

# *Research on Red Sports Culture and Red Cultural Identity of College Students on the Practice of Core Socialist Values*

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**Abstract:** This paper investigates the current situation of red sports culture, red culture identity and practice of core socialist values among contemporary college students by using literature review method and questionnaire method, and explores the relationship between the degree of college students' awareness of red sports culture on red culture identity and practice of core socialist values. The results found that: 1. red sports culture thematic activities in colleges and universities are abundant, and nearly 70% of students think that colleges and universities attach importance to red sports culture education. 2. the degree of awareness of red sports culture has a positive influence on red culture identity, and the deeper college students understand red sports culture, the higher their identity of red culture are. 3. the comparison of the difference of willingness to practice core socialist values found that there is no significant difference in whether they are student cadres or not, which indicates that the political and ideological awareness of student cadres is not relatively higher than that of ordinary students.

## 1. Introduction

On February 20, 2021, at the mobilization meeting for learning and education, the national leaders emphasized that "we should educate and guide all people to vigorously carry forward the red tradition and inherit the red gene". The red sports culture is revolutionary, advanced and scientific, and it contains rich revolutionary spirit and historical connotation, which inherits the essence of sports culture in the past, enlightens the present and indicates the future. As the main force of the future society and the backbone of the country, college students should pay attention to their red sports culture education and red culture identity, which has far-reaching significance on practicing core socialist values and establishing correct world view, outlook on life and values.

## 2. Literature Review

### 2.1. Research on Core Socialist Values of College Students

From the three levels of the state, society and citizens, the core socialist values of "prosperity, democracy, civility and harmony", "freedom, equality, justice and the rule of law" and "patriotism,

dedication, integrity and friendship" highly condense the main content of core socialist values education for college students. These twenty-four valuable words cover four aspects of guiding ideology, social ideal, cultural spirit and moral quality [1]. As for the research on core socialist values education for college students, for example, Chen Qingguo and Zhang Ying have argued that, the current situation and effectiveness of the cognition of core socialist values among contemporary college students can be analyzed based on big data information, and the cognitive model of "conceptual recognition - emotional identification - value evaluation - behavioral choice" should be applied to scientifically improve the cultivation effectiveness of core socialist values among young college students, and cultivate qualified builders and reliable successors for socialism with Chinese characteristics [2]. According to Li Yuchen, young college students actively practice core socialist values, which reflects their great enthusiasm and patriotism to participate in social affairs, but under specific historical conditions, the practice of core socialist values by college students faces the impact of multiple social trends of thought, which to a certain extent weakens the effectiveness of the practice. It is urgent to further strengthen the value guidance and optimize the practical path for college students to practice core socialist values through the "trinity" of campus practice, voluntary service practice and online virtual practice and systematic mechanism construction [3]. He Xinsheng and Wang Jian believe that core socialist values have powerful guiding and cohesive effects on the ideology of college students, and it is of great guiding significance to help college students establish a correct world view, outlook on life and values and take up the great responsibility of national revival by coalescing their ideological consensus with core socialist values [4]. In summary, the research on core socialist values education for college students is relatively consistent in academic circles, with fewer differences, and the focus of research is on cultivation paths and methods to improve cultivation effectiveness.

## **2.2. Research on Red Sports Culture and Core Socialist Values of College Students**

The publication of *The Study of Sports* marked the formal formation of the idea of red sports culture in China. Red sports refer to the sports events that took place in the vast liberated areas between 1919 and 1949; i.e., the new-style popular sports activities of the people, mainly the toiling masses, during the whole period of the New Democratic Revolution from the beginning of the "May Fourth Movement" to the founding of the People's Republic of China [5-6]. Reviewing the literature of the nearly 20 years, we found that the research of red sports culture on the core socialist values of college students mainly focused on the cultivation path. For example, Huang Zhenglin believes that red sports culture is an important carrier of the concepts of freedom, equality, justice, and the rule of law, which manifests the essential attributes of core socialist values. Red sports culture is an important driving force of core socialist values [7]. Red sports culture is an important component of red culture, which provides a rich carrier of cultural resources for the cultivation of core socialist values [8]. According to Wang Haiying, the idea of red sports culture contains core socialist values, and at the same time, core socialist values manifest and inherit the idea of red sports culture; we should fully explore the sports qualities of red resources, interpret the spiritual value of the times given by them, refine their educational functions, and take red sports culture as a way to realize core socialist values education in colleges and universities [9].

## **2.3. Research on Red Sports Culture and Red Cultural Identity**

"Red cultural identity" refers to people's tendency to agree and recognize red culture, and form the thinking guidelines and value orientation that govern human behavior. Wang Hongye and Wang Aihua showed that there is a certain crisis in contemporary college students' selection and identification with red culture, and to deal with the crisis of red cultural identity of college students,

and we should, based on the theory of cultural identity and the thought of cultural self-awareness, combining the characteristics of the times and the real practice of contemporary college students, promote contemporary college students to have the simple emotions of true faith, true learning and true use of red culture, so as to consciously absorb the value resources of red culture and precipitate into the personality of college students [10]. Zhang Shouxian argues that due to the influence of economic globalization, cultural diversification, and value pluralism, contemporary college students have a certain crisis of identity with red culture. Therefore, how to deeply explore the value resources of red culture and effectively absorb the spiritual nutrition of red culture is of great practical significance to the healthy growth of contemporary college students.

To sum up, the research on red sports culture and red cultural identity of college students mainly focuses on the cultivation path of college students' core values, and less correlates red sports culture with red cultural identity. This paper tries to explore the relationship between red sports culture and red cultural identity, and then understand the role of college students on practicing core socialist values.

### 3. Questionnaire Design and Data Sources

#### 3.1. Questionnaire Design

The questionnaire consisted of two parts: the first part consisted of the demographic and sociological characteristics of the respondents, including gender, grade level, and whether they are student cadres; the second part consisted of the questionnaire topics, including three latent variables and ten measures (Table 1). All latent variables were measured on a 7-point Likert scale, with scores ranging from 1 to 7 on a scale from "strongly disapprove" to "strongly approve" respectively.

Table 1. Potential variables and measurement question items

Potential variable	Code	Measurement Item
Core socialist values	CSV1	I believe that the cause of socialism with Chinese characteristics can make our society free, equal, just and rule of law.
	CSV2	I believe that deputies to the people's congresses at all levels can represent the fundamental interests of the broad masses of the people.
	CSV3	I believe that the current social contradictions can be effectively resolved.
Red sports culture	RSC1	I believe that the publication of <i>The Study of Sports</i> marks the formation of Chinese red sports culture thought.
	RSC2	I believe that contemporary college students consciously study and practice red sports culture are insufficient.
	RSC3	I believe that there is a certain crisis in the cognition and inheritance of college students' red sports culture.
Red cultural identity	RCI1	I believe that red culture is an advanced culture leading the people and socialist construction.
	RCI2	I agree with the aim of "serving the people" put forward by the state to develop the socialist cultural cause.
	RCI3	I believe that I have always been patriotic.
	RCI4	I believe that the inheritance and promotion of the red culture can help to enhance the appeal of national governments.

#### 3.2. Data Sources and Reliability and Validity Analysis

In March 2022, a questionnaire survey was conducted in Zhuhai colleges and universities. The questionnaire was filled out and collected on site, and the members of the questionnaire distribution team were first trained in a unified manner to be familiar with the expression of the content of the questions. A total of 220 questionnaires were distributed in this survey, and 208 valid questionnaires were obtained after eliminating invalid questionnaires, with a valid recovery rate of 94.5%. SPSS26.0 and Amos26.0 software were used to analyze the research data, and the research data basically conformed to normal distribution, and the sampling representation was good.

The variables were examined through KMO and Bartlett's sphericity tests, and the results of the

three measures showed KMO values were greater than 0.7 and Bartlett's sphericity test sig values were less than 0.05, making them suitable for factor analysis. Using SPSS 26.0 statistical software, the reliability and validity of the measurement models were tested, and the standardized factor loading of each observed variable ranged from 0.662-0.889, and the t-test values were significant at the 0.001 level. The Cronbach's  $\alpha$  coefficient was then used to test the internal consistency of the test scale, with higher coefficients indicating higher reliability of the scale. The internal consistency coefficients of the three dimensions of red sports culture, red cultural identity, and core socialist values were 0.710, 0.699, and 0.700, respectively, as calculated by SPSS 26.0 statistical software; this indicates that the reliability of the scale and each dimension of this study is good.

## 4. Results and Analysis

### 4.1. Descriptive Statistical Analysis of the Sample

According to the results in Table 2, 49% of the survey sample were male and 51% were female; 31.3% were student cadres and 68.8% were not.

Table 2. Statistics of descriptive characteristics of the questionnaire sample

Basic information	Category	Frequency	Percentage (%)
Gender	Male	104	49.5
	Female	106	50.5
Student cadres	Yes	65	31.0
	No	145	69.0

### 4.2. Investigation and Analysis of Red Sports Culture on Campus and Participation of College Students

According to the results of Figure 1, 73.8% of college students think that the school attaches importance to the education and publicity of red sports culture, and in summarizing the red thematic study, activities and lectures carried out on campus, 69% of college students have been organized to visit red education bases, and 53.3% of college students have participated in knowledge quiz activities related to red sports culture, which to certain extent be related to the "Learning Power" app. The least participation is the red movie watching activity, which may be related to the current policy of epidemic prevention and control to avoid intensive gathering. However, it can be seen from the overall that the activities organized by colleges and universities to learn the red culture are carried out more intensively and frequently, which indicates that colleges and universities have a stronger sense of action to respond to the national policy and the patriotic red education for students. Students learn and live in the red campus environment, which provides good educational resources for colleges and universities to cultivate future socialist successors.

Table 3. Statistics on the development of red sports culture on campus and students' participation

Category	Frequency	Percentage
Carry out knowledge quiz activity of relevant red sports culture	112	53.3%
Organize a visit to the red education base	145	69.0%
Carry out related teaching ideological and political classes	81	38.6%
Building red sports culture education base on campus	85	40.5%
The Youth League Committee of our university organizes and carries out the spirit thematic learning meeting of the Sixth Plenary Session of the 19th Central Committee	69	32.9%
The theme exhibition of "A Great Journey, A Glorious Relic of Guangdong - One Hundred Years of Guangdong History" is officially opened	51	24.3%
Our university hold the final topic speech contest of "I am a commentator"	40	19.0%

Study the spirit of the Sixth Plenary Session of the Nineteenth Central Committee	49	23.3%
Returning in the doldrums, running before the dawn - Institute of Marxism organizes students and teachers to watch the red spy film <i>Cliff Walkers</i>	34	16.2%
Marxist-Leninist Learning and Research Association visits red landmarks on the spot	56	26.7%
The university hold the theme lecture meeting of "inheriting the red gene and carrying forward the spirit of the times"	62	29.5%
Seminar on training course for student cadres of Marxist-Leninist Learning and Research Association	36	17.1%
The President lectures the first ideological and political theory course in the new term	59	28.1%

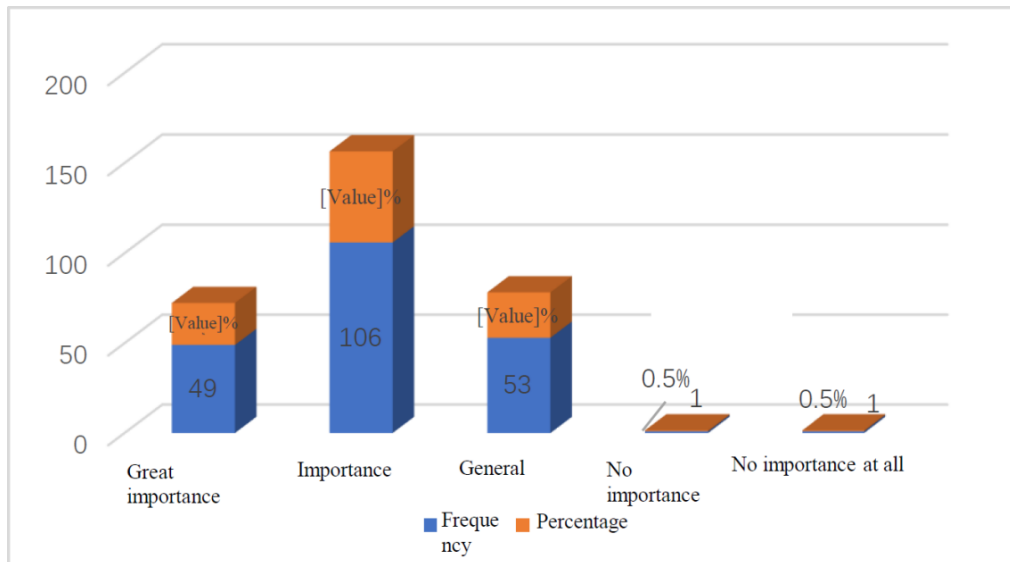


Figure 1. College students' perception of the importance their schools attach to red sports culture

### 4.3. Regression Analysis of the Degree of Red Sports Culture Awareness on Red Culture Identity

According to the results in Table 4, the t-values of constant and red cultural identity are, respectively,  $t(\text{constant})=22.159$  and  $t(\text{CD})=4.756$ ,  $p=0.000$ ,  $p\text{-value}<0.001$ , indicating that there is a significant difference between the degree of red sports culture awareness and red cultural identity among college students.

From Figure 2 and Figure 3, it can be seen that: the fitted curve of the histogram has the characteristics of normality; the data points are basically distributed around the baseline, and the independent variable red sports culture of college students and the dependent variable red cultural identity of college students are normally distributed, and x and y are linearly related, and there is a law of normality. As seen from the results in Table 3, the regression equation  $y=5.307+0.185\text{RSC}$ . For every unit increase one unit in the degree of college students' red sports culture awareness, and college students' red culture identity will increase by 5.307 units. For every increase one standard deviation in the college students' understanding of red sports culture, and college students' red culture identity will increase by 0.264 standard deviations. It means that the deeper college students' understanding of red sports culture, the higher their identification with red culture.

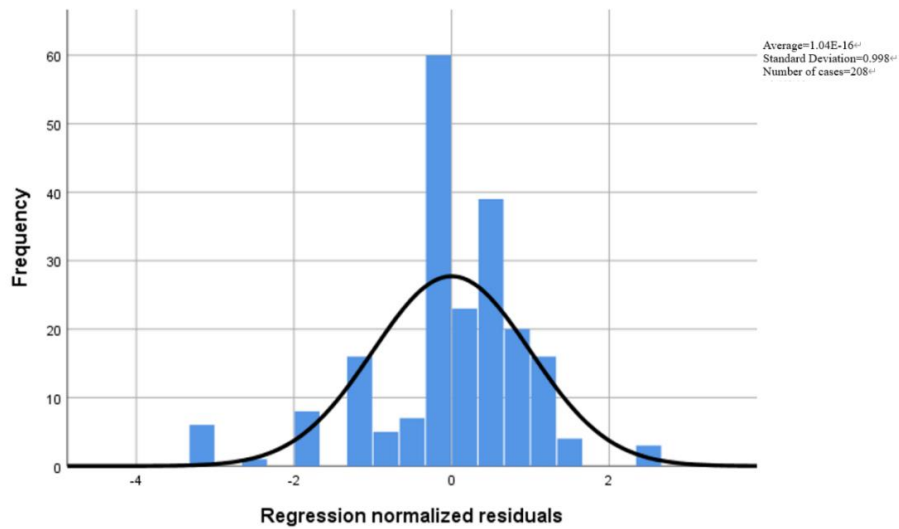


Figure 2. Histogram of regression-standardized residuals

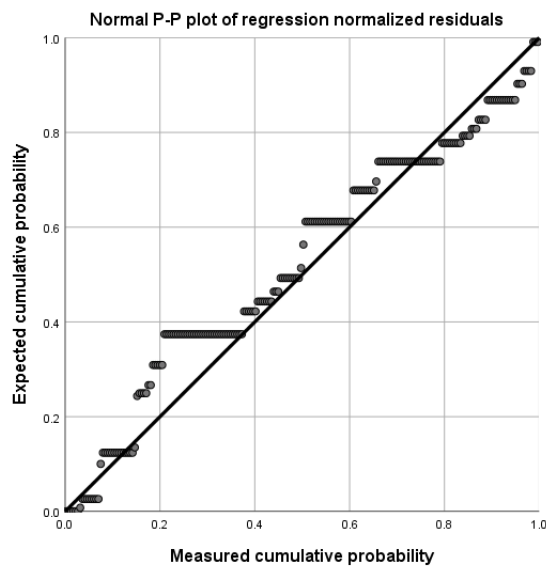


Figure 3. Normal probability plot of regression-standardized residuals

Table 4. Model parameter estimation results

Variable	Unnormalized coefficient		Normalized coefficient $\beta$	t	Significance	Confidence interval of 95.0% for B	
	B	SE				Lower limit	Upper limit
(constant) (CD)	5.307	0.239		22.159***	0.000	4.835	5.779
Red Cultural Identity (CD)	0.185	0.039	0.315	4.756***	0.000	0.108	0.262
R <sup>2</sup>				0.099			
Adj R <sup>2</sup>				0.095			
F				22.620			

\* P<0.05, \*\* P<0.01, \*\*\* P<0.001

#### 4.4. Survey on the Current Situation of College Students Practicing Core Socialist Values

The results of the study in Table 5 showed that a non-parametric test of whether college students are student cadres on practicing core socialist values found that there was no significant difference in the willingness to practice core socialist values between college students who are student cadres or not ( $p=0.513$ ); In college student group, 43.1% student cadres were willing to practice the core socialist values, while non-student cadres who were willing to practice the core socialist values were 44.1%, and there is no significant difference between the willingness to practice core socialist values and whether they are student cadres or not, and the ideological awareness of student cadres is not significantly higher than that of students who are not student cadres. (See Figure 4)

Table 5. Survey on the degree of college students' willingness to practice core socialist values

Student cadres	The extent to which core socialist values are practiced				Z	p
	Reluctant	General	Willing	Very willing		
Yes	10(15.4%)	27(41.5%)	16(24.6%)	12(18.5%)	-0.654	0.513
No	18(12.6%)	62(43.4%)	46(32.2%)	17(11.9%)		

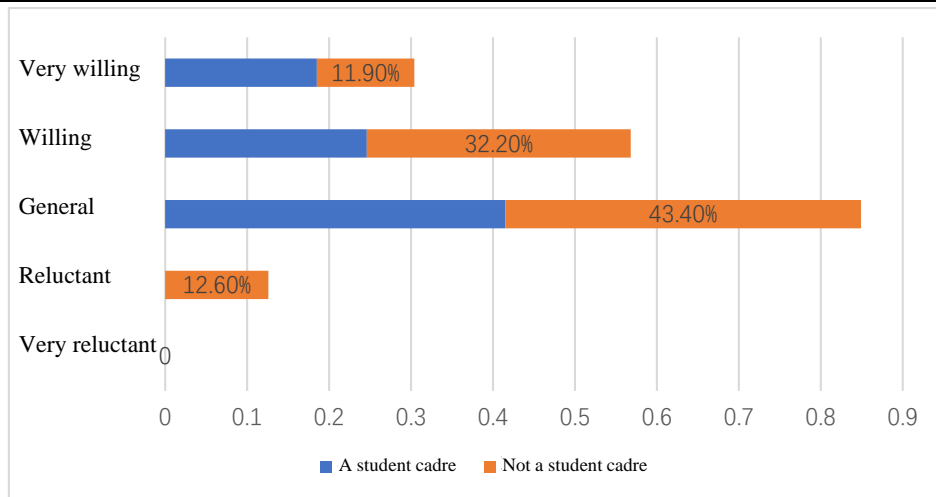


Figure 4. Willingness of college students to practice the core socialist values

## 5. Conclusion and Suggestions

### 5.1. Conclusion

College students are the practitioners to achieve the rejuvenation of the Chinese nation, and they need advanced and scientific ideology and red culture beliefs as guide to action. The lack of cognition for red sports culture will not be conducive to the formation of the correct outlook on life, worldview and values of college students. This paper uses the independent variables of red sports culture and red culture identity as the influencing factors, and there are some theoretical references for college students to practice core socialist values, and the following conclusions are drawn: 1. the survey found that red sports culture thematic activities in colleges and universities are richly developed, and nearly 70% of students think that colleges and universities attach importance to red sports culture education. 2. the degree of red sports culture cognition has a positive influence on red culture identity, and the deeper college students understand red sports culture, the higher their identity to red culture are.

## 5.2. Suggestions

The Youth League Committee of colleges and universities shall actively guide students to form red sports clubs, give human, material and financial support, enhance the connotation atmosphere of red culture on campus through the effect of students' passing on to others, and further better practice the core socialist values of college students.

Emphasis on playing the main channel of education in the Civic and Political Science courses and general sports courses in colleges and universities to strengthen the unification of cognitive process, behavioral process and emotional and attitudinal process of red sports culture among college students is the basis of practicing core socialist values.

Student management departments of colleges and universities shall attach importance to college students' online self-discipline, establish correct worldview, outlook on life and values, enhance the sense of social responsibility, and actively guide college students to practice core socialist values by themselves.

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