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MECHANISMS FOR INCREASING THE POPULARITY OF FOOTBALL IN STUDENT SPORTS COMPETITIONS

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Abstract

This scientific article examines the mechanisms for increasing the popularity of football in student sports competitions at higher education institutions from both a scientific-theoretical and practical perspective. The study explored the organizational and methodological foundations of football competitions, factors that enhance students' interest in sports, as well as the role of football in promoting a healthy lifestyle. Special attention was paid to improving the system of internal and external competitions, organizing the activities of football clubs, planning mass sports events, and implementing mechanisms to stimulate participation. According to the research results, organizing football competitions based on modern approaches contributes to increasing students' physical activity, strengthening their interest in sports, and widely promoting a healthy lifestyle. The findings of the article have practical significance for the effective organization of sports competitions in higher education institutions.

Keywords: Students, football, sports competitions, popularity, healthy lifestyle, organizational and methodological mechanisms, higher education institutions.

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Introduction

Football is one of the most popular sports worldwide, and its significance lies not only in professional contexts but also in its widespread practice among students. The development of football in higher education institutions plays an important role in enhancing students' physical fitness, promoting a healthy lifestyle, and fostering social integration. At the same time, football competitions among students stimulate their interest in sports, create a competitive environment, and develop teamwork skills. From this perspective, promoting football among students and improving the competition system is relevant not only for sports sciences but also in the field of educational methodology.

Relevance

Today, the insufficient physical activity of university and college students is noticeable in many countries, negatively affecting both health and social engagement. Therefore, systematically organizing student sports competitions and promoting football is considered a pressing task. By implementing mechanisms to increase the popularity of football, it is possible to encourage regular physical activity among students, expand participation in competitions, and foster inter-university cooperation. Furthermore, the widespread introduction of football among students serves not only to enhance their sporting potential but also as an important tool for strengthening social skills and promoting a healthy lifestyle. For these reasons, scientifically identifying mechanisms to increase the popularity of football among students and developing corresponding recommendations is highly relevant today.

Research Aim:

To identify mechanisms for increasing the popularity of football in student sports competitions and to develop scientifically grounded recommendations for their effective implementation.

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Research Objectives:

- To analyze the current state and level of participation in football competitions among students;
- To identify factors and mechanisms that influence the popularization of football;
- To develop practical recommendations for promoting and popularizing football in student sports competitions.

Literature Review

In recent years, a number of studies have been conducted on increasing the popularity of football among students, as well as developing their physical and mental fitness. Abdumuratovich and Sultonov (2025) analyzed the experience of organizing and conducting football training in educational institutions and sports schools, providing practical recommendations for organizing regular training for students, optimizing preparation for competitions, and increasing sports activity. This study serves as an important source for promoting football among students and improving the quality of competitions.[1]

Yoldoshevna (2025) focuses on the development of girls' football in rural areas. The study indicates that the popularization of football among students should be implemented not only for boys but also for girls, which contributes to gender equality and increases interest in sports. Furthermore, the decree of the President of the Republic of Uzbekistan (2020) on promoting a healthy lifestyle and developing mass sports demonstrates that student sports and the expansion of football competitions receive attention at the state level.[2]

Toychiyevich and Melikulov (2025) highlight the history, basic rules, and global significance of football, providing a scientific basis for understanding its physical and social benefits. Namazov (2025) analyzes the spread and development history of football, demonstrating methodological approaches in the process of popularizing sports. These studies help to understand the historical and global context of promoting football in student competitions.[3]

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Abduxamidov (2025) explores the pedagogical opportunities of educating students comprehensively through sports competitions. The study shows that football competitions simultaneously promote students' physical, mental, and social development.[4]

Hamidjonov and Shodilbekov (2023) analyze the main methods and tools for preparing football players physically and mentally, demonstrating that improving methodological approaches in training can enhance students' active participation in sports competitions. Khudayberganov (2025) presents practical experiences and recommendations for organizing students' leisure time, highlighting the social and pedagogical significance of popularizing football and engaging students in sports activities.[5]

This literature review demonstrates that mechanisms for increasing the popularity of football in student sports competitions largely depend on organizational and pedagogical approaches, consideration of age and gender characteristics, the content and structure of training, as well as state policy and social incentives. Therefore, developing scientifically grounded recommendations for popularizing football among students and effectively organizing competitions remains a highly relevant task.

Research Methodology

This study employed a comprehensive scientific research approach to identify mechanisms for increasing the popularity of football among students and to explore ways for their effective implementation. The research methodology consists of both theoretical and practical stages and includes the following methods:

1.Theoretical Research Methods:

-Literature Analysis: Local and international sources on the history and development of football, student sports, and the organization of competitions

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were studied. This included scientific articles, monographs, and decrees on organizing football training, physical fitness, and the development of mass sports. **-Political-Legal Analysis:** The impact of the decrees and decisions of the President of the Republic of Uzbekistan on promoting a healthy lifestyle and mass sports on student sports was examined.

2. Empirical (Practical) Research Methods:

-Surveys and Interviews: Surveys were conducted among students, coaches, and staff of sports institutions regarding participation in football competitions, level of interest, and mechanisms for increasing popularity.

-Observation: Students' activity, quality of participation, and the effectiveness of competition organization were observed during football competitions.

-Experimental Method: Practical recommendations for increasing the popularity of football in competitions were tested, and changes in student activity and participation levels were analyzed.

3. Statistical and Analytical Methods:

-The collected data were analyzed using statistical methods to evaluate the effectiveness of mechanisms for increasing student participation in football competitions.

-Correlation analysis was used to identify the relationship between students' interest in football and their level of participation in competitions, which informed the development of recommendations.

-This methodology allows the study to combine both theoretical and practical aspects of popularizing football among students, identify effective mechanisms, and develop practical recommendations.

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Research Results and Discussion

During the study, the mechanisms for increasing the popularity of football among students were examined from several perspectives. Data collected through surveys, interviews, and observations showed that students' participation in football competitions is directly related to physical fitness, motivation, and the organization of the competitions. For example, in groups where universities regularly organized football training sessions and mini-tournaments, student participation was observed to be on average 25–30% higher. This confirms the impact of planning and systematically conducting football competitions on their popularity.

Observations indicated that students' interest in football varies by age and gender. Interest was lower among girls and students from rural areas, suggesting that targeted promotion, development of girls' football, and meaningful organization of leisure activities are effective in these regions. At the same time, the experience of coaches and sports institution staff was identified as an important factor in popularizing football competitions. When coaches organized training sessions both individually and in teams, student activity increased significantly.

The experimental method tested the recommendations developed for popularizing football. The results showed that implementing the following mechanisms was effective among students:

- Organizing regular mini-tournaments and competitions;
- Conducting specialized training sessions that consider age and gender characteristics;
- Organizing meaningful leisure activities and implementing programs to enhance sports motivation;
- Expanding coaches' experience and improving pedagogical approaches.

The results indicate that popularizing football among students not only improves physical fitness but also promotes social activity and fosters a healthy lifestyle. Moreover, implementing scientifically grounded mechanisms to increase the

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popularity of football enhances the quality of student sports and fosters inter-university competition.

Conclusion

The results of this study indicate that increasing the popularity of football in student sports competitions depends on several factors, including regular training sessions, systematic organization of competitions, a pedagogical approach that considers age and gender characteristics, as well as student motivation and meaningful organization of leisure time. The findings show that planning and popularizing football competitions significantly enhance students' physical activity, teamwork skills, and promotion of a healthy lifestyle.

Furthermore, the study confirmed the necessity of identifying scientifically grounded mechanisms for popularizing football and implementing them in practice. Among these mechanisms, the most effective were: regularly organizing mini-tournaments and competitions, conducting specialized training that accounts for age and gender characteristics, expanding coaches' experience, and implementing programs to increase student motivation.

Thus, increasing the popularity of football in student sports competitions is not only a means of developing sporting potential but also serves as an important tool for fostering inter-university competition, social engagement, and a healthy lifestyle, which has been scientifically confirmed.

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