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- Reducing gender inequalities in sports and technology.
- Improving women's quality of life through greater participation in social and sports activities.

Another fundamental challenge to facilitating Iranian women's access to digital sports and virtual reality technology is limited awareness of these technologies and the opportunities they create. The lack of sufficient knowledge about the benefits, use, and applications of digital sports and virtual reality has prevented many Iranian women, especially in less developed regions, from taking advantage of these opportunities. This is due not only to a lack of information, but also to the lack of appropriate educational programs and support networks that can promote this awareness.

In this study, based on the results, four dimensions have been identified for this challenge, which are:

- **Limited familiarity with technologies:** Many women does not have sufficient information about various digital sports technologies and their applications.
- **Lack of educational resources:** Resources that can provide useful and practical information about these technologies are very limited in the local language and with a focus on women's needs.
- **Unequal access to information:** In rural and underserved areas, access to the Internet and information resources is lower than in urban areas, which exacerbates this information gap.
- **Lack of effective promotion:** Insufficient introduction of digital sports and virtual reality technology at the level of media and social networks, especially for women, has led to a decrease in public awareness.

To address the problem of low awareness of new technologies, targeted educational programs, widespread information, and easy access to information should be provided to women. Various studies also indicate the importance of increasing awareness in this area.

Smith, (2021) also emphasized in their research that educational programs and workshops related to digital sports can have a significant impact on improving users' knowledge. They found that targeted education directly increases women's participation in digital sports. Jones, (2020) showed that lack of educational resources and lack of familiarity with the applications of virtual reality technology are one of the main reasons for women's low participation in this field. Ahmadi, (2021) noted that educating women in communities with limited access can make a significant difference in sports attitudes and behaviors. Kamali, (2023) in Iran concluded that many Iranian women are less inclined to use these technologies due to their ignorance of the benefits of digital sports. They emphasized the need to develop indigenous educational programs. and Rahimi, (2022) found that using social media and

producing appropriate educational content can help increase women's awareness of new sports technologies.

- **Creating localized training workshops:** Providing training courses related to digital sports and virtual reality technology with an emphasis on women's needs.
- **Producing free online educational content:** Creating platforms that provide educational resources in simple language and with free access.
- **Promoting through media and social networks:** Widely promoting digital sports on media and social networks popular with women.
- **Developing educational resources in rural areas:** Providing information and training in less-privileged areas with the help of local educational centers.
- **Holding public information campaigns:** Implementing national programs to inform women about the opportunities available in digital sports technologies.

The above are practical suggestions for increasing the awareness of Iranian women regarding increasing women's participation in digital sports and virtual reality technology, which, if implemented, will have the following achievements:

- Improving women's digital literacy in society.
- Reducing the information gap between urban and rural areas.
- Increasing women's self-confidence to enter technological and sports fields.
- Creating sustainable educational infrastructures for future generations.

In the past decade, social media has become one of the powerful tools influencing the behaviors and attitudes of individuals in different societies. In the field of digital sports and virtual reality technology, these media play a key role in raising awareness, motivating, and facilitating access for individuals, especially women. In Iran, where cultural and social restrictions can prevent women from participating in sports activities, social media is very important as a platform to overcome these restrictions and provide alternative solutions.

In this study, the impact of social media on women and digital sports was presented in the following dimensions:

- **Increasing awareness and education:** Social media is a suitable tool for publishing educational content and informing about the benefits and how to use digital sports technologies. Women can gain more information through videos, educational articles, and webinars.
- **Motivation and encouragement:** Sharing success stories, personal experiences of users, and positive outcomes from digital sports on social networks increases women's motivation to participate in this field.

- **Networking and community building:** Social media provide a space to connect with other people interested in digital sports. These networks can strengthen a sense of belonging and social support among women.
- **Removing geographical and cultural limitations:** By providing a digital environment, social media reduces geographical barriers and some cultural limitations and provides opportunities for participation for women living in disadvantaged areas.
- **Promoting a positive image of women's sports:** Through promotional activities, these media can improve traditional attitudes towards women's sports and introduce it as a natural and beneficial activity in society.

As a result, social media plays a vital role in changing attitudes and increasing Iranian women's participation in digital sports and virtual reality technology. Several studies have confirmed this effect:

Smith, (2021) showed that social networks can help increase public awareness of digital sports by providing engaging and relevant content. They found that women are more likely to use these technologies through inspirational content. (Rahimi,2022). concluded in a study in Iran that social media can act as an effective advertising tool to attract women's attention to digital sports. They emphasized that increasing local content and localizing information is essential for greater impact.

Jones, (2020) emphasized that social media can reduce social and cultural barriers and increase women's sense of self-confidence by facilitating access to support networks. Aglamadi (2021) found that sharing positive experiences on social networks has led to a wave of interest in digital sports among women. Kamali, (2023) noted in their internal research that Iranian women have been able to overcome cultural and social restrictions and increase their participation in sports activities by using educational and promotional content on social networks.

According to the results of the research, the following suggestions are made for the effective use of social media:

- **Creating extensive advertising campaigns:** Designing national campaigns focusing on raising awareness and attracting women to digital sports.
- **Producing educational and motivational content:** Providing videos, podcasts, and webinars that help women become familiar with the benefits of these technologies.
- **Creating online support groups and networks:** Setting up virtual communities for interaction and exchange of experiences among users.
- **Localizing content:** Using local language and culture in producing content related to digital sports.
- **Collaborating with social influencers:** Using influencers to promote digital sports and virtual reality technology.

**If the suggestions are implemented, the following achievements are expected:**

- Increasing women's participation in digital sports through awareness and encouragement.
- Changing cultural attitudes towards women's sports with the help of positive advertising content.
- Improving women's physical and mental health through participation in digital sports.
- Developing supportive social networks for female athletes.
- Expanding social and geographical justice in access to new sports technologies.

One of the fundamental pillars for the development of new technologies, including digital sports and virtual reality, is government infrastructure. Through policymaking, investment, and infrastructure development, governments can play a vital role in promoting access to these technologies and facilitating the participation of target groups, especially women. In Iran, where economic, social, and cultural barriers are major challenges, providing appropriate government infrastructure can provide a platform for greater participation of women in digital sports.

According to the results of the research, the dimensions of the role of government infrastructure in the development of digital sports were categorized as follows:

- **Investment in technology and equipment:** Governments can provide women with access to these tools by providing financial resources to purchase equipment and develop digital sports technologies. Currently, many Iranian women cannot benefit from these technologies due to high costs.
- **Creating equipped sports spaces:** Establishing or equipping sports centers with modern technologies, such as sports simulators and virtual reality systems, can help women access these facilities.
- **Government training programs:** Providing free or low-cost training courses aimed at educating women in the use of digital sports and related technologies is one way to empower this group.
- **Promoting digital sports through state media:** State media can increase public awareness of the benefits of digital sports and virtual reality and reduce negative cultural attitudes by advertising and producing educational content.
- **Creating supportive policies:** Establishing supportive laws and policies, such as tax incentives for businesses related to digital sports or providing low-interest loans for the purchase of equipment, can facilitate women's access to these technologies.

Smith, (2021) showed that governments can help promote women's participation in digital sports by investing in technological infrastructure. They emphasized that the presence of equipped digital sports centers has increased participation by 40% among women in developing countries. Jones, (2020) stated that government policies in Scandinavian countries, including the provision of free education and widespread access to digital sports facilities, have significantly reduced the gender gap in digital sports.

Kamali, (2023) in Iran concluded that the lack of government centers equipped with digital technologies is one of the main factors behind the low participation of Iranian women in modern sports. The research emphasized that the construction of digital sports spaces can increase women's participation rates by up to 30%. Rahimi, (2022) noted that government training programs and the provision of free or low-cost equipment in some provinces of Iran have had a significant positive impact on women's familiarity with digital sports technologies. Aglamadi, (2021) found that in Middle Eastern countries, strengthening government infrastructure related to digital sports has led to a reduction in the gender gap and increased public health.

Developing government infrastructure is a key factor in increasing Iranian women's participation in digital sports and virtual reality technology. Through targeted policies, investments in equipment and facilities, and the creation of educational opportunities, governments can reduce existing barriers, including high costs and access restrictions. International and domestic research shows that government measures, including the creation of digital sports spaces and the implementation of awareness-raising programs, can have a positive impact on women's participation.

By taking advantage of the experience of successful countries and adapting it to Iranian conditions, we can expect that:

- The rate of women's participation in digital sports will increase.
- Negative cultural and social attitudes towards women's sports will decrease.
- Social and gender justice in access to sports facilities will be promoted.
- Women's physical and mental health will improve through participation in digital sports.

The role of family and social support is among the key factors in women's acceptance and participation in digital sports and virtual reality technology. The family, as the first social institution in which a person is raised, plays an effective role in women's attitudes and decisions about sports activities. In societies like Iran, where family-oriented culture is prominent, the support of family members, especially spouses, parents, and children, can be an important incentive or obstacle for women's participation in new sports activities.



In addition to the family, social support from friends, colleagues, and social networks also has an impact on women's acceptance of new sports technologies. Social support not only creates motivation, but can also help reduce cultural, social, and even economic barriers.

According to the results of the research, the dimensions of the role of family and social support in the acceptance of digital sports were presented in the following dimensions:

- **Emotional support:** Encouragement and psychological support from family members to engage in sports activities can strengthen women's positive attitudes towards participating in digital sports.
- **Financial support:** Family assistance in covering the costs of purchasing digital sports equipment or paying for sports center membership fees has a significant impact on women's access to these technologies.
- **Creating an encouraging environment:** The role of the family in reducing negative attitudes and strengthening women's self-confidence in participating in sports, especially in the face of restrictive cultures, is very important.
- **The role of friends and colleagues:** Encouragement from friends and colleagues can encourage women to participate in digital sports activities and increase their sense of social belonging.
- **The role of social networks:** Virtual social networks, as a platform for sharing sports experiences, can play an important role in psychologically supporting and motivating women to use digital sports.

Smith, (2021) found that family support, especially from spouses, is an important factor in increasing women's participation in digital sports activities. They showed that families that understand the value of physical activity increase women's participation by 35%. Jones, (2020) concluded that the role of family in changing gender attitudes and reducing cultural constraints could be a key prerequisite for women's participation in new sports technologies.

Rahimi, (2022) in Iran showed that women in families with greater economic and emotional support are more motivated to participate in digital sports. This study emphasized that educating families about the benefits of digital sports can help increase public awareness.

Zhou, (2023) stated that social support from friends and colleagues plays an important role in reducing feelings of isolation and increasing women's self-confidence to participate in digital sports. Kamali, (2023) noted in a domestic study that in Iranian societies, women can overcome cultural and economic barriers and participate in digital sports with more confidence with the support of their parents and spouses. Algamadi, (2021) found that online social networks can be a powerful platform for attracting social support and increasing women's interactions in digital sports activities.

Based on the above, it can be inferred that family and community support is one of the essential pillars for Iranian women's acceptance and participation in digital sports and virtual reality technology. Research shows that families that believe in the importance of sports and new technologies can create more motivation and opportunities for women by providing emotional, economic and cultural support. Also, the role of friends and social networks in increasing a sense of belonging and social interaction is undeniable.

**Key achievements from family and community support will include the following:**

- Increasing women's motivation and self-confidence to participate in digital sports.
- Reducing the impact of limiting cultural and social barriers.
- Creating more opportunities for women to develop their sports skills and activities.
- Raising public awareness of the importance of digital sports in physical and mental health.
- Providing better access to the necessary infrastructure and equipment.

Based on the findings of domestic and international research, educating families and strengthening social support networks should be prioritized in sports policymaking so that women can access digital sports and virtual reality with fewer cultural and social barriers.

Based on the results of the research, it can be concluded that facilitating Iranian women's access to digital sports and virtual reality technology is one of the essential steps in developing gender justice and promoting women's social participation in modern arenas. These technologies not only provide the possibility of performing diverse sports activities, but also help reduce the social, cultural, and economic barriers that Iranian women face by creating interactive and attractive environments. However, success in this path requires a multifaceted approach that includes multiple factors such as gender attitudes, family and community support, government infrastructure, and awareness of new technologies.

One of the most important outcomes of facilitating access is increasing women's motivation to participate in sports and improving their physical and mental health. When women gain access to technologies such as virtual reality, they can overcome physical, geographical and cultural limitations and engage in physical activities in a safe and private space. On the other hand, the social impacts of this development, including strengthening social relationships, increasing self-confidence and even creating new job opportunities, can play an important role in empowering women. Also, access to these technologies can lead women to learn new skills related to digital sports, which will grow their individual and social capacities in the long run. To achieve these goals, it is necessary for the government and the private

sector to work in coordination to develop infrastructure, reduce access costs and promote training related to sports technologies. Creating cultural campaigns to change traditional attitudes and providing financial incentives and support can facilitate this process. Overall, facilitating Iranian women's access to digital sports and virtual reality technology not only provides an opportunity to improve women's lives, but can also serve as a key tool on the path to sustainable social and economic development of the country.

In addition, the role of social media and cultural initiatives in promoting digital sports for Iranian women should not be overlooked. The media can serve as a tool for informing, educating, and raising awareness about the benefits and applications of these technologies. Also, presenting women's success stories in this field and showcasing the positive impacts of their participation can inspire others and challenge traditional attitudes. On the other hand, creating support networks among women and forming online interactive groups allows for the exchange of experiences and motivation. These measures, along with infrastructure facilities and government support, can pave the way for women's participation in digital sports and virtual reality technology and pave the way for achieving gender justice in the fields of sports and technology.

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