

Analysis on the Status Quo of Dalian University Students' Contact with Sports Media

Chen Ning, In-jae Kim *

Hoseo University, 31499, South Korea

**Corresponding Author*

Keywords: Sports media, University students, Internet

Abstract: With the rapid development of technology and the emergence of new media such as the Internet, this is not only a challenge, but also an opportunity for traditional media means and communication methods. As a new social force, the influence of sports media on college students is gradually increasing, and it is developing into an important way to influence college students' participation in sports. This article uses the status quo of sports participation behaviors of students of different ages, genders and majors in Dalian University to summarize the influencing factors influencing sports participation behaviors of Dalian University students, and tries to use the “audience segmentation theory” in Educational Communication. Put forward innovative sports media methods, use sports media to change the single status quo of the ways and forms of college students' participation in sports, improve the quality of college students' sports life, and cultivate their lifelong awareness of sports.

1. Introduction

This thesis takes the students of Dalian University as the research object and divides the students into three categories according to their majors. Among them, the representative majors in physical education (sports), science and engineering majors (information, physics, machinery), liberal arts majors (teachers)^[1], Japanese, Humanities) conducted a survey of male and female students from freshman to junior year, and compared and analyzed the data obtained. According to research needs, a total of 420 students were sampled, including 210 boys and 210 girls.

2. Research Methods

2.1 Documentary Data Method

Read papers, newspapers, and books related to sports media theory and educational communication, download academic papers related to sports participation behaviors, and sports pedagogy-related monographs, collect national sports media regulations and documents, and timely update school sports The development of educational research has laid a solid theoretical foundation for the development of this research.

2.2 Questionnaire Survey Method

This thesis mainly adopts the questionnaire survey method, taking male and female students of different ages in 7 colleges of Dalian University as the research objects to raise related questions, and through the analysis and comparison of the survey results, the current situation of the influence of sports media on the sports participation behavior of students of different majors in Dalian University is obtained. Then summarize and analyze the role of sports media, and provide an implementable plan basis for Dalian University to use sports media to promote college students' sports participation behavior.

2.3 Mathematical Statistics

Mathematical statistics is based on probability theory, using statistical methods to analyze data, research and derive its conceptual regularity. Statistics and analysis of the current situation of Dalian University students' sports participation behavior and sports media's influence on college students' sports participation behavior are analyzed, conclusions are drawn, and corresponding countermeasures are put forward.

2.4 Logic Method

There are many applications of logical methods in sports scientific research. This paper mainly uses comparative methods to identify and analyze the research content, and provide an implementable plan basis for Dalian University to use sports media to promote college students' sports participation.

3. Analysis of the Status Quo

3.1 Motivation of Dalian University Students Participating in Sports Activities

Table 1 a List Of the Motivations of Dalian University Students to Participate in Sports Activities

	Skill training (%)	Fitness and entertainment(%)	Enterpersonal communication(%)	Others (%)
Sports majors	70	19	8	3
Science and engineering major	29	50	17	4
Liberal Arts Majors	27	47	23	3

From the above table, we can see that for students majoring in physical education, their main purpose of participating in sports is to conduct skills training; students majoring in science and engineering and liberal arts mainly want to enrich their university life through sports activities.

The reason for this difference is that students majoring in physical education continue to improve their motor skills on the basis of their original sports level, and they need to reach a certain level of professional skills, while students in other majors do not have this requirement. They can use physical education to improve their motor skills. Relax. ^[2]

3.2 Major Sports Events of Dalian University Students

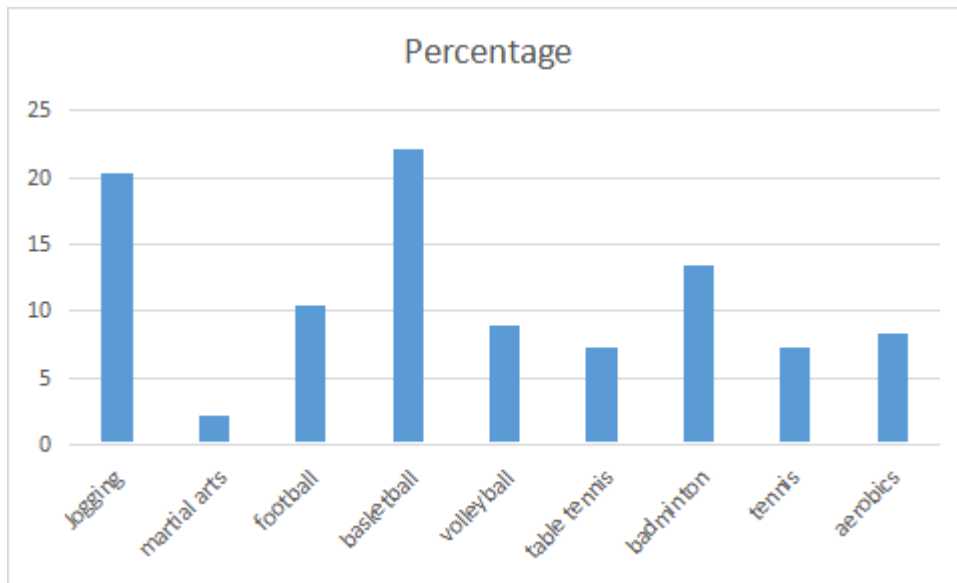


Table 2 Major Sports Events of Dalian University Students

It is not difficult to see from Table 2 that basketball is very popular in universities, and one third of the students participate in basketball. The popularity of aerobics and tennis is second only to basketball, and martial arts, a Chinese characteristic event, is not very popular because of its boring content and hard practice.

Through investigations and inquiries, it was found that the main reason why basketball is so popular among students is its strong antagonism and easy availability of venue equipment, which can make individuals feel satisfied in a short period of time, admire and imitate stars, etc.; while aerobics is based on Its beautiful melody and dance-related beauty are deeply loved by college students. Tennis, as a trendy sport, has become popular among students in recent years. This is mainly due to the media's promotion of tennis: live broadcasts of French Open, Australian Open and other events, Federer The appearance of tennis stars such as Li Na and Li Na made tennis a hot sport in a short period of time. ^[3]

3.3 Dalian University Student Sports Information Contact Method

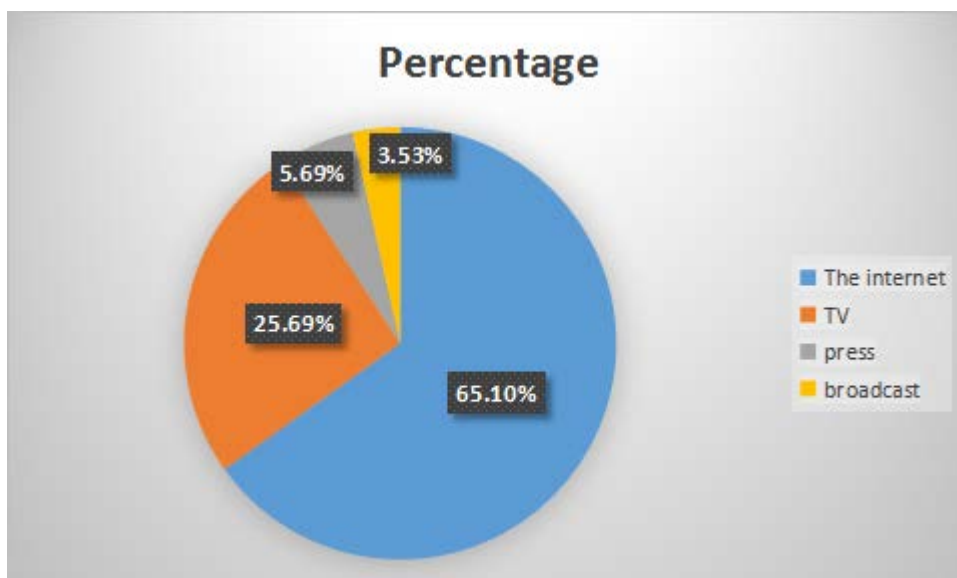


Table 3 Dalian University Student Sports Information Contact Methods

Internet is the first choice for Dalian University students to access sports information. The main reasons are: the increasing coverage of the network, the portability of network equipment and the synchronization and interactivity of the network. From dial-up Internet access to unlimited WIFI, from bulky desktop computers to mobile phones in your pockets, more and more portable network devices provide college students with timely and effective sports information. And the interactive network platform has also created the possibility for many college students to participate in sports. ^[4]

4. Countermeasures and Suggestions

Through the above survey, it is not difficult to see that after college students are exposed to sports media, their enthusiasm for participating in sports has increased. The reason for this phenomenon is that college students are immersed in the dynamic beauty, structural beauty, and competitive beauty of sports competition by watching videos, buying sports magazines and other media. In the competition, the athletes' healthy physique, strong body, beautiful posture, well-proportioned body shape and other external performances, as well as the good quality and chic temperament demonstrated through specific sports, have also enabled more college students to have the ability to participate in sports. Passion

According to the audience segmentation theory, based on the status quo of our school students' participation in sports, in order to better promote the development of sports, several feasible suggestions are put forward:

4.1 Reasonable Division of Audience Needs and Targeted Publicity

According to the demand for sports, it can be subdivided into different types, such as body sculpting and weight loss, entertainment and leisure, venting emotions, artistic aesthetics, etc. Then, according to the needs of different audiences, targeted sports information services are provided for them. This can not only promote the development of sports media, but also use the potential influence of sports media to stimulate the enthusiasm of different college students to participate in sports, thereby driving the development of college sports. In fact, the basis for maintaining a stable and continuous connection between the media and its audience lies in the "must-read" (the usefulness and importance of information) and "readability" (emotional massage and value recognition of information) contained in the above-mentioned media products. Deliberate creation of "selective reading" (information related to individualized development).

4.2 College Students Need to Improve Their Own Quality and Consciously Resist the Influence of Bad Media

In modern society, material desires are rampant, and sports media are mixed. Bad sports publicity can lead to biased values of college students and affect their future development. Many media use celebrity effects to over-promote the luxurious life of athletes, leading to the prevalence of money worship; bad habits such as "match-fixing" and "black whistle" can also easily induce corruption. Therefore, on the one hand, society needs to increase supervision, and more importantly, it is necessary to improve the "resistance" of college students themselves, and allow them to establish correct sports values through correct guidance. Only in this way can the promotion of sports media be ensured.

4.3 Schools, Governments, and Society Need Reasonable Organization and Coordination

Relevant sports departments in schools, governments, and society clarify their respective responsibilities, establish a reasonable incentive system, interest system, punishment system, and decision-making system to ensure that the responsibility goes to people. Grasp the propaganda intensity of sports media. The ultimate goal is to improve the physical quality of college students, enrich their after-school life, and cultivate lifelong physical education awareness. Utilize all media channels to narrow the distance between college students and sports, lower the threshold for participation, and enable the effective implementation of “lifelong sports, happy sports”.

References

- [1] Zhang Li. *Sports media market research [M]. Beijing: Department of Policies and Regulations of the State Sports General Administration, Beijing: China Sports Market Research, 2000.65-83.*
- [2] Yan Daocheng. *Audience needs are the driving force for the development of media influence [J] Journal of Chongqing Jiaotong University (Social Science Edition) 2005, 5(1): 86-88*
- [3] Yang Chun. *A Brief Talk on Audience Psychology and Communication Effects [J]. News Knowledge, 2002(6): 27-28*
- [4] Wang Hui et al. *The relationship between school sports and mass media [J] Journal of Physical Education 2004, 5 (10): 11-13*
- [5] Wang Huilin. *Empirical and theoretical research on the influence of sports information from mass media on the sports life of Chinese college students, [D] Beijing Sport University 2003*