germane cognitive load (devoted to schema construction). In cross-cultural sports communication, international audiences face heightened intrinsic cognitive load due to unfamiliarity with both the sport and the cultural context. Short-form video, when properly designed, reduces extraneous cognitive load by minimizing textual dependence, using universal visual cues, and delivering information in compact, narratively coherent segments. This theoretical lens explains why visually driven, concise content formats are particularly effective for introducing Shaanxi competitive sports to international audiences who may lack prior cultural schema for interpreting the content.

Second, self-determination theory illuminates how algorithmic recommendations tap into audiences' intrinsic motivation [4]. The theory posits that human motivation is sustained when three basic psychological needs are met:

autonomy (the need to feel in control of one's actions), competence (the need to feel effective and capable), and relatedness (the need to feel connected to others). Algorithmic systems support autonomy by allowing users to choose what to watch from a personalized feed rather than being subjected to scheduled programming. They support competence by gradually introducing content at appropriate complexity levels—for instance, starting with visually spectacular highlights before progressing to more nuanced explanations of rules or techniques. They support relatedness by surfacing content about athletes' personal stories, training struggles, and human connections, enabling viewers to form parasocial relationships that transcend cultural and linguistic barriers.

Third, intergroup contact theory provides a foundation for understanding sports as a low-threat vehicle for cross-cultural attitude change [5]. The theory posits that under appropriate conditions, interpersonal contact between members of different groups can reduce prejudice and improve intergroup attitudes. In the algorithmic context, international audiences encounter Shaanxi athletes, coaches, and fans through curated content that functions as a form of mediated, parasocial contact. This contact is characterized by low threat (no direct confrontation or identity challenge), cooperative framing (shared celebration of athletic achievement), and platform-mediated exposure. Over time, repeated exposure to positive, humanizing representations of Shaanxi sports culture can shift international audiences' attitudes, replacing indifference or stereotypes with curiosity and appreciation.

2.3 Algorithmic Affordances and the Dialectic of Filter Bubbles

While algorithmic systems offer powerful affordances for content dissemination, they also present significant ethical and psychological risks. The "filter bubble" effect may limit audiences' exposure to diverse perspectives, reinforcing existing preferences rather than broadening cultural horizons [6]. Furthermore, the opacity of algorithmic recommendation mechanisms can obscure the processes by which content is verified and prioritized, potentially leading to the spread of unverified or emotionally manipulated narratives. In sports communication, this risk is amplified when affective algorithms—systems designed to

maximize emotional engagement—prioritize sensationalism, controversy, or emotionally manipulative narratives over substantive cultural representation. A clip that frames an athlete's victory in hyper-confrontational terms may generate higher engagement than a nuanced exploration of the athlete's training philosophy, yet the former may undermine the goal of fostering genuine cross-cultural understanding. These tensions necessitate a critical awareness of how algorithmic incentives can diverge from educational and cultural communication objectives.

2.4 Technology-Enhanced Learning Environments as a Conceptual Bridge

A core argument of this study is that algorithmically distributed sports content functions as a technology-enhanced learning environment. Just as adaptive learning systems use data-driven insights to personalize educational content [7], algorithmic sports platforms personalize cultural exposure. International audiences, through repeated, algorithmically recommended interactions with Shaanxi sports content, undergo a process of informal, implicit learning about Chinese regional culture, sporting values, and social identities. This learning is not structured as formal instruction but emerges through cumulative exposure, emotional engagement, and progressive deepening of content complexity. The perspective aligns with the broader scope of educational technology research, which increasingly examines how digital tools mediate knowledge acquisition and attitude formation in non-traditional, informal educational settings. By framing sports communication as a learning environment, this study opens new avenues for applying educational technology frameworks to cultural communication challenges.

3. Methods

This study adopts a conceptual framework-building approach combined with an exploratory case analysis of Shaanxi competitive sports. The methodological design involves three sequential stages, each contributing to the construction of an integrated strategic model. The first stage consisted of a systematic interdisciplinary literature review. Drawing on databases spanning communication studies, educational technology, sports psychology, cross-cultural psychology, and media studies, the

review identified key theoretical constructs relevant to algorithmic content dissemination, audience psychology, and technology-mediated learning. Particular attention was paid to literature at the intersection of these fields—research that examined how digital platforms shape cross-cultural learning, how motivational psychology informs content engagement, and how media affordances influence information ecosystems. This stage established the theoretical foundation upon which the framework would be built.

The second stage involved the synthesis of identified constructs into an integrated conceptual model. This synthesis was guided by the principle of theoretical triangulation: constructs from different disciplines were mapped onto a common framework that articulated the relationships between algorithmic mechanisms (independent variables), content characteristics (mediating variables), psychological processes (intervening variables), and audience outcomes (dependent variables). The resulting “technology–psychology–culture” model provides a coherent architecture for understanding how Shaanxi competitive sports content moves through algorithmic systems and produces effects on international audiences.

The third stage applied the model to the specific context of Shaanxi competitive sports, deriving context-sensitive strategies for content optimization and audience reach. This application drew on documented communication phenomena—such as the increasing role of short-video platforms in cross-border sports dissemination, the emergence of generative AI as a content discovery tool, and the growing importance of hybrid AI–human content production workflows—to ensure that the resulting strategies were grounded in observable trends rather than speculative assumptions.

4. Content Optimization Strategy

4.1 Cultural Symbol Algorithmic Adaptation

The international communication of Shaanxi competitive sports must begin with the deliberate algorithmic adaptation of cultural symbols. Shaanxi's cultural repertoire—including the Terracotta Warriors, ancient city walls, Mount Hua, the Silk Road legacy, Shaanxi opera, and various intangible cultural heritage forms—possesses exceptionally rich visual and narrative potential. However,

these symbols cannot be deployed in their traditional, unmediated forms and expect algorithmic traction. Recommendation algorithms do not “understand” cultural significance in the way human curators do; they recognize patterns in metadata, visual features, engagement signals, and textual associations. Therefore, cultural symbols must be translated into algorithmic markers that recommendation systems can recognize, categorize, and match to user interest profiles.

This translation involves several strategic steps. First, content must incorporate clear visual tags—consistent iconography, color palettes, and compositional styles that algorithms can identify across multiple videos. Second, narrative hooks must align with globally recognizable interest categories. For example, a video featuring a Shaanxi weightlifter training against the backdrop of ancient architecture should be tagged not only with sport-specific keywords but also with visual and textual markers that connect to broader interest clusters: historical sites, travel destinations, cultural heritage, and urban landscapes. Third, successful adaptation requires blending classical cultural identifiers with everyday, relatable scenarios. Combining traditional Shaanxi visual motifs with contemporary sports settings creates a hybrid aesthetic that is both culturally distinctive and algorithmically engaging. Such an approach mirrors successful cross-cultural content strategies where classic cultural identifiers are juxtaposed with vernacular life, generating higher resonance among international viewers than straightforward cultural exhibitions or purely athletic highlight reels.

4.2 Short-Video and Multimodal Encoding

Based on cognitive load theory, short-form video emerges as the optimal medium for lowering cross-cultural cognitive barriers in sports communication [8]. International audiences encountering unfamiliar sports or cultural contexts benefit from concise, visually driven narratives that minimize linguistic dependence and reduce extraneous cognitive processing demands. The proposed “dual-layer editing method” operationalizes this principle by combining high-intensity sports highlights with contextual cultural framing within a single short-form video.

The first layer delivers the core athletic action—the dramatic, universally

comprehensible element of competition. A wrestling throw, a diving entry, a sprint finish: these are kinetic moments that require minimal cultural or linguistic decoding. The visual drama of athletic achievement transcends language barriers and provides immediate engagement value. The second layer embeds cultural context: glimpses of Shaanxi landscapes, training environments, athlete preparation rituals, or community reactions. This layer provides the cultural schema necessary for deeper understanding and longer-term retention. The dual encoding strategy reduces cognitive effort while maximizing cultural information transfer. By presenting athletic and cultural content simultaneously rather than sequentially, the method leverages the brain’s capacity for parallel processing, distributing cognitive load across visual, auditory, and narrative channels. Multimodal elements further enhance this effect. Synchronized music that blends traditional Shaanxi musical motifs with contemporary global genres creates an auditory bridge between cultures. On-screen text in multiple languages provides linguistic scaffolding without overwhelming the visual field. Visual annotations—icons, arrows, highlight circles—direct attention to key elements, reducing the search effort required to understand unfamiliar sporting actions. Together, these multimodal strategies transform short-form video from a passive consumption format into an active, cognitively supportive learning environment.

4.3 Generative Engine Optimization (GEO)

As artificial intelligence assistants and intelligent agents increasingly mediate information discovery, content optimization must extend beyond traditional search engine optimization to encompass generative engine optimization. Large language models, AI search assistants, and generative AI platforms are rapidly becoming primary information gateways for international audiences[9]. These systems do not simply return lists of links; they synthesize information from multiple sources and present consolidated, natural-language responses. For Shaanxi competitive sports to be represented accurately and prominently in these AI-mediated information environments, content must be structured for machine readability and citation. Generative engine optimization requires producing content that is authoritative,

well-structured, semantically rich, and factually consistent. Structured data markup—using standardized vocabulary to label athletes, events, dates, locations, and results—enables AI systems to accurately extract and relay information. Consistent terminology across all content touchpoints ensures that AI systems build coherent knowledge graphs about Shaanxi sports. Clear sourcing and attribution increase the likelihood that AI-driven platforms will cite Shaanxi sports content as a trusted reference. This strategy positions Shaanxi competitive sports not merely as ephemeral social media content but as a reliable, persistent knowledge resource within AI information ecosystems. As generative AI becomes the dominant interface for information discovery among younger, globally connected demographics, generative engine optimization represents a forward-looking investment in long-term visibility and credibility.

5. Audience Reach Strategy

5.1 Platform-Differentiated Reach Matrix

Different digital platforms serve distinct algorithmic logics, audience demographics, content formats, and engagement patterns. A differentiated matrix strategy is therefore essential for maximizing the international reach of Shaanxi competitive sports content. No single platform can provide comprehensive global coverage, and attempting to use a uniform content strategy across all platforms is likely to result in suboptimal performance on each.

YouTube remains the primary platform for long-form, globally accessible sports content. Its algorithm favors watch time, session duration, and content depth, making it suitable for longer-form documentaries, athlete profiles, and comprehensive event coverage. Instagram excels at visual discovery and younger demographic engagement, with its algorithm prioritizing aesthetic quality, hashtag relevance, and Stories interaction. TikTok's algorithm is uniquely powerful for cross-border content discovery, often surfacing content to users with no prior connection to the content creator or topic, making it particularly valuable for reaching audiences unfamiliar with Shaanxi or Chinese sports. Facebook retains strength in community-group-based sharing and older demographic segments, useful for building sustained fan communities. Within Chinese

domestic ecosystems, Douyin dominates short-video consumption, while Xiaohongshu has emerged as a discovery engine for younger generations, particularly for lifestyle and cultural content.

For international communication, Shaanxi competitive sports should prioritize a “global platform and regional platform” dual-layer matrix. Content should be adapted—not merely duplicated—across platforms to match each platform's algorithmic preferences and user behaviors. A training montage that performs well on TikTok (fast-paced, trending audio, quick cuts) may need restructuring for YouTube (narrative arc, explanatory context, chapter markers) and reformatting for Instagram (vertical orientation, high-contrast thumbnails, Story-friendly segments). This platform differentiation ensures that content reaches audiences at multiple touchpoints within their digital ecosystems, maximizing cumulative exposure and reinforcing recognition through cross-platform presence.

5.2 Psychological Segmentation of Audiences

Drawing on educational psychology, international audiences can be segmented into three progressive stages along a continuum of engagement depth. This segmentation informs both content design and algorithmic targeting strategies.

The accidental reach layer consists of users who encounter Shaanxi sports content through algorithmic recommendations without prior interest in or awareness of Shaanxi competitive sports. Content for this layer must be immediately attention-grabbing, visually spectacular, and culturally accessible with minimal prior knowledge. Short-form videos with universal athletic appeal serve as effective entry points. The interest-activation layer includes users who have shown initial engagement—watching a video beyond the first few seconds, liking content, or following a Shaanxi sports account. These users require deeper cultural or narrative content to sustain and intensify their interest, such as athlete backstories or explanations of Shaanxi's sporting culture. The deep-participation layer comprises users who have developed ongoing, sustained interest—regularly seeking out Shaanxi sports content, engaging in comments, sharing with their networks, and demonstrating loyalty to specific athletes or teams. These users seek

comprehensive, insider-level content including training methodology details, historical context, behind-the-scenes access, and opportunities for direct interaction.

Each layer demands different content formats, narrative depths, and push frequencies. Algorithmic systems can be leveraged to identify which layer a user occupies based on interaction history—watch time patterns, engagement frequency, content type preferences—enabling progressively tailored content delivery that matches the user’s psychological readiness for deeper cultural engagement.

5.3 Cross-Cultural Adaptation and Localization

While AI-driven real-time translation, automated dubbing, and machine-generated subtitles enable unprecedented global content fluidity, human creativity remains essential for capturing tonal nuances, cultural humor, and contextual subtleties that machines cannot reliably interpret. The proposed strategy emphasizes an “AI efficiency with human creative oversight” hybrid model. Content should be machine-translated for speed and scale, ensuring rapid distribution across linguistic boundaries, but human-curated for cultural accuracy, emotional resonance, and appropriateness of framing.

Localization extends far beyond language translation. It includes adapting cultural references to align with target-audience cultural schemas—for example, drawing parallels between Shaanxi’s ancient heritage and historical sites familiar to target audiences. It involves visual aesthetic adjustments—color grading, typography choices, and graphic design elements that resonate with regional visual cultures. It requires narrative framing adaptations—emphasizing different aspects of a story depending on what values and interests dominate in the target culture. This hybrid approach balances the scalability of algorithmic distribution with the authenticity required for meaningful cross-cultural communication. Purely automated content risks cultural missteps and loss of emotional nuance, while purely human-curated content cannot achieve the volume necessary for algorithmic visibility. The hybrid model represents a pragmatic middle path that leverages technological efficiency while preserving human cultural intelligence.

6. Conclusion and Implications

This study has constructed an integrated framework for optimizing the international communication content and audience reach of Shaanxi competitive sports in the algorithmic era. By synthesizing media affordance theory, educational psychology, and technology-enhanced learning principles, the framework offers a theoretically grounded roadmap for transforming localized sports content into globally resonant, educationally meaningful communication. The practical strategies—spanning cultural symbol adaptation, multimodal encoding, generative engine optimization, affective narratives, platform differentiation, psychological segmentation, localization, and community cultivation—provide actionable guidance for sports administrators, content creators, and policymakers.

The interdisciplinary contribution of this work lies in demonstrating how educational technology and psychology can illuminate and enhance domains beyond traditional classrooms. By positioning sports communication as a vital site of informal, technology-mediated intercultural learning, the study expands the conceptual boundaries of educational technology research. It suggests that the same principles guiding adaptive learning system design—personalization, cognitive load management, motivational support, and iterative feedback—can inform the design of cross-cultural communication strategies in non-educational domains.

For practitioners in sports communication and cultural diplomacy, the framework offers a systematic alternative to ad-hoc, intuition-based content strategies. It provides a vocabulary and conceptual toolkit for thinking about international audience engagement not merely as a marketing challenge but as an educational and psychological process. This reframing has practical implications: content evaluation metrics should include not only engagement statistics but also indicators of cultural learning, attitude change, and community formation. Content production workflows should integrate not only media professionals but also educational designers, cross-cultural psychologists, and learning experience specialists.

In conclusion, the algorithmic era presents both unprecedented opportunities and complex challenges for the international communication

of regional competitive sports. By grounding strategies in robust theoretical frameworks from educational technology and psychology, stakeholders can navigate this landscape with greater intentionality, effectiveness, and ethical awareness. Shaanxi competitive sports, with its unique combination of athletic excellence and cultural richness, is well-positioned to serve as a model case for how regional sports cultures worldwide can leverage algorithmic communication for meaningful global engagement.

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