

# The Influence of Digital Media on Students' Sports Behavior and Psychology

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## Abstract

To explore the impact of digital media on students' sports behavior and psychology. This article adopts methods of literature review, questionnaire survey, interview, mathematical statistics, and logical analysis to investigate the current situation of sports culture dissemination methods on high school students' sports attitudes and behaviors, as well as the main transmission factors that affect college students' sports attitudes and behaviors. A survey was conducted on 1000 college students and 20 sports teachers from four universities in a certain province, and the psychological health characteristics of high school students under the conditions of sports behavior attitudes were analyzed, based on this, corresponding suggestions and countermeasures were proposed. The results indicate that the dissemination of sports culture will have an impact on college students' sports attitudes and behaviors, and different dissemination methods will also have different impacts on students; Due to the different physiological and psychological characteristics of college students of different genders, there are differences in their cognition, attitude, habits, and other aspects of sports. Therefore, the sports attitudes and behaviors of male and female students are also influenced differently by the dissemination of sports culture; Print media, audiovisual media, interpersonal communication, and environmental factors all have an impact on college students' sports attitudes and behaviors. The level of physical exercise and physical exercise behavior have a significant impact on indicators such as somatization, compulsion, interpersonal relationships, depression, and anxiety. Conclusion: The dissemination of sports culture will have an impact on college students' sports attitudes and behaviors, and different dissemination methods will also have different impacts on students; The level of physical exercise and physical exercise behavior have a significant impact on indicators such as somatization, compulsion, interpersonal relationships, depression, and anxiety.

**Keywords:** Sports Communication, Sports Attitude, Sports Behavior, Mental Health.

## Introduction

The 21st century is an era of knowledge informatization, with rapid progress in science and technology, and a highly developed material and spiritual civilization of humanity. In this series of progress, people will face various pressures, mainly manifested in fatigue, depression, and other aspects, however, through appropriate physical exercise, not only can people feel happy both physically and mentally, but also reduce stress. These effects cannot be achieved through medication, which proves the importance of valuing sports in today's era.

Nowadays, college students generally have a poor awareness of physical exercise, and most of them are forced to participate in various physical exercises. Taking several ordinary universities as examples, the survey shows that, in fact, the vast majority of college students do not have a low level of understanding of sports, but they do not show enough enthusiasm in sports awareness. How to further help college students actively participate in sports activities has become an urgent task for schools and society (Li et al.,

2021).

With the development of new media, they play an indispensable role in the extracurricular sports and cultural life of college students. College students are more reliant on new media and eager to obtain effective information from it, this fully demonstrates the importance of new media and therefore the need for continuous progress. It is necessary to maintain a rigorous attitude at all times to disseminate sports information, in order to gain the trust of college students and promote their growth.

Sports are an essential part of everyone's life. It not only cultivates people's willpower, develops intelligence, reduces stress, enriches their leisure life, but also enables everyone to have a correct understanding of themselves and change themselves, carrying out sports activities in society is to create a harmonious coexistence environment and improve everyone's quality and literacy. The same applies to schools, firstly, carrying out various sports activities can enhance students' physical fitness, entertain their physical and mental health, and prevent diseases. Nowadays, college students face great academic and

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employment pressures, and various pressures seriously affect their physical and mental health, if they can actively participate in sports activities and cultivate correct sports behavior, these problems can definitely be solved. Secondly, carrying out sports activities can promote the development of personality among college students. During the process of participating in sports activities, college students can have a clearer understanding of themselves, discover their strengths and weaknesses, and further improve and improve (Calderon Gomez et al., 2022). Once again, in university, non-sports major students have very limited time to engage in physical education, only having physical education classes once or twice a week. Due to limited time, it is difficult for everyone to deeply experience and feel, participating in sports activities is a supplement to physical education, helping everyone better experience the joy that sports bring to people. Finally, carrying out sports activities can actively cultivate the interpersonal communication skills of college students, thereby establishing a harmonious learning and living environment for them. Nowadays, many college students have poor social adaptability and interpersonal communication skills, which have brought many inconveniences to their lives and studies, integrating into sports activities and fully interacting with others not only exercises their bodies but also enhances interpersonal relationships, learning how to get along better with others (Lindsay & Szeto, 2023). As the backbone of China's new century, college students have a strong physique, and it is their responsibility to possess good physical fitness, they must develop good sports behavior. During college, cultivating good sports behavior among college students is not only beneficial for them to establish a healthy and upward university life, but also has great guiding significance for them to enter the sports field or future social life Figure 1.

With the development of the information age, the impact of new media on college students' sports behavior is becoming increasingly significant, mainly in the following aspects: Firstly, in order for college students to enjoy physical exercise, it is necessary to make everyone understand and enjoy a certain sports activity, and new media precisely plays the role of spreading sports knowledge and various health knowledge, making everyone have a clearer and more authentic understanding of sports projects; Secondly, the celebrity effect is increasingly strengthening, and many college students come into contact with a certain sports star because they like it. New media often broadcasts various competitive competitions on the internet, which can greatly attract some college students to pay attention to their favorite

sports stars and understand sports (Ritonga et al., 2021).

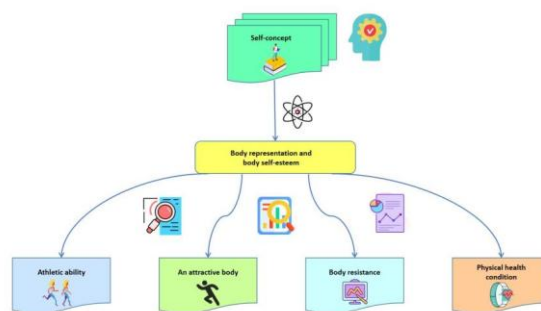


Figure.1: Sports and Health.

## Literature Review

With the rapid development of information technology and digital media, digital media has deeply influenced all aspects of people's lives, especially young people. As a major group of students in the new generation, digital media has had a profound impact on their lives, learning, and entertainment. Among them, the impact of digital media on students' sports behavior and psychology has become a highly concerned research field. In traditional education and sports models, students usually participate in sports activities through school physical education courses and clubs. However, with the popularization of digital media, students are increasingly inclined to spend more time on digital platforms, such as social media, online games, video websites, etc. This digital lifestyle may have a profound impact on students' sports behavior. Considering the potential impact of digital media on students' sports behavior and psychology, conducting relevant research is crucial. Understanding the impact of digital media can help schools and educational institutions take corresponding measures to encourage students to actively participate in sports activities, maintain good mental health, and achieve comprehensive growth and development. Therefore, conducting in-depth research on the impact of digital media on students' sports behavior and psychology can provide useful reference and guidance for the fields of education and health. Zhang, L. and others believe that COVID-19 has forced sports to switch to the network, and the main way of acquiring knowledge has also changed from offline to online. Especially for college students, online learning habits, as a set of supportive and autonomous external conditions, can have a lasting impact on subsequent learning and production, and even become the second most important way of acquiring knowledge outside of the classroom. Therefore, it is

necessary to conduct research on the use and autonomous learning behavior of online learning platforms for college students. This study supplements perception theory and autonomous learning theory by extracting influencing factors of live streaming platforms based on TAM and UTAUT (Zhang et al., 2021).

## Research Methods

### Research Subjects

A total of 1000 college students from four universities in a certain province were selected as the research subjects, 100 questionnaires were distributed to each school, and 500 male and female high school students from each school were selected to answer. Using 1000 high school students as the research subjects, the "Middle School Students' Sports Behavior Questionnaire" and the "Middle School Students' Mental Health Self-Assessment Scale" were used as tools, the reliability of the two questionnaires was measured repeatedly by 30 high school students (with an interval of 20 days), and the reliability coefficients of the two questionnaires were  $r=0.735$  and  $r=0.801$ , meeting certain testing requirements. The "Middle School Student Sports Behavior Questionnaire" covers 8 dimensions and 40 questions; The Self-Assessment Scale for Mental Health of Middle School Students is divided into 9 dimensions and 60 questions; All options are based on the five-level scoring method of "from none to existence", which is

**Table 1**

*Related Analysis of Sports Culture Communication Methods(N=1,000)*

		Print media	Video media	Interpersonal factors	Environmental factor
Video media	Pearson Correlation	0.851**			
Interpersonal factors	Pearson Correlation	0.694 **	0.689**		
Environmental factor	Pearson Correlation	0.621 **	0.545**	0.687**	

\* \*Correlation Is Significant at the 0.01 Level (2 - Tailed).

\*Correlation Is Significant at the 0.05 Level (2 - Tailed).

In the analysis of [Table 1](#), it can be concluded that there are significant differences among the four types of sports culture dissemination methods. In the correlation analysis of the four types of sports culture dissemination methods, according to  $|r| \geq 0.8$ , there is a high correlation;  $0.5 \leq |r| < 0.8$  is a moderate correlation analysis, except for the absolute value of  $r$  between print media and audiovisual media, which is greater than 0.8, so, there is a high degree of correlation between them; The analysis of  $|r|$  among several other modes of transmission shows that the absolute value of  $r$  is at 0.5 and 0.8, therefore, there is a moderate correlation between them (Yoon & Kim, 2022).

divided into "1-5 points" according to one's own situation.

### Methods

In addition to the questionnaire survey, the literature review method is also used to review existing relevant research and obtain existing academic achievements and theoretical support. In addition, interview methods have also been applied in research, through in-depth communication with some college students and physical education teachers, to understand their real experiences and perspectives on the impact of digital media on sports behavior and psychology. Finally, in order to conduct a comprehensive analysis and interpretation of the data, the researchers used mathematical statistics and logical analysis methods to organize, summarize, and statistically analyze the collected data, in order to draw conclusions and research results. By comprehensively applying these research methods, researchers can deeply explore the impact of digital media on students' sports behavior and psychology and propose corresponding suggestions and strategies.

## Results and Analysis

### The Influence of Sports Culture Communication Mode On College Students in A Certain Province

Analysis of the Influence of Sports Culture Communication Methods

### The Ways of Sports Culture Dissemination Affect College Students' Attitudes Towards Sports

**Table 2**

*Confidence Interval of the Effect of Print Media on College Students (N=1,000)*

	%	The 95% confidence interval is the%
Very large	9.8	6.9-13
More	18	14.1-21.9
Kind	36.2	32-41.9
Some	15	11.3-18.7
Not have	21	16.8-25.6

According to the analysis of Table 2 "Confidence Interval of the Impact of Print Media on College Students' Attitudes", the proportion of students who choose "very large" is 6.9% to 13%; The proportion of students who choose 'major' is 14.1% to 21.9%; The proportion of students who choose 'average' ranges from 32% to 41.9%; The proportion of students who choose 'somewhat' is 14.9% to 15%; The proportion of students who choose 'none' is 16.8% to 25.6% (Liu et al., 2023).

According to the analysis of Table 3 "Confidence Interval of the Impact of Audio and Video Media on Attitude and Behavior of College Students", the proportion of students who choose "very large" is 11.95% to 19.2%; The proportion of students who choose 'larger' is 17.7% to 26.3%; The

proportion of students who choose 'average' is 26.2% -35.7%; The proportion of students who choose "somewhat" is 13.1% to 20.9%; The proportion of students who choose 'none' is 10.9% to 18.1%.

**Table 3**

*Confidence Interval of the Influence of Video Media on College Students (N=1,000)*

	%	The 95% confidence interval is the%
Very large	15.5	11.9-19.2
More	22	17.7-26.3
Kind	31	26.2 -35.7
Some	17	13.1-20.9
Not have	14.5	10.9-18.1

**Table 4**

*Comparison of Results Affecting the Dissemination of Sports Behavior (Male =516, Female =484)*

Sex	Print media	Video media	Interpersonal factors	Environmental factor	X <sup>2</sup>	P
Man	109	376	16	15	24.746	0.000
Woman	46	406	22	10		

Through the analysis of Table 4, it can be concluded that the communication method that has a significant impact on college students' sports behavior is video and audio communication, followed by plane communication, while interpersonal communication and environmental communication have a relatively small impact on college students' sports behavior. In the chi square test of male and female students, P was found to be less than 0.001, therefore, there are significant differences in the transmission methods that affect the sports behavior of male and female college students. According to data, the factors of audiovisual communication have the greatest impact on sports attitudes and behaviors among male and female college students

(Chu, 2021).

By analyzing the correlation between sports communication methods and college students' sports attitudes and behaviors in Table 5, it can be seen that attitudes and the four communication methods are highly correlated. The correlation between college students' sports attitude and print media is higher than other communication methods, and other communication methods are based on the degree of correlation between college students' sports attitude and it, ranked from high to low, the order is interpersonal factors, audiovisual communication, and environmental communication.

**Table 5**

*Analysis of the Correlation Between Sports Communication Methods, Attitudes, and Behaviors(N=1,000)*

		Print media	Video media	Interpersonal factors	Environmental factor
Manner	Pearson Correlation	0.434**	0.366**	0.403**	0.356**
Action	Pearson Correlation	0.563 **	0.509**	0.469**	0.366**

The correlation between behavior and the four modes of transmission is very high. Among them, the correlation between college students' sports behavior and print media is higher than other communication methods, other communication methods are arranged in descending order based on the degree of correlation between college students' sports attitude and it, followed by audiovisual communication, interpersonal factors, and environmental communication.

**Analysis of the Mental Health Index Test for High School Students under Different Gender Conditions**

High school is a critical period for students' physical and mental health growth, with the improvement of national education quality, students' learning pressure and competitiveness have increased compared to before. Parents must pay attention to students' mental health development while striving to improve their grades. Psychological issues have also become a key aspect of current school education.

From Table 6, it can be seen that there are differences in psychological health indicators among high school students of different genders. The significant differences in psychological health indicators among high school students under different gender conditions are interpersonal relationships, somatization, and hostility; The P values of delusion, compulsion, depression, anxiety, and terror were all greater than 0.05, and there was no significant difference. Due to differences in physical fitness, high school students' ability to withstand pressure also varies. Students with good physical fitness have better somatization indicators, and boys have better somatization indicators than girls. In learning and life, boys exercise more than girls (Fariana et al., 2021). Through a large amount of exercise, not only does it develop students' physical fitness, but it also improves their mental health indicators. Many students are unwilling to participate in physical exercise due to excessive homework and personal interests, and their stress is not released in a timely manner, leading to increasingly serious psychological problems. There are significant differences in interpersonal relationships and

hostility indicators between male and female students. High school boys are more outgoing than girls in classmate interactions, with indicators showing that boys are better than girls; In terms of hostility index, girls are better than boys. Middle school boys often show signs of hostility in class activities, such as fighting, throwing things, and arguing with others. In interpersonal relationships, girls are better than boys, with a gentler personality and easier interaction with classmates. They are also very willing to help classmates in their studies. The psychological indicators of interpersonal communication are greatly influenced by parents (Behbehani & Steffens, 2021). Parents should pay attention to the development of students' interpersonal communication abilities during their adolescence, and carefully analyze the causes and methods of problems from the perspective of how to correctly handle relationships with classmates, in order to improve children's mental health level. The impact of gender on the five psychological indicators of delusion, compulsion, depression, anxiety, and terror is not significant.

**Table 6**

*Analysis of the Characteristics of Mental Health Index of High School Students Under Different Gender Conditions*

	The variant number phase of Levene Wait for the test		Whether the average value is equal or not T test		
	F	P	T	df	P
Vain hope	0.877	0.349	1.241	660	0.215
Somatization	6.642	0.010	2.419	200.175	0.016
Enforce	0.106	0.744	-0.880	660	0.379
Interpersonal relation	2.135	0.144	2.487	660	0.013
Depressed	0.952	0.330	0.842	660	0.400
Anxious	0.242	0.623	-1.342	660	0.180
Hostility	3.431	0.064	2.488	660	0.015
Terrifying	0.001	0.977	-0.446	660	0.656

**Table 7**

*Analysis of the Change Characteristics of Mental Health Index of High School Students Under Different Exercise Levels*

	The variant number phase of Levene Wait for the test		Whether the average value is equal or not T test		
	F	P	T	df	P
Vain hope	0.307	0.581	-0.884	73	0.380
Somatization	1.246	0.268	-2.052	73	0.044
Enforce	5.363	0.023	-1.928	13.063	0.046
Interpersonal relation	5.363	0.023	-2.478	73	0.016
Depressed	10.573	0.002	-2.506	73	0.014
Anxious	1.205	0.276	-2.230	73	0.029
Hostility	2.623	0.110	-0.762	73	0.449
Terrifying	0.969	0.328	-0.974	73	0.333

#### **Analysis of Psychological Health Indicators for High School Students Under Different Levels of Physical Activity**

The exercise level of students has a significant impact on their mental health. According to Table 7, there are significant differences in indicators of somatization,

compulsion, interpersonal relationships, depression, and anxiety among students with different levels of exercise; There was no statistical difference in the three indicators of delusion, hostility, and terror. Students with high levels of exercise have higher levels of mental health index. Students

have their own sense of superiority and achievement during the exercise process. The level of students' physical fitness is influenced by multiple factors such as genetics, family, and exercise habits. Physical fitness has a significant impact on compulsive psychology, students with low levels of exercise may find it difficult to complete their studies and tasks, lack sufficient confidence, and cannot concentrate on completing tasks; On the contrary, students with high levels of exercise have significantly better compulsive psychology than students with poor physical fitness. Teachers and parents cannot ignore the improvement of physical fitness in the process of students' growth (Suerdem, 2022). The body is the foundation of growth, and exercise is the way to enhance physical fitness. Many parents do not like their children to exercise, and even prohibit their children from exercising when there is too much homework, resulting in a decline in students' physical fitness year by year. Students with high and low levels of exercise have significantly better psychological indicators of depression and anxiety than those with poor physical fitness. Depression and anxiety are often caused by their living and learning environment. Students with good physical fitness have stronger

ability to resist depression and psychological problems, and these students often enhance their physical fitness through physical exercise. Physical exercise has a good regulatory effect on psychological depression and anxiety. Through physical exercise, psychological problems arising from learning can be alleviated, and it plays a good promoting role in the development of students' mental health. Students' depression and anxiety are generally caused by difficulties encountered in their learning and life. Students with depression and anxiety may be nervous, fearful, restless, overly worried, lacking confidence, etc, through physical exercise, students can temporarily forget the difficulties they encounter in learning, relax their nerves, and better promote the development of their healthy psychology. As parents and teachers, we should encourage students to actively participate in physical exercise. As schools, we should provide students with good conditions for physical exercise and create a good fitness atmosphere. If teachers and parents can participate in sports activities with students together, it will better promote their mental health level.

**Analysis of the Changes in Psychological Health Factors Among High School Students Under Different Conditions of Sports Behavior Attitudes**

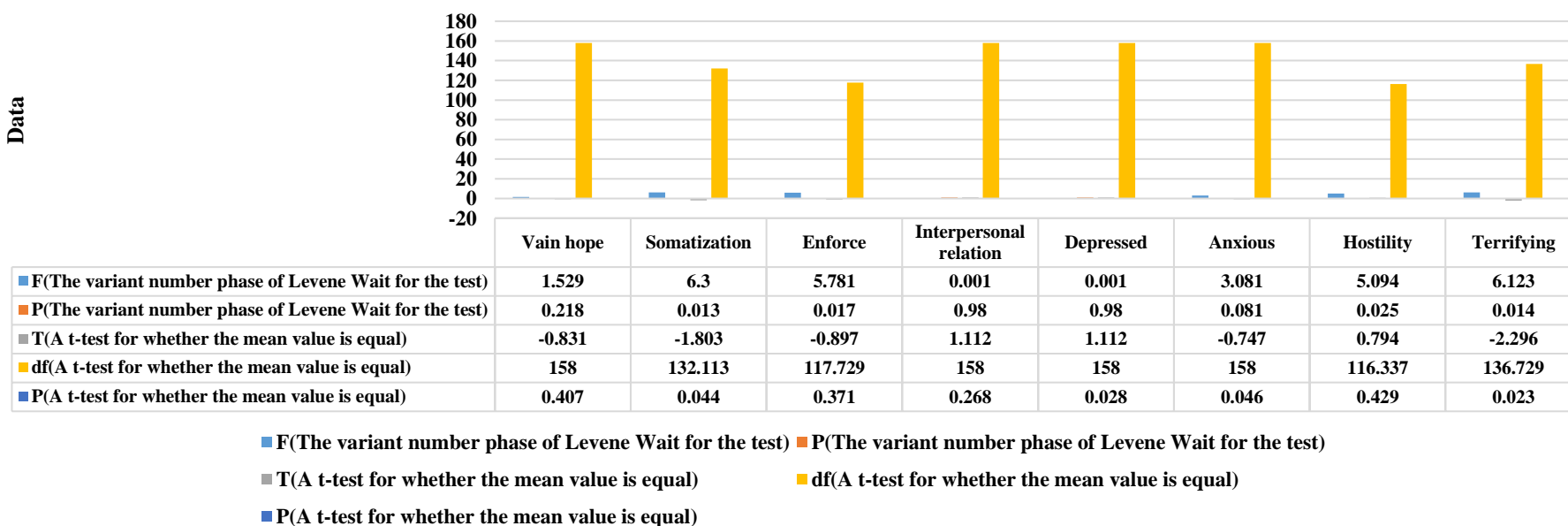


Figure.2: Changes in Mental Health Indicators of High School Students Under Different Conditions of Physical Behavior Attitudes

The attitude towards physical exercise is a recognition of students' participation in sports activities, which directly affects the effectiveness of students' participation in sports activities and is a key factor in whether students can develop lifelong physical education. When a student has a good attitude towards physical exercise, the exercise effect will better integrate their body and mind. Only when students truly enjoy sports activities and enjoy them can physical exercise last for a long time. From [Figure 2](#), it can be seen that students with good attitudes towards sports have better psychological parameters such as somatization, depression, anxiety, and terror compared to students with poor attitudes towards sports, with P values of 0.44, 0.28, 0.46, and 0.23, all less than 0.05, the impact of sports attitude on mental health index is similar to that of physical exercise ability. Students with good sports attitude have better physical fitness and high enthusiasm for fitness exercise. Moderate physical exercise has a great effect on alleviating students' depression, anxiety, and terror. During physical exercise, it can actively eliminate students' loneliness, relax their mood, and reduce their hostile psychology through mutual cooperation ([Ai, 2021](#)).

## Discussion

So far, the development trend of new media sports information dissemination is good, and the government is constantly formulating new policies to encourage the healthy and upward development of new media sports information. However, these are far from enough, in addition to encouragement, the government should also fulfill its supervisory responsibility, strictly review and screen sports information, establish strict systems, and ensure its healthy development.

In addition to supervision, the government should vigorously support the construction of school networks, create a favorable environment for ordinary university students to use new media to understand sports information. On the other hand, corresponding regulations and policies should be formulated to constrain sports information new media workers, guide them to form correct communication values, and thus carry out healthy sports news dissemination ([Ross et al., 2021](#)).

The government should also increase its support for local television stations, encourage them to spread sports information from their unique perspectives, and strive to make the dissemination of new media sports information present a situation where a hundred schools of thought contend and a hundred flowers bloom, enriching the sports life of ordinary university students. As a sports information new media worker, we should pay attention to cultivating our correct outlook on life, values, and

communication. We cannot spread false and messy sports information to ordinary university students under the drive of interests and do a good job as a "gatekeeper". Secondly, sports information new media workers should comprehensively improve their professional qualities, constantly innovate, and provide more refined and comprehensive sports information and programs to college students from multiple perspectives, always shouldering the responsibility of guardianship and supervision in the new media era ([Suryaningrat et al., 2021](#)).

Internet sports communication is a new media commonly used by ordinary college students to understand sports information. However, there are still some problems with this new media, such as a single program and insufficient promotion of some professional sports information websites. Firstly, in terms of the internet, efforts should be made to promote professional sports information websites and accelerate the dissemination of sports information in ordinary universities; Secondly, the internet should create more sports programs targeting college students to attract their attention, by easily watching programs, they can enrich their sports knowledge, such as "campus fancy basketball matches" and "campus football" ([Lu & Zhang, 2021](#)).

The guidance provided by schools may seem simple and easy, but it plays a very important guiding role for ordinary university students to use new media to understand sports information dissemination and the correct communication awareness of media workers. "In addition to traditional quality, contemporary physical education teachers should also have high humanistic quality, correct sports value trend, strong understanding of Chinese and Western sports culture, sharp and correct judgment, the ability to identify and resist the negative impact of the media, the ability to apply modern media tools, understand the latest development of sports and the ability to use the media to carry out various forms of sports teaching activities, workers engaged in sports communication education need to recognize the current situation, strive to improve their professional quality, grasp the current situation, and strive to spread positive and healthy educational ideas to college students. Various departments and organizations of universities should also take corresponding regulatory measures, create favorable conditions and venues for ordinary university students to use new media to understand sports information dissemination, at the same time, relevant courses and lectures should be offered as much as possible to disseminate new media sports information knowledge to college students, enhance their awareness and understanding of it, and enhance their awareness of sports information recognition.

## Conclusion

After studying a total of 1000 college students from four universities in a certain province, as well as a control group study of 1000 high school students, a conclusion was drawn about the impact of digital media on students' sports behavior and psychology:

1. The impact of digital media on college students' sports attitudes and behaviors: Research has found that the widespread use of digital media has led to a decrease in college students' time participating in sports. Students tend to spend more time on digital platforms, which may lead to the formation of sedentary habits and a lack of physical exercise. The influence of digital media can also affect college students' cognition, attitude, and habits towards sports, and have an impact on their enthusiasm for sports activities.
2. The impact of digital media on the mental health of college students: The use of digital media may be related to the mental health issues of college students. Long term use of digital media may lead to students' lack of concentration, affecting their learning and motor performance. The use of social media may increase students' social anxiety or generate social comparison psychology. Some indicators of mental health, such as anxiety and depression, are also influenced by digital media.
3. Sports behavior and exercise level have a significant impact on mental health: Research has found that physical exercise level and exercise behavior have a significant impact on psychological health indicators such as somatization, compulsion, interpersonal relationships, depression, and anxiety. Active participation in sports activities can promote mental health.

In the process of studying the impact of digital media on students' sports behavior and psychology, there are also some limitations that may have an impact on the research

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results and conclusions. It is necessary to consider these limitations when interpreting the conclusions:

1. Subjectivity of questionnaire surveys: Although questionnaire surveys are commonly used research methods, respondents' responses may be influenced by subjective factors. Some students may tend to give social expectations or self-evaluation rather than actual behaviors and psychological states, leading to biased results.
2. Geographical limitations of the sample: This study only selected four universities in a certain province as the sample, which may limit the generalizability of the research results. Due to regional and cultural differences, college students from other regions may be influenced by different digital media, so the conclusion may not necessarily apply to other regions or countries.
3. Self-selection of subjects: College students participating in the study voluntarily filled out questionnaires, which may be related to their interest and attitude towards sports behavior and mental health. This may lead to biased sample selection, which cannot represent the entire college student population.

Despite these limitations, this study still provides a preliminary understanding of the impact of digital media on students' sports behavior and psychology. Future research can further improve research design and adopt more diverse methods to deeply explore the role of digital media in students' sports behavior and mental health. Meanwhile, considering regional and cultural differences, diversified sample selection is also an important direction for future research.

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