

# *An Analysis of the Current Situation of Publishing Original Children's Sports Books in China*

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**Abstract:** This paper takes children's sports books in China as the research object, composes and analyzes the data related to children's sports books in China in the three major online platforms of Duxiu, Dangdang and Amazon and local libraries, discusses the current situation and problems of children's sports book publishing in China, and proposes countermeasures to provide some reference basis for the future development and innovation of original children's sports books in China.

## 1. Related Concepts

### 1.1 Children

The Convention on the Rights of the Child states that a child is any person under the age of 18. This article focuses on preschoolers and school-age children aged 3-12, outside of infancy and adolescence. The rapid physical and psychological development of children during this period allows for the gradual development of their reading habits, parent-child reading and independent reading.

### 1.2 Children's Sports

Children's physical education is an education whose main task is to develop children's physical strength and strengthen their physique, and it is an important part of children's comprehensive development education. Physical education plays an important role in promoting the normal development of children, improving their physical form and functions, and preparing the necessary physical conditions for the development of children's intellectual, moral and aesthetic education.

### 1.3 Originality

Original works are not works resulting from distortion or falsification of other people's creations or plagiarism or plagiarism, nor are they works resulting from adaptation, translation, annotation, or arrangement of other people's existing creations.<sup>[1-3]</sup>

To sum up, the original children's sports books studied in this paper refer to popular books with a creative nature in China that disseminate physical education, sports training, physical activity and sports-related knowledge with children aged 3-12 as the main audience.

## 2. Analysis of the Current Situation of Publishing Original Children's Sports Books in China

### 2.1 Research Method

The text mainly adopts literature analysis and comparative research methods, referring to research materials related to children's sports book publishing among Duxiu, Dangdang and Amazon, and local libraries.

### 2.2 Duxiu Research

The search for books with titles including "children's sports" on Duxiu.com found 139 related books in Chinese. Among them, 23 are books written by foreign authors and compiled in China, accounting for about 16%, including "Disney Children's Encyclopedia of Sports", "Britannica Children's Comic Encyclopedia of Sports", and "Predicting Children's Future For Children Who Like Sports", which are comprehensive popular books suitable for children to read. After excluding these 22 compiled books, as shown in Table 1, there are 26 kinds of encyclopedias, 2 kinds of traditional sports, 4 kinds of paintings, 4 kinds of physiology, 2 kinds of Hundred Thousand Whys, 1 kind of Sikuquanshu, 1 kind of sports performance, 2 kinds of sports venues, 4 kinds of sports exercise, 9 kinds of sports activities, 1 kind of sports fitness, 2 kinds of sports teaching materials, 4 kinds of sports teaching, 2 kinds of sports rehabilitation, 1 kind of sports health, 3 kinds of sports supplies, 10 kinds of sports games, 4 kinds of sports, 1 kind of sports knowledge, 2 kinds of literature, 5 kinds of psychology, 24 kinds of preschool children, and 1 kind of academic papers. Among them, encyclopedias, literary works and paintings are suitable for children to read independently or parent-child reading, accounting for about 27%.

Table 1: Top ten statistics of original "children's sports" books on the Duxiu book platform

Serial number	Topics	Number of books (species)
1	Encyclopedia	26
2	Preschoolers	24
3	Sports games	10
4	Sports activities	9
5	Psychology	5
6	Physical Education	4
7	Sports	4
8	Painting	4
9	Physiology	4
10	Sporting Goods	3

As shown in Table 2 and Figure 1, the years of publication ranged from 1934 to 2022, with a significant increase in publication frequency from 2010 to 2021 and the highest number of publications in 2017.

From 1998 to 2021, 25 encyclopedias about children's sports have been published, suitable for children's independent reading and parent-child reading. 3 encyclopedias were published in 2002: "Chinese Children's Encyclopedia of Military Weapons and Sports", "Chinese Children's Encyclopedia of Art-Sports" and "New Century Children's Multi-Use Color Painting Treasure 365 Sports Activities". 2010 saw the publication of 2 Encyclopedias for Chinese Children and Adolescents and 1 Chinese Children's Encyclopedia were published. 6 books about sports in different subjects of the Chinese Children and Adolescents Encyclopedia were published from 2016 to 2018. The encyclopedias are secondary documents, which are not considered original, but have

high academic value and popularization of science.

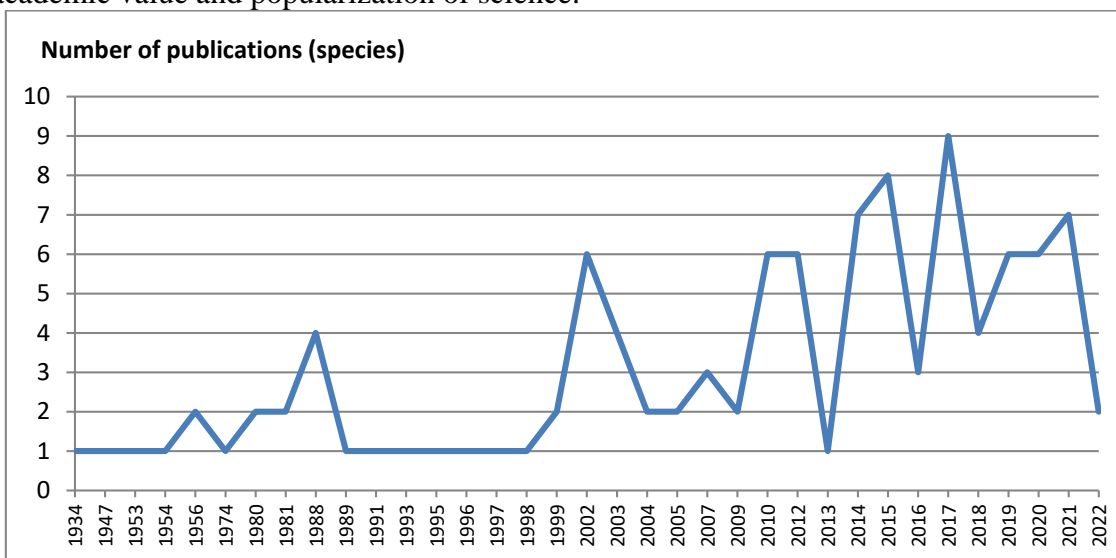


Figure 1: Statistics on the number of original "children's sports" books published on the Duxiu platform each year

Table 2: Top ten statistics of the number of original "children's sports" books published on the Duxiu platform each year

Serial number	Year of publication	Number of publications (species)
1	2017	9
2	2015	8
3	2014	7
3	2021	7
5	2002	6
5	2010	6
5	2012	6
5	2019	6
5	2020	6
10	1988	4
10	2003	4
10	2018	4

Five books on physical education for preschool children were published from 2002 to 2003. Almost no books were published from 2004 to 2009. Books were published from 2010 and up to five books were published in 2020. It indicates that in the field of physical education research, the attention to preschool children has been increasing continuously since 2010. Among them, Feng Zhijian, Liu Xin, and Yang Yanqiu have edited more than one kind of books. The main publishers of books on physical education for preschool children are various university presses. Take "Design and Guidance of Physical Education Activities for Preschool Children" as an example, using Wang Chao, the editor, as the search field, and searching his published books, there are six books edited by him, all of which are about preschool children's physical education or kindergarten physical education, but there is only one book with the search result of "children's physical education". The main authors of children's physical education books are front-line personnel engaged in physical education and physical education researchers.

Secondly, the editors of children's sports books have researched physical games, physical

activities, children's psychology and physiology, providing some basic knowledge and theoretical basis for children's physical education, physical exercise, implementation of physical activities and scientific research.

### 2.3 Dangdang Research

According to Dangdang's product categories, there are currently 51 categories of young adult literature, novels, and literature in the books section. In the categories of "sports" and "children's books" related to children's sports, we can see that "children" and "sports" are separate and there is no special category of "children's sports". For example, if we search for "Go", we get a variety of Go tutorials, and we need to filter them one by one if we want to find a suitable tutorial for children. The entire search process cannot be conditioned to the age of the audience. I'm afraid this is also an important factor that affects the promotion of children's sports books, which are few and hard to find.

The following search terms are related to "children's sports", children's sports games, children's sports exercise, children's games instruction, and children's sports training. There are 60 search records on each page, and the first 300 search results are mostly teaching, teaching materials, research results and instructional books according to the word matching degree. Among the first 600 records are "All About Sports", "Little Encyclopedia of Sports and Athletics", "Little Dictionary of World Sports", "Big Book of Sports", "Why We Are Fascinated by Sports", "Hello! Olympic Games", "Sports are wonderful", "World Sports Illustrated", "Sports Encyclopedia", "DK Sports Encyclopedia", "Chinese Children's Encyclopedia - Military Sports" and other popular science books. Among them, the authors of "All About Sports", "The Great Illustrated Guide to World Sports" and "DK Sports Encyclopedia" are foreign. Most of the children's science books contain drawings, combined with illustrations and rich colors.

On the above search results page, again sorted by sales, the top ten selling books are "Nie Weiping Weiqi Tutorial - From Beginner to Level 15", "Liza the Loser", "Moxie's Magic Diary", "Little Encyclopedia of Sports", "Nie Weiping Weiqi Tutorial - From Level 15 to Level 10", "The Boy Who Chased the Stars", "Basic Chess Tutorial for Kids", "Nie Weiping Weiqi Tutorial - From Level 10 to Level 5", "The Human Cartoon", "Nie Weiping Weiqi Tutorial-From Grade 5 to Grade 1". It can be seen that, in addition to Go and chess tutorials, excellent literature and science books that combine graphics and text and spread the spirit and knowledge of sports are also relatively popular in the market. Among them, the author of "Liza the Loser" is foreign and is not the subject of this paper, but it can also be used as a certain reference for market preference.

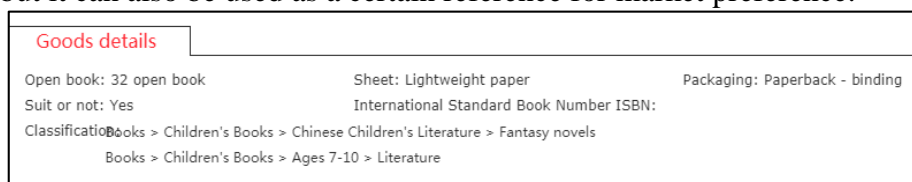


Figure 2: "Product Details" of "Moxie's Magic Diary"

Take "Moxie's Magic Diary" as an example, as shown in Figure 2, Dangdang.com reclassifies the book according to the appropriate reading age under the category "Children's Books" in the section of product details. Consumers can refer to the recommended reading age on the website for purchase.

The subjects of these books include sports stars, original children's storytelling workshops, teachers, referees, and writers.

## 2.4 Amazon Research

In the book product interface of the Amazon China website, search "children's sports", the results of a total of 89 records, books are mostly in the form of e-books, and some related peripheral products. In order of relevance and time, the books original to our authors in the top ten books are "Sports for Preschool Children" (2019), "Scientific Fitness Guide for Children and Youth" (2020), "Children and Youth Sports Health Promotion Science Q&A" (2020), "Children's Physical Training Action Manual: Unarmed Training" (2020), "Children's Basic Motor Skills Teaching Guide (3rd Edition)" (2020). In order of user ratings, the books original to our authors in the top ten books are "Plants vs. Zombies 2 Weapons Secrets of Science Comics - Sports and Exercise Volume", "All Racing", and "Chess Recipes: Adequate and Elegant Compendium". It can be seen that the most popular children's sports books are fun and meet the characteristics of children's reading.

## 2.5 Shanghai Library Collection Research

In the OPAC system of the newly opened Shanghai Library East, a search for "children's sports" books yielded 88 records in our collection. Among them, the top five published authors are Wang Xiong, Meng Xianghong, Du Fen, Gu Chun, and Wang Lvgu. The top ten published books in "related topics" are sports, children, physical education, physical exercise, physical training, picture stories, preschool education, health education, photography technology, and scientific knowledge. Among the top ten books in terms of relevance, the original children's sports books by Chinese authors are "Children's Hot Search New 100,000 Reasons - Culture and Sports", "Children and Youth Sports Health Promotion Science Q&A", "Children's Home Scientific Fitness Method Guide", "Sports Encyclopedia", "Children and Youth Vision Health Management - Early Childhood" in order.

## 3. Quality Evaluation of Original Children's Sports Books in China and the Problems of Publishing

The service subject of children's books is children, and its form and content should be edited to conform to children's personality characteristics and developmental rules.

Through the carrier of children's sports books, children can learn about sports and become familiar with sports events in their cultural learning, so that they can enjoy sports and actively participate in sports activities to achieve the purpose of strengthening their bodies and enriching their after-school lives.

Integrating the characteristics of children's books and sports books, children's sports books can be evaluated for quality in terms of science, fun, innovation, and practicality.

### 3.1 Scientific

Physical education, sports encyclopedia, sports physiology, sports psychology, the contents of these books are in line with objective reality and can objectively reflect the true nature and inner laws of sports research and practice, but are relatively professional but not interesting enough. Children's sports literature, paintings, can add a certain amount of literary processing, on the basis of reality, contains a wealth of imagination and creativity, relatively in line with the reading habits of children. Sports activities, sports games, such books have both a certain degree of science and fun. However, sports games often require a classroom environment and interactivity, which is difficult to achieve by relying solely on books.

### 3.2 Fun

In the process of children learning words, pictures are more likely to attract children's interest than words, and the combination of pictures and text is a common form of children's books. The formal content of children's sports books should be in line with children's character traits and developmental rules, close to children's lives according to different age and psychological development stages, and tap fresh content. High-quality original books with rich content contribute to better parent-child reading and independent reading. And overly professional books do not meet the reading ability of children, easily cause children's intimidation and reduce their attention.

Take "Plants vs. Zombies 2 Weapons Secrets of Science Comics " as an example, the scientific comic series won many awards, including the National Press, Publication, Radio and Television Administration's recommendation of 100 outstanding books to young people nationwide and the National Land and Resources Outstanding Science Book. In the reading area of the children's section of the East Library of the Shanghai Library, children were also seen reading this book. The book takes the images of zombies and plants in the game "Zombies", as well as popular images of children such as red kangaroos, jumping frogs and fire hats as the main characters, and vividly introduces some knowledge about body and health through a small comic story, so that children can understand their own bodies and some important knowledge about health while reading important knowledge about health.

### 3.3 Innovation

Currently, there is no clear reading rating for children's sports books, no clear classification of children's sports books on major book sites, and no relevant topping on the home pages of purchasing sites.

Innovation includes innovation in content, technology and carrier. For example, with the development of network technology, game teaching can be combined with graphics and audio and video, which is more intuitive, interesting and increases interactivity. The development of sports research has driven the continuous innovation of sports teaching content.

Children's sports books also need constant innovation in terms of writing, publishing, and media.

### 3.4 Practicality

Practicality means meeting readers' needs and solving problems in learning. Children's sports books help children to gain sports knowledge and master sports skills so that they can be applied in daily physical education and sports activities, enhance children's interest in sports, cultivate their morale and strengthen their physical fitness. Therefore, children's sports books should be selected according to children's reading level and needs, with appropriate depth of content.

### 3.5 Main problems

Comprehensive research results from three major websites and local libraries show that the author groups of China's original children's sports books are scattered, the publishing channels are single, and the books on physical education are mainly published by various university presses. The content of children's sports books mainly focuses on sports teaching materials and sports knowledge science popularization, the audience orientation is not clear, and sports humanities innovation and graded reading guidance are relatively weak. Relative importance is attached to the popularization of scientific knowledge, and the lack of dissemination and reflection on science.<sup>[4-7]</sup>



## 4. Development Measures for the Publication of Original Children's Sports Books in China

According to the current situation and problems of original children's sports book publishing in China, we can think about its development countermeasures from the following aspects.

### 4.1 Respect the rules of Children's Development and Do a Good Job of Grading Children's Reading

The service subject of children's books is children, and its form and content should be edited to meet the characteristics of children's character and developmental rules. Children's physiology and psychology are in a stage of rapid development during this period, and different ages have different levels of cognitive development and memory characteristics. The creators should pay more attention to the children's current state of life and psychological level, and be good at digging new contents from them. Respect the law of children's development and create sports books suitable for each age group by reasonably dividing them according to their age levels.

Publishers can integrate PGC, UGC and AIGC and other diversified content producers to bring their respective strengths into play and cultivate a high-quality sports book compilation team.

### 4.2 Use Rich Media Technology to Highlight the Characteristics of Sports

Compared to other children's books, original children's sports publications in China are few in number and not widely distributed. In addition to the fact that the nation does not pay enough attention to physical education, venue and coaching factors also limit the role of sports books. With the development of e-books and rich media technology, we can take full advantage of the network to embed accompanying audio and AR files in e-books, or link remote video resources, and embed and integrate various interactive micro-lessons and other physical education curriculum resources.

After comparative analysis, Zhou et al. concluded that the Epub format is suitable for producing children's electronic books regardless of device requirements, reading needs, human-computer interaction or applicability.<sup>[8-9]</sup>

Through technology, children can interact with the publication more visually, effectively enhancing the role of sports books and enhancing their promotion.

### 4.3 Meet the Meta-universe Reading Era and Expand the Theme Innovation

Li Ze et al. show that the era of metaverse reading has quietly arrived. The forms and methods of reading content have become richer, and the ways of sharing and dissemination are changing.<sup>[5]</sup>

With the growing diversified and personalized reading needs of children, creators must also be innovative in their selection of topics and provide diverse reading resources to enhance children's interest in reading.<sup>[10]</sup>

## 5. Conclusion

In the post-epidemic era, enhancing children's interest in sports and strengthening their physical fitness is a project that will benefit the country and the people. Promoting the publication of original children's sports books is of great significance. Providing quality sports publications for children is a sustainable path that requires constant innovation.

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