The Study of the Influence of Sports Apps on the Life Style of Residents

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ABSTRACT. By means of questionnaire survey and mathematical statistics, this paper makes an investigation and analysis on the usage of 350 urban residents who had loaded sports apps. The study found these sports apps have a different level of positive impact on the cultivation, persistence and improvement of fitness habits. They make people's leisure time become more interesting and meaningful. More than half of the participants believe that the use of apps to effectively ease the tension of the rhythm of life. Many functions of the sports apps greatly expand people's activity space and communication space. They raise the level of consumption and improve the structure of consumption. In short, sports apps has a positive impact on the way of life of the residents. There is no doubt that sports apps has a broad market prospects, but also should be strengthened in terms of professional and personalized services.

KEYWORDS: Sports apps; Life style; Residents.

1. INTRODUCTION

According to the China market survey report shows that, as of December 2015, the size of China's Internet users reached 688 million, Internet penetration rate reached 50.3%, the number of Chinese residents have more than half of the internet. The report also shows that the Internet device is to focus on the mobile phone terminal. Mobile phone has become a major factor in the growth of Internet users. As of December 2015, the size of China's mobile phone users reached 620 million, accounting for 90.1% [1]. According to another study shows that in 2015 China’s smart phone shipments reached 434.1 million [2]. The rapid development of mobile Internet and the popularity of smart phones have promoted the rapid development of mobile Internet applications and services (APP). A variety of APP has been integrated into people's way of life. It plays a more and more important role in people's communication, interaction, sports and so on. In the United States, some 19% of smart phone owners have at least one health app on their phone. Exercise, diet, and weight apps are the most popular types [3]. In 2014, the number of Chinese regular physical exercise reached 410 million, and the monthly active users of sports apps had more than 10 million [4]. Through the sports app, users can clearly understand their motion trajectory and mileage, can also share sports rankings, discuss exercise knowledge, invite partners and book site etc. Sports becomes more and more interesting, and user’s stickiness continues to strengthen.

2. METHODOLOGY

2.1 Literature reviews

It helps to build the analytic framework by combing the relevant research literature.

2.2 Questionnaires

In May 2016, a questionnaire survey was carried out on 360 residents of Shandong province who had downloaded sports apps. 350 valid questionnaires were recovered. Among them, 190 are male residents, accounting for 45.71%, female app users for 160 people, accounting for 54.29%. The age information of the survey object is as follows: 35.28 ± 3.12. The questionnaire was tested by reliability and validity.
2.3 *Mathematical statistics*

With the aid of SPSS23.0, it has carried on the analysis to the recycling questionnaire.

3. **RESEARCH RESULTS AND ANALYSIS**

The composition key element of the life style has behavior habits, spare time, the rhythm of life, the living space, living consumption. Therefore, the logic of investigation and analysis also follows this classification system.

3.1 *Improvement of exercise habit*

Habit is a form of behavior that is needed to be consolidated by repeated practice. The cultivation, persistence and improvement of physical exercise habit are of great significance to the lifelong physical education.

3.1.1 **Influence of sports app on male physical exercise habit**

Table 1. Influence of sports app on male physical exercise habit N=190.

<table>
<thead>
<tr>
<th>options</th>
<th>cultivation</th>
<th>persistence</th>
<th>improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>%</td>
<td>n</td>
</tr>
<tr>
<td>very large</td>
<td>55</td>
<td>28.95</td>
<td>74</td>
</tr>
<tr>
<td>more</td>
<td>79</td>
<td>41.58</td>
<td>81</td>
</tr>
<tr>
<td>commonly</td>
<td>26</td>
<td>13.68</td>
<td>26</td>
</tr>
<tr>
<td>less</td>
<td>17</td>
<td>8.95</td>
<td>6</td>
</tr>
<tr>
<td>very small</td>
<td>13</td>
<td>6.84</td>
<td>3</td>
</tr>
</tbody>
</table>

As shown in Table 1, male residents feel what sports apps bring role in their exercise habits to develop, adhere to and improve is obviously different. In the habit of forming, nearly 1/3 of the respondents believe that help is very large. “The more help” response accounts for 41.58% for the highest. This situation is also reflected in the habits of the stick. However, in terms of improving habits, more respondents believe that the improvement effect of app is not obvious.

In a word, sports app in the current popular has a significant meaning to the development and persistence of male residents’ physical exercise habit. However, they need to be further strengthened in the improvement of sports habits, include time, intensity, content, mode and methods.

3.1.2 **Influence of sports app on female physical exercise habit**

As shown in Figure 1, the three curves are not exactly the same. The curve of cultivation is similar to the curve of persistence. In these two types of response, the proportion of the highest of all is “greater help”. And, in these two areas, the respondents evaluated the degree of help brought about by the movement of apps significantly. This is the best embodiment of the ups and downs of the curve. On the contrary, in terms of improving habits, the proportion of each option is more uniform. There is a big difference between the evaluation of men and women. This comparison shows that female sports habits are of the category.

From the overall proportion of view, sports apps has a greater help to cultivate and persist the sports habits. More personalized services and guidance are needed to improve sports habits.

3.2 **The use of leisure time**

Activity content in leisure time has a very close relationship with the quality of life. More and more Chinese people choose sports and leisure in their leisure time. It found in the survey that the leisure time of urban residents is more scientific and reasonable arrangement. With the aid of the reminding function of sports apps, people use time more and more efficiently. The survey found that men were more than women in favor of a reminder service. The entertainment features of these applications make the movement more and more interesting.
Figure 2. The Radar chart of frequency of urban residents using the sports apps in their spare time.

The survey found that urban residents downloaded the sports apps often use sports apps in their spare time. In the frequency response test, the ratio of usually is the highest.

3.3 The influence of life rhythm

Time is life, time is money. American Franklin’s famous saying inspired generations of people. In the fast pace of the modern times, many people gradually realize that excessive busy is not healthy and scientific way of life. An advocate of “slow life” way of life quietly rising. In 350 of the respondents, 56.29% of the city's residents said the use of exercise apps helped to ease the tension of the rhythm of life. However, 27.71% of the subjects had a completely opposite view. They believe that the use of such products to make life more busy. This kind of product is deprived of more freedom and choice. Its essence is still mechanical control. 16% of urban residents believe that there is no relationship between the two.

3.4 The influence of living space

Living space is not only a geographical concept, but also should include the interaction and interaction with people. Many functions of the sports apps greatly expand people's activity space and communication space. Urban residents can achieve a predetermined site using sports apps. People are no longer confined to the surrounding community. The survey also found that recording functions can make fitness enthusiasts walk or run longer distances and spend more time on fitness. With apps, you can go to the gym with familiar or strangers. This function greatly expands people's communication radius. It also makes people's contacts easier and more durable. In this survey, we found that more than half of the surveyed have used this function. And the frequency of male use is much higher than that of female. The using frequency of young male is the highest.

3.5 The influence of living consumption

In the survey, we found that after the use of exercise apps, the consumption of women in the exercise is significantly higher than before. Male consumption has also increased, but the growth rate is far lower than that of women. And there is a big difference between the consumption content of different gender.

4. SUMMARY

These sports apps have a different level of positive impact on the cultivation, persistence and improvement of fitness habits. They make people's leisure time become more interesting and meaningful. More than half of the participants believe that the use of apps to effectively ease the tension of the rhythm of life. Many functions of the sports apps greatly expand people's activity space and communication space. They raise the level of consumption and improve the structure of consumption. In short, sports apps has a positive impact on the way of life of the residents. There is no doubt that sports apps has a broad market prospects, but also should be strengthened in terms of professional and personalized services.

REFERENCES