

The Influence of Sports News Communication on the Tendency of Mass Fitness Exercise

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Abstract

To explore the impact of sports news dissemination on the tendency of the general public to exercise. In this article, 600 college students from 6 regular institutions in a particular city are surveyed using a questionnaire. This study studies the exposure of college students to mass media sports information and analyses the influence of sports communication on the group of college students by combining quantitative and qualitative research methodologies. The findings indicate that among students who have been exposed to sports material from various media sources for more than three hours, television has the greatest average value. Students who have been exposed to mass media sports for a period of "1-2 hours" have considerably higher sports willingness ratings than students who have been exposed to it for "less than 0.5 hours." When media exposure duration and sports cognition scores are subjected to a one-way analysis of variance, it becomes clear that there are substantial differences between the groups. This suggests that students in college who have had more media exposure have a greater degree of sports desire. The study's finding is that college students' exposure to sports communication in the media affects their views on participating in sports. The more frequently college students are exposed to internet sports news, the more positive their sentiments toward sports are. Additionally, there is a significant correlation between college students' viewing habits of television and the internet and their opinions about sports.

Keywords: Mass media; Sports communication; Sports information; Sports awareness; Sports behavior.

Introduction

The impact of public fitness and exercise choices on the dissemination of sports news is a crucial topic of research (Caddick & Smith, 2014). A rising number of people are becoming aware of and participating in physical exercise as a result of the improvement in living conditions and greater health consciousness in contemporary culture. People's perceptions of social concepts, beliefs, and behavioural patterns are significantly influenced by the media, one of the main channels for the dissemination of information (Bandura, 2009). The media's coverage of sporting events, player biographies, articles about healthy living, and other sports-related content is a crucial part of how sports news informs the audience (Hambrick et al., 2010). These news stories can pique people's interest in sports, raise their understanding of the benefits of physical activity, and, to some extent, encourage their propensity to engage in fitness-related activities. First, the public's comprehension of physical activity may be increased via the distribution of sports news (Hua & Yu, 2022). The media may educate the public about various sports and exercise methods, the advantages of exercise for physical health, and how to exercise properly through covering

sporting events and athlete tales. The public's interest in sports and desire to engage in physical activity can both be stimulated by the transmission of this information. Second, the spread of sports news can influence ideas about healthy lifestyles. The media frequently highlights facets of players' health practices, food management, and training techniques while covering sports news. These reports can guide the public to pay attention to their own health status and recognize that physical exercise is one of the important means of maintaining health. Through the influence of the media, the public can gradually develop a healthy lifestyle concept and incorporate physical exercise into their daily lives. In addition, sports news dissemination can also provide positive fitness role models and inspiring stories (Yan, 2021). It can arouse the public's good feelings and heighten their zeal and drive for physical activity when the media publishes tales about athletes accomplishing outstanding outcomes or conquering challenges in contests. This inspirational reporting can increase the public's will to stick with physical activity in the face of obstacles and problems and strengthen their fitness tendencies. In short, sports news dissemination has a positive impact on the public's tendency to exercise by improving their awareness of physical exercise, shaping

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healthy lifestyle concepts, and providing positive fitness role models and inspiring stories (Siedentop & Van der Mars, 2022). The in-depth exploration of this research field helps to better understand the role and impact mechanism of sports news dissemination, and provides theoretical and practical guidance for promoting healthy life and physical exercise for the general public (Duquette et al., 2021).

Undoubtedly, sports dissemination has a significant impact on national fitness activities (Zhang, 2021). People can influence and guide national fitness activities through sports communication, improve the impact of sports communication on national fitness activities, and thereby promote the comprehensive and rapid development of mass sports in China (Kim & Lee, 2022). The existing mass sports media convey different sports information to people, and different information contents will have different impacts on sports values and sports behaviour (Carter-Francique & Richardson, 2016). Sports audiences need information obtained from sports communication, but the information provided by mass media may not necessarily be specifically needed by the audience. Sports communication institutions should strive to achieve a "win-win" between commercial benefits and social responsibility, which can not only achieve great commercial benefits but also bear a certain degree of social responsibility, promoting China's rapid progress from a "gold medal power" to a "sports power". Through the promotion and promotion of sports communication, especially the implementation of the "National Fitness Day", making fitness a part of people's lives, enabling the people to truly enjoy the health and happiness brought by sports, and enabling sports to play a more positive role in the comprehensive development of people and the construction of a harmonious society (Lawson, 2005; Schulenkorf, 2012).

On the other hand, several empirical studies have explored the relationship between exposure to sports news through various media channels and the tendency to engage in regular physical activity. For instance, Roh et al. (2023) revealed a significant positive association between media sports communication and increased physical activity levels among the general population. Their findings suggest that individuals who frequently receive sports news through television, internet, newspapers, and other media platforms are more likely to participate in mass fitness exercise compared to those with limited exposure. Similarly, (Qi & Tong, 2022) focused on adolescents and found that exposure to sports news communication was positively linked to their engagement in physical activity and organized sports. These studies collectively provide strong empirical evidence supporting the significant role of sports news communication in shaping individuals' attitudes and behaviors towards mass fitness exercise. They

highlight the potential of utilizing media platforms, including television, internet, newspapers, and social media, as effective tools to promote and encourage a culture of regular physical activity and improved public health outcomes. These previous studies shown that sports news communication played an import role on the tendency of mass fitness exercise. Therefore this concept could not be ignored in context of china. To address this significance and gaps, current research objective was to check the impact of sports news dissemination on the tendency of the general public to exercise.

The results of this study show that sports media is being used as a tool for promoting physical fitness and fostering positive psychological constructs among college students. By identifying the relationship between media exposure and sports awareness, the study offers valuable insights for educators, policymakers, and media practitioners to utilize media channels effectively in promoting physical activity and encouraging a healthier lifestyle among young adults. Moreover, the findings can inform the development of media literacy education and media self-discipline strategies to enhance college students' ability to critically engage with sports-related information in the information age, empowering them to make informed choices and lead a balanced and active life. The research also significant for other researchers and academicians to explored new researchers in future.

Literature Review

In the modern world of high-speed information dissemination, the process of college students obtaining sports news through multimedia to meet their internal needs is called sports news demand (Pedersen et al., 2020). With the diversification of information acquisition channels, audiences play an important role in information dissemination. From the perspective of information teleology, the audience's acquisition of information is essentially to meet their inner needs. In mass media, the way and content of the media can affect people's attitudes towards sports from both positive and negative perspectives. Good media communication can not only expand the range of sports recipients, but also narrow the distance between audiences, expand the scope of sports influence, and generate greater social effects (Kim & Kim, 2020). Therefore, media communication can also promote sports consumption and the development of the sports industry (Williams & Chinn, 2010). As a large group, college students are of great significance in understanding their attitudes towards sports and analysing their relationship with sports (Zhang et al., 2005). This understanding can better expand the scope of sports, promote its future development,

and has important practical significance and industrial prospects. Mass media is a very important component of modern social life and an important factor affecting people's way of life (Katz et al., 2017). With the rapid development and transformation of mass media, sports communication has also undergone rapid development.

English (2022) believe that combining goals at different levels of abstraction may promote successful goal pursuit, especially in the long run. In this study, all participants were committed to the secondary goal of exercising three times a week for three weeks. We use 2×2 design between subjects, assigning participants to an additional higher-level goal, specific action steps, or both; A control group that only focuses on secondary goals. The main outcome is the frequency of exercise, which is (a) measured using self-reported and electronic data in the short term, i.e. during a three week intervention period; And (b) in the long run, using electronic data during the six month follow-up period (Höchli et al., 2022). With the continuous development of the social economy, students' learning is increasingly valued, but at the same time, their physical condition also deserves attention. In response to these issues and limitations, Wu, Y., and others, based on intelligent sensors and different from traditional physical education teaching, adopt corresponding prescriptions for physical education teaching, engage in health interventions through education and entertainment, and achieve bi-directional analysis of composite exercise prescriptions through comprehensive nutrition matching, thereby improving students' physical and mental health and thereby improving their physical fitness. The simulation results show that the intelligent sensor is effective and can improve the systematic and scientific participation of students in sports activities and exercise, as well as improve their learning and physical fitness (Wu & Zhang, 2021).

On the other hand, several empirical studies have explored the relationship between exposure to sports news through various media channels and the tendency to engage in regular physical activity. For instance, Roh et al. (2023) revealed a significant positive association between media sports communication and increased physical activity levels among the general population. Their findings suggest that individuals who frequently receive sports news through television, internet, newspapers, and other media platforms are more likely to participate in mass fitness exercise compared to those with limited exposure. In the same way, (Qi et al., 2022) examined teenagers and discovered a favorable correlation between their participation in organized sports and exposure to sports news communication. The possibility of using sports news as a tool to encourage active lives from a young age is shown by the impact of media sports communication on

teenagers' attitudes toward exercise. In addition, Scholars in a prior literature, performed longitudinal research, which showed that participants' levels of physical activity increased steadily over time as a result of regular exposure to sports news. These studies collectively underscore the positive impact of sports news communication on individuals' tendency to adopt and maintain mass fitness exercise habits. Gillison et al. (2006) conducted research focusing on social media's impact on exercise behavior. The experimental group exposed to sports-related content on social media platforms exhibited a significantly higher tendency to engage in mass fitness exercise immediately after the intervention. These studies collectively provide strong empirical evidence supporting the significant role of sports news communication in shaping individuals' attitudes and behaviors towards mass fitness exercise. They highlight the potential of utilizing media platforms, including television, internet, newspapers, and social media, as effective tools to promote and encourage a culture of regular physical activity and improved public health outcomes. These previous studies shown that sports news communication played an import role on the tendency of mass fitness exercise. Therefore, this concept could not be ignored in context of china.

Research Objects and Methods

Research Subjects

The sample of the author's research subjects is undergraduate students from 6 universities in a certain city, the main research question is the impact of mass media sports communication on college students' sports behavior and awareness, and the reasons for this impact are analyzed. Comprehensively investigate and understand the media exposure, sports awareness, and sports behavior of college students.

Research Methods

Literature Method

The author has consulted a large number of theoretical books, journal literature, newspapers, magazines, and academic reports related to this topic, according to research needs, collect relevant papers from the CNKI China Journal Full Text Database and China Excellent Master's and Doctoral Thesis Database. By organizing and researching the obtained data, we can comprehensively understand the current research status and cutting-edge trends of this topic, providing a theoretical basis and problem-solving ideas for research.

Design of literature research plan:

1) The definition of the basic concepts involved in this

study.

- 2) Analysis of the effectiveness and characteristics of mass media sports communication.
- 3) The conclusions and achievements of research on "mass media sports communication", "sports awareness", "sports behavior" and their current situation.
- 4) On the application of research methods, especially on the construction theory and method of sports consciousness and sports behavior research questionnaire, and on the analytical methods of qualitative research and quantitative research.

Expert interview method

Regarding the survey questionnaire on college students' exposure to mass media sports information, sports awareness, and sports behavior involved in the research, as well as seeking advice from communication experts on mass media sports communication and seeking advice from different experts on sports awareness and sports behavior, conduct interviews and consultations with relevant experts and professors through on-site visits or letters to obtain first-hand information.

Survey method

According to the content and purpose of this study, in strict accordance with the basic requirements of sports research methods and sociology regarding questionnaire design, after expert review and consultation, the questions raised by the experts were revised, finally, after expert discussion, a formal survey questionnaire was formed.

① Survey Plan Design

1) The sampling method (multi-stage random sampling) is as follows:

The first step is to select 6 universities from a total of 38 universities in a certain city's jurisdiction.

Step 2, then extract a sample of college students of different genders from it. Due to objective conditions and considering the high homogeneity of college students, this survey sample consists of 600 individuals.

The third step is to evenly allocate 100 students to each school.

Step 4, randomly select 10 departments from each school.

Step 5, select 5 classes from each department, with 2 students from each class.

Student composition: 2 students × 5 classes × 10 departments × 6 schools=600 students.

2) Distribution and collection of questionnaires

This study used respondents to fill out their own questionnaires and collected them on the spot, a total of 556 valid questionnaires were collected, with an effective response rate of 92.7%.

② Validity and reliability testing of the questionnaire

1) Questionnaire validity test: In order to ensure the

validity of the questionnaire, expert evaluation method is used to test the validity of the questionnaire. Conduct a logical validity analysis of the questionnaire by authoritative experts and psychology experts who have been engaged in sports and communication studies in universities for a long time. According to the requirements of logical analysis, in order to improve the reliability of the evaluation experience, after consulting with experts to modify the questionnaire, a 12 person questionnaire content validity evaluation was conducted, the commonly used indicator for questionnaire content validity evaluation is "content validity ratio". Determined by the evaluation results of 12 experts, the evaluation result was deemed effective by 11 experts, resulting in a content validity ratio of 0.83. It can be seen that the questionnaire on college students' exposure to mass media sports information and sports behavior has high content validity.

2) Questionnaire reliability testing: Repeated testing method. 50 college students who had been investigated previously were tested by repeated tests, one week apart. Calculate the reliability coefficient of each question. The results indicate that the reliability of each question is above 0.9.

③ Error analysis

1) Research methodology issues. Quantitative research and analysis of the impact of mass media sports communication on sports awareness and behavior is itself a progress in analytical methods. However, the implementation of sports and the measurement of the constituent elements of sports behavior need to be continuously improved and deepened, such as the survey on sports awareness, the comprehensive quality, thinking methods, worldview, and even immediate mental and psychological state of the interviewees will have an impact on it, which inevitably leads to errors in the survey.

2) Sampling issues. Due to limitations in terms of funding, personnel, and other aspects of this investigation, when determining the sample size, we strive to ensure a certain level of confidence and acceptable error, while also saving money, therefore, relatively speaking, the sample size in this survey is slightly small, and there are certain constraints and impacts on the complexity and in-depth analysis of individual variables.

3) Investigate issues during the implementation process. In actual investigations, it was found that, some people with relatively low levels of sports awareness and behavior refuse to accept the questionnaire survey, which leads to a certain degree of positive error. In addition, due to the increasing public attention to sports issues in our daily lives, we are conducting a survey closely related to the theme of "sports", which inevitably leads to some respondents developing a sense of catering and collaborating in answering some

questions (Yang et al., 2022).

Mathematical statistics

Use SPSS14.0 statistical software to process and analyze the data obtained from the questionnaire. Firstly, the reliability and validity of the designed questionnaire were tested using statistical software. Secondly, the first part of the research mainly focuses on the statistical processing of data related to college students' sports awareness through methods such as mean statistical analysis and one-way ANOVA; The second part mainly adopts the percentage method (Nuhličková et al., 2022).

This study used a questionnaire survey method to survey 600 college students from 6 ordinary universities in a certain city. The aim is to investigate the exposure of college students to mass media sports information through a combination of quantitative and qualitative research methods and analyze the impact of sports communication on the college student population. The survey method adopts a questionnaire survey, which involves issues such as access to sports news, level of attention to sports news, and the impact of sports news on personal fitness exercise willingness. The questionnaire asks both multiple-choice as well as open-ended questions to gather information on college students' perceptions and attitudes about the dissemination of sports news. During the data collection process, researchers distributed questionnaires to students from six universities and provided explanations to ensure that they fully understood the questions and filled them out accurately. The collected questionnaire data will be subjected to statistical and qualitative analysis. Quantitative analysis will use statistical methods, including descriptive statistics and correlation analysis, to reveal the frequency, sources, and degree of influence of college students' exposure to mass media sports information. In addition, methods such as one-way ANOVA will be used to analyse the impact of different exposure times and media types on college students' willingness to participate in sports. Qualitative analysis will comprehensively and categorize the answers to open-ended questions to understand the subjective feelings and perspectives of college students on sports news dissemination. By organizing and summarizing the answers, important themes and viewpoints are extracted, and combined with quantitative analysis results, comprehensive explanations and discussions are conducted. Through the comprehensive application of the above research methods, this study aims to comprehensively understand the situation of college students' exposure to mass media sports information, reveal the impact of sports communication on college students, and provide theoretical and practical guidance for further promoting mass sports fitness.

Results and Analysis

Basic Information of Survey Samples

The effective sample size is 556 people, including 295 males, accounting for 53.1% of the total survey population, and 261 females, accounting for 46.9% of the total survey population, as shown in Figure 1. Among them, there are 125 students in first grade, 179 students in second grade, 160 students in third grade, and 92 students in fourth grade, as shown in Figure 2.

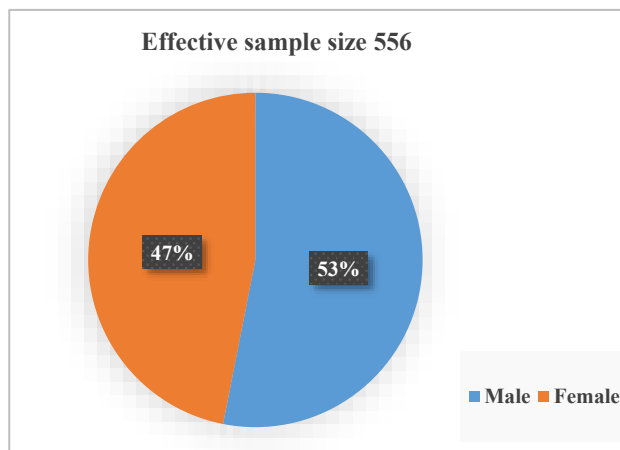


Figure 1 Sample Sex Structure Distribution.

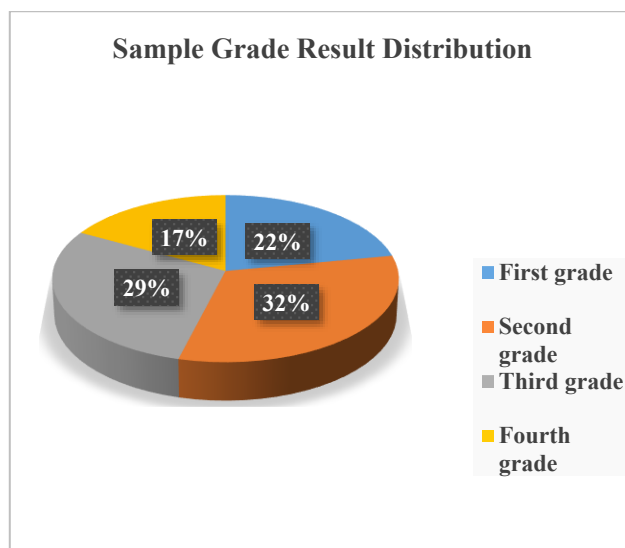


Figure 2: Distribution of The Sample Grade Structure.

The Impact of Mass Media Sports Communication on College Students' Sports Awareness

Sports awareness: It is the reflection of sports in the human brain, including people's awareness of the elements and conceptual forms related to sports, as well as the reflection of all spiritual phenomena contained in sports. From the definition of sports awareness in this study, we study sports awareness from three dimensions: sports cognition, sports emotion, and sports will (Rawassizadeh & Rong, 2023).

The Influence of Different Media Sports Information on College Students' Sports Cognition

Sports cognition is a category of perception, which refers to the overall perception and understanding of the outside world by the human brain when external stimuli act on the senses, it organizes and explains the sensory information of the outside world for us. Sports cognition is the sensory organ that sports information stimulates people, and it is also the process of organizing sports information. In today's relatively developed mass media, sports information is very rich, these information stimuli impact the audience's senses, and the audience tends to selectively input information, integrating and organizing sensory information to form a stable and clear complete image (Jatsch & Ruther, 2021).

In this study, a survey was conducted using the "Questionnaire on College Students' Exposure to Mass Media Sports Information, Sports Awareness, and Sports Behavior", when

Table 1

Mean Comparison of Frequency of Sports Communication (N=556)

	Television	Network	Newspaper	Broadcast
Nearly everyday	26.00	24.40	23.00	22.25
Frequent (2-3 times a week)	22.70	20.17	22.54	21.50
Sometimes (once a week)	17.67	16.92	16.96	20.44
Basically, do not contact	16.91	15.67	16.67	16.96
P	0.00	0.00	0.00	0.00

According to the analysis of the average data in the table, students who are exposed to different types of sports information "almost every day" have the highest average of 26.00 on television, followed by the internet and newspapers, and the lowest average of 22.25 on radio. The average sports cognition scores of college students in the "almost daily" group who are exposed to television, the internet, newspapers, and radio (26.00, 24.40, 23.00, 22.25) are higher than those of the other three groups. In addition, the one-way ANOVA analysis of media exposure frequency and sports cognition scores in each group showed that the differences between the groups reached a significant level ($p < 0.05$), indicating that college students

Table 2

Comparison of Mean Scores of Times to Media Sports Information (N=556)

	Television	Network	Newspaper	Broadcast
More than 3 hours	23.00	22.97	21.22	20.39
2-3 Hours	22.73	21.68	20.72	20.50
1-2 Hours	21.33	21.13	19.37	18.44
In the period of 0.5-1 hour	20.08	20.32	18.41	17.85
Within 0.5 hours	19.40	18.65	17.83	16.38
P	0.00	0.00	0.00	0.00

According to the analysis of the average data in the table,

setting variables, the exposure to mass media sports information was divided into two dimensions: Frequency (almost daily, frequent, sometimes, and basically no exposure) and time (more than 3 hours, 2-3 hours, 1-2 hours, 0.5-1 hours, and less than 0.5 hours), conduct relevant research on their respective sports cognition with college students.

The second question of the survey questionnaire on the average score of college students' sports cognition is the frequency of exposure to different media types and the fourth to ninth questions on sports cognition. Cognitive survey on sports: Answers: ① Strongly agree -5 points, ② Agree -4 points, ③ Cannot explain clearly -3 points, ④ Disagree -2 points, ⑤ Strongly disagree -1 point, weighting the scores of the selected items based on the number of college students, and then dividing by the total number of samples, can obtain the average score of college students' sports cognition. The specific results are shown in [Table 1](#).

with higher media exposure frequency had higher levels of sports cognition (Whittaker & Hagelin, 2021).

The average score of college students' sports cognition is based on the third question of the survey questionnaire, which is the time of exposure to different media types and the sports cognition in questions 4-9. We assign values to the situation regarding sports cognition: ① Strongly agree -5 points, ② Agree -4 points, ③ Cannot explain clearly -3 points, ④ Disagree -2 points, ⑤ Strongly disagree -1 point, weighted according to the items selected by college students, and then divided by the total number of samples, the average score of college students' sports cognition can be obtained. The results are shown in [Table 2](#) below.

among those who have been exposed to different media

types of sports information for more than 3 hours, the average value of television is the highest at 23.00. The average score of sports cognition among college students who have been exposed to "television", "internet", "newspaper", and "radio" for more than 3 hours is higher than that of the groups who have been exposed to "0.5-1 hour" and "within 0.5 hour". In terms of the average exposure frequency to television and the internet, the average sports cognition corresponding to exposure frequency is greater than the average exposure time. And from the one-way analysis of variance between the time of exposure to media sports information and sports cognition scores, it can be seen that the differences between each group reached a significant level ($P < 0.05$). The longer college students have been exposed to the media, the higher their level of sports cognition (Wang et al., 2022).

The Influence of Different Media Sports Information on College Students' Sports Will

Sports will be the active role of sports consciousness, which is a psychological process that consciously organizes one's sports behavior for a certain sports purpose and is related to overcoming difficulties. The control of sports will over the environment and its own control is closely related, and this control effect is achieved through motivation and restraint of actions. The characteristics of sports will among college students are closely related to their level of physical and mental development. They can develop their interests according to their own desires and strive to overcome difficulties and achieve goals through personal willpower.

In this study, a survey was conducted using a questionnaire on college students' exposure to mass media sports information, sports awareness, and sports behavior, when setting variables in the study, the exposure of sports information on the mass media is divided into two dimensions: frequency (almost daily, frequent, sometimes, and basically no exposure) and time (more than 3 hours, 2-3 hours, 1-2 hours, 0.5-1 hours, and less than 0.5 hours), so as to study the sports will of college students separately (Andriansyah et al., 2021).

The average score of college students' sports will is studied using the second question of the survey questionnaire, which is the frequency of exposure to different media types, and the 16th to 21st questions on sports will. Investigation of sports will: Answers ① -1 point, ② -2 point, and ③ -3 point, weighted according to the sample size of college students, and divided by the total number of samples, can obtain the average score of college students' sports will. The specific results are shown in Tables 3.

Table 3

Comparison of the Contact Media Frequency and Sports Will Score (N=556)

	Television	Network	Newspaper	Broadcast
Nearly everyday	12.10	11.98	11.42	11.34
Frequent (2-3 times a week)	12.14	12.01	11.63	10.61
Sometimes (once a week)	10.87	10.82	10.41	10.09
Basically, do not contact	10.23	9.34	9.51	9.03
P	0.00	0.00	0.00	0.00

According to the analysis of the average data in the table, students who are exposed to different media types of sports communication "almost every day" have the highest average of 12.10 on television, followed by 11.98 on the internet. The average sports willpower score of college students in the "almost daily" group who are exposed to "television," "the internet," "newspapers," and "radio" is higher than that of the "occasional" group and the "basic non-contact" group. From the one-way ANOVA analysis of media exposure frequency and sports cognition scores, it can be seen that the differences between each group reach a significant level ($p < 0.05$). The higher the frequency of media exposure, the higher the level of sports will among college students (Kim et al., 2022).

The average score of college students' sports will is based on the exposure time to different media types in question 3 of the survey questionnaire and the questions 16-21 related to sports will. Statistics on sports willpower: Answer ① -1 point; Answer ② -2 points; Answer ③ -3 points, weighted based on the scores of college students' choices, and then divided by the total number of samples, the average score of college students' sports will be obtained. The results are shown in Table 4.

Table 4

Comparison of Media Exposure Time and Sports Will Scores (N=556)

	Television	Network	Newspaper	Broadcast
More than 3 hours	11.96	11.89	11.63	11.70
2-3 Hours	12.03	11.40	10.68	10.66
1-2 Hours	11.58	10.67	10.40	10.03
In the period of 0.5-1 hour	10.52	10.32	10.00	9.40
Within 0.5 hours	9.83	9.76	9.02	8.84
P	0.00	0.00	0.00	0.00

From the analysis of the mean data in the Table, it can be seen that among students who have been exposed to different media types of sports information for more than 3 hours, the mean value of television is the highest, among them, the average score of sports will for those who have been exposed to mass media sports communication for 1-2 hours is significantly higher than that for those who have been exposed to mass media sports communication for less than 0.5 hours, from the one-way ANOVA analysis of media exposure time and sports cognition scores, it can be seen that the differences between each group reach a significant level. The longer college students have been exposed to the media, the deeper their level of sports willpower.

Countermeasures

Utilize the power of mass media for media education. Enhance college students' awareness of participating in sports and cultivate their interest in physical exercise (Duncan, 2009). Schools should provide convenience and create conditions and opportunities for college students, encourage them to read more sports newspapers and magazines, watch and listen to sports programs, activities similar to "sports festivals" can also be carried out to promote sports rules to students, introduce the history of sports origins, disseminate sports spirit and concepts, and use the power of the media to enhance the awareness and interest of college students in participating in sports activities. Through media education, the audience should understand the significance of the media and its sports information to themselves, recognize their own needs, learn to use mass media sports communication to meet their needs, and creatively or constructively use mass media sports communication to promote their own development (Croteau & Hoynes, 2013). The education system of European and American countries already has a subject called "Media Education", which aims to teach students to understand media culture and cultivate a kind of "Media Literacy" unconsciously, this can train them to think independently and establish critical abilities. John Huckle and Stephen Sterling mentioned in their book 'Education for Sustainable Development' that: If young people receive sustainable development education in media education, they will be able to interpret various information from a sustainable perspective. Cultivate the ability of college students to use mass media sports information (Witkemper et al., 2012). This ability includes Firstly, understanding various basic knowledge of media and learning some skills on how to use media; The second is to learn and improve the ability to understand, select, evaluate, and question media information; Thirdly, mastering the knowledge and skills to

create and disseminate information; The fourth is to use media forms to develop oneself and serve others. As a vibrant and mentally special knowledge group, college students should take a step forward in cultivating media literacy (Thoman & Jolls, 2005). In the information age, college students are not passive educational objects, but educational subjects. In the media environment, college students should attach great importance to cultivating their own media literacy (Lv, 2022). When formulating various policies for college students, the government should also fully encourage and stimulate their media self-discipline awareness. Among them, the most important thing is to continuously improve one's information selection ability through self-discipline guidance and training in behavioural habits. In the information age, college students themselves should pay attention to the ability to know when they need information, the ability to determine what information is needed to solve specific problems, and the ability to effectively use information to solve problems (Carder et al., 2001; Winne, 2013). At the same time, it also improves the ability to be aware of negative information. Due to various complex reasons, there is often negative information in mass media sports communication, that is, information that is not accepted by mainstream society. Media education often lists and comments on this negative information, such as sports violence and the use of stimulants, in order to enhance the audience's ability to reflect on negative information (Zhou, 2022).

Based on above discussion, it is concluded that results show that college students' exposure to mass media sports communication has a significant impact on their sports awareness. Specifically, it includes the impact on sports cognition, sports emotions, and sports will. From the analysis of survey data, the relationship between mass media sports dissemination and college students' sports awareness is particularly close. In the survey, it was found that within a certain range, the higher the frequency and duration of college students' exposure to mass media sports communication, the deeper their understanding of sports, and the more college students can correctly understand the significance and value of physical exercise, similar conclusions have also been reached in the survey of sports emotions. Although the results obtained for sports will are not as significant as sports cognition and sports emotion, there is also a clear correlation, which is related to the inherent characteristics of sports will. According to this study, it is concluded that college students' exposure to mass media sports communication has an impact on their attitudes towards sports. The longer college students are exposed to online sports information, the more positive their attitudes towards sports are. The frequency of college

students' exposure to television and the internet is significantly correlated with their attitudes towards sports. This study fully confirms that college students' exposure to mass media sports communication has an impact on their sports participation behavior.

Implications and Future Recommendations

The results of this study on the impact of mass media sports communication on college students' sports awareness have several significant implications. Firstly, the findings demonstrate the importance of media literacy education for college students, as those with higher exposure to sports information through various media channels showed higher levels of sports cognition and sports will. Implementing media education programs in educational institutions can empower students to critically engage with sports content, make informed decisions, and foster a positive attitude towards physical exercise and sports participation. Secondly, study highlights the potential of utilizing mass media as a powerful tool for promoting sports awareness and encouraging mass fitness exercise among college students. By strategically using different media platforms, schools and policymakers can effectively disseminate sports-related information, enhance students' interest in sports, and create a sports-friendly culture on campus. Lastly, the research underscores the need for media self-discipline and awareness of negative information. Students should be encouraged to develop their information selection abilities, recognize their own needs, and use mass media sports communication constructively to enhance their personal development. By being mindful of negative information, students can better navigate the media landscape and make responsible choices regarding sports and physical activities. Overall, the study's implications emphasize the vital role of mass media in shaping college students' sports awareness and present actionable measures to leverage media for promoting a healthier and more active lifestyle among the youth.

While this study provides valuable insights into the impact of mass media sports communication on college students' sports awareness and behavior, it is essential to acknowledge certain limitations that may influence the generalizability and comprehensiveness of the findings. First, the sample size of 556 college students from six universities in a single city may not fully represent the

diversity and complexity of the entire college student population. Future research should aim to include larger and more diverse samples from multiple regions to enhance the external validity of the results. Additionally, the reliance on self-reported data through questionnaires may introduce response biases, and the accuracy of responses may vary. To mitigate this limitation, future studies could consider employing mixed methods approaches, including qualitative interviews or observational studies, to complement and validate the questionnaire findings. Moreover, while the study analyzes the influence of different media types and exposure frequencies on sports cognition and will, it does not delve into specific media content and its role in shaping attitudes and behaviors. Further research could explore the content of sports messages delivered through various media platforms and investigate how specific content impacts college students' sports awareness and behavior. Furthermore, this study mainly focuses on college students, and the influence of mass media sports communication on other demographic groups remains unexplored. Future research could extend the investigation to different age groups, socio-economic backgrounds, and cultural contexts to gain a more comprehensive understanding of the broader population's responses to sports media.

Based on the impact of sports news dissemination on the tendency of the public to exercise research, I also have some recommendations. For instance, government and media should strengthen the strength and quality of sports news reporting, provide rich and diverse sports content, including sports event reports, athlete stories, fitness guidance, etc., to stimulate public interest and desire to participate in sports. In addition, the government can encourage the media to transmit sports news and fitness information to the public through different channels of communication, such as television, radio, and the internet. Diversified communication channels can better meet the information acquisition needs of different populations. On the other hand, government and the media can collaborate to promote healthy lifestyles and incorporate physical exercise as an important component of daily life. Encourage the public to actively participate in physical exercise by promoting healthy eating habits, regular exercise, and appropriate rest.

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