

# New Media Sports Communication on College Students' Sports Behavior

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**Abstract.** Based on the literature review of new media, communication studies and sports behavior, this paper explores how the new media as the carrier of sports information dissemination mode, communication characteristics, communication factors and communication effects affect college students' sports behavior. According to the exploration of the measurement index system and the discussion of its relationship, this study proposes relevant hypotheses and establishes a model for the impact of sports dissemination on college students' sports behavior. According to the measurement index system, a questionnaire on new media sports dissemination and sports behavior was compiled and distributed. Through the collection and analysis of relevant data, as a quantitative study, SPSS and AMOS tools were used to analyze the influence of new media communication elements on college students' sports behavior. Based on the results of this research, this study proposes the use of new media to strengthen the dissemination of sports information and hopes to improve the educational communication ability of colleges and universities and cultivate students' healthy sports awareness and action sports behavior.

**Keywords:** New Media; Sports Communication; College Students; Sports Behavior.

## 1. Introduction

According to the China Internet Network Information Center, the statistical report on the development of China's Internet network (2018.07), as of June 2018, the number of Internet users in China was 802 million. In the first half of the year, there were 29.68 million new Internet users, an increase of 3.8% from the end of 2017, and the Internet penetration rate reached 57.7%.

As of June 2018, the number of mobile Internet users in China reached 788 million. In the first half of the year, the number of mobile Internet users grew by 35.09 million, an increase of 4.7% from the end of 2017. The proportion of netizens using mobile phones to access the Internet has increased from 97.5% in 2017 to 98.3%, and the proportion of mobile Internet users is still climb.

From January to June 2018, mobile Internet access traffic consumption totaled 26.6 billion GB, a year-on-year increase of 199.6%.

Chinese netizens are mainly young people, young people, and middle-aged groups. As of June 2018, the 10-39 age group accounted for 70.8% of the total Internet users. Among them, the Internet users in the 20-29 age group accounted for the highest proportion, reaching 27.9%; the proportion of the 10-19 years old and 30-39 years old groups was 18.2% and 24.7%.

Among the professional structures of Chinese netizens, the largest number of students, combined with the age structure, college students are already the most active users of the Internet. And the research group of this study is Chinese college students.

With continuous popularization of new media, the role of Internet media in sports development is becoming more and more important. The relationship between sports and media is also constantly close. The dissemination of sports information has become a common need of the sports industry and the media industry. The spread of new media sports information has gradually become one of the main ways for people to obtain sports information, sports knowledge, sports news, and sports competitions disseminated by new media have become an important means of changing people's sports motivate and sports behavior. The mass media are a very important part of modern social life and an important factor affecting people's lifestyle. The mass media have played a very important role in understanding sports, enjoying sports, hobbies, especially for college students who are keep on using new media.

Especially in the representative sports events such as the Olympic Games, the World Cup, and the NBA, these games with worldwide influence have attracted the attention of people all over the world, including Chinese college students. In the West, many countries have begun to widely promote sports through new media, using media to communication and influence to spread sports information and guide the public's sports behavior. Websites are comparatively easy to produce and use; with the aid of a search engine, fans can easily find even detailed information about special topics. So the World Wide Web is also an ideal place for sports information and for those sports neglected in other media (Beck & Bosshart, 2003).

Adolescents are the main users of new media and the main recipients of sports information. Teenagers are the most intense and rapid period of physical and mental changes in their lives, especially in the era of big data and information, and new media is everywhere. Affecting the growth of adolescents, sports information dissemination not only affects the psychology of adolescents but also changes the cognitive and behavioral patterns of adolescents to a certain extent. Therefore, this stage is also the stage in which sports information has the greatest impact on people's sports concepts, attitudes, and behaviors.

#### Problem Statement

Nowadays, the information technology represented by the Internet is changing with each passing day, leading new changes in social production, creating a new space for human life, expanding new areas of national governance, and greatly improving the ability of human beings to understand the world. It can be said that the world is more colorful because of the Internet, and life is more abundant owing to the Internet.

According to the China Internet Development Report, as the number of Chinese Internet users continues to increase and the network speed continues to increase, people who use the Internet to obtain information gradually occupy the majority, and the majority of the people using mobile terminals are among them; Another report shows that college students are the ones who use the Internet to get the most information and are happy to receive information through new media such as mobile phones.

According to the country's practical efforts to strengthen school physical education and promote students' active participation in physical exercise, the Ministry of Education of China issued the "National Student Physical Health Standards" in 2014, requiring college students to participate in sports testing before graduation, and must meet relevant standards before graduation. However, people are worried that, according to the recent development of "Chinese students' physical fitness monitoring development process", Jiang Chongmin, a researcher at the Sports Science Research Institute of the State General Administration of Sports, said that the physical fitness of Chinese college students is still declining, but the rate of decline is slowing down. At the same time, body shape is also changing, especially the obesity rate continues to increase, increasing by 2% to 3% every five years.

Based on such contradictions, many scholars have put research into whether the mass media is beneficial to college students' sports awareness or sports behaviors (Beck, D., & Bosshart, L, 2003). They hope to use the characteristics of college students to love new media to rely on the media to disseminate more effective information to encourage students to participate in sports activities. However, few studies can explain how the new media communication methods affect college students' sports behaviors, and investigate the needs of college students for sports information from the perspective of audiences, analyze the elements of the new media communication process, and adopt quantitative research methods and verification which is effectiveness.

The study will address the problem of how college students use new media to receive sports information that affects their sports behavior.

#### Research Objectives

In order to effectively analyze the influence of the dissemination of new media sports information on college students' sports behavior, this study has the following research objects:

- (1) To describe the communication mode and communication characteristics of new media;

- (2) To analyze the needs of Chinese college students to use new media to obtain sports information;
- (3) To analyze the impact of new media communication elements on college students' sports behavior;
- (4) To find out the relationship between the effects of new media communication and college students' sports behavior.

## 2. Research Framework

According to the relevant literature and basic theory, this study summarizes the new media communication process and main elements, as well as the factors affecting the dissemination effect, it is considered that the main factors in the process of sports information dissemination under the new media environment are: source, content, medium, audience needs. Noise acts on all aspects of the communication process, and the effects of communication can be divided into positive effects and negative effects. The various elements of the above communication process can influence the effect of communication. According to the theory of communication effect, the effect of sports communication has an impact on college students' sports awareness and sports behavior.

Combining the above elements, the theoretical framework of this study is as follows:

### Source

The communicator, also known as the source, refers to the initiator of the act of communication, that is, the person who actively acts on others by means of sending a message (Tinati, R., 2012). In social communication, the communicator can be either an individual or a group or organization.

Shannon calls this element the "information source", which "produces a message or sequence of messages to be communicated to the receiving terminal (Markowsky, 2011).

The so-called sports information communicator refers to the person who disseminates the sports information, or the organization. Sports communication workers are people who use the dissemination of sports information as their profession. such as sports journalists, editors, commentators, opinion leaders and so on. Communicators are responsible for collecting, sorting, selecting, processing and disseminating information in the process of communication. They are called gatekeepers. Their actions are called checks, and they are responsible for the flow of information in and out.

### Content

This study refers to the dissemination of content, that is, sports information. The concept of sports information is very broad, and the sports information referred to in this study is the information containing sports content disseminated through the new media. In the era of mass media, physical education is an important source and content of the report, because it will have a great impact on people's sports lifestyle and sports development. The mass media, especially the comprehensive and influential mass media, must report on the field of sports.

From the perspective of sports communication in the We media era, sports information is no longer necessary to use professional and complete and comprehensive language expression, but in the pursuit of rapid communication, try to highlight the keywords that can attract attention. Sina Weibo's content for Weibo is limited to 140 words. Fragmentation has become one of the main features of sports communication content from the new media age. The mass, dynamic and timeliness of sports information content in the process of new media communication are far greater than that of traditional media, and the authority and accuracy of sports information are gradually missing.

In the aspect of new media sports information content, this study focuses on investigating the content of sports information that college students have more contact with on a daily basis, and what content is better spread, which can have an impact on their sports behavior, and analyzes the content characteristics and dissemination status of such sports information.

### Medium

Also known as transmission channels, channels, means or tools. This has led to numerous data services, tools and analytics platforms (Batinca, B, 2015). The medium is the carrier of the message,

and it is also the link that connects various factors in the process of communication. The media in real life are diverse. Postal systems, mass communication systems, internet systems, wired and wireless telephone systems are common media for modern people.

The new media is undoubtedly the fastest growing media and the most popular media for college students. A variety of new media communication platforms give audiences more access to information and choices and give everyone the opportunity to become a communicator.

This study mainly investigates which types of new media can be loved by college students, the habits of college students using new media, and the influence of different media on communication effects.

#### Audience demand

The audience, the recipient of communication, is the recipient of information dissemination. In this study, the audience refers to different genders, different ages, different grades, different majors of the group of college students. Psychology believes that the need is the reflection of the objective needs of individuals and society in the human brain and is the basic driving force for individual psychological activities and behaviors. Uses and gratifications theory helps explain the many and varied reasons why consumers use social media (Whiting, A., & Williams, D, 2013). Behavioral science believes that the need reflects the organism's demand for objective things. It is a state of mind when the individual lacks something.

Combined with the previous literature review, this study believes that college students, as a large group of audience, will inevitably have great demand for information, including sports information. As the most frequently used media for college students, the demand for new media sports information affects college students' sports awareness and sports behavior. The use and satisfaction theory in communication studies can explain people's media contact behavior.

Combining with the theory of Denis McQuail, college students have produced the use medium in their study life, and the need to obtain sports information through the media has aroused the expectation and use motivation of the media, through contact with the media to obtain the information they need to meet their own needs, or do not meet the needs of the situation to continue other media contacts (Krcmar, M., & Strizhakova, 2009). And whether the audience demand is satisfied also affects the communication effect of the new media, and then affects the college students' sports behavior.

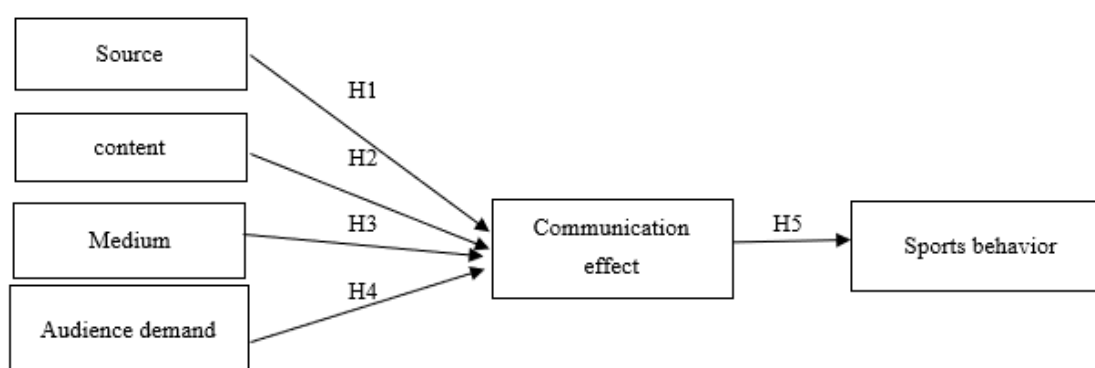


Figure 1. The research framework

### 3. Hypotheses Development

H1: There is a relationship between new media source and college students' sports behavior.

College students spend more time on the mass media, especially on social media, and they also have various sports behaviors, such as they will be more involved in sports during the World Cup, the Olympics and the NBA (Doganer, S, 2020).

The dissemination of sports information promotes college students to participate in physical exercise to a certain extent. After investigation and research, it was found that some college students gradually increased their interest in sports through media publicity and contact with sports information, and they were able to actively participate in various sports activities, and gradually developed physical exercise habits. The dissemination of sports information has gradually become a guide for college students to participate in various sports activities, guiding everyone to enrich their sports life.

H2: There is a relationship between the content and college students' sports behavior.

Sports and mass media are an interactive relationship. Sports information is given to college students through the mass media and have a strong influence on their sports values and sports lifestyles.

The diversity of sports information in the mass media is one of the motivations for college students to improve their learning of sports. On the other hand, it also stimulates sports consumption. In addition, the content of sports information is also likely to have an impact on the values of college students. College students are inevitably exposed to spam, bad information, etc., and are negatively affected.

H3: There is a relationship between medium and college students' sports behavior.

Online media is the most commonly used medium for college students. At the same time, the frequency of college students' access to sports information through new media is much higher than that of traditional media. Contacting sports information can improve college students' enthusiasm for sports. Through the new media's sports communication, it is possible to broaden the way of college students' sports knowledge and skills.

H4: There is a relationship between audience demand and college students' sports behavior.

When college students get sports information, they have an active and independent internal motivation. The access to sports information is relatively simple, mainly based on the two aspects of mobile phone media and the Internet. The likes of sports and worship sports stars are important reasons for college students to access network information.

In the "Study on the Influence of Sports Media on the Sports Values of College Students in Shandong Province", researcher pointed out that in recent years, sports information has received more and more attention from college students, and the needs of audiences have gradually appeared in diversified forms. In order to give full play to its spiritual functions and other functions, sports media must grasp the psychological needs of the audience and try to meet the various needs of the public in order to achieve twice the result with half the effort.

H5: There is a relationship between communication effect and college students' sports behavior.

## **4. Sample, Data Collection and Measurements**

### **4.1 Unit of Analysis**

Unit of analysis posits the summation of an entity of what or who that will be evaluate and analysis in the research (Wasserman, S., & Faust, K, 1994). By reading a large amount of literature, in the previous studies, the questionnaires were individuals of college students. The purpose of this study is to explore how new media sports information affects college students' sports behavior.

The target population of this study is the group of college students studying in China. According to the statistical report released by the National Bureau of Statistics of the People's Republic of China in 2018, as of 2017, the number of college students in the country is 27.53 million. Due to the time of study, funding constraints, and the ability of the researchers, the scope of the questionnaire for this study is individual college students in Xi'an.

### **4.2 Sampling Technique**

According to the reading literature and previous studies, the sampling method of this study was determined as a simple random sampling. The random sampling method is used to select target

participants because the researchers will approach the unknown population when conducting the study (Taherdoost, H, 2016). The random sampling method is suitable for current research because researchers cannot obtain the magnitude and impact of sampling errors.

### 4.3 Data Collection Methodology

The questionnaire for this study will be conducted through the network in the form of Questionnaire Star Software. Questionnaire Star is a professional online questionnaire survey, evaluation and voting platform, focusing on providing users with powerful and user-friendly online design questionnaires, data collection, custom reports, and survey results analysis services. Compared with traditional survey methods and other survey websites or survey systems, questionnaire stars have obvious advantages of being fast, easy to use and low cost, and have been widely used by many enterprises and individuals.

In the statistical description, it is mainly to describe and observe the overall situation of the data and classify and process the data in the form of charts and the like. reliability in this research, the descriptive statistics of independent variables are shown.

Exploratory Factor Analysis (EFA) is a technique for finding the essential structure of multivariate observation variables and processing them for dimensionality reduction (Watkins, M. W, 2018). Thus, EFA can synthesize variables with intricate relationships into a few core factors.

This study will use exploratory factor analysis to explain the underlying structure between variables. Therefore, in this study, EFA will be conducted to determine which hypothetical independent variable belongs to the construct.

To meet the objectives in this study, SEM is used to test the hypotheses and exploring the relationships among multiple independent and dependent variables.

## 5. Discussion and Conclusion

Based on the literature review, the four independent variables (source, dissemination of content, medium, audience demand) towards the new media communication effect and college student's sports behavior in China. To have intensive understanding, Theory of Communication, Communication effect Theory, Sports Behavior Theory, Model of Communication are employed to be the pillar theories to support the theoretical framework and hypotheses developed.

In conclusion, it is also present further research methods for this study. Combine the predecessor research methods and reading literature to determine the sample size of the study and the questionnaire and methods for quantitative research will be used in this study.

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