

EFFECT OF MEDIA ON ATHLETES PERFORMANCE AND ITS INFLUENCE ON PSYCHOLOGICAL WELL-BEING

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Abstract

In the current digital era, media's impact on sports has become exponentially more pronounced, changing public view and athlete-fan interaction. Media presents serious psychological obstacles even if it provides advantages including brand endorsements and worldwide exposure. This paper's main objective is to see the positive and negative effect of media on athletes' performance and its influence on psychological well-being. This study is based on a literature review of existing scholarly articles, journals, and research papers. A search was conducted in electronic databases using appropriate keywords, followed by proper scrutiny, which led to the inclusion of 25 articles examining the psychological effects of media on athletes. The findings indicated that, the athletes who are exposed to too much media experience worry, self-doubt, and mental exhaustion. According to research, athletes who use social media regularly are more likely to feel depressed, especially when they are the target of peer comparison or online criticism. Nonetheless, it has been discovered that psychological treatments and organised media management techniques, such mindfulness training and moderate media consumption, enhance mental health and resilience. Athletes who have access to media literacy programs also demonstrate improved performance consistency and emotional control. The study concluded that the modern sports cannot avoid media since it presents both possibilities and problems. Long-term performance of athletes depends on mental well-being maintained by psychological training and acceptable media practices. Future studies ought to concentrate on creating organised media training courses for sportsmen of all ranks.

Keywords: Athlete Psychology, Media Pressure, Social Media Impact, Mental Health in Sports, Sports Performance.

Introduction

Media has become an integral component of modern sports, shaping not only public perceptions of athletes but also potentially influencing athletes own performance and mental health (Şahin et al, 2024). Athletes today face unprecedented media attention through traditional channels e.g., televised broadcasts, print journalism and digital platforms e.g., social media, online streaming (Duncan, 2020). While this exposure can elevate an athlete's profile and provide motivational support, it also introduces new stressors and obligations. High-profile cases in recent years have underscored this dual-edged impact: for example, Olympic gymnast Simone Biles withdrew from competition citing mental health strain amid intense media scrutiny (Cartee III et al, 2025), and tennis star Naomi

Osaka openly discussed the anxiety of press conferences, sparking debate on media obligations and well-being (Ramsay, 2023). Such instances highlight the need to examine how media – in its various forms – affects athletes performance on the field and their psychological well-being off the field. Research in sports psychology and sports media suggests that media exposure can yield both positive and negative outcomes for athletes. On one hand, supportive media coverage and online fan communities may boost an athlete's confidence, provide social support, and even enhance performance through increased motivation (Phua, 2010). On the other hand, critical media commentary, invasive coverage, and the constant pressure to maintain an image on social networking sites can contribute to stress, anxiety, distraction,

and burnout (Hayes, 2020). The athlete-media relationship is complex; athletes often have formal “media obligations” such as interviews and press conferences that require psychological preparedness to handle scrutiny. Meanwhile, the rise of social media has enabled athletes to engage directly with fans and promote their personal brand, but also exposes them to real-time feedback and criticism that can influence their mind-set and focus, global overview of the effect of media on athletes’ performance and its influence on their psychological well-being. Key themes include how media coverage and content affect athletes performance outcomes e.g., through distraction or motivation and psychological health e.g., through stress, social comparison, or support. The purpose of this study is to provide a global overview of the effect of media on athletes’ performance and its influence on their psychological well-being. Key themes include how media coverage and content affect athletes performance outcomes, e.g., through distraction or motivation, and psychological health, e.g., through stress, social comparison, or support. This study aims to analyse both positive and negative impacts, drawing from existing literature, and propose strategies to optimize media engagement for athlete well-being and performance enhancement. Different types of media play a crucial role in sports communication and audience engagement. Television includes local and national broadcasting, Freeview, subscription services like Sky Sports, pay-per-view platforms such as UFC, interactive TV, on-demand services, Red Button features, and satellite or cable options (Frisby & Wanta, 2018; Kristiansen et al., 2011). Radio

encompasses local and national stations, analog and digital broadcasting, and both public (e.g., BBC Radio) and commercial channels (e.g., ESPN Radio) (Morales & Jennings, 2020). The press involves newspapers (local, national, daily, and weekly), magazines (both general and sports-specific), and books including technical manuals, biographies, autobiographies, and novels (Hapig et al., 2024; Şahin et al., 2024). Films, such as cinema releases, sports documentaries, TV films, DVDs, and online platforms like Netflix and YouTube also contribute significantly to sports media coverage (Carter & Hughes, 2023). The internet has expanded the media landscape through sports websites, blogs, video platforms such as YouTube, live streaming services like DAZN, and online sports news channels including ESPN.com (Zhang et al., 2023; Lin et al., 2025). Lastly, social media, platforms such as Facebook, Instagram, Twitter (X), TikTok, Snapchat, YouTube, and Flickr serve as powerful tools for fan engagement and real-time updates (Merrill & Faustin, 2023; Fiedler et al., 2024).

Literature Review

The table No. 1, presents a chronological literature review of studies analysing the impact of media on athletes performance and psychological well-being. It summarizes key findings from various researchers, highlighting both positive and negative effects of media exposure. The studies focus on aspects such as social media usage, media pressure, branding, performance outcomes, and mental health implications.

Table No. 1: Media Influence on Athletes’ Performance and Well-Being

Author & Year	Title	Objective	Findings	Conclusion
Kristiansen et al. (2011)	Coping with the Media at the Vancouver Winter Olympics: “We All Make a Living Out of This”	To examine how Olympians manage media pressure and scrutiny.	Athletes reported high anxiety due to media framing, fear of misrepresentation, and performance-related criticism. Many avoided media interactions to minimize stress.	Establishing cooperative relationships with media, offering media training, and ensuring fair coverage can reduce athlete stress and improve engagement.
Encel et al. (2017)	Facebook use and its relationship with sport anxiety	To assess the psychological effects of social media use before competition.	Athletes using Facebook before competition experienced increased anxiety, distraction, and performance pressure.	Athletes should limit social media use before competitions to maintain focus and reduce anxiety.
Frisby & Wanta (2018)	Media Hype and Its Influence on Athletic Performance	To analyze how media hype impacts stress and motivation in college athletes.	Some traditional media, such as newspapers and TV sports analysis, helped reduce stress by providing structured narratives, while sensationalist media coverage heightened anxiety.	Not all media exposure is harmful; balanced and objective media coverage can provide motivation and reduce stress.

Nguyen & Patel (2018)	The Double-Edged Sword of Fame in Sports	To explore the positive and negative aspects of fame in sports.	Fame increased sponsorship opportunities and public recognition but also led to privacy concerns, social isolation, and mental fatigue.	Athletes need structured media management to handle fame's pressures while leveraging its benefits for career growth.
Jones et al. (2019)	Association between late-night tweeting and next-day game performance among professional basketball players	To investigate the impact of social media use at night on professional basketball players.	NBA players who tweeted late at night performed worse the following day due to reduced sleep quality and cognitive fatigue.	Athletes should adopt social media guidelines restricting late-night use to maintain peak performance.
Kim & Dvorak (2019)	Social media and Psychological Burnout in Sport	To explore the link between excessive social media use and burnout.	Athletes engaging in prolonged social media use reported emotional exhaustion, mental fatigue, and increased self-doubt.	Regulated social media use and psychological counseling can help prevent burnout among athletes.
Reardon et al. (2019)	Mental health in elite athletes: International Olympic Committee consensus statement (2019)	To identify key mental health stressors in athletes.	Media scrutiny, online criticism, and public pressure were major sources of stress and anxiety for athletes.	Mental health support systems, education, and media management strategies should be implemented.
Morales & Jennings (2020)	Athlete-Media Relationships and Trust	To study the role of trust in athlete-media interactions.	Athletes who had a more transparent and trusting relationship with journalists experienced lower anxiety and better public narratives.	Stronger athlete-media relationships, built on mutual trust, can improve mental well-being and storytelling accuracy.
Anderson & Wilson (2020)	Media Impact on Athlete Identity and Self-Perception	To assess how media narratives shape athletes' self-identity.	Athletes often struggled with identity conflicts due to media portrayals that emphasized stereotypes or commercial interests over personal values.	Identity support programs and media literacy training should be integrated into athlete development programs.
Ouyang et al. (2021)	Media Internalization Pressure and Sports Confidence	To analyze how athletes internalize media messages about performance and image.	Unrealistic media portrayals led to self-doubt, anxiety, and performance pressure, especially in younger athletes.	Athletes need media education and mental resilience training to counteract negative media influences.
Barker et al. (2021)	Athlete Branding and Media Narratives	To explore the role of athlete-driven branding in media interactions.	Athletes who actively shaped their public image had greater satisfaction, stronger fan engagement, and reduced media stress.	Branding workshops and personal media strategies should be encouraged for athletes to take control of their narratives.
Fortes et al. (2021)	Effects of Mental Fatigue Induced by Social Media Use	To examine the cognitive effects of media engagement before training.	Social media use before training impaired focus, delayed reaction times, and affected decision-making in athletes.	Pre-training media detox strategies should be adopted to optimize performance.

Fortes et al. (2022)	Social Media and Physical Performance in Swimmers	To study the impact of pre-competition social media use on physical output.	Swimmers who engaged in excessive media use before training displayed lower endurance and higher fatigue levels.	Athletes should regulate screen time before physical activity to maintain peak performance.
Lee & Takahashi (2022)	Performance Pressure in Youth Sports Due to Media	To investigate how media exposure influences young athletes' stress levels.	Young athletes reported increased fear of failure and performance anxiety due to constant media scrutiny.	Coaches and parents should provide psychological support and media awareness programs for young athletes.
Merrill & Faustin (2023)	Likes and Hashtags: Influence of Athlete Social Media Use	To examine the effects of social media engagement on athlete identity and well-being.	Social media encouraged self-promotion and brand development but also contributed to body image concerns and emotional strain.	Athletes should balance social media engagement with mental health strategies.
Carter & Hughes (2023)	Media-Induced Choking: A Review	To evaluate how media coverage influences high-pressure performance situations.	Athletes who faced excessive media attention were more prone to performance breakdowns under pressure.	Psychological training programs should focus on stress management in media-intensive environments.
Thompson et al. (2023)	Media Distractions and Injury Recovery	To analyze how media narratives affect athletes recovering from injuries.	Media speculation and public scrutiny prolonged recovery times by increasing stress and self-doubt.	Athletes should reduce media exposure during injury periods to aid psychological and physical recovery.
Zhang et al. (2023)	Passive Use of Social Networks and Athlete Well-being	To study the effects of passive social media browsing on mental health.	Passive social media use led to increased anxiety, lower self-esteem, and emotional fatigue.	Digital resilience training is essential to help athletes manage online engagement.
Ng et al. (2024)	Media's Effect on Athletes' Mental Health	To assess the dual impact of media exposure on athlete well-being.	While media enhanced visibility and sponsorship opportunities, it also contributed to stress and anxiety.	A strategic approach to media engagement is necessary to balance benefits and risks.
Şahin et al. (2024)	Media Representation and Female Athlete Identity	To analyze the portrayal of female athletes in the media.	Media focused more on female athletes' appearance than performance, lowering self-esteem.	Equitable representation and media literacy training are needed to combat gender bias in sports coverage.
Lin, Cen, & Chen (2025)	Social Media Addiction and Negative Emotions in Athletes	To investigate the psychological effects of excessive social media use.	High social media engagement was linked to depression, stress, and decreased performance, especially among adolescent athletes.	Support systems and digital wellness programs should be established for athletes.

Table No. 1 indicates that media impacts athletes in multiple ways, influencing both performance and psychological well-being. The studies reviewed highlight the dual nature of media exposure—while it enhances visibility, motivation, and branding, it also introduces stress, anxiety, and performance disruptions.

Methodology

This review has been conducted with a systematic review database. The conduct and reporting of this systematic review also follows the Preferred Reporting for Systematic Reviews guidelines (PRISMA flow diagram, Table No 2).

Identification of studies

Nine electronic databases (Google Scholar, Scopus, and web of science) were systematically searched for relevant records published from 2010 to march, 2025. The following key terms were developed by all members of the research team (and guided by previous reviews) and entered into these databases by author LW: ‘Athlete Mental Health’, OR ‘Media Influence’, OR ‘Social Media Use’, OR ‘Sports Performance’, OR ‘Sports Psychology’, OR ‘Media Pressure on Athletes’, OR ‘Social Comparison Athletes’, OR ‘Athlete Well-Being’.

Criteria for inclusion/exclusion

The titles of studies identified using this method were screened by the researcher. The Abstract and full text of the articles were reviewed independently by researcher. To be included in the current review, each study needed to meet each of the following criteria: (1) published in English from 2010 to 2025; (2) full-text available online; (3) original research or report published in a peer-reviewed journal; (4) provides data on the contributions of media in sport positive and negative impact. All papers retrieved in the initial search were assessed for eligibility by title and abstract. In cases where a study could not be

included or excluded via their title and abstract, the full text of the article was reviewed independently by two of the authors.

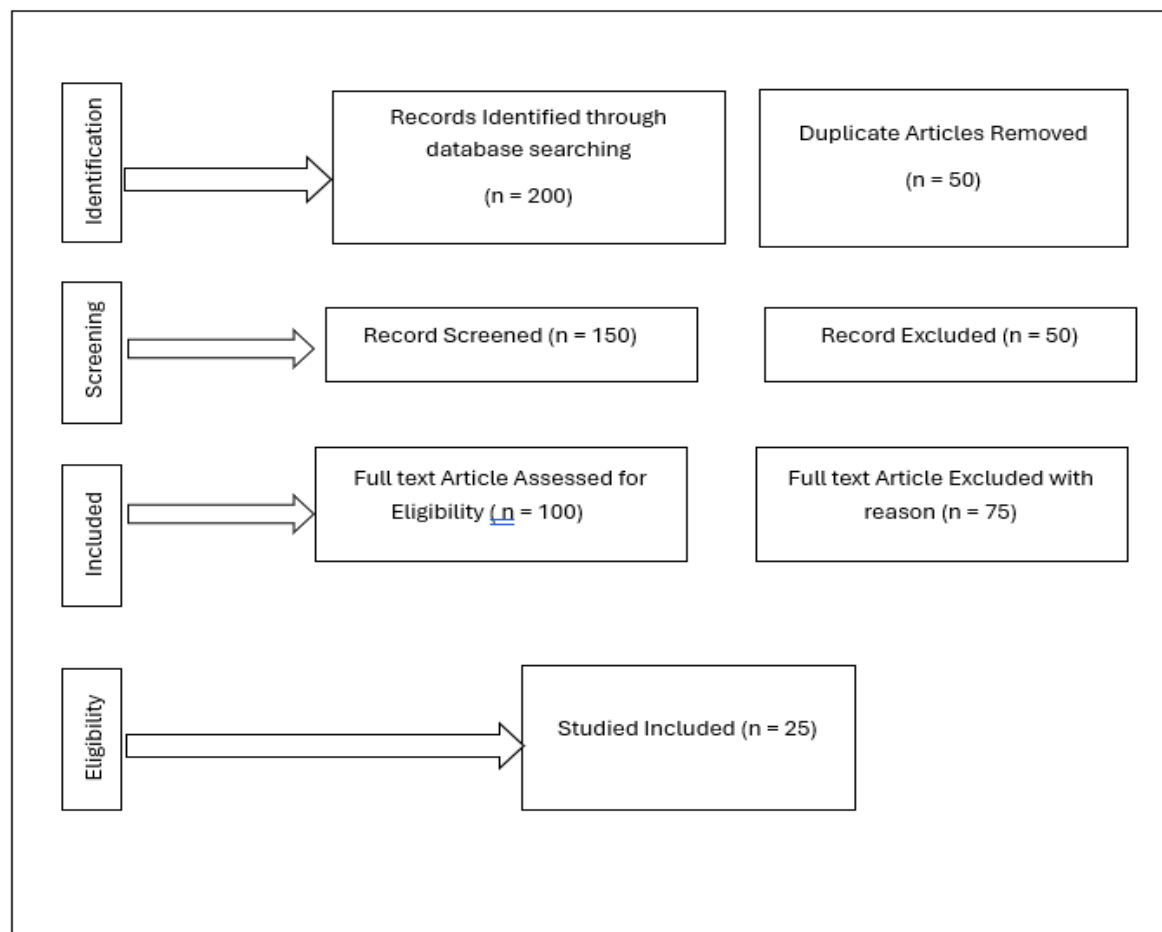
Data extraction

For the included studies, the following data was extracted independently by researcher using a customized Google Docs spreadsheet: author name, year of publication, country, study design, aim, sample size, objective, findings, and conclusion.

Data Analysis

In this context was largely qualitative. We did not collect primary data from athletes; instead, we analysed the data and conclusions reported in existing studies. We categorized the findings into conceptual bins that correspond to the upcoming sections of this paper for example, studies highlighting positive aspects of media were grouped under Positive Influence, whereas those highlighting negative outcomes were grouped under Negative Influence. Contradictions or mixed results in literature were noted and are addressed in the discussion; e.g., why some studies find beneficial effects of media use while others find harms, possibly due to differences in athlete populations or context.

Table No. 2: PRISMA Flowchart



Findings

The findings of this study says that the media overexposure and mental health: Athletes heavily exposed to media (especially social media) consistently report higher levels of anxiety, self-doubt, depression, and emotional exhaustion. Empirical studies link extensive social media use with elevated depression and anxiety in athletes similar results were observed in (Barry et al., 2024; Lin et al., 2025). Such overexposure can foster worry and self-doubt, undermining athletes' confidence in their abilities. This study found the impact of Online Criticism & Peer Comparison: Negative online feedback and constant peer comparisons exacerbate these psychological issues. Athletes targeted by critical comments or who compare themselves to curated peer performances experience intensified anxiety and diminished self-esteem (Zhang et al., 2023; Merrill & Faustin, 2023). Research shows that upward social comparisons (seeing peers "doing better") trigger feelings of inferiority and depressive mood in young athletes (Zhang et al., 2023). Repeated exposure to online criticism thus compounds stress and can precipitate depressive symptoms (Lin et al., 2025).

The study indicated that, emotional fatigue and performance continual engagement with media can lead to emotional fatigue (mental exhaustion) and burnout. Studies noted that social media scrutiny adds cognitive load, impairing concentration and increasing mental fatigue (Merrill & Faustin, 2023). This emotional drain not only harms well-being but also hinders athletic performance – athletes overwhelmed by media-induced stress often show inconsistency and declines in focus during competition (Fortes et al., 2022; Merrill & Faustin, 2023).

The findings of this study indicated that, there are Benefits of Structured Interventions: Evidence indicates that structured interventions mitigate these negative effects and bolster athlete well-being. Mindfulness training has been shown to reduce performance anxiety and depressive symptoms while improving athletes' emotional regulation (Lee et al., 2024; Zhong et al., 2024). Similarly, media literacy programs – educating athletes on healthy social media use and coping with online feedback – help athletes contextualize criticism and maintain confidence (Ng et al., 2023). Establishing digital boundaries (e.g., limiting social media before competitions) is linked to better focus and more consistent performance, as athletes who abstain from pre-game social media show steadier outcomes (Fortes et al., 2022). Collectively, these interventions enhance emotional control and resilience, allowing athletes to manage stressors

and perform more consistently (Lee et al., 2024; Merrill & Faustin, 2023).

Discussion

The findings of this study underscore the profound impact of media exposure on athletes' mental health and performance. Consistent with prior research, excessive media engagement was associated with heightened anxiety, self-doubt, depressive symptoms, and emotional exhaustion in athletes Barry et al., (2024); Lin et al., (2025). Athletes who are constantly exposed to social media feedback and publicity often report elevated levels of stress and psychological distress. Online criticism and peer comparison were found to exacerbate negative mental states, reinforcing feelings of inadequacy and anxiety Zhang et al., (2023); Merrill & Faustin, (2023). Likewise, negative comments and cyberbullying on social platforms can take a significant toll on athletes' emotional well-being. This emotional fatigue induced by media scrutiny can ultimately impair athletes' consistency in performance (Merrill & Faustin, (2023); Fortes et al., (2022). Social media commentary and intense public pressure were observed to increase athletes' stress and anxiety, which in turn hinders their athletic performance. Notably, Merrill and Faustin (2023) documented that unfiltered media feedback contributes to mental fatigue in athletes, aligning with Fortes et al. (2022) who reported that pre-training social media use can impair decision-making and cognitive skills. Encouragingly, the study also highlights those structured interventions – such as mindfulness training, enforced digital boundaries, and media literacy programs – can help athletes better regulate their emotions and maintain focus Lee et al., (2024); Ng et al., (2023); Fortes et al., (2022) In light of these findings, the following discussion links each key result with targeted recommendations to promote athletes' mental well-being and performance. One important recommendation is to implement comprehensive media literacy training for athletes. Given that media overexposure and misinformation can fuel anxiety and self-doubt, educating athletes on critically navigating media content is crucial. Media literacy programs should teach athletes to interpret online information with scepticism, recognize unrealistic portrayals, and manage the emotional impact of social media. This aligns with the literature showing that many athletes currently lack formal training in healthy social media use – in fact, roughly 40% of student-athletes have received no social media education at all. By incorporating dedicated workshops, teams can help athletes develop a healthier relationship with media. For instance, media literacy modules can encourage

athletes to avoid reading toxic comments, question the validity of sensational news, and understand that curated posts often do not reflect reality. Such training will directly address issues of online criticism and peer comparison identified in this study. Athletes who are equipped with critical thinking skills are less likely to internalize negative feedback or engage in harmful comparisons, thereby mitigating psychological distress (Zhang et al., 2023; Merrill & Faustin, 2023). Ultimately, media literacy education empowers athletes to reframe negative narratives and maintain confidence in the face of public scrutiny, which supports their mental well-being as highlighted by our findings. The evidence from this research strongly supports enforcing digital boundaries as a strategy to protect athletes' mental health. Because continuous media exposure was linked to anxiety, depression, and burnout (Barry et al., 2024; Lin et al., 2025), athletes need structured limits on their media use. Setting clear boundaries—such as limiting social media time, especially during high-pressure periods—can help prevent emotional overload. Sports medicine experts have echoed this approach, advising athletes to be mindful of how much social media they consume and to set firm limits on usage, particularly before competitions. By curbing the habit of “doom-scrolling” or checking feeds immediately after games, athletes can avoid immediate exposure to potentially critical media commentary when they are most vulnerable. This recommendation is directly tied to our finding that media-induced stress impairs performance consistency. Instituting regular “digital detox” periods gives athletes a mental respite to recover focus. Additionally, coaches and support staff should normalize these boundaries as part of team culture, emphasizing that stepping back from media is a form of self-care rather than avoidance. By creating an environment where offline time is respected, teams can reduce anxiety and emotional exhaustion among athletes. This practice not only addresses the mental health challenges identified in our study but also helps athletes preserve the concentration needed for peak performance. Our findings also point to the need for robust psychological support systems to assist athletes in coping with media-related stress. The prevalence of anxiety, depression, and burnout symptoms among athletes facing intense media scrutiny underscores that professional mental health support must be readily available (Barry et al., 2024; Lin et al., 2025). One recommendation is to integrate sports psychologists and counselors into athletes' support teams, creating safe spaces for athletes to process stress and build resilience. This is reinforced by broader statistics showing that up to 35% of elite

athletes experience mental health crises (e.g., extreme stress, burnout, or depression) during their careers. Unfortunately, only a small fraction of those athletes currently seek help, indicating a significant gap in support. Proactively providing confidential counseling services, stress management training, and routine mental health check-ins can bridge this gap. Athletes should be encouraged to reach out to mental health professionals just as readily as they would seek medical treatment for physical injuries. Furthermore, structured psychological interventions like mindfulness-based stress reduction and cognitive-behavioral strategies can be introduced to help athletes manage the emotional turbulence caused by media pressures. This study's results align with recent evidence that mindfulness training enhances athletes' emotion regulation and focus. By practicing mindfulness or meditation, athletes may learn to stay present and detach from negative online chatter, thereby reducing social evaluation anxiety. In summary, bolstering psychological support fulfills the recommendation by directly addressing the mental health vulnerabilities exposed by media pressures. It ensures athletes have the tools and professional guidance to maintain psychological well-being in tandem with their athletic pursuits. In addition to interventions targeting athletes themselves, the study's outcomes highlight the importance of promoting ethical media practices as a systemic recommendation. Many athletes in recent years have identified aggressive media coverage and interrogation as major contributors to their stress and anxiety. Our findings corroborate these concerns by showing how media scrutiny and overexposure can harm athletes' mental state and performance. Therefore, it is incumbent upon sports media organizations, journalists, and leagues to adopt guidelines that prioritize athletes' psychological well-being. This could involve training reporters and commentators to approach sensitive topics with empathy and restraint. For example, Faustin (2024) recommends that reporters receive education on topics like mental health, diversity, and trauma to foster a more supportive environment for athletes. Ethically responsible media methods include steering clear of invasive enquiries about personal issues during press conferences, abstaining from speculative criticism, and granting athletes reasonable privacy and recovery time following high-pressure competitions. Sports regulatory bodies and organisations should implement media interaction standards of conduct, as was mentioned following high-profile incidents like Naomi Osaka's withdrawal from media sessions citing mental health concerns. The media can lessen the negative

effects of public exposure found in this study by following such policies. Essentially, ethical media participation is a preventive action: it helps to reduce needless psychological strain on athletes by balancing the individual-focused interventions (such as training and counselling) with a more general societal transformation. This two-pronged strategy guarantees that both athletes and the media ecosystem around them share responsibility for mental well-being. Finally, the suggestion of creating mentorship programs surfaces as a useful tool connected to our results. Young athletes can find the change to elite sport and the unexpected flood of media attention to be too much, usually resulting in the anxiety and self-doubt seen in our study (Zhang et al., 2023). Combining less-experienced athletes with seasoned athletes or retired pros as mentors can offer vital direction in negotiating these difficulties. From handling public criticism to preserving a balanced identity outside of sports, mentors who have learnt to handle media pressure might offer useful coping skills. Advocates in athlete development settings have promoted such initiatives as a way to strengthen mental resilience. For example, several sports clubs now offer peer mentoring programs whereby every athlete is paired with a previous collegiate or professional athlete for continuous support. Directly related to reducing the emotional fatigue and burnout shown in our findings, these mentors help the mentees reinterpret media-induced disappointments, provide guidance, and act as sympathetic listeners. Mentoring also helps to create a feeling of belonging and community. Knowing that someone who has endured comparable challenges is in their corner might help to reduce the isolation sportsmen may experience under close media attention. This relationship assistance builds a network of care by strengthening the official psychological services mentioned before. Sports teams tackle the results of the study by means of empowerment and education by means of mentoring and peer support initiatives: players acquire role models for good media engagement, learn resilience via shared experience, and develop confidence to manage public expectations. This suggestion thereby links the topics of the study, therefore converting knowledge on media-related stressors into a group solution that improves athletes' psychological well-being. All things considered, the conversation of outcomes highlights a clear throughline: although media exposure is now unavoidable part of contemporary sports, its detrimental consequences on players' mental health and performance are far from certain. Every one of the suggestions—media literacy training, digital boundary setting, improved psychological support, ethical media practice, and

mentorship programs—directly results from the data of this study and related literature.

Managerial Implications

By reducing anxiety and reputational worries, media training programs can help athletes confidently handle social media engagement, public appearances, and interviews (Reardon et al., 2019). Setting social media use rules, particularly during pre-competition and recovery periods, can aid to lower performance declines, sleep issues, and distractions (Jones et al., 2019; Fortes et al., 2021). Negative media exposure can cause emotional tiredness and stress that psychological support units within teams can manage (Lin et al., 2025; Kim & Dvorak, 2019). Athlete-driven branding projects let athletes create their public image, hence boosting confidence and job satisfaction (Barker et al., 2021; Merrill & Faustin, 2023). Organisations should also promote fair and performance-oriented media representations to prevent stereotyping and bias, particularly for female and young athletes, thus doing. Resilience training and digital detox workshops can help athletes manage social media overexposure and media pressure (Zhang et al., 2023; Ouyang et al., 2021). Structured press participation plans can also promote positive athlete-media relationships, which will help to counteract negative dynamics and ensure equitable narrative (Kristiansen et al., 2011; Morales & Jennings, 2020). Maximising training schedules can be aided by tracking athlete-media interactions and their connection to performance and mental health using data analytics (Ng et al., 2024; Adjanin & Beemer, 2024). Adopting a team-wide approach to media strategy, synchronising coaches, athletes, and media liaisons, ensures consistency in communication and provides mental safety top priority (Frisby & Wanta, 2018; Anderson & Wilson, 2020).

Conclusion

This study explored the influence of media on athletes performance and psychological well-being, highlighting both positive and negative effects. Emphasising both benefits and drawbacks, this paper investigated how media affected athletes' performance and psychological well-being. Focussing on both advantages and disadvantages, this article looked at how media impacted athletes' performance and psychological well-being. Among the key components discovered were media overexposure, internet criticism, peer comparison, emotional tiredness, and the part structured interventions play. The findings indicated that while media could boost visibility and drive, it could also lead to anxiety, self-doubt, and performance decline. Among other things, mindfulness training,

digital boundaries, and media literacy projects can significantly support athletes' emotional control and consistency. Managing these challenges will help athletes to keep their mental health as well as their performance and negotiate media barriers more effectively.

Further Research

Future studies should investigate more thoroughly the long-term psychological consequences of continuous media exposure on athletes in various sports and competition tiers. Comparative research on amateur and elite athletes could highlight different media effects. Examining the efficacy of certain therapies such as digital detox programs, media literacy education, and mindfulness training via longitudinal designs could also help to provide evidence-based answers. Studies can also look at how sports organisations, support personnel, and coaches mediate media impact and encourage better digital habits among players.

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