Transmission of Sports Information of Jiangsu University Sports Participation Impact Study

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Abstract. This study applies multiple methods including literature review, questionnaires, expert interviews and mathematical statistics to analyze the Influence of sports media information on physical activity among college students in Xuzhou city. Conclusions are summarized as follows: individual differences, social differences, gender differences resulted in different content, frequency, time of sports media information; social media promotes physical activity among college students. Suggestions: Continue to strengthen infrastructure of college campus media in Jiangsu province; implementation of medium quality education for college students, improving the ability to distinguish; Implement physical education by using medium as important adjunct and develop lifelong sports consciousness.

Introduction

With the coming of information age, the rapid development of mass media not only has brought people new ways of experiencing the world, but also has changed people's way of life. With the diversification of mass media, we can not only by newspapers, magazines, books and other printed media, can also by radio, television, Internet and other electronic media access to various information in need. At the same time, as the new media of mobile phone media to mobile phone for audio and video terminals, mobile Internet as a platform of personalized information communication carrier, it was based on the focus of the target, based on directional communication effect, based on interactive spread application of mass media. Is recognized as the ‘fifth media’ after the newspapers and magazines, radio, television, the Internet. Sports as a special social and cultural phenomenon, is closely connected with mass media. Sports media information belongs to an important part of mass media information, sports media information is the general designation of media columns set by the mass media and other pertinent sports information, including sports news data signals intelligence instructions that can reflect the essential content or the information able to meet some certain need.

The Motivation that College Students Get Sports Media Information in Jiangsu Province

The development of sports needs the promotion of the mass media. At the same time, sports also plays an important role in the mass media. TV, radio, newspapers, radio, the tabloids, professional magazine nearly every day report sports events, the situation of athletes’ sports teams, sports programs in the broadcast, TV present in high amounts in the entertainment production studio.[3] The mass media shortens the social distance between physical activity and society members and accelerate the spread of sports speed and broaden the social coverage of the sport.

Need is the basis of motivation, motivation is the expression of need. Only if when need points to a certain goal, show a possibility to achieve objectives and have ways and means to meet the needs can form the motivation and be the force of the activity. So motivation performs on the process of target to meet needs.[4] College students as a special group, different purposes of using media, different genders, ages, demands and other differences will affect the choice of the college students’ media information content.
**Time and Frequency that College Students in Jiangsu Province Contact Sports Media Information**

By researching the frequency that college students are in contact with can reflect the college students in Jiangsu province’s cognition and identity to different media. The sequence by researching male college students in Jiangsu province often contact media frequency is: Internet 37.8%, mobile phones 35.9%, TV 33.3%, radio 24.4%, magazines 21.3% and newspapers 20.1%. The sequence of female college students is: Internet 34.7%, television 30.5%, mobile phones 29.6%, magazines 24.2%, radio 22.6%, newspapers 18.7%.

![Figure 1. Male College Students to Get the Frequency of Sports Media Information.](image1)

![Figure 2. Female College Students to Get the Frequency of Sports Media Information.](image2)

Because the characteristics of the mass media are different, different strengths to be short. The audio, image, the presence of strong feeling, vivid, in a timely manner of television is the sports report form that college students love watching. The advantage of radio is strong sound appealing, listening with convenience. The spread of newspapers and magazines is to provide more detailed information and in-depth background materials for readers choosing at freedom, repeatedly reading and checking.[5] The Internet and smartphones as a new media, both acoustic image characteristics of television, radio, and easy storage and optional of newspapers and magazines, make up the various defects of the traditional media. When the current desktop computer, notebook computer have been very popular, have Internet cable in the bedroom, students access to the Internet is very convenient. At the same time, with the prompting of 3 g, 4 g network, the campus wifi coverage makes the students prefer to use smart phone, reading news, watching strong timeliness.
College students' high frequency media does not have to contact a long time, the college students in Jiangsu province sports media contact information a day as another index for college students continue to study on media use. Survey results as shown in figure 3, figure 4 shows, found that male college students in Jiangsu province sports information media contact frequency and time of the whole higher than that of female college students, through the contact sports media information can satisfy college students to feel a sense of sports, to cultivate curiosity about the unknown sports world, guide the right attitude to sports, promote sports emotional cultivation.

The Current Situation of University Students' Sports Participation in Jiangsu Province

The College Students in Jiangsu Province Sports Participation in Project Selection

Screened in the study of college students' participation high 13 sports, please students choose their favorite sports, according to the survey, the top six in turn is badminton, cycling, table tennis, running, basketball, rope skipping. The male students and female college students differences on project selection, male college students tend to strong antagonism, exercise more intense project, such as the preferred the highest rate of collective project basketball is popular with the boys, male student said in take part in physical exercise at the same time can get satisfaction through confrontation and competition victory. Female college students prefer is low and antagonism exercise intensity smaller sports, such as badminton, running, aerobics or playing. By taking part in
sports activities to exercise the body, it is main purpose in shape. With the men and women in the physiological and psychological characteristics and differences are corresponding. Found in the survey, less space limitation, the bike because easy to get at the same time, the bike has been transformed from the original traffic tools to everyone's fitness equipment, many students also took part in the cycling groups, participated in the activities on a regular basis, the fitness tourism together, become the male and female students are more like sports.

The College Students in Jiangsu Province Sports Participation Frequency and Time Comparison Research

Found in the survey (as shown in figure 5 and figure 6) except (PE), female participation rate significantly lower than boys. For each movement of the boys are less than 30 minutes accounted for 12.1% of girls accounted for 27.8%. Boys exercise 30 to 60 minutes every time accounted for 35.8%, the proportion of girls accounted for 34.7%, boys and girls difference is not obvious, but boys every time is significantly higher than girls to be 60-120 minutes of exercise. Most male students said participation in sports is an important part of their spare time, in the basketball game, football game often make you forget time. While the female classmate said a long time will make you feel tired, prefer to participate in some small intensity sports for a short period of time.

![Figure 5. Differences between Male and Female College Students' Sports Weekly Frequency.](image5)

![Figure 6. Male and Female College Students Exercise Time Diff.](image6)

Colleges and Universities in Jiangsu Province College Students Contact Sports Media Information's Relationship with Sports Participation

This study selected sports equivalent as a measurement index, numerical quantitative conversion was carried out on the students' sports participation level.

The computation formulae of equivalent as shown below: \[ \text{METxmin}/\text{week}=\Sigma\{(\text{MET})i\text{difi}\}[5] \]
Among them, MET is refers to the metabolic equivalent. (MET) I, di, fi, respectively is the sport I
MET level, the duration of each exercise and the number of sports every week (MET)i, di, fi.

Table 1. Contact Time of Different Media's Influence on College Students' Sports Equivalent.

<table>
<thead>
<tr>
<th>Kinematic equivalent</th>
<th>Broadcast man</th>
<th>Broadcast woman</th>
<th>Newspapers man</th>
<th>Newspapers woman</th>
<th>Magazines man</th>
<th>Magazines woman</th>
<th>TV man</th>
<th>TV woman</th>
<th>Internet man</th>
<th>Internet woman</th>
<th>Mobile phone man</th>
<th>Mobile phone woman</th>
</tr>
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<tbody>
<tr>
<td>.01</td>
<td>.02</td>
<td>.14</td>
<td>.02</td>
<td>.35*</td>
<td>.06</td>
<td>.14</td>
<td>.11</td>
<td>.56*</td>
<td>.38*</td>
<td>.43*</td>
<td>.21</td>
<td></td>
</tr>
</tbody>
</table>

**p<0.01

Calculated in the overall movement after the implementation of the index, the use of spearman correlation test analysis of the contact time of different media and college students' overall sports implementation of index correlation. Results show that the network contact time has significant influence on female college students' sports participation, the rest of the media had no significant effect. For male college students, the Internet, mobile phones, and magazines are the sports participation that have a significant impact. And the greatest influence network, mobile phone times, minimum magazine.

The audience is information receiver and consumers, and the information, media and even the disseminator of the tester, finally is actively participant and the source of the information feedback.[6]. In the survey found that "through exercise can strengthen body shaping itself", "sports activities can enrich the spare time", "sports activities can improve competitive consciousness raise competition ability", "sports activities can enrich cultural life", "physical exercise can improve the efficiency of learning to improve the quality of the body" and has dominant concept of college students' sports value evaluation, value is a kind of more enduring convictions, such faith involves people's behavior way and the target state have motive function, is the behavior and attitude, the guidance of the formation of the correct sports values for college students to take an active part in sports has a positive role in promoting.

References


