

Research on strategies to promote physical activity in college students from the perspective of social cognitive theory

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Abstract: Today, the physical health of college students is attracting increasing attention. More studies have shown that the level of physical activity of college students is not only related to physical health, but also closely related to mental health, academic performance and other aspects. Therefore, how to promote the physical activity of college students has become a matter of great concern. From the perspective of social cognitive theory, this paper will discuss strategies to promote physical activity of college students to improve their physical activity level.

1. Introduction

At this stage, college students due to complex study and life pressure, often neglect physical health problems, social cognitive theory emphasizes the interaction between individual behavior and the environment, social factors, in college students' physical activities have a very important role in promoting, through the design of different social cognitive factors of college students physical activity strategies can better stimulate college students' enthusiasm to participate in sports, help college students better pay attention to and protect their physical health, thereby improving their physical fitness and mental health level.

2. Overview of Social Cognitive Theory

Social cognitive theory is a theoretical framework for thinking and cognitive processes in human society. It aims to explain how people perceive, understand, and explain the social world and the behavior of others. Social cognitive theory provides an in-depth study of human social behavior and interaction, and is of great significance for understanding psychosocial phenomena and individual decision-making. In social cognitive theory, people are considered information processors who construct their own cognitive picture by acquiring, encoding, storing, and retrieving social information. These cognitive landscapes include people's perceptions of self, others, and social environments, as well as their understanding of social behavior and social norms. Social cognitive theory asserts that people's processing of social information is influenced by a series of cognitive mechanisms, one of the core concepts is social cognitive bias, which refers to people's tendency to

produce biases and erroneous reasoning when processing social information, which can affect people's evaluation of others, social decision-making, and interpretation of social situations. Another important concept is theoretical psychology, which refers to the process by which people interpret and infer the actions of others. According to social cognitive theory, people tend to use implicit theories to explain the behavior of others, rather than just relying on the observed behavior itself, and these theories can be hypotheses about the personality traits, motivations, or psychological states of others that explain why people exhibit specific behaviors. In addition, social cognition theory also focuses on the development and change of social cognition. People's social cognitive abilities are shaped and developed at different stages and life experiences. From social cognition in early childhood to psychosocial development in adults, social cognition theory provides a framework for understanding how people perceive, understand, and interpret the social world. By studying social cognition, it is possible to better understand human social behavior and decision-making, thereby promoting the development of social interaction and interpersonal relationships.

3. The Role of Social Cognitive Theory on College Students' Physical Activity

With the rapid development of modern society, the physical health of college students has gradually become the focus of people's attention. However, due to academic pressure and the accelerated pace of life, many college students have reduced their physical activity levels, causing a series of health problems. To solve this problem, social cognitive theory has been introduced into the physical activity of college students and plays an important role. Social cognitive theory emphasizes the individual's perception and understanding of their surroundings, as well as the interaction between the individual and society. In the physical activity of college students, social cognitive theory can play the following roles: 1. Stimulate positive social influence, social cognitive theory believes that an individual's behavior and attitude will be influenced by the observation and evaluation of others. Through positive social influence, college students can be encouraged and supported by their classmates and friends to participate more actively in physical activities. 2. Build healthy social networks, social cognitive theory states that social relationships have an important impact on an individual's behavior and psychological state. By participating in physical activity, college students can meet like-minded partners, build healthy social networks, motivate and support each other, and pursue physical health together. 3. Enhance self-efficacy, social cognitive theory states that an individual's belief in their abilities influences their behavior. By participating in physical activity and achieving certain results, college students can enhance their self-efficacy, believe in their ability to maintain physical health, and further increase participation in physical activity. 4. Cultivate a sense of social responsibility, social cognitive theory focuses on the individual's sense of responsibility and obligation to society. By participating in physical activities, college students can develop a sense of social responsibility, realize that their physical health is closely related to the development and stability of society, and thus fulfilling their social responsibility more actively.

4. The Current Situation of Physical Activity of College Students

In recent years, the current situation of physical activity of college students has attracted widespread attention. With the development of society and the advancement of science and technology, college students generally face problems such as high life pressure, heavy studies, and sedentary life, which have led to a decrease in their participation in physical activities and brought certain risks to their health. First, the pace of life of college students is tense, and the academic pressure is huge. In the face of heavy academic tasks, they tend to spend most of their time studying and preparing for exams, and have little time for physical activity, which makes them sit or stand for a long time, lack exercise, and gradually become unhealthy ^[1]. Secondly, the popularization of technology has also become one of the reasons for the lack of physical activity of college students.

The rapid development of modern technology has made college students rely more on electronic devices, such as computers, mobile phones, tablets, etc., to meet their entertainment and learning needs. However, staring at the screen for a long time and lack of physical exercise can easily lead to problems such as eye fatigue and muscle stiffness. Finally, the decrease in physical activity of college students is also associated with lifestyle changes. Many college students prefer to stay in the dormitory or do activities indoors rather than actively participate in outdoor sports. This lifestyle change makes them lack sunlight and fresh air, which can easily lead to reduced physical function and weakened immunity.

5. The Promotion Strategy of Physical Activity of College Students from the Perspective of Social Cognitive Theory

From the perspective of social cognitive theory, it is important to develop strategies to promote physical activity in college students. Nowadays, with the change of modern lifestyle, college students generally lack adequate physical activity, which negatively affects their health and academic development. Therefore, it is imperative to develop effective promotion strategies.

5.1 Strengthen Publicity and Education Efforts

In order to improve the level of physical activity of university students, it is essential to strengthen information and education efforts. Here are some suggestions to help implement this goal: (1) Multi-channel publicity, use multiple media channels such as campus radio, campus television, and campus newspapers to widely publicize the benefits and importance of physical activity. Fitness experts or sports stars can be invited to speak on campus and share their experiences and knowledge. (2) Set up publicity activities, organize a variety of publicity activities to attract university students to participate. Health sports exhibitions, sports competitions, fitness knowledge competitions, etc. can be held. At the same time, students are encouraged to organize sports teams, clubs or societies on their own initiative to provide a variety of physical exercise opportunities. (3) Provide professional guidance, provide students with professional sports guidance, including personal exercise planning, nutrition guidance and fitness training. Professional trainers or fitness teachers can be hired to set up gyms or sports training centers on campus to provide students with convenient fitness conditions and services. (4) Establish an incentive mechanism, establish a reward system to encourage students to actively participate in physical exercise. Physical activity attainment awards may be established, such as scholarships or other honors for outstanding physical education students or students who participate in campus sports. In addition, physical exercise challenges can be organized to allow students to gain a sense of achievement and honor by participating in competition. (5) Set an example, sports stars or health enthusiasts on campus can be role models for students. Through their demonstration and promotion, students' interest and enthusiasm for physical activities are stimulated^[2].

5.2 Enriching Physical Activity Programs and Facilities

In order to improve the level of physical activity of college students, schools and related institutions need to take a series of measures to establish a rich and diverse physical activity program and facilities. Here are some specific operation methods: (1) Set up diversified sports courses, schools can add different types of sports courses, including badminton, basketball, football, swimming, yoga, etc., to meet the different needs and interests of students. This allows students to choose activities they enjoy and inspires them to participate in sports. (2) Create clubs and teams, schools can encourage students to form various sports clubs and teams, such as football teams, basketball teams, volleyball teams, etc. These clubs and teams can organize regular competitions, trainings, and activities to increase interaction and competition among students and improve their physical fitness levels. (3) Build advanced sports facilities, schools can invest in the construction of modern sports

facilities, such as indoor gymnasiums, swimming pools, gyms, etc. These facilities can provide students with a good place to exercise, as well as a variety of sports events and activities to stimulate students' enthusiasm for participation. (4) Organize outdoor sports activities, schools can organize outdoor sports activities, such as mountaineering, hiking, camping, etc. These activities not only exercise students' physical strength, but also enhance their teamwork and leadership skills. In addition, the school can work with the local community to organize more outdoor sports activities using the surrounding natural resources.

5.3 Establish a Good Social Support System

In order to improve the level of physical activity of university students, it is necessary to establish a good social support system. This system should be considered from three perspectives: family, school and society. First, schools should play their due guiding role, make full use of educational resources to stimulate students' interest in sports, and cultivate college students' conscious awareness. Secondly, family is the foundation for cultivating the physical health of college students. Parents should pay attention to their children's physical development and provide them with positive role models. They can encourage children to participate in sports, such as morning jogging, cycling, or family sports together, or they can promote interaction between family members through outdoor activities such as outings or picnics. At the same time, families should provide a healthy diet and adequate sleep to provide the necessary energy and recovery time for college students' physical activity. Second, society should also support the physical activity of college students. Communities can set up sports venues, such as parks or sports centres, to provide a convenient and safe environment for young people to exercise. Governments can develop policies and regulations to encourage schools and social institutions to provide sports facilities and activities, and to support the development of physical education. The media can publicize the importance of the campaign and stimulate public interest and participation. At the same time, society should also give recognition and encouragement to participants in sports activities and outstanding athletes, and provide them with opportunities and resources for development. In short, to improve the level of physical activity of college students, it is necessary to establish a good social support system from the three perspectives of family, school and society. Only through joint efforts can college students love sports more and enjoy a healthy lifestyle.

6. Conclusions

In summary, social cognitive theory plays an important role in promoting physical activity in college students. Under the guidance of social cognitive theory, by strengthening publicity and education, providing diversified physical activity programs and establishing social support systems, etc., college students' awareness of physical activity is improved. College students can establish a sense of cooperation and teamwork, strengthen interaction and communication skills, and continuously improve their physical strength level and comprehensive skills.

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