

A Research of the Impact of the Network Sports Information on College Students' Sports Cognition

Haixin Yao, Yinbo Wu and Xinyu Wu

Department of Physical Education, Hebei United University, Tangshan 063009, China

Abstract: In this study, we have a research of the impact of the network sports information on college students' sports cognition. The college students' network access behaviors, content preferences, sports values and behaviors, the factors affecting the contemporary college students' sports cognition can be deduced. Our research could be divided into four parts. Firstly, caring for the major sports events at home and abroad and enhance their confidence. The majority of the contemporary college students are very concerned about the situation of sports development as well as the major sports events at home and abroad. Secondly, the strong sense of participation in sports in diverse ways. The strong sense of participation in sports is determined by college students' enthusiasm and enterprising qualities. However, the college students' behavior input in the sports cognition is an advanced form of participation in sports after all. Thirdly, desire for the social and sports development and have the unified understanding. After reflection of the past and entering into the 21st century, college students are more deeply aware of the importance of social and sports development. The inner desire for the social and sports development is widespread among the contemporary people. Fourthly, the awareness affects the behaviors. College students' sports behaviors are positive on the whole, but subject to the conditions of the sports activities as well as the influence of the internal factors (physiological and psychological factors) and extrinsic factors (natural environment, social, economic and cultural environment).

Keywords: Impact, network sports information, sports cognition, sports media

INTRODUCTION

As a brand new transmission force of the world culture, the Internet has the strong scientific and technological advantages, convenient services, broad knowledge and information group and new information world, which has increasingly strong attractions and influences to the college students, bring infinite joys to them, affect their various cognitions and produce a certain impact on the politics, culture and life of the universities. China is in a period of building a well-off society in an all-round way, implementing the strategy of rejuvenating China through science and technology (Deshu *et al.*, 2009), vigorously developing the university education and cultivating the knowledge-based talents and the social reforms have witnessed the complex and profound changes. In this context, college students' sports cognition also changes and a large number of new topics on college students' development studies have emerged (Lingyun, 2008).

The characteristics and functions of the network sports information: Sports information refers to the news, intelligence, command, data and signals which are related to the sports and can reflect the essential contents of sports or the information which can satisfy

certain special needs of the sports. The sports information is a reflection of the objective sports' state and features as well as an integral part of the information system. The sports information is in the form of the text, language and other symbolic information and actions, so it belongs to the social information. The sports information is very wide and can be divided into the public sports information, competitive sports information, school sports information, etc., according to the evaluation of the sports and into the sports science and technology information, sports culture information, sports politics information, sports economics information, etc. according to its contents (Beihua, 2011). At the same time, each kind of information has very rich contents. In addition to the common characteristics of the general information, the sports information also has the following inherent characteristics: objectivity, large information capacity, timeliness of the information report, dynamics of information, instability of information reception rate, diversity and predictability of information.

The mass sports culture brought by the network can have the comprehensive and profound impact on college students, including the cognition of the sports value, the lifestyle and the sports aesthetic taste. Therefore, the

network bears a part of the functions of physical education, such as setting up the correct sports values, promoting the spirits of patriotism and collectivism and cultivating the sports morality through the vivid reports or publicity of the outstanding figures. The humans have the thirst for knowledge and the college students have much stronger sense of curiosity and thirst for knowledge (Xiangfei, 2011). With the limited cognitive ability and practice opportunities, they often turn to the network. In fact, the college students' demand for the network sports service function is far beyond the sports information services. The interaction of the network has more attractions to the college students. The search function of the network adds a fine eye of the information age to the college students and enables them to collect the information they need rapidly, comprehensively and economically (Boyle and Haynes, 2011).

In this study, we have a research of the impact of the network sports information on college students' sports cognition. Our research could be divided into four parts. Firstly, caring for the major sports events at home and abroad and enhance their confidence. The majority of the contemporary college students are very concerned about the situation of sports development as well as the major sports events at home and abroad. Secondly, the strong sense of participation in sports in diverse ways. The strong sense of participation in sports is determined by college students' enthusiasm and enterprising qualities. However, the college students' behavior input in the sports cognition is an advanced form of participation in sports after all. Thirdly, desire for the social and sports development and have the unified understanding. After reflection of the past and entering into the 21st century, college students are more deeply aware of the importance of social and sports development. The inner desire for the social and sports development is widespread among the contemporary people. Fourthly, the awareness affects the behaviors. College students' sports behaviors are positive on the whole, but subject to the conditions of the sports activities as well as the influence of the internal factors (physiological and psychological factors) and extrinsic factors (natural environment, social, economic and cultural environment).

RESEARCH OBJECT AND METHODS

Research object: The object of this study is the sports information on the Internet and college students' sports cognition. The survey scope is determined according to the research and different places of college students in the graduate class in the universities. The universities

surveyed are mainly located in Jiangsu, Jiangxi and other neighboring provinces. Nearly 1400 college students from 18 universities are investigated. 1500 copies of questionnaire are distributed and 1408 copies are collected, representing a response rate of 93.8%. 1376 copies of valid questionnaires are collected, representing an effectiveness of 91.7%.

Research methods: The main method of this study is the impact of the sports information on the Internet on college students in the information age, focusing on the impact on college students' sports cognition. In order to make it understandable to the object, The Status of College Students' Access to the Internet and the Sports Information and the Impact on College Students' Sports Cognition Questionnaire is designed. The contents mainly include the following two aspects: the first is the survey on the status of college students' access to the Internet and the sports information and the second is College Students' Sports Cognition Survey Form. It mainly involves the frequency and time of college students' access to the Internet, the contents of the sports information, sports interest, motivations, ethical standards, as well as the impact of the Internet on college students' cognition. The statistical processing and logical analysis are carried out on the literatures and the data obtained by the questionnaire. The impact of the sports information on the Internet on college students' sports cognition is analyzed theoretically to provide the contents and ideas for this study.

Analysis of college students' cognition on the sports information on the internet: 88.7% of college students will surf the internet every week, indicating that the Internet has been integrated into their lives. Students' contact frequency of the network sports information directly reflects their preference and acceptance level. College students get on the Internet mainly in the evenings and on holidays, which is determined by their student identity. They must have classes from Monday to Friday and will be free in the evening. More than half of college students select the time period of 19:00-22:00 and the holidays to get on the Internet. How long do the college students spend on surfing the Internet each time? It is another important indicator to measure college students' exposure to the network.

From the point of view of the contact time, college students' exposure time to the Internet is divided into seven time periods: less than 0.5 h of contact, 0.5-1 h of contact, 1-2 h of contact, 2-3 h of contact, 3-4 h of contact, more than 4 h of contact. College students know the sports information via the Internet. Then what

information college students are concerned about in the sports information? Different students have different degrees of concern about the sports information. It can be seen from Table 1 that college students hope to obtain various sports information via the Internet and their most concerns are the sports news and the sports knowledge, showing students' desire of sports news and sports knowledge. Table 1 shows the contact of college students with Internet sports information content. Table 2 shows the college students on Internet athletics information contents of the overall evaluation of the mean.

College students' cognition on the value of the sports information on the internet: College students' cognition on understanding the sports development at home and abroad being one of the important parts of modern life can be seen. Nearly half of college students agree with this opinion, indicating that the college students have a comprehensive and clear understanding of the opinion that understanding the sports development at home and abroad is one of the important parts of modern life, which may be inseparable from college students' sports literacy, cognitive abilities, physical education, news media publicity and their own feelings. After over 10 years of primary and secondary physical education, college students have a basic understanding of the meaning and value of sports information. At the university level, college students can receive more systematic, standard and diverse physical education, which enables them to have a more comprehensive cognition on the functions of the sports information. As mentioned above, being exposed to the sports information on the Internet can increase college students' knowledge. In addition, in the knowledge level, the breadth and depth of receiving knowledge by the contemporary college students is more and more diverse. College students' knowledge reserves are richer and richer and the knowledge structure is more and more diverse, which may be due to the emergence of new technologies, things and phenomena one after another and the Internet in the contemporary society. The Internet is the information superhighway with the unprecedented huge amount of information. Table 3 shows the frequency of contact sports information network.

There are two basic ways for the modern college students to acquire new knowledge and skills: one is through the formal school education: being taught by teachers in the classes; the other is through the Internet. The Internet not only preserves and develops the traditional cultures but also promotes the gradual

Table 1: Contact of college students with Internet sports information content

| Sports information content | Proportion (%) | Order number |
|----------------------------|----------------|--------------|
| Sports news | 72.1 | 1 |
| Sports knowledge | 61.1 | 2 |
| Sports and entertainment | 59.8 | 3 |
| Sports complex | 54.6 | 4 |
| Physical education | 53.1 | 5 |
| Sports comment | 42.7 | 6 |
| Sports service | 35.5 | 7 |
| Others | 27.8 | 8 |

Table 2: College students on internet athletics information contents of the overall evaluation of the mean

| Sports information content | Average value | Order number |
|----------------------------|---------------|--------------|
| Sports news | 4.1 | 1 |
| Sports knowledge | 3.6 | 2 |
| Sports and entertainment | 3.3 | 3 |
| Sports complex | 3.2 | 4 |
| Sports comment | 3.2 | 5 |
| Physical education | 3.1 | 6 |
| Sports service | 3.0 | 7 |

Table 3: The frequency of contact sports information network

| Contact frequency | Often | Occasionally | The basic | No answer |
|-------------------|-------|--------------|-----------|-----------|
| % | 31.1 | 55.9 | 6.2 | 4.8 |

improvement of college students' socialization through the dissemination of cultural knowledge, science and technology. Today when the education has been transformed gradually from the school education to the life-long one, the vast majority of education of the humans is not in school but in the society. Table 4 shows the relationship of sports and columns of little significance. Table 5 shows the sports value view of college students of the Pearson correlation analysis.

During this process, the role of the Internet is subtle. College students no longer meet the passive acquisition of knowledge, but take the initiative to contact the Internet which integrates the learning and the entertainment as one to acquire knowledge. The process of receiving the knowledge has already broken through the face-to-face classroom form. Surely, in the knowledge structure of modern people, a considerable part is from Internet rather than from teachers and parents. The exchange of information between people can acquire new knowledge and the Internet is the main form of this exchange of information.

College students' cognitive level on the sports information on the internet: We can often see in the network the form of exercise with the sports as the plot, such as running, fighting and competitive training. These sports scenes not only enliven the atmosphere but also adjust the psychology. Why can sports play such a role? This is inseparable from the strict regulations of the sports from form and content. All the existing

Table 4: To" watch and their interests are not related to sports and columns of little significance"

| Degree | % | Order number |
|----------------------|------|--------------|
| Agree | 27.1 | 1 |
| To be indifferent | 25.5 | 2 |
| Very agree | 23.8 | 3 |
| No answer | 8.3 | 4 |
| Disagree | 5.7 | 6 |
| Absolutely not agree | 6.9 | 5 |

Table 5: The sports value view of college students of the Pearson correlation analysis

| Physical education | 0.092 |
|--------------------------|-------|
| Sports and entertainment | 0.090 |
| Sports news | 0.081 |
| Sports service | 0.063 |
| Sports comment | 0.071 |
| Sports knowledge | 0.062 |
| Sports complex | 0.059 |
| Other | 0.102 |

Table 6: University students of different sex on the internet sports information needs

| The students access to motivation | Male % | Female % |
|---|--------|----------|
| Increase the new knowledge in sports | 41.7 | 39.8 |
| Understanding of national and international sporting events | 40.5 | 27.9 |
| Look for amusement | 27.2 | 20.4 |
| Love sports | 21.8 | 19.5 |
| ports star 's personality charm | 19.2 | 18.3 |
| Understanding of local events | 18.1 | 18.1 |
| kill time | 18.3 | 14.2 |
| have a chat with friends | 15.6 | 14.9 |
| Shopping directory | 13.7 | 15.1 |
| Curiosity | 11.5 | 12.3 |

competitive sports items we are engaged in have the strict rules of competitions and little changes of representations. Even for the non-competitive items, people have no more time to make the logical thinking when concentrating on their own rapid heartbeat and sweating. For the sports programs, especially the sports competition programs, the fierce competition scenes and the uncertain results of the competition give people a feeling of tension. It is also entertaining which is different from the tense study life of college students every day. The network has become one of the entertainment tools which are most closely related to people's daily life. Nowadays, the live webcast of the sports competitions has become possible, so the network leisure is popular among college students. Table 6 shows the university students of different sex on the Internet sports information needs. Table 7 shows the understanding of domestic and international sports development condition is one of the important contents of the modern sports life.

Analysis of college students' cognition on the needs of the sports information on the internet: 40.83% of

Table 7: The understanding of domestic and international sports development condition is one of the important contents of the modern sports life

| Degree | % | Order number |
|----------------------|------|--------------|
| Agree | 48 | 1 |
| To be indifferent | 23.6 | 2 |
| Very agree | 18.7 | 3 |
| No answer | 5.1 | 4 |
| Disagree | 1.2 | 5 |
| Absolutely not agree | 0.1 | 6 |

Table 8: Browse sports column can give people a real life comfortable without limit

| Degree | % | Order number |
|----------------------|------|--------------|
| Agree | 36.8 | 1 |
| To be indifferent | 34.5 | 2 |
| Very agree | 10.2 | 3 |
| No answer | 7.2 | 4 |
| Disagree | 3.1 | 6 |
| Absolutely not agree | 6.3 | 5 |

Table 9: Students on" contact internet athletics information can see growth (%)

| Degree | % | Order number |
|----------------------|------|--------------|
| Agree | 57.8 | 1 |
| To be indifferent | 21.4 | 2 |
| Very agree | 10.5 | 3 |
| No answer | 21. | 5 |
| Disagree | 0.5 | 4 |
| Absolutely not agree | 5.6 | 6 |

college students choose to increase the new knowledge of sports, 40% know the national and world sports events, followed by seeking entertainment and loving hobbies. The data analysis shows that among these motivations, the average values of choosing seeking the solutions to the practical problems of sports, the styles of the author, the host and the narrator, the elegance of the referee and the habits in a long time all do not exceed 10%, indicating that the information in these aspects provided by the network is less likely to meet these needs of college students. It can be seen from the survey that college students are all active in access to the Internet. When considering the initiative of college students, this study holds that: college students have various needs naturally. When the needs point at the Internet, it forms the expectations on the Internet which will promote the college students to get close to the Internet or the sports information on the Internet and guide students to do information processing to achieve a certain degree of satisfaction or other unintended consequences. Table 8 shows that the browse sports column can give people a real life comfortable without limit. Table 9 shows the students on" contact Internet athletics information can see growth (%). Table 10 shows that the browsing sports column can know exciting, has attracted the people.

College students' selections of the sports information refer to the free selection and acceptance reflected in the network. In the society of information explosion, there is a large amount of new information every day. The college students screen the information constantly to select the contents which are in line with the existing interests and the existing views, or selecting those contents which are not completely consistent with their own views the external pressure. The ways of thinking demonstrated in the selection process of college students (i.e., the selective psychology) is very important. Female students have higher demands for seeking amusement, killing time, shopping guides and other network sports information than male students and lower demands for others than male students, suggesting that the female students' demands for the network sports information are mostly for leisure and entertainment.

The impact of the sports information on the internet on college students' sports attitude and interests: In the survey on college students' frequency of contacting the Internet and sports attitude, when encountering the major sports events or their interested sports information, college students' exposure frequency to the Internet significantly increases and college students communicate with each other about the latest information they see on the Internet, try to be synchronized with the network information and regard the expression of the news and information as a capacity. This sports information on the Internet will increase the college students' initiative on sports. The influence is subtle. The survey also shows that nearly half of college students will get on the Internet as long as they have time, hoping to acquire the first-hand information. College students' exposure frequency and time to the network can not independently determine their sports interests and will be affected by other factors. The influence of the classmates and friends accounts for 53.2%, the influence of the school sports education 42.8% and the influence of the network and other factors 30.1%.

These are the important factors affecting college students' sports interests. Through the interviews with college students and the above analysis of the relationship between the college students' sports attitude and interests and their exposure to the Internet, it can be found that there are a lot of factors affecting college students' sports attitude and interest. Between College students' sports attitude and interests and their Internet behaviors, do college students' sports attitude and interests dominate their active network contact

Table 10: Browsing sports column can know exciting, has attracted the people

| Degree | % | Order number |
|----------------------|------|--------------|
| Agree | 38.1 | 1 |
| To be indifferent | 17.5 | 3 |
| Very agree | 27.2 | 2 |
| No answer | 7.2 | 4 |
| Disagree | 1.5 | 5 |
| Absolutely not agree | 5 | 6 |

Table 11: Browsing through the network sports column can be "stress-relaxation" feeling

| Degree | % | Order number |
|----------------------|------|--------------|
| Agree | 45.2 | 1 |
| To be indifferent | 21.8 | 2 |
| Very agree | 17.4 | 3 |
| No answer | 5.3 | 5 |
| Disagree | 1.1 | 6 |
| Absolutely not agree | 6.2 | 4 |

Table 12: The students access to motivation (%)

| The students access to motivation | % | Order number |
|---|------|--------------|
| Increase the new knowledge in sports | 40.2 | 1 |
| Understanding of national and international sporting events | 39.7 | 2 |
| Look for amusement | 27.3 | 3 |
| Love sports | 20.5 | 4 |
| Ports star's personality charm | 19.2 | 5 |
| Understanding of local events | 17.8 | 6 |
| Kill time | 17.4 | 7 |
| Have a chat with friends | 15.1 | 8 |
| Shopping directory | 14.2 | 9 |
| Curiosity | 11.6 | 10 |
| Enter belong to individual small world | 11.3 | 11 |
| Seeking to solve actual problem of sports | 7.8 | 12 |
| Author, presenter, commentator style | 5.1 | 13 |
| The referee's style | 2.4 | 14 |
| Perennial habit | 6.3 | 15 |
| Passive participation | 5.5 | 16 |
| Other | 9.7 | 17 |

behavior? Or does college students' extensive and active contact of the Internet affect their sports attitude and interests? The roles of them are interactive. Table 11 shows that browsing through the network sports column can be "stress-relaxation" feeling.

The impact of the sports information on the internet on college students' sports values: In order to explain the link between the contents of the sports information on the Internet by college students and their sports values simply and effectively, Pearson correlation analysis is applied based on the mean value of the general evaluation on the contents of the sports information on the Internet in the prior statistics and the scores of college students' values. College students will choose a certain information system according to their own situation to establish different dependencies, including: selecting different contents to form their own information systems. For example, a person may prefer the news information and knowledge while another one may prefer the entertainment content and news.

Different dependencies of the contents of the network information may cause students to be influenced differently. The essence of this classification is that students' entertainment and cognition or information seeking is the most basic network need. Table 12 shows the students access to motivation (%).

The Sports is for entertainment in essence. It stems from people's praise and love for life. The physical limits pursued by the competitive sports and the insight and realm the sports aspire to achieve are the specific reflection of these two basic entertainment needs. College students use the network because the network is useful to them. Its usefulness is mainly to satisfy these two basic needs. Thus, with the analysis of college students' preferences of contents when access to the Internet, it can be drawn that the education and entertainment contents in the network sports are one of the important factors affecting college students' sports values and behaviors.

CONCLUSION

The college students' network access behaviors, content preferences, sports values and behaviors, the factors affecting the contemporary college students' sports cognition can be deduced. Firstly, caring for the major sports events at home and abroad and enhance their confidence. The majority of the contemporary college students are very concerned about the situation of sports development as well as the major sports events at home and abroad. Secondly, the strong sense of participation in sports in diverse ways. The strong sense of participation in sports is determined by college students' enthusiasm and enterprising qualities.

However, the college students' behavior input in the sports cognition is an advanced form of

participation in sports after all. Thirdly, desire for the social and sports development and have the unified understanding. After reflection of the past and entering into the 21st century, college students are more deeply aware of the importance of social and sports development. The inner desire for the social and sports development is widespread among the contemporary people. Fourthly, the awareness affects the behaviors. College students' sports behaviors are positive on the whole, but subject to the conditions of the sports activities as well as the influence of the internal factors (physiological and psychological factors) and extrinsic factors (natural environment, social, economic and cultural environment).

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